THE SURVEY EFFECTIVE FACTORS THE CONSUMER BEHAVIOR ON THE KALLEH FOOD PRODUCTS

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Abstract  
All strategic marketing is based on the beliefs of consumer behavior. So, knowledge of consumer behavior can be known as an important competitive advantage and can lead to significant decrease in wrong decide. As the consumers behavior is affected by various factors, demonstration quality of effect of various factors can lead to induce a good vision for government for talking effective decide. In this survey we try to recognizing and prioritizing the effective factor on decision marketing of final consumer of Kalleh products. The method of research is descriptive – modular research method (sectional type) . In order to achieving to this aim, based on theoretical principles of research, a questionnaires designed and distributed . And according to the infinity of society 320 questionnaires completed by final consumer. Firstly, descriptive survey operated on obtained information and then by using chi – square test, obtained results shows that: packaging of goods, quality of goods, price of goods, reputation of goods, advertisement, reference group and seasonal allowance effective to decision marketing. By final consumer for buying. And then in other to prioritizing the effective factors on buying decision of final consumers, freedman test has used, and finally some suggestions has offered order to betterment of sales of Kalleh company.  

Keywords: Final consumer, Baying decision, Consumer Behavior

INTRODUCTION  
Marketers argue that if all people know the process of decision making about consumer's purchase, they will be able to design the commercials and marketing strategies so that has desirable impact on the consumer (Samadi, 2010:117). Everyone only can know one part of the consumer's behavior. This behavior is formed by the impact of internal and external factors and because the consumers act in a changing and static environment and the productions and consumable services are changing, so to understand this flow and to create a suitable marketing for a defined market, the marketing managers should exactly know the behavior of the consumer. According to Mc Daniel, the consumer's behavior explains how to make decision about the consumers' purchase and also includes the analysis of influencing factors on purchase decision making and the use of the product (Daniel, 1998:152). Excellent companies are always trying to know their customer’s needs and demands. They research about the consumer and consider the groups. They analyze the customers complains and collect information about any kind of services. These companies train the sellers who are always aware of the customers’ needs. If a company could know the customer’s needs and demands, in fact it will obtain important data to design the marketing strategies.
Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, 2012). Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field (Scott, 1991).

It is not easy to understand the consumer behavior and to know the customers. The customers might state their needs in a way, but act differently. They might not know their deep internal tends or react on more efficient factors that change their ideas. So, marketers should study their customer’s needs, their mental understanding and their purchase behavior. Studying the consumers behavior show processes to produce new products, and new features of products, prices, distribution channels, commercials and… (Kotler, 2006: 176).

Kalleh” as a successful food industry in Iran can probably be a good Αλγό especially for other food industries, and generally for other local industries, and can answer this main question of the study that what are the factors influencing the consumers behavior of this food products. This study is done by a researcher.

RESEARCH THEORETICAL FRAMEWORK

This study has been done according to Kotler's "reaction- stimulus" model. This model consists of four parts. On the left of the figure, the marketing stimulants which are consist of 4p, have been shown. 4p means product, price, place and promotion.

The researcher in the present study, obtained hypothesis 1, related to product packing, and theory 2, related to the product quality and theory 3, related to price and theory 5, related to commercials, from this part of Kotler's reaction- stimulus model.

Marketing stimulants along with other stimulants, involving the main forces and factors existing in the purchase environment, are in black box of the buyer. Black box consists of two parts. First is the personal characteristics of the buyer. Personal characteristics consist of four factors: cultural, social, personal, and mental. Although these factors are out of the marketer’s control, but they should be considered.

Cultural factors: Cultural factors has the most and deepest impacts on the consumer's behavior. Marketer should be aware of the role of Culture, micro Culture and social class of the buyer (Kotler, 2006: 179).

Social factors: Social factors influence the buyer's behavior, too. Main groups of buyer, such as family members, friends, social organizations, professional institutes have strong impact on the product and special mark selections (Kotler, 2006: 183).

Researcher obtained hypothesis 6, related to the main groups, from this part of Kotler model.

Personal factors: Personal factors including age, life stage, job, economical conditions, life style and personality and personal idea of the buyer that are efficient in purchase decision making. Young consumers' needs and demands are different from the elderly' needs and also young married couples' needs fiffer the old couples. The purchase of the consumers with relatively high income is different from the ones with low income (Kotler, 2006: 188).

In the present study, the researcher will study the personal factor, according to the information obtained from the people, demographics features who filled out the questionnaire.

Mental factors: The person's choice and purchase have been influenced by four main mental factors, including motivation, comprehension, learning and ideas.

