

The comparative investigation of the customer's and manager's views of the Non-profit employment agencies about the relationship of the mixed factors of marketing of the services with customer attraction

Fereydoun Omid ¹

¹. Department of Management, Islamic Azad University, Central Shushtar Branch, Shushtar, Iran
f.omidi1389@gmail.com

Abstract: Today, paying deep attention to customers and customer-centered centers is the secret of employment market. The purpose of this investigation is to do a comparative investigation about the customers' views and managers of the non-profit employment offices about the relationship between the mixed factors of the marketing of services in order to improve the performance of non-profit employment offices to satisfy customers and attract them more. The investigation sample includes managers and customers of the non-profit employment offices of Khuzestan province (N=260). According to the resources existing in the special quarries, the effect of the mixed factors of the marketing of services with customers attraction and the characteristics of non-profit employment offices, the researcher-made quarry has been used. Two tests have been used in this research. The test of the total ranks and that of Fredman, according to the fact that there are two types of independent statistic societies (statistic society of managers and customers) exist, these tests have been used to test these tests. The results show that there is a meaningful disagreement between the viewpoints of customers and managers of non-profit employment offices about the mixed factors of marketing of the services.

[Fereydoun Omid. **The comparative investigation of the customer's and manager's views of the Non-profit employment agencies about the relationship of the mixed factors of marketing of the services with customer attraction.** Journal of American Science 2011;7(7):262-265]. (ISSN: 1545-1003). <http://www.americanscience.org>.

Keywords: Mixed marketing of the services; customer; marketing of the services; Employment Services

1. Introduction

Considering the importance and role of non-governmental job search in employment market, identification of significant factors which are effective in attracting individuals who search job as well as investigation of critical factors in cooperation of private sector in job search provides the opportunity to concentrate on opportunities in job market and find the job need of society's individuals and provide services by which the job seekers can find their favorite job according to their interests, specialty, degree, and capabilities. The present paper aims to investigate the amount of concordance between opinions of clients and managers of non-governmental job search agencies concerning the relationship between factors of service marketing mix and client attraction.

Non-governmental job search agencies are created with the goal of adapting the offer and demand regarding work force, without supporting the job seekers or job applicants. It should be noted that there is always a gap between the services provided and the services understood. Therefore, job finding agencies should identify the expectations of their clients concerning their services in order to identify and fill the service gap. Indeed, the main question of the study is that whether there is a significant difference between opinions of clients and managers of non-governmental job search agencies concerning the factors of service marketing mix.

One of the main justifications of the study subject originates from theoretical and practical foundations of the study which emphasize on identification of factors effective on client attraction for profit organizations as a critical issue. In spite of theoretical and practical confirmations, it has been neglected to seriously pay attention and understand the point that not only providing all services must be accomplished for customer and satisfaction of the customer, but also it is favorable to employ all facilities and resources for reaching full satisfaction of the customer.

The goal of the present study is to identify the attitude of clients and managers of non-governmental job search agencies concerning the relationship between factors of service marketing mix and client attraction, and to compare them.

Herein, the service marketing mix includes the following seven factors: services, price, place, promotion, personnel, physical assets, and processes (Mojtahedi, 1991). Philip Cuttler and Garry Armstrong in their book "principles of marketing" consider marketing as a kind of social and managerial process by which individuals and groups can satisfy their needs and desires through production, as well as exchange of products and values with others (Lovlak, 2006).

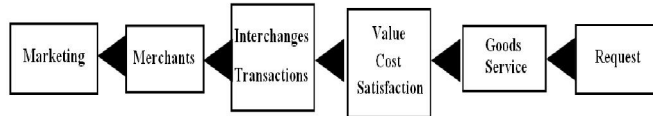


Figure 1: Concepts of marketing

According to Fig. 1, marketing includes the factors of demand, desire, request, goods, value, price, satisfaction, exchange, and trade, considering the relationships among markets and marketing methods (Mojtahedi, 1991).

Marketing management means analysis, planning, implementation, and control of defined programs with the purpose of providing favorable exchanges with desired markets for reaching the organizational goals. Marketing management typically emphasizes on determination of organization's products based upon needs of the desired market, as well as making use of effective pricing, communication, and distribution with the intention of informing, motivating, and providing services to market (Venus et al, 2007).

As mentioned above, Herein, the service marketing mix includes the following seven factors: services, price, place, promotion, personnel, physical assets, and processes. Concordance and prioritization of clients and managers of non-governmental job search agencies can lead to more client attraction. In contrast, if the clients' priorities concerning factors of are different from those of the managers, certainly the clients would not more be attracted to these agencies. The following model demonstrates the framework of the present study.

As the above model exhibits, managers have opinions concerning the priority of service marketing mix according to their experiences, and clients have their own specific prioritization. What satisfies the interests of both sides is the managers' knowledge of clients' prioritization, shown with dash line in this model. Due to wideness of the factors of service marketing mix and time limitation, in this research only some of these factors have been studied, including: services, place, promotion, personnel, and physical assets.

2. Research Methodology

Regarding its goals and nature, the methodology of this study is practical. Also concerning data collection in testing hypotheses, it is of survey-descriptive type (Fig. 2).

