



**FACTORS INFLUENCING CHANGE OF TRADITIONAL SYSTEM OF MARKETING
SERVICES TO MODERN ELECTRONIC MARKETING SERVICES (CASE STUDY:
EMDAD KHODRO OF IRAN)**

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ABSTRACT

Nowadays one can say that the Internet has not entered his life, work, leisure, entertainment and so on. In fact, according to the advantages that the usage of the Internet has for the whole community, the trend of using this service is increasing with high speed. In the meantime, organizations, institutions and companies are also not exempted. At present, many of the activities that are done in the organizations use the Internet, including financial activities, providing services to customers, collection and analysis of data, transactions, and sales and so on. Also organizations use the Internet to do their marketing activities, because experience has shown that the use of electronic services increases speed, accuracy, cost reduction, improved financial transactions and more. This study aimed to investigate the factors influencing change of traditional system of Golden Card Services to electronic system of Golden Card Services of Emdad khodro of Iran. This study at terms of purpose is applicable, in terms of characteristics of subject is descriptive, and in terms of data collection time it is a survey and data collection method is fieldwork. Population of the research included all officials and employees of the service provider of golden card of Emdad Khodro Company of Iran, which using cluster random sampling, 365 of them were selected. In this study, using regression analysis the hypotheses were analyzed and concluded.

The results show that independent variables of usefulness, ease of use, and transmission cost have a significant positive effect on the dependent variable of attitude of the authorities. But the independent variables trust and loyalty do not have a significant effect on the dependent variable

of attitude of the authorities. Also the variable of attitude to change has a significant positive effect on the variable of tendency to change that beside the variable of risk appetite this effect changes which indicates that risk appetite acts as a moderating variable.

Keywords: Marketing, e-marketing, traditional marketing

INTRODUCTION

Marketing is a management- social process by which individuals and groups through the production and exchange of goods with each other, supply their own needs and wants (Cutler, 1997). Marketing management is a process which its task is to identify goods or services, predict market and create customer satisfactions to get effective results for their needs (Smith and Chaffey quoted by Sorayayi). The marketing includes all activities that may have accelerated the process from production to consumption of goods or services directed towards the consumer. So that the concept of marketing services includes analysis of market opportunities, marketing strategies at different stages of the life cycle of service, product (service) line management in different ways, the department name and logo (brand), the organization of marketing departments and method of implementation, monitoring and control of designs. Internet and in general the electronic world have changed all aspects of life and human societies. (Azizi et al., 2003). Therefore, organizations as a member of community

that meet the needs of the people it is not immune from the influence of the Internet. As a result, their markets have changed and new markets as internet markets and electronic markets have formed. And as the nature and shape of the market has changed it is predictable that its other affiliates also change. Therefore, considering the effects that the Internet had on various aspects of business such as marketing, companies and business and service organizations use it as a competitive advantage to overcome rivals and survive in current markets and penetrate new markets. Business and service organizations in developing countries such as Iran should be more aware of this phenomenon and invest in the Internet business and Internet marketing (electronic) to be able to survive in global competition era of digital economy and this way they can compete with big and powerful corporations.

1.1 Statement of Problem

One of the services that the Emdad Khodro Company provides to its customers is the services that are sold with gold card. Preliminary studies of gold card services

show that customers or buyers of Iran Khodro products do not embrace the process of purchasing the card services as it is expected. One of the reasons is that in this case the traditional way is an inefficient process of marketing and sales. For this reason, we have tried to explore and act on replacement of new methods of marketing and electronic services, because the better facilities attract the buyers to use the services and can stimulate golden card sale. This study attempts to identify and provide affecting factors on the attitude of the authorities about replacement of electronic services, and also observe and determine its effect on the decisions and plan of authorities in changing the marketing system. With the hope that the results will help and assist the Emdad Khodro company in development of new methods of marketing and increased sales of gold cards.