Ideas and opinions: People acquire their ideas and opinions by the means of action and learning .These ideas, themselves, influence their buying behavior. Consumer might have a series of ideas about the rating of each mark in terms of each feature. Series of ideas relating to a special mark is called mental imagination of mark (Kotler, 2006, 215).
Researcher has extracted his number four hypothesis that is related to product's celebrity, from this part of Kotler model. Second part of black box is the process of purchase decision making. In each purchase decision making, the buyer passes the following five stages: the problem identification and realization, collecting the information, evaluating the options, making decision about the purchase and the behavior after buying (Kotler, 2006, 228).

**Problem realization:** The purchase process begins with the problem realization. The consumer's need can result from the internal or external stimulants (same resource, 212). Internal stimulants like being run out of a product and external stimulants like discount for some products. The researcher has extracted his hypothesis 7, related to the season bargain (sale) from this part of Kotler model.

### THE RESEARCH CONCEPTUAL MODEL

<table>
<thead>
<tr>
<th>Marketing stimulant</th>
<th>Other stimuli</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>economical</td>
</tr>
<tr>
<td>Price</td>
<td>technologic</td>
</tr>
<tr>
<td>Place promotions</td>
<td>political</td>
</tr>
<tr>
<td></td>
<td>cultural</td>
</tr>
</tbody>
</table>

**Buyer black box**

- Buyer characteristics
- Process of the buyer decision

**Buyer reactions**

- *Selection of product*
- *Selection of the product trade mark*
- Selection of the seller
- Purchase schedule

**Problem identification**

- Cultural
- Social
- Personal
- Psychological

According to the mentioned issues on the analytical model's description, this is the selected model of Kotler 'reaction- stimulant" model.

### METHODOLOGY

This is an applied research, based on the object. In this study, data collecting processes have been using the library resources including, books, magazines, articles, and education thesis relating to the research subject. But more above resources have been the base for theoretical part and the literature of the subject. Another part of the research had been done in the form of free which the means of information collecting has been a questionnaire.

Target communities are all consumers of Kalleh's products and they have been asked randomly. Statistical sample has been obtained from Kalleh 's products consumers, and the sampling method of this research is the simple randomly sampling. To measure the volume of statistical sample, they used unbound communities formula of "Cochran" where the sample volume to perform the questionnaire is 320 people that the researcher has distributed 350 questionnaires to be ensured.

To collect information, the questionnaire has been used.

<table>
<thead>
<tr>
<th></th>
<th>The number of related questions</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packing</td>
<td>1-7</td>
<td>0.762</td>
</tr>
<tr>
<td>Quality</td>
<td>8-12</td>
<td>0.708</td>
</tr>
<tr>
<td>Price</td>
<td>13,14,15</td>
<td>0.795</td>
</tr>
</tbody>
</table>
In this research, for reviewing the relationship between indexes and consumer behavior, it was used the test of adjectives dependence by QAI-square. Coefficient of agreement was used for reviewing the relationship between variables and their ordering priority. For ordering their priority was used Friedman test.

**FINDINGS**

1. **Demographical results**

According to demographical results 55 percent are male and 38 percent are female and 7 percent don’t identify their Gender. The result of responder’s age show, 318 persons answer and the mean of age was 32.11 and the youngest person has 19 and oldest has 77 years old.

Table 1: the Age of responders

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>The mean of age</th>
<th>The youngest person</th>
<th>The oldest person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answered question</td>
<td>318</td>
<td>32.11</td>
<td>19</td>
<td>77</td>
</tr>
<tr>
<td>Unanswered question</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2 shows Job situation of responders, 14 percent were unemployed, 56 percent occupying, 20 percent were businessman and 10 present don’t answered this questions.

Table 2: Job situation of responders

<table>
<thead>
<tr>
<th>Job situation</th>
<th>Frequency</th>
<th>The percent of frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployed</td>
<td>48</td>
<td>0.14</td>
</tr>
<tr>
<td>Occupying</td>
<td>191</td>
<td>0.56</td>
</tr>
<tr>
<td>businessman</td>
<td>68</td>
<td>0.20</td>
</tr>
<tr>
<td>Unanswered questions</td>
<td>36</td>
<td>0.10</td>
</tr>
<tr>
<td>Total</td>
<td>343</td>
<td>1.00</td>
</tr>
</tbody>
</table>

2. **Hypotheses results**

In this research we have seven hypotheses according to research conceptual model. They are:

1. Product package is efficient in sale rate.
2. Product quality is efficient in sale rate.
3. Product price influences the buyer decision.
4. Product celebrity is one of the efficient factors on sale.
5. Propaganda is efficient in the product sale.
6. Main groups are efficient in the product sale.
7. Season sale is efficient in the product sale.

