

EVALUATING THE DIFFERENCE IN THE EFFECTIVENESS OF ORGANIZATIONAL MARKETING IN COMPANIES WITH MARKETING DEPARTMENT AND WITHOUT

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ABSTRACT

In times of recession, the demand for services and commodities is decreasing, and consequently production cuts occur due to several factors. Particularly companies that do not use appropriate promotional strategies in response to environmental changes and changing customer needs lead to loss of customer levels. The purpose of this study was to investigate the difference between the effectiveness of organizational marketing in companies with a marketing department and the without a marketing department, as well as the differences in the effectiveness of their promotion strategy in the wire and cable industry in Iran. The results of this study showed that companies with marketing sector have higher organizational marketing effectiveness and more profitability than those with no marketing sector.

Keywords: Organizational Marketing Effectiveness, Effectiveness of Promotion Strategy, Marketing department, Wire and Cable Industry.

INTRODUCTION

In the economic crisis that some countries are already involved in, the country's economy is undergoing a recession and a decline in economic indicators, and almost every business runs a difficult and complicated situation. But perhaps considered that the period of the downturn for marketing and advertising as an opportunity and a golden age, because in such a situation, economic firms focus more on marketing activities; and marketing knowledge and expertise will have a more significant role in continuity of activity and survival of the businesses (Ghadimi, 2010).

Research purpose

Due to the increasing number of manufacturing companies, as well as closed and semi-detached distributors and retailers in some industries, in recent years, we have investigated the differences in the levels of organizational marketing effectiveness and the effectiveness of promotion strategies in the companies with marketing department and without in Wire and Cable Industry of Iran. Investigating the organizational marketing effectiveness and the effectiveness of promotion strategies and marketing strategies allows companies to keep their business under active recession and continue to operate for a long time (Kotler & Keller, 2008). This research is in the opinion of the nature of a study is descriptive and in terms of how information is collected, survey and in terms of purpose.

Theoretical Context and Research Background.

Cable: In the technical term, Cable is said to have two ropes that are twisted together. This term also has many applications in different industries, for example, it is used in heavy-duty mechanics for carrying ships, but the most common use of cable in the electric power industry is as an electronic energy transmitter. With the advent of the arrival of advanced technology and advanced knowledge, the idea of creating cable makers was created. The cable-laying factories initially started with the production of wire, and then, by building the conductors, they developed and eventually built the cable. The wire and cable industry of Iran is also one of the long-standing industries that have been formed many years ago and have more than 50 years of experience.

Marketing Definition: Supporting decision making is a key issue for marketers, providing insight to help answer critical questions such as: Which product is appropriate for a particular market; how to advertise this product in that market; through which communication channels; What point of time and at what price and what type of promotion strategy and promotion's activity is supported (Moro, Sérgio, 2017).

Marketing a set of processes to create value for the customer, informing him about this phenomenon (product or service) and presenting it to him, and making the product available and managing customer relationships in a manner that serves the interests of the organization and target groups. Marketing department is one of the organizational units (Kotler & Keller, 2013, p. 35).

Marketing management is the science and art of choosing target markets, creating more value for customers, making valuable items accessible to target markets, informing and do aware to target customers, attracting and retaining targeted customers, and adding Their number is one of the channels for creating the best value for them, making them available to them and making them aware of them (same Sources, pp. 5 and 35).

Marketing in action: from the point of view of theory, in the marketing planning process, it should analyze marketing opportunities, determine target markets, formulate marketing strategies and schedule its implementation, and ultimately supervise and manage the relevant activities Contract. While in practice, competitive marketing is a very unmoral marketer, marketing planning is very unstable, and marketing every day in the world has a new word to say (Kotler & Keller, 2013, p. 19).

Industrial and consumer Marketing Difference: Marketing in industrial marketing is defined as business marketing or business marketing for business B2B (Webster, 2002). In marketing for consumption, companies and marketers, the marketing of products and services to individuals or families, and for their own consumption, and after the sale of goods and services is almost cut off with the customer. In summary, there is a significant difference between industrial marketing and consumer marketing in six attributes of the market, product and services, buyer behavior, distribution channels, advertising practices and product prices (Havaladar, 2015).

The views of the market participant

The company with produce's view (production-oriented), produces the products that are available everywhere at affordable prices. Managers of companies that have a production perspective try to produce and massively distribute high-efficiency products at a lower cost (Kotler & Keller, 2013, p. 20).



The company with a product perspective: Some companies are product oriented and only want to create good and quality products. These managers are sometimes fascinated by their product and suffer from the same sophistication as the "best mouse trap". Believing that a product can better take customers away to home (Kotler & Keller, 2013, p. 21).

The company with sales perspectives: Some companies are sell-oriented, they encourage consumers and companies to buy, and often use this strategy for products that the buyer does not have, such as insurance, pre-purchase the grave. Or when companies produce a lot of goods and they are selling all of them (same source, p. 21).

The company with market-oriented marketing perspective, this view was raised from the mid-1950s. These companies focus on customer (so-called customer-oriented) and are based on this philosophy, which should be based on reason and logic, and the market also a sensible reaction will show. These companies believe that they should not go to customers who want a product, but they should be produced according to their demand. Several studies have found that pro-marketing vendors have been able to achieve very high performances (Kotler & Keller, 2013, p. 21).

The company with whole-oriented marketing: Holistic marketing is based on the following: planning, procurement and implementation of programs, processes and marketing activities, with due regard to the scope and interdependence between them. In whole-oriented marketing, it is important to consider the importance of marketing in everything, and it must always have a broad, comprehensive and integrated perspective. Whole-oriented marketing has four attributes: relationship marketing, integrated marketing, internal marketing and performance marketing (source same, pp. 20-22).