1.2 The importance and necessity of research

Although many studies have been done on modern marketing, especially in the field of marketing for banking services in our country, however, on the effect of electronic marketing on after-sales services, including golden cards, as far as researchers know,

very limited studies have been done. Since traditional marketing methods do not match with the changes and needs of today and according to the conditions of the day the method is time-consuming, using modern marketing techniques that is formed based on the use of electronic systems is of great importance.

In other words providing electronic services in marketing has many advantages such as speed of service, easy access and rapid, high-volume data exchange in the shortest time, accuracy and low cost. Therefore, this study that examines the factors in this case can be important for service organizations in general and for Emdad Khodro Company in particular. Of the main objectives of this study is to introduce a model to change the traditional marketing approach to electronic marketing services of Emdad khodro of Iran, it is expected that the change in approach lead to increased sales and market share of the company.

1.3 Research background

In this section we examine some research conducted on the factors influencing the electronic marketing in our country and other countries. A summary of these researches are presented in the Table (1) and (2).

Table 1 Summary research done in Iran

Row	Authors	Year	Case Study	Findings
-1	Mohammad Rahim Asfidani Et al.	2001	The effect of the Internet on the life insurance market	Using Internet increases the performance of life insurance. The most important options for the development of the life insurance market is using electronic marketing database and human resources.
-2	Doctor Ahmad Hosseini et al.	2006	Influence of electronic marketing on the export performance of exporters of industrial sector	Using the Internet for various activities of export marketing in Iran we can achieve export growth, export profitability, entering new markets, improving market share and building positive view of foreign customers to the products / services and brand of company.
-3	Sorayayi A. et al.	2011	Influence of Internet marketing in improving the status of companies in Iran	In internet marketing interaction, changes the customer from passive to active purchaser. Live and direct characteristics of cooperation of client's relationship with the underlying company, provides impact and effectiveness of the two from each and their effect on each other.
-4	Hamidreza Alipour shirsavar, M. RafiZadeh	2012	Tilted as contrast of online marketing with traditional marketing	1- The Internet causes a change in the marketing mix. 2- Offered Web-based marketing model. 3. Internet marketing leads to economic savings.
-5	Shahryar Hosseini, Hossein, Mir Hosseini	2005	The impact of the Internet on traditional marketing	Internet for some features, such as: Internet for some features, such as: One-way to two-way flow of information, the shift from mass marketing to individual markets, changing the concept of market segmentation to the concept of the Internet marketing community, has created fundamental changes in traditional marketing.
-6	Reza Baradaran Kazemzadeh, F Shekarriz of Ardalani	2006	Internet marketing with approach of 4S	Using 4p tools and thinking based on paradigms for cyberspace and electronic marketing is the wrong choice. The main limitations are: 1. the faintness of the position of the mixture (each P) to the Internet (2) lack of strategic elements in the model.
-7	Hosseini Tooli	2004	Providing a method for measuring and evaluating the ability of companies to implement electronic marketing	Given that the electronic marketing plan indicate the clever use of the Internet and information technology in marketing with determining the status of company by targeting criteria, Strategic alignment, market segmentation, target market selection, the criteria for evaluating the performance and etc, budget allocation takes place.
-8	Dehaghan et al.	2005	Evaluation of changes required in the marketing process for companies producing food in order to use electronic marketing	The results showed that there are no conditions for the realization of e-marketing. The author by examining electronic marketing infrastructure used indicators such as hardware and software facilities, Knowledge of managers and sales staff on the Internet, to assess the conditions necessary for the realization of the electronic marketing. And finally, he provided a model which is used in the food industry to use electronic marketing.

