



## RESULTS OF MARKETING FAMILIARIZATION ON BUSINESS STRATEGY AND ORGANIZATIONAL BEHAVIORS

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**Abstract:** Today's business organizations demand marketing familiarization and orientation exercises to attempt and generate world class performances and competitive benefits in the modern marketplaces. The current study of marketing literature modifies market orientation and marketing abilities as main concept that solidly should be used to achieve their competitive benefits. The objective of this paper is to examine and estimate the levels of marketing orientation in businesses from Jacket industry in Iraq and to modify the association between marketing familiarization and business performances. The effects of research should modify hypothesis regarding linking among marketing orientation of businesses and its achievements on the market through selected business performance indicators, we supposed that business with extreme high level will occupy marketing familiarization with great exhibition, this indicates higher financial, economic and great marketing results. These results will support business beneficial components of marketing orientation that may be applied with the idea to promote business performances and its positivity on the market.

**Keyword:** Business organization ; Marketing familiarization; Jackets Organization; Strategy.

### Introduction

The term marketing familiarization can be defined as “a unit of beliefs that can design specific behavior and tradition of business” (Kohli& Jaworski, 1990). Global marketing is highly competitive in today's world; top managers struggle to enhance their organizational efficiency via execution of organizational strategies and empowerment that are associated to the best performances (Hills& Sarin, 2003).

As an outcome of market orientation provides the best result and meaningful structure. The modern understating of market familiarization of business organizations is based on research conducted mostly in term of mass production, vast consumption, enlarge supply over demands. The congested environment around high-tech industries design a great require complicated marketing strategies still these industries progress to have under-developed competencies in marketing and also getting the real demands of customers. By completely understating the problems of market familiarization gives manger small, understand-intensive firms with a best gaining of the nature and means of market familiarization in their organizations and might support them in generating more marketing orientation with high technology ( Lifkin, 2014).

Superior firm performances can be achieved by promoting and keeping competitive advantages, it is partly related to the structural distinctiveness such type as market influence, concentration to workers requirements and conveying trusted services to the consumers (Christensen & Bower, 1996). But the most prior major role was or is played by market orientation, market familiarization dense to search for and recognize customer's thoughts and needs but also generated a structured solution to these demands (Vorhies&

Harker ,2000). It is an organization tradition that mostly effect and efficiently design to mandatory behaviors and shaping of superior values for consumers through progress for the supreme performances of businesses. (Nadkrni& Hermann, 2010).

Market familiarization is trying to motivate its internal and external consumers by suing intelligence generation, which is why marketing orientation and behavior is so important to successfully run the business. The market orientation main purpose is to enhance over all performances of the industry or company. Organizational behavior mainly targeting on human beings behave in an organization, adding how they deal with each other , it also focuses how the workers work in an organization, and how do they follow up the organization structure to get their job to be done. The managers required to be able to illustrate why employees busy in some behaviors rather than the others, determines how employees will reply to variety types of actions and decisions which can empower employee’s behaviors (Cohen, 2014).

### **Marketing familiarization**

Market familiarization or orientation is the way of managing thoughts that can overcome the hypothetical boundaries of marketing ideas and presents practical actions strategy (Möhlmann, 2014).

It is supposed as the executions of discovering and recognizing the wishes of not only the current consumers but in addition the possible ones in the future. Market familiarization is a type of business philosophy which only targets on identifying consumers demands or needs and meet them. When an industry is having market familiarization or orientation approaches, it only spotlight on designing and selling goods and provides services which gratify consumers need in order to be totally money-making .the triumphant industry which is based on market orientation is always in mood to complete all the needs and desires of its customers through its products mix. Market familiarization works against the past marketing strategies, in the past the focal point was on selling points of presented goods rather than to convince and motivate the clients to like and become aware of the goods that they are trying to buy, with the market orientation approach you meet the demands of consumers (Kumar et al., 2011).

### **Marketing orientation/ familiarization approaches**

Marketing ordination can be classified into five groups, and these all are being listed below:



Figure 1: marketing familiarization/orientation approaches

**Source:** Stephany, A. The Business of Sharing: Making it in the New Sharing Economy; Palgrave Macmillan: New York, NY, USA, 2015.

