

Does Marketing Mix Have Effect on Consumers Behavior of Dairy Products?

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ABSTRACT

The purpose of marketing is customer satisfaction in return for profit and satisfying customer needs and meet the needs of his efficiency is identify needs, desires, tastes, attitude, expectations and desires of customers in buying. In this study has been studied the relationship between marketing mix and consumer behavior in dairy products. Statistical Society of research is all consumers of dairy products in Refah chain in Sanandaj city. Statistical sample for this study is 385 consumers of dairy products in Refah chain Shop. Data collection methods is field methods and data collection tool is a questionnaire designed by the researcher. Finally, descriptive and inferential statistical methods used to reject or confirm hypotheses include chi-square, Pearson correlation coefficient and Friedman.

KEYWORDS: Marketing Mix, Marketing Mix Models, Consumer Behavior, Consumer Behavior Models

1. INTRODUCTION

In market focus or customer focus, the organization must first determine what is a potential customer demands? Then provide the product or service. One of the issues raised in each country's economy is achieving to a sustainable growth in long term (Gilaninia, Salami & et al, 2012). Marketing theory is justified of this belief that customers are using the services and products because they need to them or because they are considered their benefits. Two major factors of marketing is access to new customers and maintain and expand relationships with existing customers. Oriented management process encourages businessman towards oriented- relationship and developing relationship with others and adding to the advantages and profitability and also improving the product - a service increasingly in order to create competitive advantage in business. An organization to achieve its overall objectives has required to planning and accurate control of tasks process with corrects management (Gilaninia, Ahani, et al, 2012). For being success of marketing Plan, 4p (place, price, promotion, product) marketing should consider to need and desires of customers. Trying to segmentation of market about buying things that do not want to buy has been very successful. Marketers need to marketing research as well as formal and informal in order to determine what customers want and what is income generation to them (Sui pheng & et al, 1997). In today's world is speed and acceleration world in developed processes (Gilaninia & Rabiei & et al, 2012). Marketers hope that during this process gain competitive advantages. Marketing management is wide performance of this process. It is suggested that also is used to 4p theory. Within the organization should be removed activities that are conducted by marketing corrupt bosses. Informal marketing methods have been studied by many professors of social sciences and especially psychology and sociology. Marketing research is developed by these activities and is offered by advertising and many other related creative arts. Marketing is related to other subjects. Also It is considered specific areas to work based on their country's culture and time (Brown, Stephen, 1998, 15).

2. LITERATURE REVIEW

Nowadays technology is a key element in competition that has created changes in how products and services are presented (Gilaninia, Alipour, Mousavian, 2012). The purpose of marketing is customer satisfaction in return for profit and satisfying customer needs and meet the needs of his efficiency is identify needs, desires, tastes, attitude, expectations and desires of customers in buying. Marketers with access to such information can identify the factors affecting the behavior of consumers and their products and realize the effect amount of each of these factors on their behavior. Products can be divided into three groups according to their durability and tactility: Durable goods, non-durables goods and services. Factors associated each of these goods and their relationship with consumer behavior is different. Hence, reviews of these factors require different researches (Kotler & Armstrong, 2007, p341). In this competitive world, accessing to competitive advantage is very important (Gilaninia, Ramzani & et al, 2011). The customer is central to all marketing activities of banks the world over (Gilaninia, Rahbarinia & et al, 2011).

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A distribution channel, is a set of interdependent institutions, Institutions are responsible for delivery of goods or services to consumer or industrial users. Lack of attention to distribution channels is along with disastrous consequences for the company and use of creative distributed systems has seeking to a competitive advantage for companies. Mr. Henry states that "availability of low involvement and low durable products is a necessary condition for the purchase of goods. So the consumers are chosen and buy likely one of them among brands available in same Shop (Manafzadeh, 2009).

About packaging can be said the packaging encompasses the activities that its aim is to design and produce container or wrapper for a product. Secondary packaging is packaging that when using goods are discarded. The third package is packaged that be used for storage, shipment and to identify. Label is also part of the package and includes information that is provided as printed or comes with the package. Important of package role is increasing in distribution. Smaller volume products are needed due to population change and creating self-service concepts which in turn are leading to higher packing. Also, distributors and final consumers want to know the origin of the product. For example, want to know whether there is a problem with it or not. Especially this demand is clear for food that where and how raw materials are produced. This would require more detailed labeling and packaging of products. Also, design and choice of packaging is a key strategy to reduce waste in order to reduce the negative environmental impact (Chekitan & et al, 2005). Hill and Tilli In their paper in relation to a package said that packaging as a marketing communication tool plays an important role In the purchase decision making process and can also be a tool to facilitate building in the choice of brand.