From statistical point of view, this study is deductive since it generalizes the samples to the population (Azar, 1991). In addition, it is a descriptive study as it investigates what exists. Using a questionnaire, the researcher tested the study hypotheses. In this

research, we used five-point Likert scale for measurement of responders' attitudes.

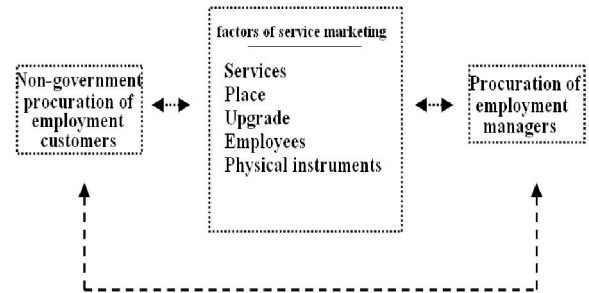


Figure 2: Full model of research

The scope of this study is issues relate to marketing of services provided by non-governmental job search agencies, and compares the opinions of clients and managers of non-governmental job search agencies concerning the relationship between the effect of each factor of service marketing mix and client attraction. Time duration of the present study has been the recent two years. This research has been conducted in geographical scope of Khuzestan Province.

Research goal is to identify the attitudes of clients and managers of non-governmental job search agencies concerning the relationship between factors of service marketing mix and client attraction, as well as their comparison.

The population under study included clients and managers of non-governmental job search agencies in Khuzestan Province in 2009. Due to existence of two statistical populations, the samples were divided into two groups: 1) statistical population of managers; 2) statistical population of clients.

Among search finding agencies, 28 centers were randomly chosen for this study. The managers were also randomly selected and were asked questions. Sample sizes of clients and job search managers have been calculated using n formula.

In this study, the tool for collecting data was a researcher-made questionnaire. Validity of the questionnaire was confirmed using the opinions of experts and managers of job search agencies. To determine the reliability of the questionnaire, Kronbach alpha was used [1] which yielded the value of 0.87. Statistical analysis of research data was accomplished using SPSS statistical software. Descriptive statistics was utilized for data description, while deductive statistics was accomplished using Mann Whitney U test (ranking test) and Friedman test (Azar, 1991).

3. Data Analysis

According to the statistical results, 63.5% of responders were male and 36.5% of them were females. Also, 60% of managers were male and 40% of them were female. The educational degree of clients was as follows: 4.6% under diploma; 26.2% diploma; 33.8% above diploma; 33.7% M.A.; and 2.7% postgraduate or higher. Also, the educational degree of managers was as follows: 16% above diploma; 74% M.A.; and 10% postgraduate or higher. To rank the factors of marketing mix from viewpoint of clients and managers, the test of Friedman's analysis of variance was performed. The results of the test indicated that the significance value for all factors of service marketing mix is lower than 0.5. Hence, the hypothesis H₀ is rejected and H₁ is confirmed. In other words, there is a significant difference between priorities of service marketing mix.

a) Test of ranking the service mix: The first and second priorities from clients' viewpoint were the use of novel computerized system of providing service and increase of work hours of non-governmental job search agencies, while the first and second priorities from managers' viewpoint were providing services via internet and the use of novel uniform computerized system.

b) Test of ranking place mix: The first and second priorities from clients' viewpoint were increasing the number of non-governmental job search agencies in general societies and increasing the number of non-governmental job search agencies in cultural societies, while the first and second priorities from managers' viewpoint were increasing the number of non-governmental job search agencies in cultural societies and increasing the number of non-governmental job search agencies in economic societies.

c) Test of ranking promotion mix: The first and second priorities from clients' viewpoint were giving gift or prize and advertisement through specialized magazine, while the first and second priorities from managers' viewpoint were entertaining the clients when visiting the agencies and giving gift or prize.

d) Test of ranking personnel mix: The first and second priorities from clients' viewpoint were appearance and experience and expertise, while the first and second priorities from managers' viewpoint were good appearance and suitable encounter.

e) Test of ranking physical assets mix: The first and second priorities from clients' viewpoint were the position of reception desk and architectural features of the building, while the first and second priorities from managers' viewpoint were the position of reception desk and decoration.

Table 1. Hypothesizes

Hypothesizes	Mean Value		Z Statistics	Significant Value
	Managers	Customers		
1st	201.37	146.68	-3.971	0.000
2nd	192.71	148.34	-3.224	0.001
3rd	214.59	144.14	-5.099	0.000
4th	181.82	150.44	-2.286	0.022
5th	193.07	148.28	-3.247	0.001
6th	147.74	156.99	-0.674	0.480

4. Discussion and Conclusion

Results of statistical analysis confirm the hypotheses of the study. Therefore, different types of services offered by non-governmental job search agencies are not in concordance with viewpoints of their clients. Additionally, the test results in each of the services showed a considerable gap, such that all hypotheses 1 to 6 were confirmed. However, the gaps between existing status and the conditions expected by clients were not identical concerning different job search services.

