



**Faculty of Management,
University of Tehran**

***JOURNAL OF BUSINESS
MANAGEMENT***

Print ISSN: 2008-5907

Online ISSN: 2423 - 5091

Fall 2016, Vol. 8, No. 3

Copyright Holder: Faculty of Management, University of Tehran
Director-in-Charge: Hasan Gholipour, Tahmoures
Editor-in-Chief: Nazari, Mohsen
Editorial Assistant: Khanlari, Amir (Assist. Prof)
Executive Manager: Adousi, Hossein

Editorial Board

Anvari Rostami, Ali Asghar,	(Prof)	Tarbiat Modaress University
Divandari, Ali,	(Prof)	University of Tehran
Hamidzadeh, Mohammad Reza,	(Prof.)	Shahid Beheshti University
Khodadad-Hosseini, S. Hamid,	(Prof)	Tarbiat Modares University
Rahman Seresht, Hossein,	(Prof)	Allameh Tabatabaei University
Sedghi, Abbas,	(Prof)	University of Tehran
Seyed Javadain, S. Reza,	(Prof)	University of Tehran
Ebrahimi, Abdol-Hamid,	(Asso. Prof)	Allameh Tabatabaei University

You can refer to the articles of this journal at (www.isc.gov.ir); (www.sid.ir)
and (www.journals.ut.ac.ir)(www.jibm.ir)

Executive Secretary: Fallah, Mahdi

Literary Editor (English): Fattahzade, Maryam

Page Designer: Naeini, Maryam

Address: P. O. Box:

14155- 6311- Tehran, Islamic Republic of Iran

Web Site: <http://www.Jibm.ir>

E-mail: jibm@ut.ac.ir

Table of Contents

Title	Page
<i>Investigating the Effect of Perceived Social Responsibility on Brand Reputation, Brand Identification and Purchase Intention (Case Study: Golestan Company at Shiraz)</i>	<i>1</i>
<i>Abolghasem Ebrahimi, Seyyed Moslem Alavi, Elahe Pourmourdini</i>	
<i>Effects of Relationship Quality on Customer Behavioral Responses at Different Stages of the Customer Relationship Life Cycle (Case Study of Tabriz Keshavarzy Bank).....</i>	<i>2</i>
<i>Abdulhamid Ibrahimi, Samad Aali</i>	
<i>Providing a Model for Encouraging Consumer in Tehran to buy Iranian Products (Appliances Product as Case)</i>	<i>3</i>
<i>Abdorahman Ehsan, Mohsen Nazari, Tahmoures Hasan Gholipour, Mansoor Samadi</i>	
<i>The Effect of Consumer's perceived Quality, Satiation and Satisfaction on Switching Intention (Case Study: Italian Restaurants in Tehran).....</i>	<i>4</i>
<i>Zohreh Dehdashti Shahrokh, Anousheh Hajonrouzi</i>	
<i>Study of the Effects of Perceived Knowledge of Green Products on Shopping Intention in Terms of Affiliation to This Hypermarket (Case Study: Customers of Prama Hypermarket in Mashhad)</i>	<i>5</i>
<i>Fariborz Rahimina, Yasaman Noruzi Nik, Afsaneh Yoosofpour</i>	
<i>The Impact of Social Networks in Improvement of Loyalty and Customer- Brand Relationship</i>	<i>6</i>
<i>Taher Roshandel Arbatani</i>	
<i>Designing Competitive Strategies Through Apply of Judo Strategy and Blue Ocean Strategy in BSC Model</i>	<i>7</i>
<i>Hosein Safari, Mir Mahmoud Sadat, Ali Asghar Sadabadi</i>	
<i>The Role of Psychological Empowerment in Enhancing Sale Performance of Salespeople of Distribution Corporations (Case Study: Behpakhsh Corporation).....</i>	<i>8</i>
<i>Naser Asgari, Gholam Hosein Nikookar</i>	
<i>The Impact of Internal Marketing on Performance with the Mediating Role of Sustainable Marketing and Market Orientation (Case Study: Mellat Bank in the City of Mashhad)</i>	<i>9</i>
<i>Amir Mohammad Fakoor Saghiye, Fereshte Sadeghi</i>	
<i>Identification of Effective Personal Factors in Attracting Customers to Shopping Centers (Case Study: Tehran City)</i>	<i>10</i>
<i>Amirreza Mamdoohi, Alireza Mahpour, Taha Hossein Rashidi, Mahmoud Saffarzadeh</i>	

