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Determination of Information Technology Strategic Operation on Health Insurance Brand in Kermanshah State

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Abstract

The aim of this study was to evaluate the effectiveness of the implementation of strategic IT Kermanshah Province on brand of health insurance. This study is an applied research in terms of aims and is a descriptive study in terms of methodology and from correlation of data collection method is a quantitative method. The population includes all Health insurance users and employers in Kermanshah during 2015 that are 120 people and all customers of this insurance that because of unavailability considered as infinite. Static sample according to population and using Morgan and Korjesi table determined 92 employers and 384 customers. Measuring instruments and IT strategy, IT inventory Davis from Sheikhshahi and Olomi Research (2007), and means of measuring brand image, Kampdrsad questionnaire (2001) respectively. Statistical methods included descriptive statistics and inferential statistics (Kolmogorov - Smirnov test, Pearson correlation and regression). The results showed that the strategic impact of information technology on brand image. The perceived usefulness, ease of understanding, attitude towards information technology and use of technology are improving brand image. The component easy to understand has the greatest impact on brand image.

Keywords: Information technology strategic, organizational image of brand



1. Introduction

Information technology defined as a collection of computer systems that an organization uses, in a more detailed description information technology refers to techno aspect of information system and includes hardware, software, database, networks and other electronic tools. Information technology can be considered as a sub- system of an informational system. Although sometimes information technology and informational system used instead of each other (Sarafizade, 2007). Performing information technologies strategy provides wide changes in doing official processes, improving human power income and management, more diversity in products or services and improving quality and customers' satisfaction in organization so, determiners in all organization are involving with investing for this strategy (Taghirzade, 2006). In other words, performing information technology strategy is organizations can change customers' and society's opinion about that organization and provides more improvement and become popular among customers and at last, develops organizational brand image (Rasoulipshte & Bagherinejad, 2010).

Organizational brand image has been a reason for reliability and popularity of organizations and companies. Organizational brand image has different perception among organizations and companies (Bonenre, 2007). In service industry, organizational brand image has some intangible properties that results from a common social judge, this judge is based on beneficiaries' expectations and providing values for them (Faircloth, 2005). Organizational brand image is a reflection from past activities of a company that shows real characteristics of company (Gregory, 1991). In this regard, Zain (2009) evaluates the relation between information technology acceptance and organizational brand image in production organizations of Malesia. Its results showed that there is positive relation between information technology acceptance and company's ability for improving information brand image. Bayound (2012) determined the relation between social task disclosure and organizational brand image in developing countries. According to annual surveys of 40 companies in Libya and collected questionnaires from managers and employers, he concluded that high level of social task disclosure has strong relation with organizational brand image. Also Alizadezavarm, Falah and Eslami (2011) studied infusion of organizational brand image. They showed that although this marketing method can provide an incredible image for organizational brand but, it should be mentioned that this method has different unknown and hidden aspects that sometimes inattention to them will cause harm to organizational brand. Most of societies although have rich natural sources, because of expert human power lack can't use them and have difficult life. Other nations although have less natural sources, they have experts and can benefit from these properties and are improving fast. This good power tries best to be aware from its effect on organizational brand and this good image can give its staff social identity (OhMi, 2000).

According to importance of this concept and its effect on improvement and success in assurance companies and intense competition between companies for more customers' satisfaction and achieving to company goals, this topic hadn't studied well and we can say that this topic has forgotten. Considering the above description in the field of IT strategy and brand image, the question arises whether the implementation of the IT strategy can have effect on the reputation of Kermanshah Province health insurance?



2. Methodology

This research is an applied research in its aim, in its method is descriptive survey and coefficient kind and in gathering data it is a quantitative study. The population includes all staff and customers of Health Insurance, Kermanshah during 2014, that is equal to 120 people and the amount of total customers because of unavailability considered as infinite. Static sample according to population and using Morgan and Korjesi table determined as 92 employers and 384 customers. In this study in order to gather data field method and questionnaire have been used.

A: information technology strategy questionnaire

Information technology questionnaire is an adoption from Sheikhshaa and Olomi (2007) research that is called 'effective factors on information technology'. This questionnaire evaluates information technology model in form of five options questions. Such that beneficial aspects with 6 questions, perceived similarity with 6 questions, attitude about information technology with 5 questions and at last amount of technology usage with 3 questions have been determined. Also, its reliability and validity have been approved in 87% and 79%, respectively.

B: organizational brand image questionnaire

The dependent variable gauges of corporate brand image, corporate brand image questionnaire Kampdrsad (2001), which has 18 questions of five options which way to scoring a manner that option too low = 1, low = 2, somewhat = 3, very= 4 and much more =5. This questionnaire has 9 aspects ;"experience, character, competence, quality, differentiation, cost, technology, culture and knowledge" that marked each with two questions. The validity and reliability of the questionnaire Kampdrsad Research (2001) determined as 81/0 and 89/0, respectively. Also, the Cronbach alpha measured reliability coefficient of strategic IT and brand image 918/0 and 897/0, respectively. For Statistical analysis Pearson correlation test, Kolmogorov - Smirnov and univariate and multivariable regression by SPSS statistical software (version 18) were used.

