

The study of the effect of block chain system on the success of internet marketing by the mediation of information resources and strategic planning in pharmaceutical companies (case study: CinnaGen Company)

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ABSTRACT

The aim of this study was to investigate the impact of the block chain system on internet marketing success by the mediation of information technology resources and strategic planning in pharmaceutical companies. The present study is an applied study of the descriptive-survey type. The statistical population included the employees of the pharmaceutical company in the commercial sector, as well as managers and consultants of the CinnaGen Company, whose number is 65, and according to the lack of society, the method had all been used and the sampling method was simple. In this study, a 25-question questionnaire was used. In relation to the validity of the CVR test and in relation to the reliability, the Cronbach alpha method was used, in which the result was 0/810. Then the K-S test was used to investigate normality and to continue from structural equations and path analysis with Lisrel software. The results showed that the block chain system has a significant impact on internet marketing success by the mediation of information technology resources and strategic planning in pharmaceutical companies.

Keywords: block chain system, internet marketing success, resource sharing resources, strategic planning

Introduction

Today, the internet, as a symbol of virtual exchange, has created a platform for speed of exchange and a leap agent in the introduction of the product, its competitive pricing, and the distribution of electricity and non-broker. It is important that if we do not make effective and efficient use of this media in the field of marketing, we will soon be out of the competition. The internet is not just a marketing channel, but a platform for fundamental changes in the way of a company's business, getting a profit from the customer

and creating value for them (students, peers). Therefore, it is necessary to apply the material and technical expertise of this media and be effective in the field of action. This equipment requires intellectual reconstruction in the attitude to market and internet marketing (rojaiee, 2015) Another discussion about customer information and marketing is concerned about information that is available to the company. While creating a data gathering system, there must be provisions for the security of information, both for technology and for employees who perform data collection and information processing. The customer must ensure that the data collection is to maintain its own interests. If such confidence is not established in the customer, it will certainly not be willing to provide information. In fact, it is a network that considers signed and validated signed agreements and personal data of users can only stay on servers and no interfaces can collect and sell the data. There are no logs or history of user activities and they are completely reassured by the data they leave behind. Block chain is only one example. Other nascent paradigms already have entered this area and are beginning to deal with this method of data collection (Truby, 2018). On the other hand, strategic planning is a managerial activity in organizations that include prioritizing, focusing on resource and energy, ensuring the movement of employees and shareholders in the direction of goals, determining agreement on outcomes and outputs, and evaluating and adjusting the movement of the organization in the most appropriate way possible to adapt to environmental changes. From another perspective, it can be said that strategic planning is a regular and continuous effort that forms the decision-making and implementation infrastructure in the organization. This effort makes it clear that what the organization is, what it represents, why it offers it, and who is offering it (Slouched hat et al., 2003). In the meantime, the block chain is a brilliant and ingenious invention; given the idea of a person or a group of people known as the nickname of The Pen. Although block chain has created a new type of internet by allowing digital information to be distributed without copying it, the backbone of the internet has created a new type of internet (merit and hope, inspiration). In general, block chain is a type of information and reporting system. The difference with other systems is that the information stored on this type of system is shared among all members of the network and is almost impossible to remove and manipulate the data using cryptography. In recent studies, there are some problems related to the adoption of e-commerce, which researchers found in cultural differences (Rajab et al. in the meantime, one of the suggestions presented to the company for pharmaceutical companies is using and focusing on block chain technology in using internet marketing in this company. But since there is no information about the effectiveness of this project and due to the fact that there has not been any research in this regard so far, we will conclude that the block chain system has an impact on the success of internet marketing by the mediation of information resources and strategic planning in pharmaceutical companies.

