5vs Fundamental Component and Its Impact on the Decision to Buy a Mobile Phone Customers

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ABSTRACT

The purpose of this study is compared the effects views of components of 5V and its effects on decision-making buyers of mobile phones in the city of Tabriz. Methods and tools of data collection are field methods and is used questionnaire to collect data and information. Statistical Society consisted of mobile phone buyers in the city of Tabriz. Method of sampling is cluster sampling and this sample consisted of 256 persons. For data analysis is used T-test and ANOVA. Terms of comparison model components of 5Vs in this market can be said that viability component is most important to buyers in this market and then respectively components of value, the intended virtue and variety are important and finally, the volume component of purchasing is located. The results of these tests show that the model desired in the mobile phone market is true. All of its components are effective for the analysis of their behavior.
Keywords: Virtue, Viability, Value, Volume, Variety.

1. INTRODUCTION

When marketing management was founded, its main philosophy is focused on customer needs. It is recommended to marketing managers that In product manufacturing, the quality will define what help to eliminate of the customer needs And in fact product quality is what can obtain consumers satisfaction And yet, this view has not emphasized that To succeed in marketing, a producer from the perspective of customers, buyers and consumers to look at management processes (Abdollahi Harzand ,2009). In present world that economy is a very important (Gilaninia ,Kiani & et al,2012).With the rapid development (Gilaninia ,Fattahi,2011).The customer is central to all marketing activities (Taleghani & et al,2011).The main focus of marketing is to identify and satisfy consumer needs. Companies after identifying their target market must do activities to satisfy consumer needs (Zanjani & et al, 2010). In today's global market, a company's success will depends heavily on its coordinate ability (Gilaninia,Zarezadeh,2012).For the first time in 1953, Niel Borden used the term marketing mix in his speech as Chief of Marketing Association in America. Borden was inspired this term from the person with title (James Culliton) who in the past decade has drawn a picture of the applicable marketing that was paid to combination of various elements combination. The term marketing mix refers to the elemental composition useful in conducting mechanisms. This metaphor is provides not only capable of using a wide amount of elements, but indicates that integration creates mixed results with great benefits. This phrase (marketing mix) will recall conception of compounds. For example, each drink cannot be combined with other drinks and make delicious and pleasant drinks (Bennett, Anthony, 1997). Application of marketing mix concept began in 1960 and has evolved (but not through quad 4p classification that was created in 1964 by McCarthy) although this classification was quickly becoming a standard and also occurred changes in it, next researchers paid to develop this concept and the number of its classes (Kotler,1999,p319).

Today, any country does not live in complete separation from other countries (Gilaninia, Eilbeigi & et al, 2012). Any organization, including corporations, public companies or small businesses will have to make various demands of customers and shareholders Marketing mix represents the major activities of marketing managers (Gilaninia , Tayebi& et al,2012). After selecting a target market, marketing managers must developed a systematic plan to sell to customers and creating long term relationships (Doyle, 1995). Services marketing theorists, many studies conducted on the differences between marketing of services and marketing of products (Berry, 1980). A major part of these efforts spend emphasizing concept of marketing mix and marketing mix of product is different with marketing mix services. In result, these scholars were able to differentiate products marketing from services marketing. In service marketing mix, we observe another 3P including personnel, physical assets and procedures (processes) in the 4p that finally marketing mix create with 7p for a service. Thus theoretician of marketing services was created a new management theory and made distinguish it from the marketing products (Lovelock, 1996; Goldsmith, 1999).

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2. Theoretical Framework

In today's competitive world, customers are located in the center of attention of companies and satisfaction is their main factor of competitive advantage in organizations. The emergence of customer satisfaction at financial institutions has been widely studied (Gilaninia,Taheri & et al, Taleghani & et al,2011). necessary of attract customers fully meet their needs and identify to exact needs, expectations, desires, abilities and their limitations in buying the products. With access to such information can be found as well as factors affecting on consumer behavior and it could be used in marketing decisions. Therefore company products should be consistent with the expected benefits of customers. In this context, understanding the different dimensions of customer orientation and determine relationship between them with elements of marketing mix are essential (Salar, 2006).