Table 2 Summary of researches done abroad

Row	Authors	Year	Case Study	Findings
-1	Ko wei lee	2011	Consumer behavior towards online banking	Consumer views on online banking on terms of the usefulness and ease of use has a positive effect on his behavior in order to change the trust, loyalty, and the cost of this service has a negative effect on consumer behavior, mindset and attitude towards online banking.
-2	Kantian Prasad et al.	2001	Internet marketing integration effect on suitability of marketing and export marketing	Integrating Internet technology marketing activities significantly increase impact of market orientation on competency of marketing and export performance. Furthermore, they believe that among functions and duties of marketing the Internet has changed, are intermediary decentralization, Customer relationship management, mass customization, marketing decision support information, cooperation and coordination.
-3	Byrne Ruydar et al.	2008	The use of electronic marketing, internal conditions and organizational performance for small software businesses	The results showed a positive relationship between the usages of electronic marketing and evaluate organizational performance factors, especially in small firms. Research hypothesis based on the fact that use of electronic marketing is associated with stronger competitive position, according to the analysis carried out was confirmed.
-4	Morris et al.	2005	Web-based conceptual marketing model	The Web is an independent variable that affects two aspects of the marketing function, ie organizational marketing activities and defining organizational markets. Their model consists of three main sections: changing the concept of marketing changes in the market and new ways of creating value defined by a model of web based marketing.
-5	Thompson	2007	Background and consequences of consumer trust in e-commerce	Research studies records and the consequences of consumer trust in e-business in the United States, Singapore and China. Results show that the reputation and the reliability of an Internet vendor and the natural tendency of customers to trust is significantly related to customer trust. Customer trust is positively related to attitudes and negatively related to the observed risk.
-6	Maria Ben Geyson Et al	2007	Integration of Internet and marketing operations	The results show that the combination of factors that company make decisions based on them, related to the use of Internet-based developed marketing, to a large extent depends on the size of the company.
-7	RAO	2011	Market intelligence in India with intervention of SMS	Ha show influence of short text messages in the management of the agricultural products market in India, before the implementation of the project 120 million Indian farmers share out of the cost of the final product was 25%. Finally, with the use of mobile technology of RML won the Green Revolution in India, in which India became a food exporter instead of food importer.
-8	Audry et al.	2007	Electronic marketing and small and medium enterprises	Results emphasized on the role of the Internet in today's business world and declare that firms that do not use the potential of e-marketing completely and sufficiently requires serious commitment and planning in this area.
-9	John Matson et al.	2006	Ethical issues in e-marketing	This article focuses on the basic principles of ethics to support the independence, dignity, integration, lack of vulnerability of the human personality in the network of

				different members, stakeholders.
-10	Jeffrey Dyltes Et al	2006	Combined multi-channel approach to Internet marketing: Think global act local	The thought the unique marketing approach and mindset will to be successful in the whole world is wrong, each country and even different parts of the country have cultural differences therefore to have a successful business one way is to create a multi-channel combined approach. It is recommended practitioners of the profession to pay attention to the utility of multi-channel approach and a combination of traditional - modern approach in the world markets.
-11	Mac Kinsey	2009	The Internet revolution is stronger than the industrial revolution	The results show that companies that take advantage of digital technology to companies that still do not use these technologies have grown more than twice. This study shows that the Internet, quarantine the higher quality of life of the citizens of developed countries.

1.4 Research questions and hypotheses

First question: are the authorities of Emdad khodro willing to change their traditional systems to electronic services?

Second question: Do the different aspects of electronic marketing affect the attitude of officials of Emdad Khodro Company to change their traditional systems to electronic services?

The hypotheses of the study are as follows:

The first hypothesis - the usefulness is effective on attitude of the authorities to establish a system for electronic services

The second hypothesis - Ease of use is effective on attitude of the authorities to establish a system for electronic services

The third hypothesis - trust is effective on attitude of the authorities to establish a system for electronic services

The fourth hypothesis - loyalty to the traditional system, is effective on attitude of

the authorities to establish a system for electronic services

The fifth hypothesis - the costs of transition from the traditional system is effective on attitude of the authorities to establish a system for electronic services

The sixth hypothesis - the attitude of the authorities towards the transition to a system of electronic services affects their willingness

The seventh hypothesis - risk appetite adjusts effects of attitude of the authorities towards their willingness to accept to establish a system for electronic services

1-5- RESEARCH METHODOLOGY

This study at terms of purpose is applicable, in terms of characteristics of subject is descriptive, and in terms of data collection time it is a survey and data collection method is fieldwork. Population of the research included all officials and employees of the service provider of golden card of Emdad Khodro Company of Iran, their number until

the end of year 2012 is 800 people. Sampling method is cluster random, and Cochran formula is used for determining the sample size which based on this formula the sample is 342 which were increased to 370.

