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The Relationship between strategizing Corporate Identity on Corporate Image in the Food Industry of Kurdistan

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Abstract

This study aimed to investigate the relationship between Strategizing Corporate Identity on Corporate Image in the Food Industry of Kurdistan Province. This research in terms of purpose, is practical, in terms of data collection, is survey – field and based on data analysis, is correlation. The population consisted of all employees in Food Industry of Kurdistan Province. With stratified random sampling, questionnaires were distributed among 244 people. For data analysis, structural equation modeling with LISREL software was used. Cronbach's alpha of all the variables above 0.7 was also normal data were reported. The results indicate that the Strategizing Corporate Identity significant relationship with Corporate Image.

Keywords: Strategizing Corporate Identity, Corporate Image, Food Industry, Kurdistan Province

Introduction:

For a variety of reasons, both academic and business interests in corporate identity have increased significantly in recent years. Organizations have realized that a strong identity can help them align with the marketplace, attract investment, motivate employees and serve as a means to differentiate their products and services. Thus, many organizations are striving to develop a distinct and recognizable identity. Certain characteristics of an efficacious corporate identity include a reputation for high quality goods and services, a robust financial performance, a harmonious workplace environment, and a reputation for social and environmental responsibility (Einwiller and Will, 2002). In academic research, since corporate identity has been associated with different levels of organizational phenomena and practices i.e. the road from visual expressions to all expressions of the organization (Cornelissen and Elving, 2003), developing better measures to examine it as well as its components remain of considerable

importance. Therefore there is a need for an in-depth analysis to decipher the essence of the corporate identity construct and its derivatives (Cornelissen and Elving, 2003).

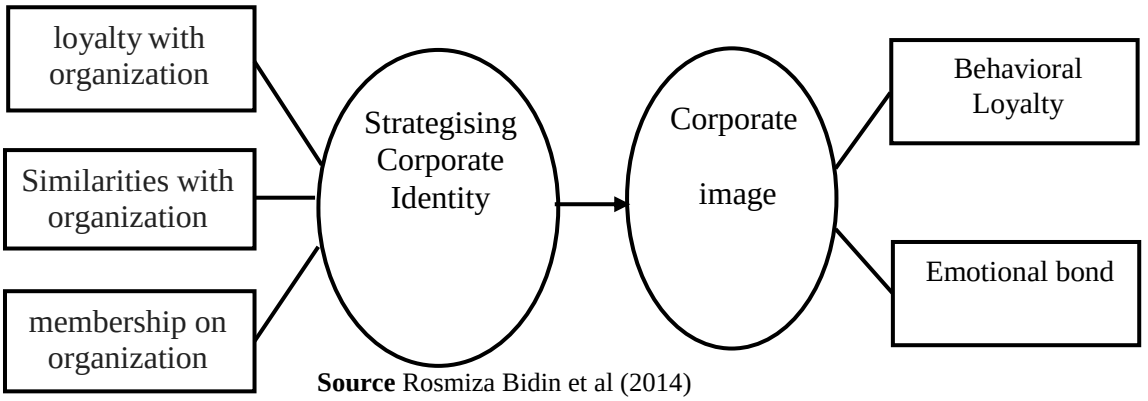
Corporate identity could be interpreted as a strategic manifestation of corporate-level vision and mission, underpinned by the strategies which a corporation employs in its operations or production (Melewar and Wooldridge, 2001). A strong emphasis is placed on ethical and cultural values, as well as organisational history and philosophy (Ind, 1992). The literature reviewed almost unanimously makes a profound link between corporate image and corporate identity, stating that image is the collective perception that the stakeholders have of corporate identity.

Furthermore, Balmer and Soenen (1999) also provide some useful judgments. They highlight that although there is no consensus on what elements make up the corporate identity mix, it is widely agreed that a multidisciplinary approach to the study of corporate identity is necessary (See also Bick et al., 2003). This opinion is supported by Melewar and Jenkins (2002) who state that the term "corporate identity" evolved from undertakings in the area of marketing, primarily in areas such as corporate visual identity systems, which are used to represent the organisational values and mission to the outside world. However, the evolution of the corporate identity concept meant that the term became associated with a wide range of functions including business strategy, philosophy of key executives, corporate culture, behaviour and corporate design which are both interdependent and unique to each organisation (Van Riel, 1997).