Marketing Audit: An Integrated, Systematic, Independent, and Periodic Test; Aims, Strategies, and Activities of a Company or Business Unit in the Marketplace to Identify Problem Areas and Opportunities and Introduces a Practical Plan to Improve the Marketing of the Company (Kotler & Keller, 2008). Marketing auditing covers all major marketing areas of a business, identifies opportunities and threats (SWTO), and allows a company to change its strategy (Kotler, Gregor & Rogers, 2008; Sutchai Yimsiri, 2011). Marketing audits provide an environment for deficiencies by providing comprehensive recommendations to the company and discussion for planning (Kotler & Keller, 2008).

The strategic role of marketing audit is that, it is a tool of intervention and change. Marketing audit studies address the issues of marketing audit implementation using a structured questionnaire and a checklist of troubleshooting questions to create and reinforce the smooth path of transparent auditing (Kotler & Keller; Taghian & Shaw, 2008). Marketers recommend the use of marketing audits as an integral part of the marketing planning process (Chen, 2006). Advantages of using marketing audit and implementing its recommendations is hidden in its ability to influence and change the organizational effectiveness (Kotler & Keller, 2008).

Marketing audit features:

Comprehensiveness: Marketing Audit covers most of the marketing activities of a business. For example, a company monitors application-specific audits only on problematic points. While comprehensive marketing audits are an effective tool for determining the focus of a problem (Kotler & Keller, 2008).

Systematically: Marketing auditing follows a systematic sequence and systematically examines marketing goals, marketing strategies, promotion strategies, marketing systems, market



environment and hidden issues (Kotler & Keller, 2008). Marketing audit shows the maximum and minimum requirements of the company to optimize.

Independence: Internal or external audit teams that have objectivity and independence can conduct marketing audits. An independent section with the necessary objectivity, widespread experience, time and attention can carry out effective marketing audits (Kotler & Keller, 2008).

Periodicity

Often, a marketing audit begins when a company faces a serious problem in a crisis such as falling sales, lowering profits or high turnover. Alternate marketing audits can examine organizational effectiveness during a period in which the firm is in a position to deal with the unexpected problems in times of crisis (Kotler & Keller, 2008).

Marketing Effectiveness: In times of economic downturn, marketing effectiveness assessment for business survival is a necessary requirement (Eusebio, Andreu & Belbeze, 2006). Many researchers, because of strong relationships, have marketing effectiveness with many organizational results such as growth, customer satisfaction, Competitive Advantage, Marketing Orientation, Promotion, and Company Profit have discussed extensively the concept of marketing effectiveness extensively (Chen, 2006; Nwokah 2008; Velez & Marinov, 2004). The Cartoon Marketing Initiative is marketing effectiveness to measure the effectiveness of enterprise marketing. Made Marketing orientation has a positive relationship with the effectiveness of organizational marketing (Nwokah, 2008; Sutchai Yimsiri, 2011).

In previous studies, marketing researchers have used two main models to measure the effectiveness of marketing: audit marketing effectiveness with return on investment and audit the effectiveness of organizational marketing based on marketing orientation.

Marketing Effectiveness Audit, by Return on Marketing Investment (ROMI): Assessing the quality and presence of the company in the target market by optimizing company costs to achieve satisfactory short and long term. This concept is logical, analytical, and data-based, and it solves problems through the crunching of issues into distinct, defined parts (Sutchai Yimsiri, 2011).

Organizational marketing effectiveness (OME) Audit, Based on Kotler's Marketing Orientation: For the first time, marketing effectiveness audits were introduced based on Kotler's marketing orientation. The effectiveness of Kotler's marketing reflects the degree of application of five key features of the company's marketing orientation: customer philosophy, integrated marketing system, adequate marketing information, strategic orientation and operational efficiency (Kotler & Keller, 2008).

Customer philosophy: The leader of a company needs to understand the importance of studying marketing and market research and the availability of opportunities and choosing the best part of the markets for the company's products and services. The main goal of marketing is that the company can be establish long-lasting relationships with people and organizations. The goal of marketing-based relationships is to provide long-term, interactive relationships with interest groups (customers, employees, marketing partners, companies) and members of the financial community, shareholders and others in order to be able to list them after being attracted Their customers (Kotler & Keller, 2013, p. 23).

Integrated marketing system: The corporate structure of the company should be such that it reflects the marketing philosophy of the company. Top managers should directly capture and control the essential functions of marketing (environment, strategies, organization, system, and organizational productivity). Managers should also design different marketing functions to serve



the regions, market segments and product lines, and in the development of the new product, they must have the appropriate policy to identify, develop, test, evaluate, launch, and present new products to the market. Kotler & Keller, 2008).

Integrated marketing occurs when marketers coordinate marketing activities and marketing plans to create value, to inform the target market and deliver it to customers in such a way that the total impact of this set of aggregate components is increased. Integrated marketing has two main roles: (1) Many different marketing activities can create value, inform and target the market, (2) companies and marketers should focus on marketing activities. The basis for other activities is to design and implement (Kotler & Keller, 2013, p. 23).

Marketing communications always suggest the brand name in each case, but this kind of marketing communication must be integrated in order to provide a continuous message to the audience and the company can consolidate its position from a strategic perspective (Kotler & Keller, 2013, p. 509). In order to coordinate the entire communication system process, the marketer must integrate the communications system, by planning marketing communications and evaluate the strategic roles of different ways of establishing contact with target customers, evaluate the entire system in an Integrate way to observe procedural consistency to confirm the all messages that sent to each other (same source, p. 532).

Sufficient marketing information: For effective marketing support, personnel management needs to have enough information about places, markets, products, competitors and advertisements. Also should allocate appropriate marketing tools to suit the appropriate resources. Marking sufficient information is; having product information, sales potential, customers, regions, profitability of each sector, distribution channels, prices and marketing costs (Kotler & Keller, 2008). The marketing information system consists of individuals, devices, methods and resources. Also the company can accurately collect, store, analyze, evaluate and distribute the information it needs. The Companies with superior information systems can maintain their markets, market new products, and better implement marketing plans. Customer needs should be the main concern of all levels of the company's staff (Kotler & Keller, 2013, p. 73).