Research background

mumin et al. (2010) studied the influence of block chain on marketing dimensions. In this conceptual paper, we discuss how the block chain can influence the marketing mix of a company. In particular, it will be shown how block chain can act as incremental innovation and enable the consumer-driven pattern. White (2017) concluded that block chain has the potential to become an important source of disruption to business and management. There is a lack of knowledge and understanding of block chain techniques that impede scientific research and practical application. To gain and sustain competitive advantage, business managers need to understand the potential impact and threat of the block chain program. It seems that the block chain programs have a considerable improvement in performance and commercialization. adua et al. (2012) examined the impact of the block chain system on human resources and marketing. They concluded that the problem of organizing, management and the performance of the company will be drastically changed. Most authors expect the block chain to have profound implications on the nature of the company: how they are met and managed and how they create value and perform basic functions like marketing, accounting, and encouragement. Shooshtari (1397) examined the applications of block chain technology in the maritime transport industry. This study was carried out to investigate the results of studies and clearly indicate the fact that the information technology infrastructure is vital to support maritime transport. It should be noted, however, that information technology, as vital for the maritime transport industry, may become a weakness as it requires its acceptance among the actors in any industry.

Assumptions and conceptual model of research

The block chain system has an impact on internet marketing success by mediation by information technology sources.

The block chain system has an impact on the success of internet marketing by the mediation of strategic planning.

The block chain system has an impact on information retrieval resources.

The block chain system has an impact on strategic planning.

Information technology sources have an impact on the success of online marketing.

Strategic planning influences the success of online marketing.

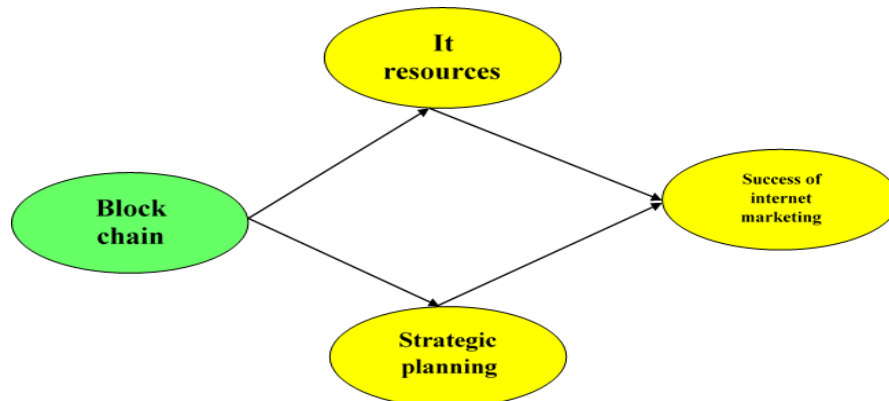


Figure 1: Conceptual model of research

Research Method

The present study is an applied study of the descriptive-survey type. The statistical population included the employees of the pharmaceutical company in the commercial sector, as well as managers and consultants of the CinnaGen Company, whose number is 65, and according to the lack of society, the method had all been used and the sampling method was simple. In this study, a 25-question questionnaire was used. In relation to the validity of the CVR test and in relation to the reliability, Cronbach alpha method was used, in which the result was .7810. Then, the K-S test was used to investigate normality and continue from structural equations and path analysis with Lisrel software.

Analysis and review

Normality test of research variables

To verify the normality of the data, it is necessary to use a valid test that is useful in the following.

H_0 = distribution of data is normal

H_1 = Data distribution is not normal

Table 1: The K-S test

Result	alpha	significance level	variable
normal	./05	.783	block chain system
normal	./05	.671	Internet Marketing Success
It is normal.	./05	.559	source data sources
It is normal.	./05	.703	Strategic planning

According to the above Table, the significance level of each variable is more than 0.05, so with 95 % confidence, it is not possible to claim the null hypothesis. In other words, for all variables, the H_0 hypothesis, i.e. "The data is normal", was confirmed.

Table 2: The KMO test of Bartlett

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.825
Bartlett's Test of Sphericity	Approx. Chi-Square	1.527E4
	df	300
	Sig.	.000

Based on the results of the tests listed in Table 2, the KMO value is equal to .825, which showed that the relevant data can be divided into a number of basic and fundamental factors. Also, the result of the Bartlett test of E4 was significant at the 0.01 level, suggesting that the correlation matrix between questions is the unit matrix and the identity. On one side, the index of items within each factor depends on the upper bound and on the other hand among the indexes is no correlation. Therefore, it can be concluded that there is a significant relationship between index items, and finding a new data structure is possible.