In 1964 Mr. McCarthy established 4P's theory and it proposed in academic circles. He introduced main factors affecting the marketing of products and services in the form of four main components, namely product, price, place and promotion and stated that all activities for marketing of products and services is fit into this four the main factor. Innovative is solutions to gain customer satisfaction and ultimately their loyalty (Gilaninia, Alipour, 2012). So many organizations and institutions non-profit and profit do its marketing activities in the above four form targeted, planning, implementation and control. Of course comprehensiveness of this theory has proved to everyone in the world of experience and has seen all its effects in a marketing company that successfully enforce it. Gradually as the theoretical foundations of this theory on way of thinking scholars marketing science laid that saw all of their planning and analysis about the market component of this vision: Market factors such as consumer, customer, wholesalers, retailers, advertising agencies, and ..... While it is nice to know that mentioned view is based on a vision that looks to the market from the perspective of business managers. But a consumer wants to buy a brand of product or may use the services of service agency, with a view of business executives looking to buy a brand?

After being asked this question, many researchers were trying on this that Issue from the perspective of consumers and customers to analyze and recently, Mr. Bennet proposed a model of university professors Anglia (5v model) that in it the process paid from the perspective of consumers and customers. He expressed also this model that consumers or customers with regard to five factors: value, viability traded, the desired volume of buying, a variety in supply of product items or service and the desired virtue are attempting to buy. He this model has called 5v model that this model is the theoretical framework of present study and paid to examine the components of each of the five criteria above (Virtue, viability, value, volume, variety).

Value: In this model, value refers to component that customers looking them as value received in return for money. Value includes components such as uniqueness, non- replaced, technical capabilities of product, supplier reputation, product performance, price, brand positioning in market....

Viability: If we would find source of supplier a legitimate and efficient, it has depends on proximity to source of a supplier**.** Efficiency including factors such as distance, the strengths of the brand, awareness, repeatability buy, provides appropriate services, outputs or its results, time of product to remain on the shelves.... Essentially viability requires that buyer be interested to source a supplier of product or services.

Volume: Sometimes you may want a product item but this implies that you buy a large package or various items associated with it. Expected purchase volume is such that some consumers may be opposed to the volume desired vendors.

Variety: it is putting available a variety of product for customer So that the buyer has the freedom to choose. This freedom to choose is not only freedom in product types but also selection prices of different and the freedom to choose the method of payment or delivery or service after sales or insurance or collection of warranty is also included.

Virtue: Each customer is searching a particular virtue from buying product or service and they seeking that obtain their own advantage in the exchange. Satisfy the specific needs of each customer and respond to the special benefits that customer should give this feel to customers that trade was perceived to be their best (Abdollahi Harzand, 2009).

3. Research Hypotheses

1- There is significant difference between effects of different levels of 5V to make decisions buyers.
2- There is significant difference between effects of different levels of value (V1) to make decisions buyers.
3- There is significant difference between effects of different levels of viability (V2) to make decisions buyers.
4- There is significant difference between effects of different levels of volume (V3) to make decisions buyers.
5- There is significant difference between effects of different levels of variety (V4) to make decisions buyers.
6- There is significant difference between effects of different levels of Virtue (V5) to make decisions buyers.

4. RESEARCH METHOD

This study in terms of research categories based on their goals is considered applied research. In terms of research categorize based on how to collect data is considered descriptive from type of survey. Statistical population is mobile phone buyers in the city of Tabriz. Data of this study collected field from statistical

population people who have purchase intent mobile phone based on cluster sampling and using a questionnaire. Number of samples obtained from Blake table is equal to 256. In this study, both descriptive and inferential methods have been obtained to analyze data. In inferential statistics was used ANOVA test and also is used t-test to discover important 5v for buyers.

5. Data analysis

Table 1) Results of the t-test analysis

5v	Test Value=3		
	t	Df	sig
value	14.451	229	0.000
viability	15.114	229	0.000
volume	7.510	229	0.000
variety	9.389	229	0.000
Virtue	8.978	229	0.000

According to the results obtained from the t-test analysis shows that with 95% confidence will be confirmed and components of 5v is important for buyers

Table 2) Summary results of ANOVA test

Hypotheses	Number	α	p-value	Result
first hypothesis	256	0.05	0.000	Confirmed
Second hypothesis	256	0.05	0.001	Confirmed
third hypothesis	256	0.05	0.000	Confirmed
forth hypothesis	256	0.05	0.000	Confirmed
fifth hypothesis	256	0.05	0.000	Confirmed
sixth hypothesis	256	0.05	0.000	Confirmed