Strategic orientation: The effectiveness of organizational marketing depends on whether the company has the ability to use the organization, organization's philosophy and information resources to design a profitable strategy. A firm needs a formal system for long-term marketing plans (Kotler & Keller, 2008). The formal system should lead to the company's core strategy, which is bright and innovative. Developing strategic plans is to determine the mission of the organization, organizational strategic units, allocate resources to each one, and evaluate growth opportunities. (Kotler & Keller, 2013, p. 67). The basis of strategic marketing is based on this formula: segmentation of the market, determination of the target's goals, and ultimately determining the position of the company in the target market, and then the value should be presented (Kotler & Keller, 2013, p. 40).

Value chain: The tools used to identify ways to create value for the customer are called the value chain. Based on this template proposed by Michel Porter, a Harvard professor; each company focuses on activities designed to design, manufacture, market, deliver, and after-sales services (the same Source, p. 41).

Operational efficiency: Operational efficiency means a company the extent to which has implemented cost effective marketing plans to achieve better operating results (Kotler & Keller, 2008). To determine the marketing performance, the outcome of the financial and non-financial



operations of the marketing activities should be calculated for the company and the community. From a balanced perspective, the results of marketing activities are interpreted in terms of market share, loss of customer percentage, customer satisfaction, product quality, and other criteria. Also, from the legal point of view, ethics, social and environmental factors, consider the effects of marketing plans and activities (Kotler & Keller, 2013, p. 25).

In order for marketing management to succeed, it must be able to carry out four specialized tasks or specialist work; formulate strategies and prepare marketing plans; knowledge of environmental factors; establish relationships with customers; create powerful brand names, Informing customers of the value created and finally maintaining a long-term and profitable relationship with customers (the same Sources, p. 35).

The difference between Return on Marketing Investment (ROMI) Audit and Kotler's Organizational Marketing Effectiveness (OME) Audit: Since the return on investment in marketing does not clearly represent an organization's marketing overview, many researchers consider Kotler's idea of measuring the effectiveness of organizational marketing in the sector. Basic marketing functions: environment, strategies, organization, system, and productivity (Webster, 2002). Kotler Marketing Effectiveness Audit There is a broad framework of marketing targeting to measure the effectiveness of organizational marketing and has so far had widespread plans (Nowaka, 2008, Sutchai Yimsiri, 2011).

To measure the dimensions of the effectiveness of organizational marketing, a standard questionnaire (table 2) was used with 15 questions on Likert scale 1 (completely opposite), 2 (opposite), 3 (neutral), 4 (agree) and 5 (completely agree). Standard questionnaires asked participants to measure their understanding of their marketing activities over the past 24 months. The total score is from 25 to 75 (table 1), which represents the score of the effectiveness of organizational marketing. A higher score represents a higher level of organizational marketing effectiveness. A score below 25 indicates the low effectiveness of the marketing activities carried out in the organization. The score between 25 and 55 indicates that marketing activities are somewhat effective. Score from 56 to 75 indicates the effectiveness of marketing activities conducted in the organization.

Promotion Strategies: One of the most essential elements of marketing mix is the promotion strategy (Kotler, 2008). Promotion means coordinating all sales practices that are trying to create information channels for the sale of products and services to the customer, convincing him or promoting an idea through it (Kotler, 2008). An effective promotion of a program is for optimal use of various advertising strategies. Traditional promotion has four strategies: advertising strategy, public relations, promotion of personal sales and sales (Belch and Belch, 2006; Yahaya, 2009). Kotler and Keller (2008) have invented a modern promotion model that includes events and experiences strategy and direct marketing strategy as the fifth and sixth promotion strategies. The common goal of the mixing elements of marketing is the successful sale of goods and services (Catura et al., 2016, p. 515).

Public Relations: Public relations is one of the promotional strategies that develops public attitudes towards the internal organization of the organization and, by implementing a program, aims to increase the level of public perception and public acceptance (Lamb, 2006). A strong public relations campaign can serve the company with good advertising, such as providing general information about a company, or a product, or through appearing in the mass media.



As a massive advertising power, companies are moving toward marketing public relations (MPR) to create brand awareness and brand knowledge for new and current products (Kotler & Keller, 2008). The role of public relations is to establish good relationships with the press and other media to help companies transfer their message to relevant communities including customers, public communities and government legislators. This is not only to encourage the press to cover the company's positive stories, it also includes fading rumors, stories, and inappropriate events about companies (Catura et al., 2016, p. 517).

Advertising: It is in every way possible from providing a new theory, goods and services from the ducts of others at the appropriate cost, and promoting through the media, broadcasting, network and electronic media, and social networks and media that display the product. (Kotler & Keller, 2013, p. 507). Traditional media such as television, radio, newspapers, magazines, billboards and shipping posts are often used to communicate unilaterally with consumers (Belch, Belch, 2006).

Events and experiences: The implementation of specific programs and projects at the expense of the company, with the goal of establishing mutual relations with customers, accepting the cost of events such as sports competitions, art exhibitions and informal activities (Kotler & Keller, 2013, p. 508). Marketers often set up marketing events that streamline company products with popular and favorite activities such as sporting events, concerts, and trade fairs. Marketing experience is the act of interacting with target audiences in their personal experiences, in which audiences understand the inner sense of how their brand, their personal or professional life improves.

Promotion of sales: promotion Sales refers to marketing activities that stimulate customers to buy and improve the effectiveness and cooperation between retailers or intermediaries, presenting lower-priced products, displaying and supplying goods inside the store, giving Samples of goods, coupons, gifts, delivery of some items in addition to goods, betting, participation in a tender for winning a prize are also a variety of promotional tools. Designed to complement advertising and promote sales in a promotion mix (Catura et al., 2016, p. 515). Although promoting the sale of some of the next purchases inspires customers, this strategy does not turn them into loyal customers.