Table 3: Table of total variance explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.513	22.052	70.705	3.139	12.557	70.705	2.846	11.383	68.623
2	4.811	19.243	81.150	2.611	10.445	81.150	2.695	10.782	79.405
3	4.213	16.853	83.114	2.887	10.668	83.195	2,541	9,917	81,664
4	3.139	12.557	87.064	2.347	10.094	89.198	2.460	9.713	87.097
5	2.611	10.445	88.121						
6	.479	1.914	88.332						
7	.409	1.634	88.698						
8	.379	1.514	90.212						
9	.342	1.368	91.580						
10	.270	1.082	92.662						
11	.257	1.029	93.691						
12	.233	1.021	93.716						
13	.219	1.018	93.887						
14	.217	1.03	93.996						
15	.215	1.01	94.112						
16	.213	.998	94.665						
17	.210	.934	94.782						
18	.209	.910	95.034						
19	.207	.885	95.121						
20	.206	.843	95.215						
21	.203	.813	95.481						
22	.171	.685	96.166						
23	.160	.640	96.806						
24	.038	.152	99.866						
25	.036	.149	99.891						
26	.034	.141	99.899						
27	.033	.134	100.000						

Extraction Method: Principal Component Analysis.

In total, all four factors with higher values can explain the variance of 27 questions of the questionnaire. On the other hand, the values of the path coefficient and the t statistics show the intensity of the impact

and the significance of the relationship and all research hypotheses have been approved. The value model or the t-value model represents the meaning of each parameter and if the absolute value of it is greater than 1.96, the parameters of the model are significant. Considering that the absolute value of the parameters of the model is larger than 1.96, it is supported by the hypotheses of the variable that are related to it.