### **Production orientation:**

The main focus behind production orientation is to increase the productivity of the industry and low the prices of goods, this approach consider that the goods should be in lower value to consumers, a production orientation generally operates a huge manufacture design and restructure this production procedure for its products offering. It mainly focusing on its resources in the direction of operations and spotting its main

advertising dialogue on price based messages. The biggest benefit of this approach is (economics of scales, efficiency and low cost to customer or consumers) but it has also some disadvantages such as (ignore consumers demands, expensive).( Langerak, 2001)

### **Sales orientation**

Sales oriented organizations mainly targeting the maximum of its capital on selling its goods and products and services to its spotted customers, in more general term it gives priority to its consumers but not in wisdom of listening to their requirements and demands, but simply wants to sell all the productions on them without chosen demands. Current products are being given to sales and marketing groups and had being given instruction to find buyers for these productions, whoever they are and wherever they may be. Many of the organizations are trying to sell their goods with enough volume; therefore, they want to adopt the sales orientation technique in their business organizations. This approach merely works in long term; this is poor to say that industries can not be successful without this approach. Most valuable advantage of this approach is (instantaneous short term sales are generated) similarly it has also some disadvantages such as (jeopardy customer confidence, costs, not always sustainable). (Shergill & Nargundkar, 2005 )

### **Societal orientation**

As the world is being globalized and people normally become more aware of their surrounding, the world and society where they are living, the societal orientation had given new birth to business organizations (Jeong, 2017).

The societal orientation organization believing its product, process and its marketing, to amount, focuses on the impact its organization and products has within the societies it operates within, as well as the wider environment. Ethical considerations in this approach have become highly fashionable within the pharmaceutical and life science industries. In competitive markets, however, this approach can be challenging to sustain – especially for small to medium size organizations where profits and customer fulfillment can influence how it can carry out the environmental and societal orientation approach. This approach has some advantages such as (photo is being promoted, petition to upcoming markets, moral). (Narver et al., 2004)

### **Market orientation**

Market orientation organization first put eyes on the market before any sales and productions activities take place, using this approach the owners of the organizations wanting to learn the potential consumers what they want form the organization that is why the products and goods are being designed according to the customers thinking what they want and why they need. Marketing orientation in the language of marketing strategy this mainly focusing on the internal behaviors of the customers and the satisfaction of buyers. This approach is totally for benefits of business organization, it helps the organization in term of manufacturing according to the desired of customers in such cases the cost issue is done at the very initial stage of agreement, most of the organizations are moving towards market orientation approach because consumers have more chances of accessing more information about what they are buying. This approach covers (consumer's satisfaction, honesty). What can not be covered by using this approach are (reactive, non innovative, market normally changing). (Weerawardena, 2004)

### **Production orientation**

Generally people consider that production orientation and product orientation are similar but they are totally opposite to each other, in product orientation we deal with the price of goods but in production orientation we merely focusing on the refining and quality of goods, therefore the product orientated organizations often don't not think about outside factors, and focuses on manufacturing a high-quality, premium product that is better-quality within the market it operates and competes within. (Yang & Chung,2006)

Product orientation approach focuses on improving and developing abilities, the approach is designed to spend more time and efforts on carrying out its best quality to be exhibited in the market. If this approach is being followed by any company, the customers will feel the huge difference between your company and the others. The most important duty of all the organizations to utilize the product orientation approach and to maintain improving quality and reducing costs as the main eye catching factors in the fight to keep up and magnetize customers (Belk, 2014).

### **Marketing innovation**

Normally innovation is explained that the orientation of the dense to do experiments to generate new ideas or do some activities which is based on creative aspect which can lead you towards the enlargement of innovative products, particularly search associated to marketing innovation have a lot of interest to make new and interesting goods in the marketplace, in this respect market innovation is a type of innovation which can strengthen marketing practices. it is also a type of innovation to maximize the competitiveness and stable the performances of the firm by giving promotion and radical solutions for marketing mix associated to generate products, prices, distributions and development, in more detail marketing innovation ability is an idea which includes distinguish brands , product promotion ability and extreme product quality. The reason why marketing innovation is so essential because it provides supreme value to customers and can be helpful to growth sales by exchanging the demands elasticity to inelasticity (Yang, 2013).

To shape up and uphold competitive improvement in an unlinking environmental, the stipulation of innovation ability based upon the understating of the market and consumers is proposed, these firms must put together significance to innovation competence by applying insubstantial resources such as human resources, rather than touchable resources which is based on investment in materials or surrounding changes which straightly directs towards the bloodthirsty of the solidarity (Jaworski & Kohli, 1993).

### **Relationship between marketing familiarization and organizational behaviors**

Market orientation and organizational behavior has a deep interconnection, they both are relying on each other. For a successful organization both the entities are necessary while generating the most desirable and acceptable goods to the customers, as organizational behavior mainly targeting on how human beings behave in an organization, adding how they deal with each other, it also focuses how the workers work in an organization, and how do they follow up the organization structure to get their job to be done (. Yang& Chung, 2006).