1-5-1 Data collection tools

In this research for the literature and research background and the theoretical framework and research model, the documentary method was used and to test the final hypothesis of the study field method was used.

The first part of questions was about general information of respondents, including gender, age, occupation and education. The second part relates to specific questions, with 29 items, so that the aim was assessing the usefulness, ease of use, reliability, loyalty, cost of transmission, attitudes of managers, and risk appetite of electronic marketing system.

The questionnaire of this research was done based on the article of consumer behavior towards online banking. Index of questionnaire was changed in a way to be

relevant to the subject of and was designed based on the 5-step Likert scale where a score of 1 = very low and 5 = very high.

1-5-2 Validity and reliability of measurement tool

In this study, to evaluate the validity of the questionnaire Advisors and consultants and experts opinions was used and their comments have been mentioned in the questionnaire. The SPSS software was used to determine the reliability; Cronbach's alpha coefficient was calculated for questionnaire which its value is 0.8 for the whole questionnaire.

1-6- Introduction of variables and indicators

Data collection and data required in this study was composed of two parts. The first part contains general questions and the second part contains 29 specific questions related to the hypothesis that the indicators form research variables. In the table (4) the classification of indicators associated with each variable is presented.

Table 3: Cronbach's alpha values of variables

Variable	Cronbach's alpha values
1. usefulness of electronic marketing (x1)	%84.4
2. Ease of use (x2)	%80.4
3. reliability (x3)	%73.3
4. Loyalty (x4)	%76.4
5. cost (x5)	%71.6
6. attitude to change (x6)	%84.6
7. Willingness to change (x7)	%83.9
8. Risk (x8)	%70.2

Table 4: Classification of indicators for each variable Wei Lee et al, 2011

Related questions	Number of Index	Variable studied
1 to 5	5	Usefulness of e-marketing services
6 to 9	4	Ease of use of e-marketing services
10 to 12	3	Trust in E marketing services
13 to 15	3	Loyalty to traditional marketing
16 to 18	3	The cost of transferring services to electronic marketing
19 to 22	4	Attitude towards change of system
23 to 27	5	Willingness to change the system
28 to 29	2	Risk Appetite of electronic marketing services

1-7- Range and scope of research

The objective of this study was to determine the factors that influence the change of traditional marketing system of golden card of Emdad khodro of Iran to electronic marketing. From the perspective of the spatial domain, this research was done in Emdad Khodro Company one of the functions of Iran Khodro company in Tehran.

2. Concepts, perspectives and theoretical foundations

2.1 Definitions and Concepts

Different definitions have been provided for electronic marketing each with a particular perspective address electronic marketing. Strauss and Raymond consider electronic marketing equivalent to traditional marketing that only uses information technology to achieve their goals and cause effectiveness of marketing. It means electronic marketing is the same as achieving marketing goals through the use of electronic communication technologies, such as internet, mail, ebooks, databases, and mobile. In an alternative view electronic marketing is formed when

technical infrastructure (databases, suitable terminals, servers, software, etc.) are provided and the relationship with the customer is established using these technologies. This communication is mainly used in the form of web site design. Stan believes electronic marketing is formed when the combined factors of marketing (4p) are performed by electronic (Hosseini et al., 2008).

Prasad et al define electronic marketing as usage of Internet in marketing activities related to customer, related to distribution and sales channels, marketing research and communications of management. (Hosseini et al., 2008). However, for internet markets to be successful, integration with traditional media is necessary (Alipour Shirsavar et al., 2012).

In general, researches show that internet marketing is only a different from traditional marketing that the only difference is that it uses online tools. The same skills including research, planning, budget, project management, copying, and analysis and

communications are necessary for both marketing. In addition in internet marketing one should be aware of the specific technical skills or at least have enough skill to understand activities of his technical staff.