The statistical way of analysis of hypotheses is two ways, $H_1$ is acceptance of hypothesis and $H_0$ is rejecting of hypothesis. In other words, it means that $H_1$ has positive meaning and $H_0$ has negative meaning.
Table 3: The conclusions of findings

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>The calculated rate of test statistic $X^2$</th>
<th>Table $X^2$</th>
<th>Agreement coefficient</th>
<th>Results</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packing product affects the rate of sale</td>
<td>1173</td>
<td>36.41</td>
<td>47%</td>
<td>Accepted</td>
<td>second</td>
</tr>
<tr>
<td>The quality of product affects the rate of sale</td>
<td>194.52</td>
<td>26.29</td>
<td>32%</td>
<td>Accepted</td>
<td>third</td>
</tr>
<tr>
<td>The price affects the decision of buyer</td>
<td>291.4</td>
<td>15.06</td>
<td>47%</td>
<td>Accepted</td>
<td>second</td>
</tr>
<tr>
<td>The fame of product affects the rate of sale</td>
<td>34.42</td>
<td>21.03</td>
<td>16%</td>
<td>Accepted</td>
<td>sixth</td>
</tr>
<tr>
<td>Propaganda affects the rate of sale</td>
<td>56.45</td>
<td>21.06</td>
<td>20%</td>
<td>Accepted</td>
<td>fifth</td>
</tr>
<tr>
<td>The reference group affects the rate of sale</td>
<td>117.40</td>
<td>21.026</td>
<td>28%</td>
<td>Accepted</td>
<td>forth</td>
</tr>
<tr>
<td>The season reduction affects the rate of sale</td>
<td>348.34</td>
<td>9.48</td>
<td>58%</td>
<td>Accepted</td>
<td>first</td>
</tr>
</tbody>
</table>

H1. The rate of calculated QAI (1173) is higher than the QAI of table with df (24) and the level of error 5% (36.41). The rate of test statistic places in critical area, so $H_0$ isn’t accepted. It can be said with 95% assurance that packing product is effective on the rate of sale. According to calculated agreement coefficient, the intensity of this effect is mean.

H2. The rate of calculated QAI (194.52) is higher than the QAI of table with df (24) and the level of error 5% (26.29). The rate of test statistic places in critical area, so $H_0$ isn’t accepted. It can be said with 95% assurance that the quality of product affects the rate of sale. According to calculated agreement coefficient, the intensity of this effect is mean.

H3. The rate of calculated QAI (291.4) is higher than the QAI of table with df (24) and the level of error 5% (15.06). The rate of test statistic places in critical area, so $H_0$ isn’t accepted. It can be said with 95% assurance that the price affects the decision of buyer. According to calculated agreement coefficient, the intensity of this effect is mean.

H4. The rate of calculated QAI (34.42) is higher than the QAI of table with df (24) and the level of error 5% (21.03). The rate of test statistic places in critical area, so $H_0$ isn’t accepted. It can be said with 95% assurance that the fame of product affects the rate of sale. According to calculated agreement coefficient, the intensity of this effect is mean.

H5. The rate of calculated QAI (56.45) is higher than the QAI of table with df (24) and the level of error 5% (2106). The rate of test statistic places in critical area, so $H_0$ isn’t accepted. It can be said with 95% assurance that propaganda affects the rate of sale. According to calculated agreement coefficient, the intensity of this effect is mean.

H6. The rate of calculated QAI (117.40) is higher than the QAI of table with df (24) and the level of error 5% (21.026). The rate of test statistic places in critical area, so $H_0$ isn’t accepted. It can be said with 95% assurance that the reference group affects the rate of sale. According to calculated agreement coefficient, the intensity of this effect is mean.

H7. The rate of calculated QAI (348.34) is higher than the QAI of table with df (24) and the level of error 5% (9.48). The rate of test statistic places in critical area, so $H_0$ isn’t accepted. It can be said with 95% assurance that the season reduction affects the rate of sale. According to calculated agreement coefficient, the intensity of this effect is mean.

Table 4 shows the conclusion of Freidman test

Table 4: The conclusions of Freidman test
Finding shows that the effect of season reduction on the decision of buyer is higher than other variables. The percent of calculated error is lower than 5%. So, above ranking is meaningful with assurance of 95%.

**References**