It has been proven in the literature that information used in the perception of corporate image is related to various dimensions of organisations such as corporate identity, organisational culture, corporate behaviour, communication policy and customer value, and predominant components of the service sector such as contact personnel and physical environment (Nguyen, 2006). Organisation therefore needs to make concerted effort to manage their corporate images in order to be secure in the competitive business environment and to maintain public trust. This is particularly relevant today because of Malaysian public's disenchantment with business. Corporation needs to become more proactive in using communications to reach its objectives and needs to articulate its position more clearly to all its stakeholders(Rosmiza Bidin et al, 2014).

Conceptual model

The conceptual model of the research has been adapted from the study conducted by Rosmiza Bidin et al (2014). This conceptual model was first set forth by the aforementioned authors in Malaysia and the model was shown to have a good fit by various studies. Based on the relationship between each variable and other variables, their indicators have been provided. The questionnaire designed based on this model was tested in their study for the first time and was shown to have a good reliability and validity. In this model, Strategising Corporate Identity was the independent variable and corporate image was the dependent variable.



Source Rosmiza Bidin et al (2014)

Based on this model, the following hypotheses are made:

Hypothesis

- There is a significant relationship between Strategising Corporate Identity and corporate image in food manufacturing companies in Kurdistan Province.

Methodology

This is a correlational study, an applied research in terms of purpose and a survey - type correlational study in terms of data collection method. The study population consists of all of the employees of food industry companies in Kurdistan Province that were working when the study was being conducted. The population was classified using random sampling method and the sample size was determined 244 employees of food manufacturing companies of Kurdistan based on Cochran Formula. Data were collected using a questionnaire due to the nature of the subject under study. structural equation model was used to analyze the data and the research hypothesis respectively. This is a cross-sectional study in terms of time and was performed in the food manufacturing companies in Kurdistan Province. The questionnaires were distributed among the companies in Kurdistan Province. To analyze the data from both descriptive and inferential statistics are used. Descriptive statistics were used to describe demographic variables and inferential statistics, regression and structural equation model used to analyze the hypothesis.

Results:

Reliability

Cronbach's alpha was used in this study to determine the reliability of the test. The higher the alpha, the more reliable the scale will be.

Table 1: results of testing the reliability of the items

variable	Number of questions	Cronbach's alpha
Strategising Corporate Identity	12	0.750
corporate image	7	0.870
total	19	0.731

As presented in Table (1), Cronbach's alpha for all of the two constructs is greater than 0.7, which shows high reliability.

Data normality test

Data should first be tested in terms of normality before analysis. The most commonly-used test for this purpose is Kolmogorov-Smirnov Test. This test has also been used in the present study for examining the normality or non-normality of the data used. The results presented in the following table indicates that the data have a normal distribution because the Sig values are higher than 0.05.

Table 2: Data normality test

variable	sig
Strategising Corporate Identity	0.408
corporate image	0.112

Structural model and path analysis

By structural model is meant the causal relationship between latent variables. The goal of this model is to discover both direct and indirect effects of latent exogenous variables on endogenous latent variables, or to provide the path analysis of the research model.