2.2 Framework (theoretical foundations)

The theoretical framework of this study that describe the variables and their relationships, has been done this way according to the results from previous studies and literature review and also the issues and the questions of research. Independent variables in this study are: Usefulness of the electronic system, ease of use, trust in e-marketing, loyalty to traditional marketing, and replacement costs. The dependent variable is the decision to change the existing system and the risk is an adjusting variable.

Given the importance of speed, accuracy, or in other words, the usefulness of the electronic system and the ease and simplicity of it and the trust that is created in this area in responsibility, it is expected that these variables have a positive effect on the attitude of the authorities and eventually lead to their decision to change the system. On the other hand loyalty to traditional marketing and replacement costs as two variables that can cause the resistance to change in authorities and have a negative effect in attitudes of decision makers and their final

decision. Obviously, the risk of transferring traditional system to electronic system as a moderator variable can adjust the effect of attitude of authorities towards change in their final decisions. The conceptual model of research that is derived from model of Kuo-Wei Lee et al, 2011, defined the effect of considered variables. Figure (1).

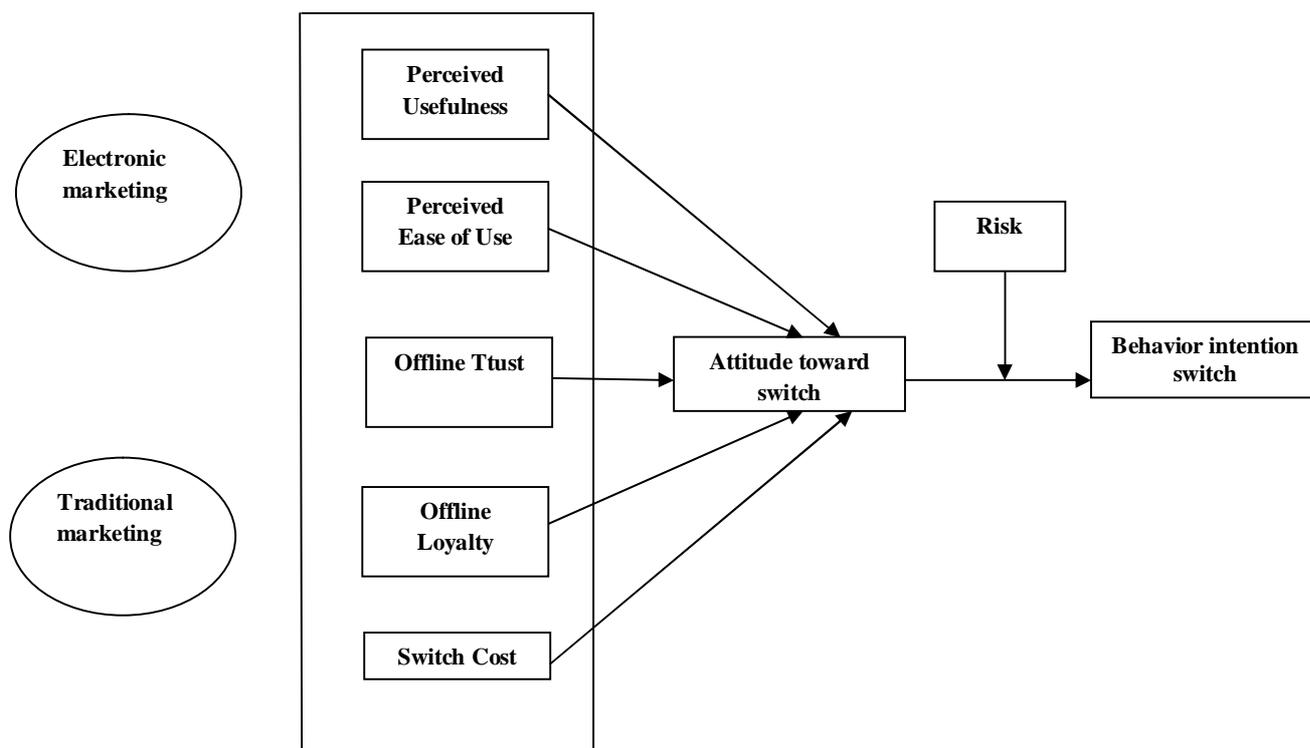


Figure 1: Conceptual model of research adapted from: Kuo-Wei Lee *et al*, 2011

3. RESEARCH FINDINGS

Data analysis: factor analysis

For identification and classification of 29 items of questionnaire first it should be determined by factor analyses, that do each of the questions of questionnaire that are designed to measure variables, really measure the same variable or not? Factor analysis is a techniques to determine whether variables can be grouped together as combined or factor variables and not as a series of separate variables. The most common use of factor analysis in behavioral and social sciences is that, whether the answer to the questions used to measure the overall index and its specific sense can make

sense or not.

At first 29 questions were analyzed by exploratory factor analysis. Principal component analysis method was used in the factor analysis. To rotate the main components of which are the highest variance, varimax method was selected. The most common type of rotation is varimax where the factors are orthogonal or uncorrelated and as a result, scores of one factor are not correlated with the scores of other factors. Varimax method is among the most common methods of orthogonal that maintains independence of the factors extracted. This method is used when the objective is to obtain factors that have a high

load on some of the variables and very low load on other variables.