Direct marketing: The use of direct channels in consumer products to deliver goods and services to customers without the use of marketing intermediaries (Belch and Belch, 2006; Lamb, 2006). Direct marketing activities include direct mail, catalogs, telephone marketing, TVs, kiosks, websites, cyber space and mobile phones.

Recently, the most important sources of data uploads are social media and mobile apps, and both have proven to have a huge impact on customer decision making, which directly affects the brand's structure (Moro et al., 2017). Direct marketing by testing messages and searching alternative media provides the most cost-effective way.

Personal Sales: Personal Selling is Face-to-face communication with potential buyers with a view to introducing goods or services, answering the questions raised in this field and providing ground for ordering (Kotler & Keller, 2013, p. 508). In the Personal sale of the vendor, the customer has the most direct relationship with the customer, from the perspective of most customers, the seller means the company (Catura et al., 2016, p. 547). Resellers, as the company's products provider and market information provider, are the ultimate link between a company and its sales efforts (the same source, p. 548).



The advances in information technology have made it possible for more coordination through advertising, marketing research and efforts through personalized sales, and has created new roles in customer relationship management (CRM) (Catura et al., 2016, p. 547). Advertising and sales are the most important component of the marketing mix of most companies (The same Sources, p. 515).

RESEARCH METHODOLOGY

Data collection: The standard questionnaire was sent by e-mail to more than 120 wire and cable companies and 500 distributors of wire and cable in the huge and industrial provinces of Iran, including East Azerbaijan, Zanjan, Qazvin, Tehran, Khorasan Razavi, Mazandaran, Golestan, Gilan, Isfahan, Kerman, Fars. The responses received in this study were the responses of the owners of the company, directors and vice-presidents of directors and sales managers and marketing directors and company managers. Each of these managers had more than two years of marketing experience or history of wire and cable sales. The tests performed on the data show that the data has a normal distribution. The tests were carried out at 95% confidence level and some at a confidence level of 99%, whose confidence level for this is mentioned, and used for analysis of SPSS software.

Operational definition of variables

There are six independent variables in this study: advertising strategy (X_1), public relations strategy (X_2), event and experience strategy (X_3), sales promotion strategy (X_4), direct marketing strategy (X_5), personal sales strategy (X_6). The data was collected and measured using the Likert scale of 5 options ranging from 1 (completely disagree) to 5 (completely agree). The data were collected and measured by an orderly scale from Questions 1 through 6 of the third part of the questionnaire. The effectiveness of organizational marketing (Y) is a dependent variable to which the organization has five core features of marketing orientation: (a) customer philosophy, (b) an integrated marketing system, (c) adequate marketing information, (d) strategic orientation, and (E) operational efficiency (Kotler & Keller, 2008). The data was collected and measured by participants' responding to 15 questions of Marketing. Effectiveness was measured through the 5-point Likert scale being ranged from 1 (completely agree) to 5 (completely disagree). The scores of the questionnaire ranged from 25 to 75. The score under 25 represents the low effectiveness of marketing activities conducted in the organization. The score between 25 and 55 indicates that marketing activities are somewhat effective. The score between 56 and 75 indicates the effectiveness of the marketing activity performed in the organization.

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Questions and research hypotheses

Question 1: Is there any significant difference between the Organizational marketing effectiveness of companies with marketing department and the without?

H0. There is no any significant difference between the Organizational marketing effectiveness of companies with marketing department and the without.

H1. There is a significant difference between the Organizational marketing effectiveness of companies with marketing department and the without

Question 2- Is there any significant difference between the promotion strategy effectiveness of the companies with a marketing department and without?

H0. There is no any significant difference between the promotion strategy effectiveness of companies with marketing department and the without.

H1. There is a significant difference between the promotion strategy effectiveness of companies with marketing department and the without

RESULTS, ANALYSIS AND DISCUSSION

In this study, all 384 participants (with a high percentage of 100%) worked in the field of production, or the purchase and sale of wire and cable. Responsibility and activity of all 384 respondents (with a high percentage of 100%) to the questionnaire of this research in the field of sales, or marketing and sales in the field of wire and cable, or had at least two years of marketing experience.

Job position: The majority of the participants (table 3) with 173 people (with percentage of 45.1%) were top managers of the companies - the owner, the chairman of the board and the managing director, and the number of 40 (with percentage of 10.4%) deputy director, manager The company, the executive director and 136 people (with percentage of 35.4%) were marketing director, production manager, sales director, and 35 (with percentage of 9.1%) of other responsibilities that have sales and marketing experience in this area they had.

In Compared the companies, for full-time personnel (table 4), out of the total number of 79 companies with department marketing, companies with a staffing of 10 and less than 10 people, 50 companies (with percentage of 63.3%), companies with a number of personnel between 10 and 15 Number of 16 companies (with percentage of 20.2%) and companies with the number of personnel between 16 and 20 persons, 1 company (with percentage of 1.3%), and companies with a staff number of more than 20, 12 companies (with percentage of 15.2%) Out of a total of 305 companies without a marketing department; the company with a staffing of 10 and fewer of the 278 majority companies (with percentage of 91.1%), and the company with 10 to 15 employees, 10 companies (with percentage of 3.3%); And the company with a staffing of 16 to 20 people, 3 companies (with percentage of 1%) and the company with more than 20 personnel, 42 companies (with percentage of 4.6%).

In comparing the existence of the marketing department (table 5), 79 firms (with percentage of 21%) had a marketing department and, apart from the owner or CEO, the individual or others,



were active as marketers in marketing, and 305 companies (With a high percentage of 79%) lacked a marketing department and the owner, CEO or board of directors of the company was responsible for marketing.