3. Findings

The main hypothesis of the research

Performing strategic IT is effective on image of Health assurance brand in Kermanshah. Table 1 determined above hypothesis from regression analyze by using the same method.

Table 1. Confirmation of main hypothesis

The significance level	static t	determined chi	R	R chi	R
0/001	2/429	0/77		0/772	0/879

In above table determined Chi R is equal to 551%, such that almost 55% of change in brand image variate is because of changes in beneficence strategic of IT. Also since significance level is less than 0/01, strategic synergy of IT can predict organizational brand image with 99% reliability.



The second sub- hypothesis of research

Performing perceived similarity of IT is effective on brand image of Health assurance in Kermanshah. Table 2 determines above hypothesis by using regression analyze, simultaneously.

Table 2. Determination of the second hypothesis

Significance level	static t	determined R chi	R chi	R
0/001	2/481	0/752	0/755	0/869

In above table determined chi R is equal to 0/752, such that almost 75% of changes in organizational brand image is because of perceived simplicity. Also since significance level is less than 0/01, perceived simplicity of IT can predict organizational brand image with 99% reliability.

The third sub- hypothesis of research

Performing strategic attitude toward IT application is effective on Health insurance in Kermanshah. Table 3 determined above hypothesis by using regression analyze, simultaneously.

Table 3. Determination of the third sub- hypothesis

Significance level	static t	Determined R chi	R chi	R
0/001	3/19	0/555	0/567	0/753

In the above table can be seen that the adjusted R squared is equal to 555/0, so that about 56% change in the variable corporate brand image arising from changes in attitude to the use of information technology. Also since the level of significance is less than 01/0, strategic approach to the application of information technology with 99% reliability level, can predict the level of corporate brand image.

The fourth sub- hypothesis of research

Strategic performing tendency toward using IT is effective on brand image of Health insurance in Kermanshah. Table 4 determined above hypothesis by using regression analyze, simultaneously.

Table 4. Determination of the fourth sub- hypothesis

Significance level	static t	Determined R chi	R chi	R
0/001	3/021	0/254	0/257	0/507

In above table that determined chi R is equal to 0/254, 25% of changes in brand image is because of changes in strategic variate of tendency for using IT. Also since significance level



is less than 0/01, strategy for using IT can predict organizational brand image with 99% reliability.

Prioritizing the effect of IT strategic on brand image

In order to prioritize the effect of IT strategic on brand view we used multi- variates regression analyze simultaneously. Table 5 determines above hypothesis with regression analyze and step by step method.

Table 5. Prioritizing the effect of strategic aspects of IT on brand image

Significance level	static t	Beta	R chi determined	R chi	R	variate	step
0/001	3/219	0/329	0/254	0/257	0/507	Perceived simplicity	1
0/001	3/12	0/302	0/26	0/261	0/511	Attitude toward IT	2
0/001	2/471	0/275	0/271	0/273	0/523	Perceived beneficence	3
0/001	2/211	0/203	0/3	0/303	0/551	IT amount of usage	4

Base on above table we conclude that strategic aspects of IT can predict brand image. Also according to beta efficient in perceived simplicity we can say that perceived simplicity variate has the most effect on brand image of Health assurance and after that attitude toward IT is effective. In addition, the least effective variate was IT amount of usage.

4. Discussion and Conclusion

Base on main hypothesis of this research performing strategic IT has effect on Health assurance brand in Kermanshah. The results showed that there is significant effect between these two variates. In fact, strategic IT is effective on brand image such that, with wider IT background, brand image will be more appear. Attention to IT issue and its usage in each organization can change brand image that is include; high experience and brilliant history of staff and managers, good public relations with customers and be patient in face with different demands of customers, better professional abilities and teaching new approaches in organization, updated services, better quality and quantity services, serving new and different services according to customers' needs, equality between assurance payment and received services, cheaper organizational services, using new technology in organization, better methods and organizational processes, employers' effort to solve customers' problems, providing real needs, presenting useful information to users (Leone & et al, 2006; Zain, 2009). As it mentioned earlier IT and planning in this regard can make an organization able to provide customers' needs. Rasoulipashte and Bagherizade (2010) determined the effect of IT investing on customers' satisfaction and found same conclusion. They found that annually 2 trillion dollars invest for IT projects. It has been for more than one decade that researchers have been determined business value of IT investment. Also, there are lots of investments for customers' satisfaction in different fields of IT. Also they showed that there is direct relation



between investing in organizational IT and customers' satisfaction (Moffit, 1994; Larson, 2004).