In the table (5) total variance explained various components of related variables of 29 questions, is shown. Also the number of factors with eigenvalues of 1 or larger than the one is specified. As can be seen, 8 factors are with eigenvalues greater than 1. Factors have been set according to their weight; these 8 factors explain the total of 67/896% of the total variance of the test. Thus 29 questions of questionnaire after varimax rotation are laid on eight separate factors well. Which indicates good reliability

of measurement tool and questions designed to measure the variables?

After exploratory factor analysis result shows that items mentioned in the questionnaire in hidden factors in excellent form has high operating loads and thus, the results showed the reliability of the questionnaire. The result of factor analysis was extraction of 8 factors that were mentioned in the theoretical framework.

In the table (6) rotated component matrix is seen. As observed, the number of items is shown along with the name of dimensions that the items explain.

Table (5): The total variance explained of various components questionnaire

Factors	The initialeigenvalues			Extraction of total squares of bars			Rotation of total squares of bars		
	Total	Percent of the total variance.	% Of total	Total	Percent of the total variance	% Of total	Total	Percent of the total variance	% Of total
1	8.249	25.777	25.777	8.249	25.777	25.777	3.338	10.430	10.430
2	3.050	9.531	35.308	3.050	9.531	35.308	3.328	10.400	20.830
3	2.346	7.330	42.638	2.346	7.330	42.638	3.192	9.976	30.806
4	2.009	6.278	48.916	2.009	6.278	48.916	2.599	8.123	38.929
5	1.490	4.656	53.572	1.490	4.656	53.572	2.181	6.816	45.746
6	1.180	3.687	61.365	1.180	3.687	61.365	1.763	5.508	57.965
7	1.057	3.304	64.669	1.057	3.304	64.669	1.677	5.239	63.205
8	1.33	3.227	67.896	1.33	3.227	67.896	1.33	3.227	67.896

Table (6): matrix of rotated components for different items (Willingness, attitudes, usefulness and...)

Items or factors of questionnaire	Factors							
	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7	Factor8
Willingness3	.764							
Willingness 4	.710							
Willingness 2	.692							
Willingness 5	.692							
Willingness 1	.649							
ATTITUDE3		.867						
ATTITUDE2		.833						

ATTITUDE 1		.826						
ATTITUDE 4		.779						
Usefulness 2			.788					
Usefulness 3			.771					
Usefulness 4			.739					
Usefulness 1			.699					
Usefulness 5			.576					
Ease of use 3				.760				
Ease of use 1				.712				
Ease of use 4				.684				
Ease of use 2				.559				
Loyalty 2					.832			
Loyalty 1					.794			
Loyalty 3					.735			
Cost 2						.815		
Cost 3						.813		
Cost 1						.575		
Trust 2							.747	
Trust 1							.661	
Trust 3							.642	
RISK1								.838
RISK2								.735

Test of hypothesis

According to the central limit theorem because the sample size was large enough, the sample mean regardless of the distribution of the data in population is normally distributed. In simple terms, when the sample size is large enough, even if data distribution is not normal in the sample mean is normally distributed.