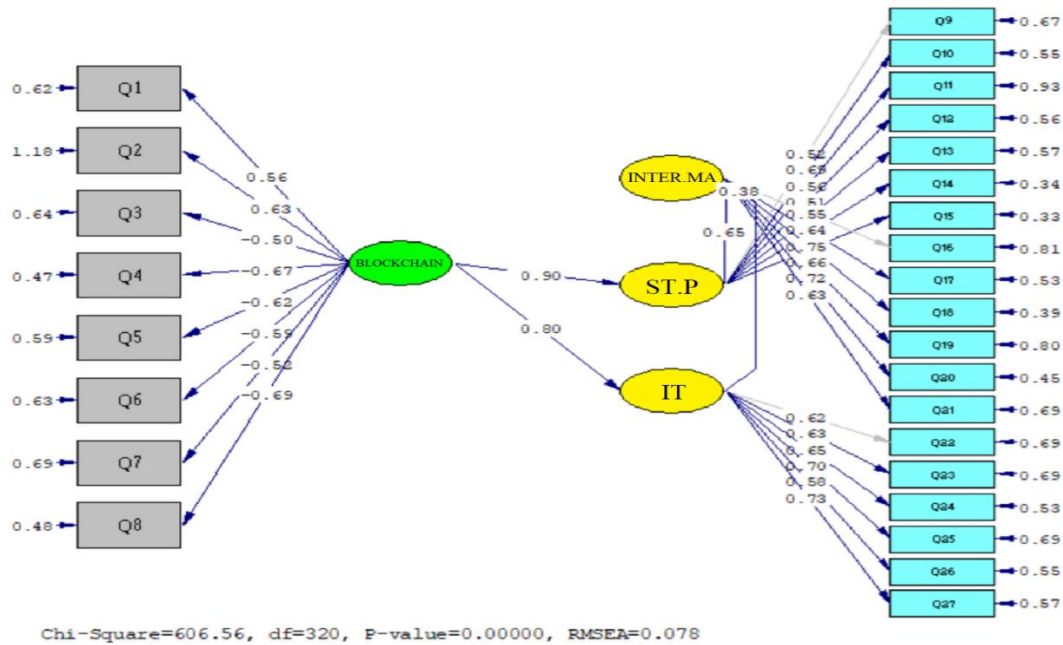


Figure 2: The standard estimation model of the research structural model

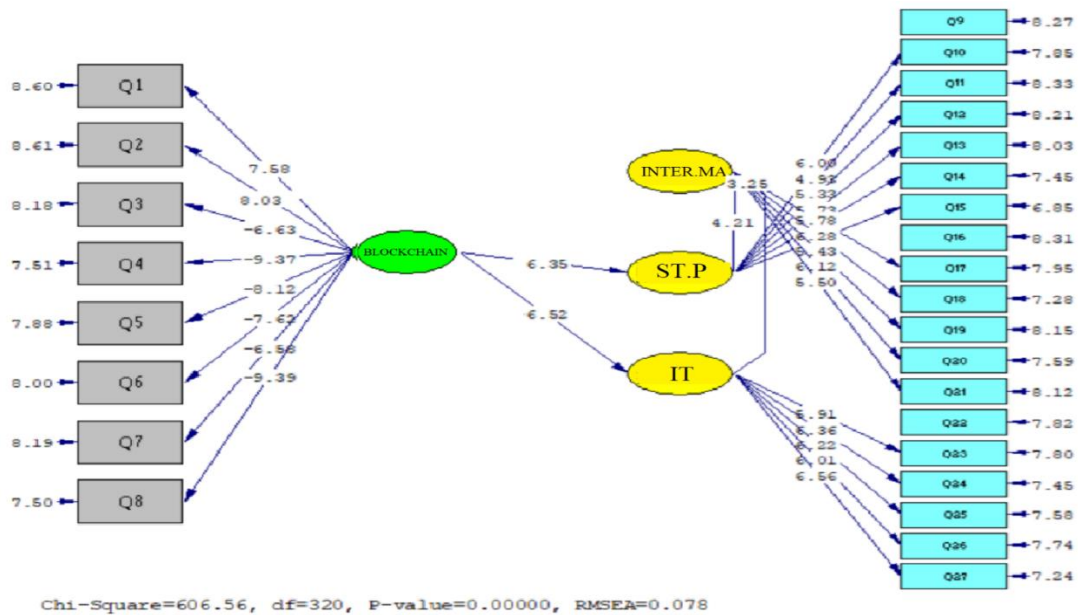


Figure 3: significant Pattern of the Study Structure Model

Table 4: Analysis of the Relationship path between the hypotheses variables

Conclusion hypothesis	T	Influence	Path	hypothesis
		B		

OK	$6.35+4.21=10.56$	$.90*.65=.585$	The block chain system has an impact on the success of internet marketing by the mediation of information resources.	1
OK	$6.52+3.25=9.77$	$.80*.38=.304$	The block chain system has an impact on the success of Internet marketing mediated by strategic planning mediation.	2
OK	.90	6.35	The block chain system has an impact on information technology resources.	3
OK	.80	6.52	The block chain system has an impact on strategic planning.	4
OK	.65	4.21	Information technology sources have an impact on the success of online marketing.	5
OK	.38	3.25	Strategic planning influences the success of online marketing.	6

Conclusion and Recommendations

In the digital age, it is obvious that different companies use data collected by digital tools about customers. These data do not have enough clarity in most cases, so there are difficulties in the marketing process. Despite a clear system such as block chain, there will be no longer concern over the accuracy of customer data. Hence, it seems that the effect of the block chain on digital marketing will appear positively. This open-access system makes brokers withdraw and fully independent transactions are implemented. In other words, replacing the block chain instead of banks and credit card processes makes financial transactions faster and easier and reduces the cost of B2B vendors and buyers. B2B traders, in retail and online stores, are welcome to reduce costs that are achieved by the block chain. In the first step, the block chain increases the rate of transactions and transfers customers to the sellers immediately. Exchange speed transfers to customers and it will provide customers satisfaction. In the next stage, these companies increase productivity and profitability by facilitating distribution and logistics. Finally, it reduces costs and overall costs by cutting credit cards and other business services, which reflects the price of services. Most companies perform many of their activities by brokerage companies. Their participation makes these institutions more expensive. The implementation of digital technology eliminates this unnecessary system and offers cheaper services to customers. Pharmaceutical companies can contribute to the effectiveness of the company by removing the intermediaries, creating a program and setting goals in their strategic programs by removing the intermediaries, creating a direct relation, increasing the speed, and also creating the safety of pharmaceutical formulas.

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