Today revolution in information and communication technology has changed in a way that people and organizations are conducting their business (Gilaninia, Omidvari & et al, 2012). Advertising is considered one of the most extensive areas of marketing system (Gilaninia ,Dery & et al,2011). In relation to television advertising, knowing the age, sex, occupation and race, and education audiences helps to practitioners' television advertising in how to deliver ads. On this basis, people have different needs at different stages of life. An advertising message should be understandable for the desired age group of product or service until effect on their behavior later. Whenever we talk of gender differences, it means both difference of primary and secondary. Primary gender differences include physical or psychological characteristics of men or women who have inherited. One of the primary characteristics of women is ability to raise children. Secondary gender characteristics that seem primarily associated with one gender over the other gender. Scent and ... is Secondary characteristics that are relevant to women. Primary gender characteristics of men and women will create demand for products and services that directly is concerned to the person's gender. Educational level can affect behavior as a consumer. Managers of advertising know that should consider marketing differently for educated consumers and consumers with less education. Consumers with higher education are often more appropriate response to the technical- Science appeal and prefer advertising of disseminating information and better able to judge about relationship between price and quality of good. Of course these results have discussed as a whole, and these results will vary depending on the type of products and goods (durable and extent of involvement) (Manafzadeh, 2009).

Price is one of the elements of the marketing mix elements that companies use it to achieve their marketing objectives. Decisions about prices should be coordinated with decisions about the design, distribution and advertising to promote product. In most cases, a company must first decide on a price and then make decisions about other elements of marketing mix elements will be based on price.

The present study examines available relationship between consumer behavior and marketing mix factors of non- durability goods namely dairy products and available relation rating. Producers that examine factors associated with buying behavior of consumers with acquire information, both products offer a more favorable manner to meet customer needs and demands and are encountered embracing in its sales and more repeat buying. Because their products created have most consistent with the standards, expectations and needs of their customers. Independent variable in this study, from product has been considered packaging dairy products. Dependent variable is the behavior of consumers of dairy products. Moderating variables in this study include gender, age, and education.

With respect to expressed contents research variables are defined as follows:

Consumer behavior: includes all activities and emotional and mental, physical and biological when people choose buying, use and discarding of used goods in order to satisfy their need to be involved with it.

Marketing mix: it express that should be established between components a system and coordinated approach in order to influence and persuade customers. In other words, good product with reasonable price in terms of customers with an appropriate distribution and using appropriate communication methods act together and if any of these components is inconsistent with others, thereby reducing the effectiveness and efficiency of collection. Facilities and adverse impacts can be collected in four groups of variables that are known to 4p (place, price, product, promotion).

Product: Product combination "the goods and services" that the company offers to their target market and include product variety, quality, design, features, branding, packaging, size, service, guaranteed and returns.

Packaging: In this research the package have considered from product mix. In trading today, package is far beyond a container. In such a situation packaged is a message and it is an important part of advertising strategy and a permanent communicator. Colored packaging, well-designed functional and product complements make strengthen their promotional efforts (Wales, William, Brent, Mouriani. 2004, 124).

Price: Amount of money that customers pay to obtain the goods and it includes a list of selling prices, discounts, deductions, time payments, credit conditions.

Distribution (place): includes the activities of companies that make the goods available to the target consumers and include the goods distribution channels, the goods coverage, sort the goods, supply locations, inventory and its level and transportation.

Promoting Advertising: activities that raise awareness the benefits of goods and encourage aims customers to buying it and include advertising, personal selling, advertising of sales promotion, public relations (Kotler & Armstrong, 2007, 87-88).

Advertising: communication process that includes transferring data, creating trends and starts some from reactions from the audience (Adrian, 1994, 282).

Durable: Amount of use of a product when it lost its quality so that cannot be used and it must replace (it can't repair).

Non- durable goods: it is consumer goods which are used typically one or more that beer, dairy products and soap and salt are in this group (Kotler, Amstrong, 2007, 341).

3. Research Hypotheses

3.1. Main hypotheses

1. There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products.
2. There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products.
3. There is significant relationship between television advertising and consumer behavior in buying dairy products.
4. There is significant relationship between price and consumer behavior in buying dairy products.

3.2. Sub-hypotheses

- 1.1. There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products according to variable of age.
- 1.2. There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products according to variable of gender.
- 1.3. There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products according to variable of education.
 - 2.1. There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products according to variable of age.
 - 2.2. There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products according to variable of gender.
 - 2.3. There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products according to variable of education.
 - 3.1. There is significant relationship between television advertising and consumer behavior in buying dairy products According to variable of age.
 - 3.2. There is significant relationship between television advertising and consumer behavior in buying dairy products according to variable of gender.
 - 3.3. There is significant relationship between television advertising and consumer behavior in buying dairy products According to variable of education.
 - 4.1. There is significant relationship between price and consumer behavior in buying dairy products according to variable of age.
 - 4.2. There is significant relationship between price and consumer behavior in buying dairy products according to variable of gender.
 - 4.3. There is significant relationship between price and consumer behavior in buying dairy products according to variable of education.