First Hypothesis: the usefulness is effective on attitude of the authorities to establish a system for electronic services

H1: The usefulness is effective on attitude of the authorities to establish a system for electronic services

H0: The usefulness is not effective on attitude of the authorities to establish a system for electronic services

According to table (7) standard coefficient of β between usefulness and attitude of the authorities to establish a system for electronic services to is 0/388, which indicated the effect of usefulness on the attitude of the authorities. Therefore, by increasing the usefulness, the attitude of authorities to establish a system for electronic services is improved.

Since the calculated t ($t=6/195$) with a confidence level 0/990 ($\alpha=0/01$) and the degree of freedom of $DF= N-2 =363$ is larger than critical t ($t=2/617$) thus, null hypothesis

was rejected and H1 hypothesis was confirmed. A summary of the first to fifth hypothesis testing is shown in the table (7).

Table (7): regression coefficients of the independent variables on attitudes to change system

Model		Not Standardized coefficients		Standardized coefficients	T	The level of significance
		B	Std. Error	Beta		
The dependent variable	Independent variables					
Attitude to change system	(Constant)	1.490	.276		5.390	.000
	Usefulness	.334	.054	.338	6.195	.000
	reliability	.205	.047	.238	4.337	.000
	reliability	-.013	.041	-.016	-.310	.757
	Loyalty	-.020	.041	-.026	-.498	.619
	The cost	.166	.044	.179	3.811	.000

The sixth and seventh hypothesis: the attitude of the authorities towards the transition affects their willingness and also their risk appetite adjusts this effect.
To test this hypothesis two regression models

were used because another variable as risk appetite has a moderating effect in the relationship between these two variables (attitude and willingness).

Table 8: Summary of regression models 1 and 2

The independent variable	Attitude	Model	R	R ²	Adjusted R ²	Standard deviation error estimated	Statistics of change					Watson statistic camera
							R2 changes	F changes	df ₁	df ₂	Significant of changes F	
Attitude	Willingness	1	.682	.465	.464	.51687	0.465	289.803	1	354	.000	
Attitude * Risk	Willingness	2	.699	.489	.486	.50595	0.024	15.526	1	363	.000	1.893

The overall results of these tests show that attitude to change variable positively affect willingness to change variable. This effect shows a higher correlation with risk factors. And shows that attitude of the authorities to change along with risk appetite as an underlying factor in decision-making and their willingness to change has a significant

effect and this variable as a moderator variable affects the correlation between two variables of attitude to change and willingness to change.

Multiple regression analysis

In order to determine the effect of all independent variables on the dependent variable and specify that which variable has

the greatest effect on the dependent variable follows. multiple regression analysis was used as

Table 9: Summary Results of linear regression of independent variables on attitude variable

The dependent variable	Predictive variables	R	R ²	Adjusted R2	Standard deviation error estimated	Watson statistic camera
Attitude to change system	Loyalty, cost, usefulness, reliability, ease of use	0.565	0.32	0.359	0.58508	1.998

As Table 9 shows the multiple correlation coefficient between independent variables and attitude to the traditional system is 0/565 which suggests a strong correlation between these variables. The coefficient of determination R2 is equal to 0/32 and that means that 32 percent of the attitude to traditional change is explained by independent variables entered in the model. And about 0/68 of changes in staff attitude to change the system is related to factors and variables outside the model. Also out of the independent variables the usefulness has the most influence on attitude to change the system.

4. CONCLUSION

This study reviewed the benefits that accrue to organizations in the use of internet and electronic systems, especially in the field of marketing. In this study, we have tried to review different aspects of the attitude of service provider authorities in the use of the Internet and electronic systems.