Investigating the Effect of Perceived Social Responsibility on Brand Reputation, Brand Identification and Purchase Intention (Case Study: Golestan Company at Shiraz)

Abolghasem Ebrahimi¹, Seyyed Moslem Alavi², Elahe Pourmourdini³

Abstract: Current study has investigated the effects of perceived social responsibility on brand reputation, brand identification and purchase intention. This applied research falls into the category of descriptive / survey ones. All Golestan brand customers in Shiraz city are considered as statistical population. Among the population, using non-probability sampling method, 384 individuals selected. Validity of Questionnaire confirmed using two approaches including face and content approaches. Questionnaire reliability also tested with Cronbach's alpha (78%) and split half (70%) approaches. Results show that perceived social responsibility could effect on brand reputation and brand identification. On the other hand, the relationship between perceived social responsibility and intention to buy the brand is possible only through brand identification. Another finding revealed that price could moderate the relationship between brand identification and purchase intention.

Keywords: *Brand identification, Brand reputation, Perceived social responsibility, Purchase intention.*

1. Associate Prof. in Management, Shiraz University, Shiraz, Iran

2. PhD. Candidate in Management, Shiraz University, Shiraz, Iran

3. MSc. in Business Management, Shahid Beheshti University, Tehran, Iran

Submitted: 21 / December / 2015

Accepted: 28 / August / 2015

Corresponding Author: Abolghasem Ebrahimi

Email: Aebrahimi@shirazu.ac.ir

Effects of Relationship Quality on Customer Behavioral Responses at Different Stages of the Customer Relationship Life Cycle (Case Study of Tabriz Kheshavarzy Bank)

Abdulhamid Ibrahimi¹, Samad Aali²

Abstract: The current Paper seeks to study the effects of Relationship quality on customer's behavioral responses at different stages of the relationship life cycle in Iran's Banking industry. In this respect Agriculture bank of Iran was selected as the target population of the suggested theoretical model of this experiment and 417 customers of the bank have participated as the statistical samples to achieve the goals of this paper. Samples were selected using simple random sampling and Research hypotheses were tested through structural equation modeling and AMOS software. Findings of the research showed that the quality of bank-customer relationship has positive effects on customer loyalty, word-of-mouth and customer's share. Also the results of the research showed that by aging of the bank-customer relationship, the effects of relationship quality on word-of-mouth and customer's loyalty are diminished but the effect of relationship quality on customer's share is the same at different stages of the relationship life cycle.

Keywords: *Customer behavioral responses, Relationship life cycle, Relationship marketing, Relationship quality.*

1. Associate Prof., Faculty of Management, Allameh Tabatabai University, Tehran, Iran

2. Assistant Prof. in Business Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran

Submitted: 06 / February / 2016

Accepted: 19 / June / 2016

Corresponding Author: Samad Aali

Email: samad.aly@gmail.com

Providing a Model for Encouraging Consumer in Tehran to buy Iranian Products (Appliances Product as Case)

***Abdorahman Ehsan¹, Mohsen Nazari², Tahmoures Hasan Gholipour³,
Mansoor Samadi⁴***

Abstract: Main goal of this research is developing a model for encouraging consumer in Tehran to buy Iranian products. Based this goal, qualitative research and grounded theory is used. Also deep interview technique is selected and sampling technique was theoretical sampling. Result indicate casual condition, cultural element, negative attitude to Iranian products, Iranian product quality affect on consumer willing to use Iranian product. Also strategy in this model is support Iranian product, focus on culture, then context (advertising effect and citizens Information...) and Intervening conditions (corruption, culture...) on this strategy is affect on strategy. Outcomes include increased resistance, improved competitiveness, economic growth and economical development.

