

INVESTIGATE AND PRIORITY OF (4P) FACTORS ON COSTUMER DECISION FOR MARKETING STRATEGY

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ABSTRACT: Marketing is a management task which aims to achieve the goals of customer focused organization. In this study the effect of prioritizing elements of the marketing mix marketing strategy was carried out to explain the purchase decision, The results showed that the main component of the product element of the marketing mix audio and video products for the consumer's perspective . Also rated the product mix variables using Kruskal-Wallis test shown that product quality is the most important variable in the product mix continues to rank MANOVA results showed that the various elements of the marketing mix audio and video products The price of the product, the most important element of the marketing mix and the second factor influencing consumers' purchasing decisions and product promotions for the third factor influencing the purchase decision of customers. As you know, advertising is one of the promotion mix variables .The results of the ranking variables, promotions, exhibitions showed Appliance is the most important variable related to the promotion mix. The ranking of the most important variables influencing the purchasing decisions of customers indicated by advertising, and product quality, price and brand name manufacturer, the fourth factor influencing the purchasing decisions of our customers. ANOVA results showed that the distribution of the fourth and final element of the marketing mix is important.

KEYWORDS: integrated marketing, customer purchasing decisions, Goldiran.

INTRODUCTION

Undoubtedly the most important preoccupation of every manufacturer is to provide good customer and market their products expand over time. When a monopolistic market share of one or a small number of producers is obviously, the sales are done easily and painlessly. But when the market is competitive and similar goods are produced and distributed to various institutions, Buy products for companies is not easily possible. Appliance industry is intense competition among the industries in which there are many companies working in this field are, In this competitive situation, the customer is undoubtedly the most influential factor in the survival and profitability of the organization. Hence, organizations are trying through various marketing tools to provide customer satisfaction ([Gronroos, 1997](#)). The cost of attracting a new customer is five to seven times more than the cost of maintaining current customer that's why companies are looking for ways to increase customer loyalty and certainly the most effective tools for increasing customer loyalty in the competitive environment, customer satisfaction in competitive world, companies located in the main center of attention Necessary to fully meet their needs and satisfy customer identification requirements, expectations, desires, abilities and limitations in purchasing the products. With

access to can be detected as well as the factors influencing consumer behavior and marketing decisions consider it used ([Kabodian, 2004](#)).

Goldiran company (sole distributor of LG products in Iran) as one of the leading trading companies above to supply the products of audio, video and home in the world. However, distribution and sale of audio and video products, competitors such as Samsung, Sony and Panasonic are also in the market, It is also no guarantee that the next products with the same design and look is also being offered. This is caused by the presence of superior audio products LG competitors in terms of quality, the company's market share is less than competitors. One of the main reasons this cannot be a priority in the four elements of the marketing mix and strategy pathology. On this basis, and given the importance of prioritization and status of each of the elements of the marketing mix for companies, this company Goldiran checked.

LITERATURE

Thus marketing mix is defined as a set of controllable marketing tools that companies respond to market them, affair to be targeted, or marketing mix consists of everything the firm can do to influence the demand (for products) influence. These tasks can be classified into four

variables known as they are; product, price, distribution and promotion of the company's marketing mix consists of a set of tactical tools for determining and maintaining a strong base in the target market is (Carroll, 2002).

2.1. Product

Combinations of "goods and services" the company offers to the target market of the factors that have an impact on consumers' purchasing decisions are some of the most interesting and significant.

2.2. Price

One of the components of the marketing mix is the term refers to the modal price paid for a product or service.

2.3. Distribution

The optimal time to deliver the product to the customer's desired location.

2.4. Promotion

Refers to the promotion and development activities, the company will do to provide good information about the value of the product to the buyer and to encourage customers to purchase the product.

When the equation of supply and demand in favor of supply and demand increase cultivars, there was their interests, preferences, and expectations of the customers were unconcerned about their products with price, quality and functionality desired by consumers were imposed. Over time, as the number of companies offering products were added to the equation to overcome consumer demand and supply changed. The time to start paying more attention to consumer organizations and aimed to satisfy them better than the competition to form a reasonable share of the market, The trend day by day with increasing number of organizations and the level of competition was extremely high Until today, organizations are recognizing the competitive requirements of consumer behavior in the periods before, during and after the purchase of the prestigious to make your marketing efforts more accurately

and in a manner that encourages consumers to purchase their products and their work. After purchasing the satisfaction he has achieved as a loyal customer in the form of long-term relationships with organizations remain Studies consumer behavior, marketing philosophy, thereby rotating the orientation of the trends in production, sales and marketing trends. Other factors contribute to the development of consumer behavior studies, including Fast introduction of new products, shorter product life cycles, and increased movement protect consumers by private groups and public policy, according to environment and development services marketing.

2.5. Elements of the marketing mix

In addition to the above factors, all customers affected by various elements of the marketing mix and the decision depends on the type of product and its features pricing and payment methods, techniques, and methods of distribution facilities to encourage and promote the firms. Marketing professional who, considering all the factors influencing the purchase decision process and the flexibility and compliance positions with market conditions and the needs and responses of consumers trying to increase its market share to other competitors. The only way to be successful in this field, having a close relationship with the market and understanding consumer behavior and buyer (Esfarjani, 2004).