Findings obtained from analysis of first hypothesis indicate that the use of novel uniform computerized system for providing services is of first priority for clients, but of second priority for managers. To attract the clients, their priorities should be considered and a uniform and continuous connection with other agencies should be formed by equipping the job search agencies, such that the clients will not have to visit other agencies for searching job opportunities. Increase in number of work hours is another service gap and the managers should increase the time of providing services for at least two work shifts so that the clients can get access to their services at different times. Regarding the issue of providing services via internet, some clients do not tend to perform activities related to their employment virtually, or their efforts in internet has not been fruitful and their physical presence can better lead to their employment. In other cases, providing services via internet avoids waste of time and can offer services at every time and place, which prevents unnecessary travels, traffic, and several other problems of attending the place in reality.

Findings of this research are in agreement with those of the study by Nikou (2002) regarding service factor of service marketing mix, as well as those of the study by Kheftan (2002). The results acquired from analysis of the second hypothesis indicate that being the place of job search agencies in general places with easy access is of first priority for clients and third priority for managers. So, the managers should try to establish these centers in places with easy access. Increase in number of job search agencies is the second and fourth priority of clients and managers, respectively, and high number of such

centers decreases the waiting time and results in easy access. Findings of the present research are in concordance with those of the study by Nikou (2002) concerning place factor of service marketing mix, as well as those of the study by Kheftan (2002).

Summary of the results obtained from analysis of third hypothesis shows that giving gift or prize is the first priority of clients. Therefore, the least activity for satisfying this priority is to send the clients short messages (SMS) at their birthday or religious and national celebrations, so that the clients' sense of attachment to job search agencies increases. This also holds in the case of invitation for attending seminars and advertisement via specialized magazines. Findings of the present research agree with those of the study by Nikou (2002) concerning promotion factor of service marketing mix, but not with those of the study by Kheftan (2002).

The results of analyzing the fourth hypothesis show that good appearance of personnel is the first priority of both clients and managers, which indicates its importance since it implies the personnel's interest in work and his/her discipline and hence the clients will observe that the tasks are performed orderly. Experience and expertise of personnel in job search agencies is another priority in clients' opinion since those personnel who have experience in job search and related techniques have appropriate knowledge of job market, so they can continuously analyze job market and find job opportunities.

Findings of the present research are in concordance with those of the study by Nikou (2002) concerning personnel factor of service marketing mix, as well as those of the study by Kheftan (2002).

Regarding the findings obtained from analysis of fifth hypothesis, the position of reception desk is the first priority of clients since it can express the importance of job search for clients. The clients are interested in a building which is appropriate for following their employment tasks, so that they will be interested for future visits.

Findings of the present research are in concordance with those of the study by Nikou (2002) concerning physical assets factor of service marketing mix, as well as those of the study by Kheftan (2002).

Regarding the findings obtained from analysis of sixth hypothesis, interior decoration, architectural features, and buildings are the first to third priorities of clients and managers should pay much attention to priorities of clients for them to be attracted and use the services.

Therefore, if managers of service-provider organizations pay enough attention to make use of service marketing mix for attracting clients, a considerable change will occur in service-providing jobs. As was explained and confirmed in the present study, its prerequisite is the identification of clients' priorities and considering these priorities.

Corresponding Author:

Dr. Fereydoun Omid
Department of Management
Islamic Azad University, Central Shushtar Branch
Shushtar, Iran
E-mail: f.omidi1389@gmail.com

References

1. Azar, A., (1991). Statistical identification and hypothesizes in management of behavior researches, Knowledge of Management, Vol. 26.
2. Amini, A., (2001), Discussion about job research agency in work from theory viewpoint.
3. Naseri, B., (2003), Role of job research organizations in development of job information.
4. Poor-Shirazi, A., (2007), Evaluation of banks marketing from customers view point.
5. Julian et al., (2009). Consideration of circumferential and marketing mix strategy on Australian companies export.
6. Kheftan, M., (2007), Fitness consideration of management viewpoints and Refah bank customers in marketing mix factor relation with customer absorption, MSc. Thesis, University of Tehran.
7. Farjadi, Gh. Et al., (2001), Evaluation of job research agency work and its reports, Research High Organization in Research & Development.
8. Lovlak, K., (2006), Marketing rules and services, Isfahan.
9. Mojtahedi, P., (1991), Marketing and international marketing, Tehran, Shirin Press.
10. Niko, A.A., (2002), Consideration and identification of effective factors on Post Bank customers satisfaction, MSc. Thesis, University of Tehran.
11. Venus, D., Rusta, A., Ebrahimi, A., (2007), Marketing management, Tehran, Samt Press, Pp. 17-35.
12. Hashemi, S.A., (2003), Job research agency types and their roles in work, p. 90.
13. Kotler, Philip & Armstrong, Gary, (2001), Principles of Marketing, 9th Edition, New Jersey, Prentice Hall Inc.
14. Lovelock, Christopher & Wright, Louren, (1992), Principles of services Marketing and Management, New Jersey: Printice Hall.arid ecosystem. Global Ecology and Biogeography 2003;10(2):77-100.

3/5/2011