Figure (1). The estimation coefficients of structural model Strategising Corporate Identity on corporate image

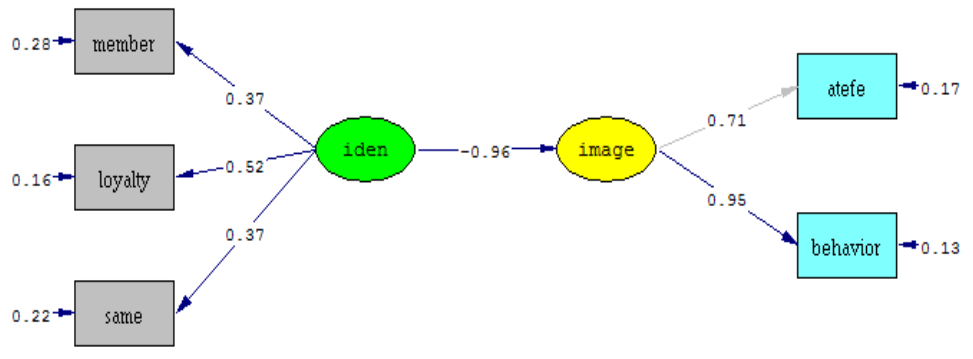
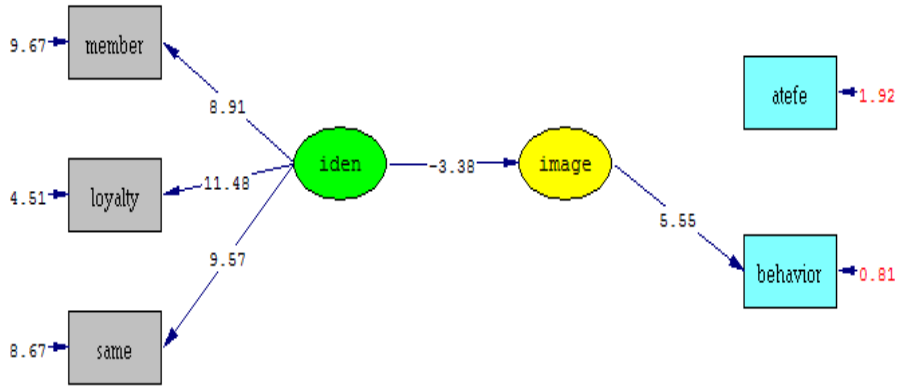


Figure (2). T Value of Structural Model Strategising Corporate Identity and corporate image



In the table below, the results of hypothesis testing is expressed:

Table (3): Hypotheses Test

hypothesis	Factor	T value	Significance level	Results
Strategising Corporate Identity on corporate image	0.96	3.38	0.3042	Acceptable

According to Table (3) the relationship between Strategising Corporate Identity with corporate image will be. In other word main hypothesis accepted.

Conclusion

The result of this hypothesis is consistent with previous results, as well as to evaluate the effect of relationship Strategising Corporate Identity and corporate image by Rosmiza Bidin et al(2014).

The internal public sees these intangible factors as a significant correlation that is essential in improving the image of the organization. This supports the view of modern corporate mindset and academics as opposed to the views held by traditional concepts of corporate identity that only tangible factors matter in determining corporate identity.

The conclusions drawn from the study is that: the perceived internal image of a Kurdistan food industry is determined by the perception on studied corporate identity elements. The understanding on the conceptualisation of corporate identity is very much similar with that of the literature shared by the East and the West. The understandings of corporate identity encompass wider elements as prescribed by modern writers (Balmer, 2001; Dacin and Brown 2002) practitioners (Markwick & Fill, 1997; Lambert 1989) and academics (Allesandri, 2001; Balmer & Greyser, 2006; and Melewar & Karaosmanoglu,

2006). It is therefore very important for managers to strategise their corporate identity to secure positive image.

Suggestions

- Holding regular meetings of strategic and executive committees by the managing directors,
- Providing the cultural backgrounds and training the colleagues by holding seminars - Holding workshops on internal branding and organizational citizenship behavior and training courses for representatives of companies associated with the transaction.
- Making use of other motivational levers for extending the OCB behavior to the projects of the organizations and providing letters of appreciation, and appreciating the effective members of teams and so on.
- The companies are recommended to use a participatory leadership style, away from orders and imperative behaviors. This means that best way and style of leadership for the emergence of organizational citizenship behavior is moving from words to actions.
- Organizations should always try to provide new services for employees; that is, services which have not already been provided by their competitors.

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