2.6. Types of buying decisions

By consumers' purchase decisions are made in three languages, complex decision, limit, and daily (routine). The decision to purchase goods and services in the following three categories can be better evaluated by five factors:

Involvement, the cost of a good or service, the amount of information collected and the number of options under consideration. Perhaps it could be said the level of consumer involvement is the most important determining factor in purchasing decisions stratified (Blackwell, 2000).

Table 1: characteristics of purchase decision

Complex	Limited	Everyday	Type of Decision	Features
High	Not so	Low	Involvement	
Long	Short	Short	Time	
High	Low	Low	Cost	
Internal and external	external	Internal	Data collection	
very	Few	One	Number of options	

METHODOLOGY

The research aims to develop practical knowledge in a particular field of research in fact

applied research directed toward apply knowledge (Carroll, 2002).

In this sense, this research can be divided into the categories of applied research. The research based on the collected data, cross-species analysis.

Spatial domain, the geographic scope of the research is done. Spatial domain is the study of Tehran province Questionnaire by sales representatives and customers who Goldiran in Tehran province have been completed. In this study, simple random sampling was used to select the sample. The questionnaire was distributed to the selected sample of the 140 stores that LG has been representative.

3.1. Validity

Since the questionnaire was designed by the researcher, before questionnaires prior guidance supervisor and consultant teachers as professionals and experts and practitioners in the field of audio visual products to enhance its validity.

3.2. Reliability

Data first responders by 30 persons had been filled with data from the final questionnaire were compared and it was determined to validate the data

RESULTS

In this study, field data collected via surveys , questionnaires and coding, Data entry Data were analyzed using SPSS statistical package capabilities. In this section using the procedures described in the methodology section discusses the research hypotheses. First, using analysis of variance to examine means differences of variables described above, using the variables in our rating.

At this stage of the investigation to determine the priority of the various components of the

marketing mixes of price, product, distribution and promotion, Comparison of parametric tests we use. As noted above, the central limit theorem for the number 67 which is above the minimum in the central limit theorem The assumption of homogeneity of variance test between all variables are checked her nest .In this test against the null hypothesis and assumptions are as follows:

$$\left\{ \begin{array}{l} H_0 \quad \sigma_1^2 = \sigma_2^2 = \sigma_3^2 = \sigma_4^2 \\ H_1 \quad \text{At least two of } \sigma^2 \text{ is not equal} \end{array} \right.$$

The nest and the possible significance of the test statistic is given in the following table:

Table 2: reviews the same variance components of the marketing mix

sig test	Degrees of freedom	Degrees of freedom	Statistics Levene
0.073	2	1	325.2
H0 will be accepted			Statistical Results
All variances are equal			Statistical Results

Analysis of variance for comparing the means of the variables used. Hypothesis testing, analysis of variance is as follows:

$$\left\{ \begin{array}{l} H_0 \quad \mu_1 = \mu_2 = \mu_3 = \mu_4 \\ H_1 \quad \text{At least two of } \mu_2 \text{ are not equal} \end{array} \right.$$

The output from the analysis of variance table is as follows:

Table 3: Analysis of variance for the comparison of the components of the marketing mix

significant	F statistics	Mean-square	Degrees of freedom	The sum of squares	Source of change
0.004	4.404	554.6	3	661.19	Between Dimensions
		488.1	1503	2087.918	Inside dimensions
			1506	579.2107	Total
H0 will be accepted					Statistical Results
At least two means are not equal					Statistical Results

Reject the null hypothesis means that at least two of the means are not equal in terms of importance to examine the components are not identical. Due to the absence of all means are equal then that these variables are ranked according to their average. The ranking using the LSD test for mean difference between the two variables is done.

Table 4: Output LSD test to rank the elements of the marketing mix

sig	Mean difference	The second component	The first component
0.032	-0.200	Product	
0.633	-0.048	Promoted	Distribution
0.002	-0.313	Price	
0.080	0.153	Promoted	Product
0.196	-0.113	Price	
0.005	-0.226	Price	Promoted

By taking out components, prioritize them according to customers Goldiran is as follows:

Table 5: Marketing mix elements are ranked by importance

Variables	Components	Average	Priority
1 to 7	Product	27.4	1
26 to 31	Price	16.4	2
8 to 17	Promoted	00.4	3
18 to 25	Distribution	96.3	4

Comparative results show that based on the average ratings of the components of the customer's product components, audio and video products, LG is more important than other components and then prioritized the elements of price, promotion and distribution of where the clients, Goldiran companies have turned their attention to a prioritized focus on these components, His goal is to become the market leader in sales of audio and video products reached.

DISCUSSION AND CONCLUSION

As in Section 4 using ANOVA test was seen, an important element in the marketing mix of product for customers in the audio and video products, then product is an element of the price of the highest importance, The third important element of the marketing mix audio and video products for the consumer's perspective LG was also an element of promotion. The most important element of the marketing mix and distribution of all other elements, For future research, the following can be mentioned:

- 1- In future research other products such as appliances and electric Goldiran can be examined.
- 2-Other researchers can use other tools such as depth sensing or observing the behavior of people and their reactions to different situations, some of the evaluated variables make categories

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