Keywords: *Consumer culture, Consumer ethnocentrism, Grounded theory, Iranian product, Social marketing.*

1. PhD. Candidate in Marketing Management, University of Tehran, Tehran, Iran

2. Associate Prof. in Business Management, Faculty of Management, University of Tehran, Tehran, Iran

3. Prof. in Business Management, Faculty of Management, University of Tehran, Tehran, Iran

4. Assistant Prof., Dep. of Management, Chamran University, Ahvaz, Iran

Submitted: 08 / March / 2015

Accepted: 22 / June / 2015

Corresponding Author: Abdorahman Ehsan

Email: abdorahmanehsan@yahoo.com

The Effect of Consumer's perceived Quality, Satiating and Satisfaction on Switching Intention (Case Study: Italian Restaurants in Tehran)

Zohreh Dehdashti Shahrokh¹, Anousheh Hajonorouzi²

Abstract: Maintaining customer interest to repurchase is an important issue in today's competitive market of Italian restaurants in Tehran. Therefore, determining the reasons that caused switching intention in customers, can be leading to arrange marketing purposes. So this research intends to evaluate effect of perceived quality, satiation and satisfaction on switching intention and to examine moderating role of involvement in relationship of satisfaction and switching intention. This study defined the population as all Italian restaurant customers who dined at least one time at a specific restaurant of Tehran in past month. Cluster random sampling was used and 391 questionnaires were collected. SEM was used for testing the direct assumptions and Interactive variable for moderating one. The results showed that perceived quality hasn't considerable effect on switching intention; But has a negative effect on satiation and positive effect on satisfaction. Satiation and satisfaction have positive and negative impact on switching intention, respectively. Furthermore, involvement moderates the effect of satisfaction on switching, in a negative way.

Keywords: *Consumer satisfaction, Perceived quality, Restaurant industry, Satiation, Switching intention.*

1. Associate Prof., Business Management, Allameh Tabatabaee University, Tehran, Iran

2. MSc. Business Management, Allameh Tabatabaee University, Tehran, Iran

Submitted: 06 / April / 2016

Accepted: 17 / August / 2016

Corresponding Author: Anousheh Hajonorouzi

Email: anooshe.noroozi@gmail.com

Study of the Effects of Perceived Knowledge of Green Products on Shopping Intention in Terms of Affiliation to This Hypermarket (Case Study: Customers of Proma Hypermarket in Mashhad)

Fariborz Rahimina¹, Yasaman Noruzi Nik², Afsaneh Yoosofpour³

Abstract: Increasing attention to environment in recent decades has led to advent of "Green Marketing" concept. "Green purchase Intention" refers to behavioral tendency of consumers for buying a special product to meet environmental needs. It shapes under the influence of a person's environmental knowledge. The aim of current research is study of the effect of perceived knowledge of Green products on purchase intention in terms of attachment to this hypermarket. Statistical population of this research is customers of Proma hypermarket in Mashhad. By use of Cochran formula a sample of 267 people were chosen non-randomly. To gather data we use a questionnaire. Analysis of data is done by use of structural equation modeling model. Findings of this research approve the effect of perceived knowledge of Green products on purchase intention and also attachment of customers to this hypermarket. Meanwhile, attachment to this hypermarket effects on people's purchase intention. Finally, findings show the mediator role of attachment to this hypermarket in relationship between perceived knowledge of Green products and Green purchase intention.