In terms of the nature of the company, the majority of 373 companies (with percentage of 97.1%) of the private sector, 3 companies (with percentage of 0.8%) of the public sector and 8 companies (with percentage of 2.1%) are guaranteed.

In terms of responsibility of contributors, companies with marketing department(table 6), 79 companies (with a high percentage of 21%), respondents who were at the top of the company's management as the owner, the chairman of the board, the managing director of the company, number of 30 person (with percentage of 38%) And respondents who were deputy managers and chief executive officer or director of the company were 9 people (with a percentage of 11.4%) and those who were marketing director, production manager and sales director, 35 people (with percentage of 44.3 %) And other responsibilities with a two-year experience in this area were 5 people (with a percentage of 6.3%).

In the companies without marketing department, 305 companies (with percentage of 79%) participant contributors, respondents who were the owner, the chairman of the board, the CEO, were 43 people (46.9%) and the vice president and executive director Or director of the company, 31 people (with percentage 10.2%) and marketing director, production manager and sales manager 101 people (with percentage of 33.1%) and other participants with two years' experience in marketing and sales in this area were 30 people (with percentage of 9.8%). Compared to the two groups, the respondents in the questionnaire were in the company with the marketing department of the highest group, sales managers and marketing directors (with percentage of 44.3%). In the companies without marketing department, the respondents were the owner and CEO with the highest percentage the abundance of 79% were the highest contributing group.

In terms of nature (table 7), out of a total of 79 companies with a marketing department, the majority of 77 companies (with percentage of 97.46 %) were of a private nature, and 2 companies (with percentage of 2.54 %) are state-owned.

Of the 305 companies without the marketing sector, the majority of 296 companies (with percentage of 97%) were private in nature, and 1 company (with percentage of 0.4%) was state-owned and 8 companies in the majority (2.6%) were guaranteed. About 21% of private sector companies have a marketing department, 79% were the company without marketing department. In the state-owned. Sector; two thirds of the companies had a marketing department; one third of the companies were without the marketing department; and the guaranteed companies were without the marketing department.

In terms of the effectiveness of organizational marketing, a total of 67 companies (with percentage of 17.2%) with a score of 66 to 75 have a high level of organizational marketing effectiveness, and 218 companies (with a percentage of 56.8%) with score of 56 to 65 were in the good level of effectiveness of organizational marketing, and 85 companies (with a high percentage of 21.9%) score 46 to 55 were in the average level of organizational marketing effectiveness and 13 companies (with percentage of 3.9%) The score of 36 to 45 was at the weak level of organizational marketing effectiveness and the number of 1 company (with percentage of 0.3%) with a score of 26 to 35 at a very weak level, the effectiveness of the organization's marketing respectively.



In comparison The effectiveness of organizational marketing In comparison of companies with marketing department(table 8), 18 companies (with percentage of 26.9%) with a score of 66 to 75 at a high level, 41 companies (with percentage of 18.8%) with a score of 56 to 65 at a good level, 15 companies (with percentage of 17.6%) with a score of 46 to 55 at the average level and 4 companies (with percentage of 30.8%) with a score of 36 to 45 at a weak level and 1 in the company (with percentage of 100 %) Were very weak, and companies with no marketing department, 49 companies (with percentage of 73.1%) were in high level, 177 companies (with percentage of 81.2%) at a good level, 70 companies (with percentage of 82. 4%) at the average level and 9 companies (with percentage of 69. 2%) were at weak levels.

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Producers and Distributors with a marketing department in the dimension of an integrated marketing system responding to queries of 4.5.6 (table 10) with a share of 18% have the highest score of the effectiveness of marketing organization compared to the companies without marketing department with 17.70%. Getting the first and second rank which demonstrates the high impact of the marketing sector on the effectiveness of the organization's marketing in the dimension of the integrated marketing system in the distribution and production of wire and cable in Iran.

Producers and distributors with a marketing department in the dimension of enough information with response to the questions of 7.8.9 (table 11) with a share of 33% had the highest score of the effectiveness of marketing organization compared to the companies without marketing department with 25.90%, that indicating the high impact of the existence of the marketing department in the dimension of enough information in the effectiveness of organizational marketing.

Producers and distributors with a marketing department in dimension of strategic direction in response to questions 10.11.12 (table 12) with the share of 27.85% had the highest score of the effectiveness of marketing organization compared to the companies without marketing department with 18.36% that showing the existence of marketing department has a high impact in dimension of strategic orientation in the effectiveness of organizational marketing.

Producers and distributors with a marketing department in the dimension of operational efficiency with response to questions 13.14.15 (table 13) with share of 27.85% had the highest



score of the effectiveness of the marketing organization compared to the companies without the marketing department with 18.36%. That indicate the existence of marketing department has the high impact in the dimension of operational efficiency on the effectiveness of organizational marketing.

Comparison the rank of the Effectiveness of Organizational Marketing of Companies with marketing department and without: Based on the findings (table 8), the companies with a score of 66-75, at an excellent level, the number of 67 companies, 18 companies (with a percentage of 26.9%) had the marketing department and 49 companies (with a percentage of 73.1%) did not have the marketing department. Of 218 companies with a score of 56-65 at good level, 41 companies (with a percentage of 18.8%) had the marketing department and 177 companies (with a percentage 81.2%) had no marketing department. Out of 85 companies with a score of 46-55, in the average level number of 15 companies (with a percentage of 17.6%) had the marketing department and 70 companies With high percentage of 82.4%) did not have the marketing department; out of 13 companies with a score of 36-45 at a weak level, 4 companies (with a percentage of 30.8%) had the marketing department and 9 companies (with a percentage of 69.2%). There was company without marketing department and 1 company (with a percentage of 100%) was extremely weak.