In this section, we present a summary of the results of hypothesis testing, practical suggestions and the final results of the study are presented. The results of hypothesis testing is presented in the table (10)

Table 10: Summary of hypotheses as table

شرح فرضیه	Confirm	Reject
1. the usefulness is effective on attitude of the authorities to establish a system for electronic services	*	
2. Ease of use is effective on attitude of the authorities to establish a system for electronic services	*	
3. trust is effective on attitude of the authorities to establish a system for electronic services		*
4. loyalty to the traditional system, is effective on attitude of the authorities to establish a system for electronic services		*
5. the costs of transition from the traditional system is effective on attitude of the authorities to establish a system for electronic services	*	
6. - the attitude of the authorities towards the transition to a system of electronic services affects their willingness	*	
7. risk appetite adjusts effects of attitude of the authorities towards their willingness to accept to establish a system for electronic services	*	

Error! Number cannot be represented in specified format.

According to the results of testing and proving the benefit of e-marketing systems, and maintaining position and competitive advantage, it is recommended to Emdad Khodro Company to with proper planning and implementation; convert its marketing system to the Internet and electronic systems.

5. The practical recommendations

Suggestions according to the first hypothesis, in this regard, it is recommended to the authorities by more research about the benefits of electronic marketing, participation in conferences and seminars related to this topic, discussions with experts in this field and to evaluate the benefits and advantages of the statistics related to the mentioned system, take the necessary action to deploy this system.

Based on the results of the second hypothesis, it is recommended to authorities to receive payment from customers by using ports of reputable banks, because this causes customers to pay the cost of services without a visit to the company headquarters and a waste of time and the company can systematically manage credit funds and answer the customers based on the type of service purchased. This is very easy and simple for both the company and for the customer.

Since the third hypothesis was rejected, it can be recommended that given that trust to quality, accuracy and immunity to electronic systems has increased, and the company has not yet managed to implement it, there for in the marketing system of the company this method be used as experimental and limited (less costs) and if the results of application are positive and satisfactory take action for development of the system.

The fourth hypothesis show that authorities have found that loyalty and commitment to other traditional systems not meet the current competitive environment and will gradually remove them from the competition, this like the first hypothesis it is recommended to the authorities by more research about the benefits of electronic marketing to take action to replace this system.

The findings of the fifth hypothesis indicate that the cost of transition from the traditional system to an electronic system has a significant effect on attitude of the authorities. In this regard, it is recommended that by using experts and the most advanced systems confidence be created in authorities, and they be informed that the use of these systems is can reduce the costs and increase profitability in the near future. In this regard, we can receive bills of the costs from contractors beforehand in order to

implement and design. And if the costs are high, make stages for transfer process and at different stages of the budget for several years complete the transferring system. It is also possible by calculating a variety of costs (fixed and variable), display the reduction of administrative costs in the long term of the implementation of electronic systems. And finally by expressing the success of famous and even competing companies, urge authorities use electronic methods and to transfer system.

Given that the sixth hypothesis is confirmed and the fact that the use of electronic services improves processes, interactions, transactions, etc. and not using this systems will pale the face of company in business environment, thus, like the second hypothesis it can be recommended to use reputable bank ports.

The seventh hypothesis reflects the effect risk appetite of managers towards a new system. Therefore, it is recommended to the company authorities to accept the potential risk of electronic system, provide the basis for the establishment and implementation of this system even as an experiment so that if the results are satisfactory measures be taken to set it up permanently.

5.1-CONCLUSION

Given that today enterprise' strategy in the competitive environment is to increase productivity, improve financial performance and etc. and the use of electronic services due to high speed and low cost bring these goals, use of electronic services for customers and for organizations is very easy, because all the activities in these systems are defined and identified. Therefore, tendency towards these systems is very logical and acceptable. The results show that the use of electronic services significantly improves activities related to cost management, including the prevention of unnecessary costs. When the authorities following the changes see reduction of cost in future, they will show interest in those changes, particularly when not faced with limited resources. In fact, most organizations have concluded that the use of the Internet and electronic services improves processes, interactions; transactions related to marketing, increases sales and market share and improves financial transactions. And if an organization cannot use these services compared to its competitors will be in a difficult position in the market and loses its share.

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