Keywords: *Attachment to hypermarket, Green marketing, Perceived knowledge of green products, Purchase intention.*

1. Prof., Faculty of Economic and Administrative Sciences, Ferdowsi University, Mashhad, Iran

2. MSc. Student of Executive Administration, Ferdowsi University, Mashhad, Iran

3. Msc. Student of Business Administration, Ferdowsi University, Mashhad, Iran

Submitted: 28 / November / 2015

Accepted: 29 / May / 2016

Corresponding Author: Fariborz Rahimina

Email: r-nia@um.ac.ir

The Impact of Social Networks in Improvement of Loyalty and Customer- Brand Relationship

Taher Roshandel Arbatani¹

Abstract: Brand has been considered as one of the most important intangible assets of organizations. Development of relationship between customer and brand has transformed to one of the most important strategies of the organizations which raise effective results for them. This research intends to examine role and effect of social websites on development of customer relationship and brand in firms listed in computer equipment and laptop sale across Tehran. There are 11 hypotheses in the present research which the required data were collected from sample size (127) using questionnaire. This research has been conducted using structural equations and analyzed using partial least squares regression. Findings of research indicate positive effect of websites on increasing trust and loyalty to brand by customer. Hence, creation of communities for brand is given the priority in marketing activities. Creation and development of close, strong and stable relationship with customer will be among the priorities of these programs that can assist for improvement and loyalty of brand quality.

Keywords: *Brand communities, Brand loyalty, Relationship marketing, Social media.*

1. Prof., Faculty of Management, University of Tehran, Tehran, Iran

Submitted: 08 / June / 2016
Accepted: 13 / September / 2016
Email: arbatani@ut.ac.ir

Designing Competitive Strategies Through Apply of Judo Strategy and Blue Ocean Strategy in BSC Model

Hosein Safari¹, Mir Mahmoud Sadat², Ali Asghar Sadabadi³

Abstract: Today, competitive strategies have got accepted as one of the most important means of manager to compete in markets. In the strategic management process, development of the strategic quantitative objectives based merely on the experts' ideas. In this research, after reviewing the BSC, SWOT, judo strategy model and blue ocean strategy model, the concepts are applied to increase quality of strategic management process in BSC strategic framework model and introducing the Creative BSC framework. To investigate applicability of the presented model, the Creative BSC framework is implemented in designing and development process of competitive strategies in the Z Company and the results are presented. Finally, for future studies in improvement of strategic models, some research proposals have been proposed.

Keywords: *Balanced scorecard, Blue ocean strategy, Competitive strategy, Judo strategy.*

-
1. Associate Prof. in Management, Faculty of Management, University of Tehran, Tehran, Iran
 2. M.Sc in Operational Research, Faculty of Management, University of Tehran, Tehran, Iran
 3. PhD. Candidate in Future Study, Faculty of New Sciences & Technologies, University of Tehran, Iran

Submitted: 06 / August / 2015
Accepted: 21 / December / 2015
Corresponding Author: Mir Mahmoud Sadat
Email: Sadat1367@ut.ac.ir

The Role of Psychological Empowerment in Enhancing Sale Performance of Salespeople of Distribution Corporations (Case Study: Behpakhsh Corporation)

Naser Asgari¹, Gholam Hosein Nikookar²

Abstract: In the competitive environment of sale corporations possession of empowered sellers is considered a valuable, value adding, inimitable and irreplaceable competitive advantage. Among different determinants of sale performance, this research investigates that psychological empowerment (feeling of competence, meaningfulness, self-managing, having influence and trust) how and to some extent effect on the sale performance of sellers. The research goal is applied and its method is descriptive and survey-based. The population of the research consists of sellers of Behpakhsh Corporation in Tehran and townships, among 900 persons of them 270 subjects was selected randomly as statistical sampling. Data collection tool is a standard questionnaire that was used for the survey. Statistical tests such as confirmatory factor analysis, path analysis and T-test have been used for data analysis through the software LISREL and SPSS. The results show that all studied aspects of psychological empowerment have had positive and significant effects on the sale performance in the corporation. As well as the current status of the company's empowerment and sales performance have been appropriate.