Comparison rank of the companies with marketing department and without: In the first-ranked companies in the excellent condition, the proportion of companies with marketing department, 18 companies (with a percentage of 21%) in terms of the number, from the companies without marketing department in the score were 66-75, were pioneer. It can be concluded that companies with a marketing segment ranked first in the organization's marketing score of 21% ahead of the without marketing department companies.

In the companies with the second-highest marketing ranking, the companies without marketing department in the good level with score of 56-65, in terms of number with 11%, were the pioneer from the companies with marketing department.

In the third-ranked companies in the average level with the score of 46-55, the companies without the marketing department, with 70 companies (with a percentage of 17%) were relatively higher in terms of the number from the companies with the marketing department.

The fourth-ranked the companies in poor level with a score of 36-45, companies with a marketing department with 4 companies in proportion (with a percentage of 40%) were pioneers, and in the fifth place, the company with the marketing department Were in a very weak level with score of 26-35.

Based on the statistical results of the standard deviation and the average of the promotional strategy of the companies, on the company with marketing department and the without , had showed (table 14), that the companies with marketing department with the number of 79 companies, in advertising strategy with average of 4.34, and in the the Sales promotion with average of 4.23, in Personal selling strategy with average of 3.92 and in totally Promotion strategy with average of 4.27, the effectiveness of the promotion strategy were higher than the without marketing department company with a frequency of 305 with average of 4.23; and in marketing organization dimensions (table 15) ,that the companies with marketing department with the number of 79 companies, in customer's philosophy dimension with average of 4.23, and in the integrated marketing dimension with the average of 3.87 and in the strategic orientation dimension with average of 3.99, and in totally organizational marketing with



average of 3.99, the effectiveness of the promotion strategy were higher than the without marketing department company with a frequency of 305 with average of 3.94.

from the total results, can conclude that the companies in the industry of wire and cable, if they have the marketing department and the proper activity of marketers and the proper implementation of promotion strategies, the company can have a successful and effective organizational marketing, and can be stand in top of pyramid of effectiveness of Organizational marketing. On the other hand, even if there are the marketing department, weaken skilled and lacking of marketing programs and research plans, can have the least effectiveness of organizational marketing. so just having the marketing department is not the criterion of the effectiveness of an organization's marketing, but the marketing effectiveness activity, will lead to effective organization marketing.

In order to test the hypothesis 1, using Levene test (table 16), and T-test (table 17) for two independent samples for analyzing the effectiveness of organizational marketing effectiveness between the two independent groups of production and distributors of wire and cable, with the marketing department and without, given that the abundance of companies in these two the group is not the same. The Levene-test was used which is equal's variance for both groups of variables, result (p-Value) was 0.061 that ($p > 0.05$). The result indicates that the two-tailed value is not significant's difference, therefore, there is no significant difference between the two groups. In T-test for equality of meanings, the p-Value of both groups was more than 0.05 ($p > 0.05$). According to the results, the Distributors of Wire and Cable with Marketing department have the highest level of organizational marketing effectiveness with ($m = 59.85$), ($SD = 8.596$) than the without marketing companies with ($m = 59.32$ and $SD = 6.895$). The result shows that the value of having the marketing department is considerable (difference = 0.53; $N = 384$), but due to the larger p-value (0.564) of the value of 0.05, ($p > 0.05$), the zero assumption is not rejected.

So the organizational marketing effectiveness in the producer and distribution of Wire and Cable products in companies with the marketing department and without marketing department has no significant difference, but the companies with the marketing department have higher scores of the effectiveness of organizational marketing and promotional strategies. As well as in organizational marketing auditing in all dimensions the highest score of organizational effectiveness has been gained. Hence the existence of the marketing department for effectiveness and success of Organizational efficiency and effectiveness of promotional strategies were very effective and significant.

Comparison of the findings: The evaluation and analysis of the current findings showed that there is no significant difference in the effectiveness of organizational marketing and the effectiveness of promotion strategies between the Distributors of Wire and Cable with the marketing department and without the marketing department. But companies with the marketing department have better marketing performance and have high score on the levels of organizational marketing effectiveness. When a company considers at least one full-time marketing manager to monitor the performance of the marketing sector, the individual will focus on marketing functions and work on promotional strategies effectively to increase the effectiveness of marketing (Yahaya, 2009). The companies with marketing department are more fill like to have organizational marketing effectiveness and better financial performance than without marketing department companies (Webster, 2002; Sutchai Yimsiri, 2011).



Implementing marketing concepts helps to the companies that in the long-term plans, production and distribution of products, customers, and marketing mixes to achieve marketable sales and market share with an acceptable risk (Kotler, 2008). The existence of an efficient marketing sector is one of the conditions for a better and faster adaptation of the organization in a rapidly changing and competitive environment.

Based on the findings of this research, Wire and Cable companies with marketing department have a higher levels of organizational marketing effectiveness than without marketing companies. Similar to previous studies, large cable and wire distribution companies, have more tend to having the marketing department, and the small producer and distribute wire and cable companies are less interested in having a marketing department.

CONCLUSION:

In the production and distribution companies of wire and cable without the marketing department, personnel management or sales managers carry out marketing duties and responsibilities. Because they may not have sufficient marketing knowledge or have limited time and because of their work they were not allowed to perform properly the marketing task, or they may mislead the marketing responsibility with the sales responsibility, or they do not have the ability to organize the marketing tasks (Kotler, 2008). This finding from the research question 1 and 2 confirms that the level of success of the wire and cable companies that have the marketing department were in high level in all dimensions of organizational marketing effectiveness than the without marketing department companies. The first rank gained and the highest score in the audit of the effectiveness of organizational marketing (score 66-75) by the companies with marketing department showed the high effectiveness of company with the marketing department. The concept of the result obtained from the research was that the existence of the marketing department can improve the level of effectiveness of organizational marketing and so effectiveness of promotion strategies in the wire and cable industry in Iran under current conditions of recession. Therefore, Distributors of Wire and Cable without the marketing department can collaborate with an experienced marketing manager, doing some case such as customer and market research, the implementation of an integrated marketing system, having sufficient marketing information, strategic planning, and the implementation of interactive marketing activities with customers in the direction Improve and enhance the effectiveness of organizational marketing dimensions and reach the high levels of organizational marketing effectiveness, such as wired and cable companies with the marketing department.