In addition, the organization of IT technology advantage, more agile and able to respond quickly to sudden changes and unpredictable, in other words, that it would be a good image and reputation of the organization in the community to bring. In fact, more effective and more efficient organization more productivity in the organization will flourish. Research of Imani et.al, (2011) which examines the relationship between productivity of their employees' use of information technology, is consistent with the outcome. It showed that labor productivity in all eight components will vary according to the use of technology. In other words, between the use of technology and labor productivity there is a significant relationship. Also, in a similar study by Bennis and Rashad (2010) entitled "The effect of ICT on efficiency experts" involved, concluded that ICT education has positive and significant relation with efficiency of added experts.

Fathi and Fekri study (2006), which examines the impact of information technology on their agility Iranian companies, in line with the outcome. Because they concluded that using information technology to organizational success and become agile enterprises to companies is a critical factor. Also, Zhin study about the relation between IT acceptance and brand image in productive organizations of Malesia shows that there is positive relation between these two variates and is in line with the outcome. Therefore, we can conclude that strategic IT can make it easier to achieve customers' needs and as a result organization for customer has a suitable image and will be improved (Tallon, 2007).

Since the main hypothesis of research is about the effect of performing strategic IT on brand face, the results show that there is significant relation between these two variates. In fact, perceived beneficence of IT is effective on brand image, such that the first factor includes staff in IT improve speed, quality of works, efficiency of works, fast and suitable availability to jobs' chances and higher scientific level, therefore that organization will have better image. When staff believe in efficiency of IT in organization and its ability for higher efficiency such that Banisai and Rashad (2010) research, company will become more powerful and have a better brand image. Also, Thomes (2002) in a study about effective factors on brand image showed that staff activities can influence brand image that is in line with income. Because correct and complete perception from IT can effect on staff activities to answer customers' needs. Therefore, generally we can conclude that if staff consider IT in their organization as beneficial or in other words understand its efficiency, they will be more enthusiastic for using it as a way to satisfy customers. So, customers will have better perception from organization and consider a suitable image from it (Venable & et al, 2003).

Since the second sub- hypothesis is about determination of strategic perceived simplicity of IT on brand image, the results show that there is significant relation between these two variates. In fact, we can say that perceived simplicity of IT is effective on brand image. Such that with more perceived simplicity of IT that includes; simple IT activities, simple usage of different backgrounds, understandable, flexibility in answering to job needs, simple technological skills achievement and simple usage of IT in job activities in an organization, a better face will be appeared (Yang & Jun, 2002). The right perception of IT staff in the process as simple and easy job can improve your brand image. Because believing in simplicity of IT that Shrifi and Vfamanesh (2010) referred to, will make organization more powerful and better brand image. Also Damishliz (2004) presented an evaluation model for brand image in governmental organizations according to IT. Therefore, generally we can conclude that if staffs consider IT



as a way to achieve organizational goals, they will have more tendency toward providing customers' satisfaction. As a result, customers will have a better perception from organization and its face.

Since the third sub- hypothesis is about the effect of strategic attitude toward using IT on brand view, the results show that there is significant effect between these two variates. In fact, we can say that attitude toward using IT influence on brand face. Such that with more attitude toward IT application that includes logical attitude toward using IT in work place, acceptability of IT for staff and belief in better work level and job improvement, that organization will have a better brand face. Because staffs' attitude about importance of IT in organization as Sharifi and Vafamanesh (2010) referred, can provide a high position for organization and therefore improve its face. Damishliz (2004) provides an evaluation model for brand view in governmental organization among staffs. So we can conclude generally that positive attitude of staffs toward IT can improve their efficacy to answer customers' needs.

Since fourth sub- hypothesis of research is about the effect of strategic performing of IT on brand image, the results show that there is significant effect between these two variates. In fact, we can say that tendency for using IT is effective on brand face, such that with more willing toward IT usage that includes continuous usage of IT, using available IT for presenting new ideas, that organization will have better face brand. Therefore, willingness for using IT for providing different ideas in work process, can improve brand face (Martenson, 2007). Because staffs' tendency toward using IT in organization can improve their efficiency as Banisai and Reshad (2010) referred. Also staffs' s responsibility in face with customers' needs will increase. In this regard, Clarck and Gibson- Sweet (1999) determined social responsibility as a competition tool for a better face, that is in line with income. Therefore, generally we can say that using information technology will speed up providing customers' needs and at last make a better face for organization.

According to significant and direct relation between strategic IT on brand face, it is suggested to all Health assurance staff of Kermanshah that use more IT in this organization and held training courses for higher scientific level of staffs. There can be some seminars for correct and basic culture of technology and providing a better attitude toward efficiency.

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