Where market orientation it helps the organization in term of manufacturing according to the desired of customers in such cases the cost issue is done at the very initial stage of agreement , most of the organizations are moving towards market orientation approach because consumers have more chances of accessing more information about what they are buying. now a day's all the organizations are focusing on both aspects of due to competitive marketing, the era of old marketing has being almost on its death and finish touch.( Cadogan,et.al,2012)

### **Importance of organizational behaviors**

Organizational behaviors cab be used to develop the management exercise to empower employees and work with them. Management is the back bone of every organization to obtain organizational effectiveness. Organizational efficiency relies on meeting the sharp changes requirements such as having the correct people for the right job and at the right time. It supports to understand the production and behavioral power in industry (Stephany, 2015).

### **Motivation**

Every individual is different based on their knowledge and experience, organizational behavior helps the manager and the leaders to understand the convincing tools needed to facilitate their employees to reach out to their potential. It is important for the organizational members and leaders to study the organizational

structure, they make employees capable to work independently encouraging them to be involved more in decisions making and extra activities of the organization (Jang,2013).

## **Performances**

There are some causes by which some one performances can be effected and will lead to a big issue in the future. According to logic of the research those who want to come and work in an organization with a positive sense are more active and creative active and also increase the knowledge gaining power and minimize the stress levels. In opposite where the environment is full of tension and job is being counted as burden due the stress of owners and managers in such organizations this issue leads towards the failure of the entire organization and losses all its positions in the marketplace. As it is the human beings nature they will work better in the environment where there is no stress upon the minds and the results will be always in category A. As compared to the surrounding where there is always stress able condition. Organizational behavior is having the following advantages. (Cadogan,et.al,2012)

- It helps to expend the possibility of management
- It helps to improve the performances of the organization
- It helps enlarge assurance between the employees to achieve the goals of the company.

## **Methodology**

The research is evaluative in natural as it tries to set up the hypothetical association among market familiarization and organizational behaviors limitations directly as well as through customers. The survey was carried out by using the methodology of questionnaires; the questionnaires were composed of the questions such as market familiarization, customer's satisfaction, employee's satisfaction organizational behaviors and business performances. The questionnaires were correctly distributed between **8 may 2020 to 15 October 2021**, and the main purpose of the survey was to statistically find out the companies who are involving in the supply chain or manufacturing of jackets in Iraq, mainly for the reason which is significant to share of jackets industries in the GDP of Iraq. The necessity of the survey and investigation was the facts as jackets companies are generating a big amount of profits to the treasury of Iraq. The questionnaires were sent to all the industries and enterprises of jacket manufacturing in Iraq. The questions were sending to the mangers, employees, customers. The total questionnaires were sent to 290 enterprises in all provinces of Iraq. The data was collected from different respondents, over all the result was calculated by using the software SPSS. The manual process was banned and the data was analyzed by using SPSS, total 200 questionnaires were replied out of 290, total 80 managers were engaged in this survey 60 employees were used and 100 customers were involved in this survey, to calculate the exact figure of the organizations the percentage was 85% of overall questions.

## **Participants and procedure**

Before the real questions to be sent to the respondents, we had arranged a free online survey by suing the social media (face book), the main objective of this survey was to see the reactions of the respondents and make more modifications to the real questions sheet. in this free structure survey we had invited all the related and concerned members of the Jacket company such as managers, senior supervisors, after this authentic shape of research as designed to achieve the exact and accurate data from the members we had used the concept of questionnaire and the question were sent to all enterprises across the country. Eventually all the returned data was professional compiled and a trusted result was published.

## **Result**

The data has been analyzed in cooperation with subjective and objective ways, the sales growth was also compared with the past data, and result was produced. The organization had improved as far as the research is concerned, when the company of jacket had adopted the methodology of marketing orientation and implement the structure for organizational behaviors as well as brought the sophisticated types of strategies which has direct impact upon the customers and consumers, according to the study the organization

had caught a top position in the marketplace, accurate and enough data was collected and after the collection of data we had analyzed and categorized the data according to its future usages, we had also proposed a new methodology for the company to use it in the future.

After the successful survey now we are at the stage to produce the result, overall result was touching the edge of satisfaction and was manipulated accurately. The dimensions of jacket companies are shown statistically, the question of marketing familiarization was appreciated and return was 90%, many of the enterprises were willing to implement the marketing orientation in their enterprises and should reduce the cost of their goods, similarly the question two was also merely acceptable and the consumers were almost satisfy with the goods of jacket company in Iraq, the return was 70% and similarly question three employees satisfaction was also good, many of the employees were agreed and satisfied with the rules and regulation of the company and the reply to the question was 77% and question four was also determined with good aspects and returned with 80%.