4. RESEARCH METHOD

This research in term of aim is applied and aspects of mode of data collection is descriptive - correlation. Statistical population is all consumers of dairy products in Refah chain Shop in Sanandaj city. Sampling method in this study is a stratified random sampling method. The sample size was obtained using the formula 384.16, which were distributed 385. Data collection tool is questionnaire. In this study for assessing the validity of the questionnaire is used the content validity of the method. Questions fit to design the theory, supervisor and consultant comments were considered in questionnaire. Cronbach's alpha coefficient was used to determine the

reliability of the questionnaire. Obtained Cronbach's alpha coefficient is equal to 85.5 that because Cronbach's alpha coefficient is greater than 70% Therefore questionnaire has good reliability. To determine the severity and type of relationship between variables was used Pearson correlation coefficient and also Friedman test was used for ranking.

5. DATA ANALYSIS

Table 1) summarizes the Pearson correlation test in main hypotheses

Variables	Number	Pearson correlation coefficient	sig
Consumer behavior - availability	385	0.832	0.000
Consumer behavior - Packaging	385	0.697	0.000
Consumer behavior - Advertising	385	0.412	0.000
Consumer behavior – price	385	0.777	0.000

First hypothesis: According to the results obtained can be seen that there is significant relationship between two variable of availability of dairy products and consumer behavior and its intensity is equal to 0.832 that given the sig is less than 0.05 in result this amount is significant. Therefore research hypothesis is confirmed.

second hypothesis: According to the results obtained can be seen that there is significant relationship between two variable of Packaging of dairy products and consumer behavior and its intensity is equal to 0.697 that given the sig is less than 0.05 in result this amount is significant. Therefore research hypothesis is confirmed.

third hypothesis: According to the results obtained can be seen that there is significant relationship between two variable of advertising of dairy products and consumer behavior and its intensity is equal to 0.412 that given the sig is less than 0.05 in result this amount is significant. Therefore research hypothesis is confirmed.

third hypothesis: According to the results obtained can be seen that there is significant relationship between two variable of price of dairy products and consumer behavior and its intensity is equal to 0.777 that given the sig is less than 0.05 in result this amount is significant. Therefore research hypothesis is confirmed.

RESULTS OF THE SUB-HYPOTHESIS ANALYSIS

According to results obtained indicated that there is significant relationship between two variable of availability of dairy products and consumer behavior according to variable of age and gender. But there isn't the relationship between consumer education and availability.

Also in examination of sub- hypothesis relating to package was determined that there is relationship between packaging of dairy products and consumer behavior in buying dairy products according to variable of gender and age but there isn't the relationship between consumer education and packaging.

In review of television advertising and moderating variables is indicated that there isn't relationship between education and age of consumer and television advertising but there is relationship between gender of consumer and television advertising.

According to results obtained indicated that there is relationship between variables of age and education of consumer and Price.

In Friedman test also found that most the relationship is between the behavior of consumers and the price factor that Friedman test value is obtained 2.71. The next factor is Television advertising of dairy products that is more associated with consumer behavior with the value 2.50. A third factor is the availability of dairy products with a value of 2.42. The last relevant factor is from mixed product, namely packaging of dairy products with value 2.31.

6. Conclusions and suggestions

This research confirms views of Henri Esel according to there are relationship between ephemerality of available products such as dairy products and consumer behavior. In addition, demographic variables and an adjustment age and gender and education also entered on this relation. The results indicate that consumer behavior and their reactions will be different according to age and gender with the availability of dairy products but education hasn't relationship with availability of dairy products and consumer reaction behavior. It should be emphasized that this study proves the relationship, not type of relationship (positive and negative). Accordingly, manufacturers of dairy products in design of mix marketing and distribution of their dairy products should considered availability of dairy products in stores. Because consumers behave and react according to their age and their gender will be different.

Dairy producers in the marketing mix design and product mix consider to packaging of dairy products because dairy products consumer behavior and react will be different according to their age and gender. But education level of people not related to packaging and reactive behavior. In other words, different ages create

different tastes and different packages. In addition to age, gender, ie male and female consumers also have an impact on packaging because gender can effect on their preferences and perceptions of how packaging dairy products.

According to research is conducted on the low durability and low involvement products (dairy products), reached different conclusions with the results listed. Based on the behavior and reactions of consumers according to their gender in relation to television advertising will be different ,while age and education of consumers on their reaction behavior toward television advertising is ineffective.

The present study confirms the relationship between price and consumer behavior and based on other factors that dairy producers should consider in designing their products to the marketing mix is the price of dairy products. Behavior and reactions of dairy products dairy consumer towards products prices will be different according to consumer education but age and gender of individuals does not affect on their behavior towards price in target market. In other words can be said that different levels of consumer education will follow a different awareness and knowledge and resulting will lead lack of sensitivity and sensitivity to the price of dairy products. So depending on the different levels of education offer a variety of prices to the consumer market.

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