Recommendations

The results of this study showed that exist of the marketing department in the success of the organization is beneficial and helps to increase the organization's income, especially in the conditions of the recession. This study is a scientific and practical program for the production and distribution of wire and cable companies to improve the effectiveness of organizational marketing. The first scientific step is to describe the level of organizational marketing effectiveness and the importance of marketing and also the importance of existence of marketing department in the manufacturing and distribution industry of wire and cable in Iran. The second step is to increase understanding and understanding of corporate personnel managers about the effectiveness of organizational marketing.

The practical applications of this research are



Managers of Iranian Cable and wire Manufacturing and Distribution Companies In order to improve the effectiveness of organizational marketing dimensions and addressing marketing problems, in companies with marketing department must employ marketing consultants with the industry's marketing experience.

Managers of distributive cable and wire manufacturing companies without marketing department should also create marketing department and appoint a skilled marketing manager to carry out marketing tasks. Or, with the advice and guidance of marketing expert, start to don the marketing actions.

The Managers delegate the responsibility of marketing in among of personnel management, sales, marketing that who have marketing knowledge in the cable and wire industry.

Personnel Management re-organize the marketing plans and strategies based on new abilities.

Create an In-group meetings within the marketing department to discuss the various marketing dimensions.

To hold a meeting with the R & D center managers to review the marketing process and the results achieved by the team members of the marketing team.

Collect and evaluate new marketing ideas based on product

Acquiring celebrity, reputation, and popular satisfaction for the organization

Hold marketing training courses for employees

Encourage marketing research activities, support for dissertations, books and articles and festivals.

The marketers, marketing directors and sellers join on websites, networks of research and scientific marketing

Set up the organization's official pages and channels in social networks and continuously manage their content and continuous updating.

Update and enrich the content of the site and introduce the products and process of production and distribution of products

Create a financial reward system for best marketing and sales

Documentation the Experience of the marketing teams of the company.

Publish Summarize the organization's annual performance for presenting to public opinion.

Criticisms, ambiguities of customers and the press in the field of products and activities of the organization respond appropriately.

Suggestions for Future Research: To further explore the effectiveness of organizational marketing in companies with marketing department and without marketing departments, future researchers will study in other manufacturing and distribution industries.

To evaluate the impact of marketing department, studies in similar industries in other industrialized countries are carried out and the results are compared and the knowledge gained to make managerial decision making applications in organizational marketing effectiveness.

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Table 1: organizational marketing effectiveness level

Score	level
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66-75	Excellent
56-65	Good
46-55	Medium
36-45	Weak
26-35	Very weak
15-25	bad

Table 2: encoding questions

questions	dimension
1-2-3	customrphelsefi
4-5-6	integratedmrkting
7-8-9	AdeuitInformation
10-11-12	StrategicOrintation
13-14-15	OpoperationEfficiency

Table 3: Job position

task					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owner-managing director	173	45.1	45.1	45.1
	Deputy ceo, manager, director	40	10.4	10.4	55.5
	Marketing manager, production, sales	136	35.4	35.4	90.9
	other	35	9.1	9.1	100.0
	Total	384	100.0	100.0	

Table 4: full-time employee in companies with marketing department and without

Employee							
		Frequency	Percent	With marketing department	Percent	Without	Percent
Valid	Less than 10	328	85.4	50	63.3	278	91.1
	10-15	26	6.8	16	20.2	10	3.3
	16-20	4	1.0	1	1.3	3	1
	More than 20	26	6.8	12	15.2	14	4.6
	Total	384	100.0	79	100	305	100

Table 5: companies with marketing department and without

Department					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	With marketing department	79	20.6	20.6	20.6
	without	305	79.4	79.4	100.0
	Total	384	100.0	100.0	

Table 6: responsibility of contributors

Department * task Cross tabulation		
Count		
	task	Total



		Owner, director...	Deputy...	Marketing manager...	other	
Department	with	30	9	35	5	79
	without	143	31	101	30	305
Total		173	40	136	35	384

Table 7: nature companies

Department * Owner Cross tabulation					
		Owner			Total
		privet	governmental	guaranteed	
Department	With..	77	2	0	79
	without	296	1	8	305
Total		373	3	8	384

Table 8: rank in dimension of in companies with marketing department and without

OME	Score	With marketing department	percent	without	percent	total	percent
Rank 1	66-75	18	22.8	49	16.1	67	17.2
Rank 2	56-65	41	51.88	177	58	218	56.8
Rank 3	46-55	15	19	70	22.95	85	21.9
Rank 4	36-45	4	5.06	9	2.95	13	3.9
Rank 5	26-35	1	1.26	0	0	1	0.3
		79	100	305	100	384	100

Table 9: rank in dimension of customer philosophy in companies with marketing department and without

Q.1,2,3	Score	With marketing department	percent	without	percent	total	percent
Rank 1	66-75	26	32.91	79	25.90	105	27.34
Rank 2	56-65	36	45.57	150	49.18	186	48.44
Rank 3	46-55	14	17.72	64	20.98	78	20.31
Rank 4	36-45	3	3.80	11	3.61	14	3.65
Rank 5	26-35	0	0	1	0.33	1	0.26
		79	100	305	100	384	100

Table 10: rank in dimension of integrating marketing in companies with marketing department and without