The total assessment of the financial presentation reflected that sales growth, market share and productivity have increased in contrast to the previous year. For operational performance, firms provide excellence services to their customers through these benefits like improvement in productivity, enhancement in sales, market share growth, reduction in customer complaints and ultimately the business growth. The managers are trying to enhance the level of performances and promote the quality of goods, which has resulted in diminution of customer's complaints. The employee performance is reflected in the course of level of satisfaction, non-attendance, employee revenue, participation and effectiveness level.

Managers were revealed that the employees are satisfied with the organization which helps to decrease the employee turnover. Analysis of Employee Satisfaction Employee satisfaction is the expression that is used to explain whether employees are joyful and contented and fulfilling their desires and needs at work. All the questions were compiled by using the software SPSS and its machine base result is being generated. The result has being shown graphically as below:

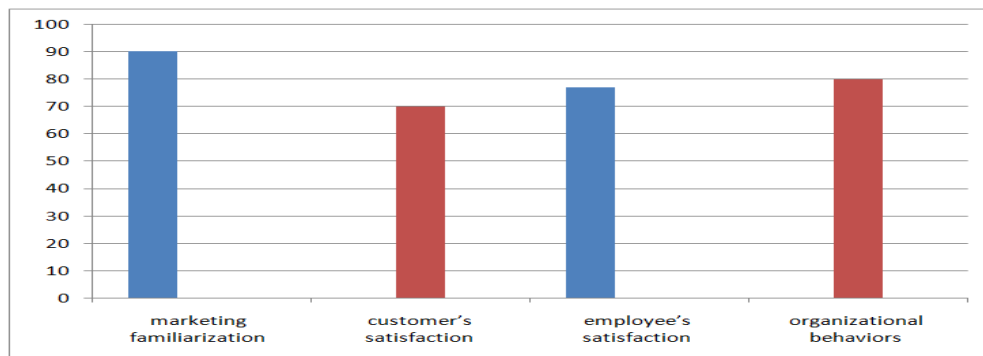


Figure 2: result graphical representation.

Below is the table which shows the yearly growth of the jacket company in different provinces of Iraq.

**Table 1:** Annual growth of jacket manufacturing company.

Year	Amount	Growth Rate
2005	\$43,000	\$430
2006	\$53,000	\$530
2007	\$77,000	\$770
2008	\$91,000	\$910
2009	\$97,000	\$970

2010	\$98,000	\$980
2011	\$105,000	\$1,050
2012	\$120,000	\$1,200
2013	\$8901,000	\$89,010
2014	\$7369,000	\$73,690
2015	\$87,865,000	\$878,650
2016	\$95,745,000	\$957,450
2017	\$4,569,000	\$45,690

## Conclusion

The search which was conducted investigates potential persuade the market familiarization and orientation on Jacket company performances, the results maintain the positivity persuade of marketing familiarization on business performances. The facts which were being calculated that confirms that market familiarization is a key element for Jacket Company or for any other sort of businesses. In theoretical form marketing familiarization showing up established ideas applying a broad spectrum of approaches, tools and methods and it might be deemed as a strategy for achieving sustainable competitive achievements, though this study was thoroughly studied in various cases.

The current study underlines that firms which are being adopted would simultaneously be more able to guarantee its long term survivals and competitive compensation in manufacturing sector. Iraq is a developing county, and its GDP is totally relying on the manufacturing sector. However based upon our results we may also apply some administrative implications. Marketing orientation is comprehended as enough generation of information, disseminations of information and responsiveness to achieve information. These three commotions are only related with the information about consumers, competition and market.

Based on the outcomes of researches, managers must target on the stated fields. The idea of implementing this idea into practice of the industries it to setup the consumers into the center of companies attentions and also grantee the satisfaction of its consumers. The effects of research should modify hypothesis regarding linking among marketing orientation of businesses and its achievements on the market through selected business performance indicators, we supposed that business with extreme high level will occupy marketing familiarization with great exhibition ,this indicates higher financial ,economic and great marketing results. By completely understating the problems of market familiarization gives manger small, understand-intensive firms with a best gaining of the nature and means of market familiarization in their organizations and might support them in generating more marketing orientation with high technology. Superior firm performances cab be achieved by promoting and keeping competitive advantages, it is partly related to the structural characteristics such type as market power, attention to workers requirements and delivering trusted services to the customers .

The successful company which is based on market familiarization and is always in mood to complete all the needs and desires of its customers through its products mix. Market familiarization works against the past marketing strategies, in the past the focal point was on selling points of existing goods rather than to convince and motivate the customers .

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