Keywords: *Distributors, Performance, Psychological empowerment, Sales, Sellers.*

1. Assistant Prof., Faculty of Management, Shahid Sattari University, Tehran, Iran

2. Associate Prof. of System Management, Imam Hosein University, Tehran, Iran

Submitted: 11 / December / 2016

Accepted: 02 / August / 2016

Corresponding Author: Naser Asgari

Email: nasgari@ut.ac.ir

The Impact of Internal Marketing on Performance with the Mediating Role of Sustainable Marketing and Market Orientation (Case Study: Mellat Bank in the City of Mashhad)

Amir Mohammad Fakoor Saghiye¹, Fereshte Sadeghi²

Abstract: This study investigates the impact of internal marketing on performance with the mediating role of sustainable marketing and market orientation. For this purpose, a sample of 310 from 900 employees in Mellat bank of Mashhad was collected to prepare a valid and reliable questionnaire for Measurement of internal marketing (with 15 Questions), sustainable marketing (with 3 Questions), market orientation (with 30 Questions) and performance (with 10 Questions). Structural equation modeling method and Amos software was used to test the model. The results indicated that structural equation model, provides a powerful theoretical model for predicting performance through internal marketing, sustainable marketing and market orientation. Also, significant impact of internal marketing on performance and sustainable marketing, sustainable marketing on market orientation, market orientation on performance and indirect impact of internal marketing on performance through sustainable marketing and market orientation was confirmed.

Keywords: *Banking industry, Internal marketing, Market orientation, Performance, Sustainable marketing.*

1. Assistant Prof in Management, Ferdowsi University of Mashhad, Mashhad, Iran

2. M.A. Student of Business Management, Ferdowsi University of Mashhad, Mashhad, Iran

Submitted: 06 / February / 2016

Accepted: 29 / May / 2016

Corresponding Author: Amir Mohammad Fakoor Saghiye

Email: amf@um.ac.ir

Identification of Effective Personal Factors in Attracting Customers to Shopping Centers (Case Study: Tehran City)

***Amirreza Mamdoohi¹, Alireza Mahpour², Taha Hossein Rashidi³,
Mahmoud Saffarzadeh⁴***

Abstract: In the recent decade, applications of discrete choice models have increased. Destination choice models are coupled with several challenges including large choice sets, complicated alternative specific attributes and the endogeneity problem. Determining the destination of trips with no fixed destinations such as shopping and recreational destinations has been the focus of researches. Nonetheless, the classic destination choice models have paid less attention to psychological and personal attributes of travelers. Several studies on consumer behavior in shopping centers revealed that in addition to observable demographic and socio-economic variables, latent constructs such as psychological variables, lifestyle and the orientation of the center are important indicators to be considered to capture the true behavior of travelers. This paper presents a comprehensive analysis on shopping behavior of travelers in major shopping centers in Tehran, Iran. An internet-based survey is conducted to collect the required data for the modelling exercise which included information of 213 individuals. By using factor analysis the weight of components for applying in discrete choice are conducted. Results showed that some latent variables such attitude and lifestyle are affective in shopping center choice and some others like shopping orientation is not affective.

Keywords: *Attitude, Personal factors, Shopper behavior, Shopping center, Tehran.*

1. Assistant Prof., Tarbiat Modares University, Tehran, Iran

2. PhD Candidate in Civil Engineering, Tarbiat Modares University, Tehran, Iran

3. Assistant Prof., University of New South Wales, Sydney, Australia

4. Prof. in Civil Engineering, Tarbiat Modares University, Tehran, Iran

Submitted: 08 / February / 2016

Accepted: 02 / September / 2016

Corresponding Author: Amirreza Mamdoohi

Email: armamdoohi@modares.ac.ir