Q.4,5,6	Score	With marketing department	percent	without	percent	total	percent
Rank 1	66-75	14	17.73	54	17.70	68	17.71
Rank 2	56-65	29	36.71	107	35.8	136	34.42
Rank 3	46-55	23	29.11	105	34.43	128	33.33
Rank 4	36-45	10	13	32	10.49	42	10.94
Rank 5	26-35	3	4	7	2.30	10	2.60
		79	100	305	100	384	100

Table 11: rank in dimension of abundant information in companies with marketing department and without

Q.7,8,9	Score	With marketing department	percent	without	percent	total	percent
Rank 1	66-75	22	27.85	56	18.36	78	20.31

Rank 2	56-65	22	27.85	123	40.33	145	37.76
Rank 3	46-55	25	31.65	87	28.52	112	29.17
Rank 4	36-45	6	7.59	30	9.84	36	9.38
Rank 5	26-35	4	5.06	9	2.95	13	3.39
		79	100	305	100	384	100

Table 12: rank in dimension of Strategic orientation in companies with marketing department and without

Q.10,11,12	Score	With marketing department	percent	without	percent	total	percent
Rank 1	66-75	22	27.85	56	18.36	78	20.31
Rank 2	56-65	27	34.18	123	40.33	150	39.06
Rank 3	46-55	19	24.05	87	28.52	106	27.60
Rank 4	36-45	7	8.86	30	9.84	37	9.64
Rank 5	26-35	4	5.06	9	2.95	13	3.39
		79	100	305	100	384	100

Table 13: rank in dimension of in Operational efficiency companies with marketing department and without

Q.13,14,15	Score	With marketing department	percent	without	percent	total	percent
Rank 1	66-75	22	27.85	56	18.36	78	20.31
Rank 2	56-65	30	37.97	139	45.57	169	44.01
Rank 3	46-55	16	20.25	79	25.90	95	24.74
Rank 4	36-45	7	8.86	28	9.18	35	9.11
Rank 5	26-35	4	5.06	3	0.98	7	1.82
		79	100	305	100	384	100



Table 14: Skewness, Kurtosis, Mean promotion strategy in with marketing department and without

Case Summaries								
Department		Ad	PublicR.	Events and experiences	Sales promotion	Direct marketing	Personal selling	Promotion
1	N	79	79	79	79	79	79	79
	Std. Deviation	1.036	.676	.774	.831	1.409	1.217	.454
	Kurtosis	6.756	~.336	3.568	7.644	1.851	1.907	.681
	Std. Error of Kurtosis	.535	.535	.535	.535	.535	.535	.535
	Skewness	-2.364	~.903	-1.442	-1.964	-1.550	-1.427	~.547
	Std. Error of Skewness	.271	.271	.271	.271	.271	.271	.271
	Mean	4.34	4.47	4.30	4.23	3.80	3.92	4.27
2	N	305	305	305	305	305	305	305
	Std. Deviation	1.140	.669	.708	.846	1.145	1.166	.476
	Kurtosis	4.225	6.891	2.193	2.848	3.087	1.166	.974
	Std. Error of Kurtosis	.278	.278	.278	.278	.278	.278	.278
	Skewness	-2.016	-2.132	-1.162	-1.212	-1.579	-1.133	~.523
	Std. Error of Skewness	.140	.140	.140	.140	.140	.140	.140
	Mean	4.15	4.58	4.39	4.18	3.90	3.76	4.23
Total	N	384	384	384	384	384	384	384
	Std. Deviation	1.121	.671	.722	.842	1.203	1.177	.471

	Kurtosis	4.557	5.158	2.554	3.648	2.806	1.252	.908
	Std. Error of Kurtosis	.248	.248	.248	.248	.248	.248	.248
	Skewness	-2.069	-1.859	-1.234	-1.352	-1.595	-1.182	-.528
	Std. Error of Skewness	.125	.125	.125	.125	.125	.125	.125
	Mean	4.19	4.56	4.37	4.19	3.88	3.79	4.24

Table 15: Skewness, Kurtosis, Mean marketing organization dimensions in with marketing department and without

Case Summaries							
Department		customrphelsefi	integratedmrkting	Adeuit Information	Strategic Orintation	Opperation Efficency	OME
1	N	79	79	79	79	79	79
	Std. Deviation	.546	.659	.772	.783	.762	.57310
	Kurtosis	-.595	-.431	1.583	1.864	2.125	.978
	Std. Error of Kurtosis	.535	.535	.535	.535	.535	.535
	Skewness	-.210	-.516	-.863	-.999	-1.070	-.722
	Std. Error of Skewness	.271	.271	.271	.271	.271	.271
	Mean	4.23	3.87	3.90	3.99	3.97	3.9899
2	N	305	305	305	305	305	305
	Std. Deviation	.537	.626	.643	.690	.588	.47308
	Kurtosis	.271	-.053	.898	.768	-.130	.925
	Std. Error of Kurtosis	.278	.278	.278	.278	.278	.278
	Skewness	-.338	-.247	-.643	-.688	-.180	-.324
	Std. Error of Skewness	.140	.140	.140	.140	.140	.140
	Mean	4.15	3.85	3.91	3.89	3.98	3.9480
Total	N	384	384	384	384	384	384
	Std. Deviation	.539	.632	.670	.710	.626	.49479
	Kurtosis	.087	-.157	1.194	1.021	.969	.965
	Std. Error of Kurtosis	.248	.248	.248	.248	.248	.248
	Skewness	-.306	-.306	-.715	-.748	-.506	-.431
	Std. Error of Skewness	.125	.125	.125	.125	.125	.125
	Mean	4.17	3.86	3.91	3.91	3.97	3.9566

Table 16: Levene test

Levene test	df1	df2	sig.
3.246	32	346	./...

Table 17: Independent Samples Test

Independent Samples Test		
	Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
OME	Equal variances assumed	3.539	.061	.670	382	.503	.04190	.06251	-.08101	.16480
	Equal variances not assumed			.599	107.107	.550	.04190	.06994	-.09675	.18054