First hypothesis: According to the results obtained from the test, $p < 0.05$, so the research hypothesis is confirmed in the 95% confidence level.it means that with 95% probably, there is significant difference between effects of different levels of 5V to make decisions buyers.
In order to identify the source of the difference between the means have been used from method of minimum significant difference LSD. LSD test for the first hypothesis show that there is significant different between all five level impacts 5v to make decisions buyers.
Second hypothesis: According to the results obtained from the test, $p < 0.05$, so the research hypothesis is confirmed in the 95% confidence level. It means that with 95% probably, there is significant difference between effects of different levels of V1 to make decisions buyers.
LSD test for the second hypothesis show that there is significant difference between effects of different levels of V1to make decisions buyers.
Third hypothesis: According to the results obtained from the test, $p < 0.05$, so the research hypothesis is confirmed in the 95% confidence level. It means that with 95% probably, there is significant difference between effects of different levels of V2 to make decisions buyers.
LSD test for the third hypothesis show that there is significant difference between effects of different levels of V2 to make decisions buyers.
Fourth hypothesis: According to the results obtained from the test, $p < 0.05$, so the research hypothesis is confirmed in the 95% confidence level. It means that with 95% probably, there is significant difference between effects of different levels of V3 to make decisions buyers.
LSD test for the fourth hypothesis show that there is significant difference between effects of different levels of V3 to make decisions buyers.
Fifth hypothesis: According to the results obtained from the test, $p < 0.05$, so the research hypothesis is confirmed in the 95% confidence level. It means that with 95% probably, there is significant difference between effects of different levels of V4 to make decisions buyers.
LSD test for the fifth hypothesis show that there is significant difference between effects of different levels of V4 to make decisions buyers.
Sixth hypothesis: According to the results obtained from the test, $p < 0.05$, so the research hypothesis is confirmed in the 95% confidence level. It means that with 95% probably, there is significant difference between effects of different levels of V5 to make decisions buyers.
LSD test for the sixth hypothesis show that there is significant difference between effects of different levels of V5 to make decisions buyers.

6. Conclusions and Suggestions

According to results obtained suggest that marketers have given the time and place conditions prevailing in the market and to analyze competitive strategies of firms operating in the industry that it is require attention to the market and signs scrolling on the market.

Because the present study to cause the territory of subject can't look at feature of mobile phone precisely and from tastes audience in relation to their appearance and beauty, or large size, color and ... ask as quantitative research. Thus it appears that marketers by using quantitative methods, to explore the tastes their target market and then with regard to importance of this research for each of aforementioned components (from the perspective of consumers) is allowed to decide from the implementation of their applications in marketing management.

In theoretical discussions and in particular about finding the brand position, is necessary for marketing the product stabilize its brand in the market and by using its marketing activities. Hence it is necessary that we focus on one or more features such as strength Volvo car compared to other famous and valid brands in market. So are recommended to marketers for finding position, they determine which one of features of strength, appearance and amount of beauty ... is more important among their target market and they want their brand based on which one of these features are built. It is apparent that should select certain features that for their target market have been the highest frequency in term of the priority. Applying of this feature can considered promotional activities including advertising for manufacturers, retailers and marketers.

Among the theories of the marketing mix can be said that the model of 4p compared to model of 5v has obvious contradiction, so to researchers propose that pay to examine this issue of a philosophical perspective that foundation which one of the models has more consistent with the philosophy of marketing.

It is inferred that the relationship between the qualitative characteristics of the brand selected and quality expectations from the respondents to be more precise evaluation to be able to marketing professionals in implement will be a better basis of decision for pricing of different brands according to their quality. This issue is mandatory about localization based on prices (such as brand-Benz in car market) can be useful in the mobile phone market.

In other products, industrial markets, market services and electronic marketing issues is also necessary that study like what was done in this research, to determine how is the sequence of each of the component model 5v and is different the priority of the mobile phone market in other markets or not?

Because this study 5v model precedent is not exactly the same, researcher is avoided from assigning weights to each component of the model 5v, but it seems that all components of mentioned model do not meet from equal importance in the consumer market. Given the complexity of human behavior, this weighting cannot be merely dependent on one factor or one of the market variables. It is essential that future research should focus on this point which one of the conditions, market factors and variables can help to give weight for component model of 5v and the other hand about the weight of each product or market what will be allocated to the component model.

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