Identification and Prioritization of Importance Degree of Marketing Mix Elements in Industrial and Manufacturing Companies
(Case Study: Majid Company)

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ABSTRACT

The main objective of the research is identification and prioritization the relationship between marketing mix elements on desire to buy products by customers .This research is applied research and emphasizing the solidarity branch and is considered as type of field research. Data collection tool is questionnaire. This research population includes all consumers that go to Majid food distribution centers in order to provide food products. For data analysis Spearman statistical test and Friedman test is used to prioritize. The results suggest that there is a significant relationship between the desire to buy products by customers and marketing mix elements of Majid Company and all hypotheses were confirmed.
KEYWORDS: Marketing Mix, Manufacturing and Industrial Companies, Desire to Buy.

1. INTRODUCTION

The importance of correct understanding of consumer is found in definition of marketing as human activity focused on satisfying the needs and demands through exchange processes (Saleh Ardestani, 2003, 98). Awareness of customer needs and purchasing process is basis of successful marketing. Necessity for customer satisfaction are meet their needs completely and the exact identification wishes, expectations, desires, abilities and restrictions on the purchase of products. With access to such information factors affecting consumer behavior can be well recognized and companies will use it in marketing decision making. (Sardari, 2009) marketing mix makes fundamental foundation of marketing system because is combination of the elements that are necessary for planning and implementation of all marketing activities (Kotler, 1997). Globalization has resulted in increased competition as businesses extend their coverage to include a range of domestic and international markets (Shabgoo, Gilaninia, Mousavian, 2011, Mouasvian & et al, 2011). In the current competitive and complex market, companies have found that earning reputation, fame and validity is difficult and it's very easy to lose. Introverted companies do not get the necessary insight and awareness against rapid developments in the markets , competitors, distribution systems, mass media and new technologies, interests and tastes of customers and their expectations of the product and do not use of existing changes in order to achieve their goals. These changes even leads the mass markets become small markets, and distribution channels and the elements in the distribution chain be transformed. One of the issues raised in each country's economy is achieving to a sustainable growth in long term (Gilaninia, Salami & et al, 2012). Today the Institute with severe challenges and competitive market pressures (Mousavian,Kouchaki & et al,2011). Nowadays consumers replace the previous buying methods with buying through non-presence tools such as catalogs, telephone and Internet. Advertising of competing companies and other promote sales methods and breakdown of prices; will impair brand loyalty of the goods. The cost of advertising will increase and effectiveness of this advertising due to the similarity of their performance will decline simultaneously. On the other hand outward-oriented firms are companies that are seeking customer satisfaction. The real mission of their marketing units are understanding customer needs and demands and provide solutions for products that are appropriate for that needs and desires.. Outward-oriented firms are not only looking to sell, but also looking for long-term customer satisfaction through offering superior quality products associated with long-term goals and their continuous lives (Kotler, Armstrong, 2000;86). So in this study we follow the relationship between marketing mix and we will identify tend to buy by customers.

2. Theoretical Framework

In today's competitive world customers are the main focus of the company and their satisfaction is a major competitive advantage for business organizations .Product (goods and services) should be consistent with the expected benefits to customers (Bennett, 1997, p 151). Today, any country does not live in complete separation from other countries (Gilaninia& et al, 2012, Mousavian & et al, 2012). Marketing is scheduled with various tools for the competition and then to optimize the profit function or minimizing the satisfaction level of profitability puts them in a "marketing mix" (Gronroos, 1997, 332). Current arena is the period of accelerated

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and unpredictable evolutions and companies confront with the most difficult and unprecedented competition conditions(mousavian,Rezvani& et al,2011,Mousavian , Tayebi & et al,2011). Price should be suitable for the buyer's ability this product should be available to customers shouldn't be difficult to buy and eventually also be used for promotions to be aware of potential consumers of such products. The loss of a customer, not only the loss of a sale item, but more significant since the loss of total purchases that the customer is able to do in life (Gilaninia & et al, 2011).The marketing mix, defines performance direction of the organization by using a series controllable variables in an environment where there are uncontrollable factors (external market) (Chan, Cui, 2004, 22). Factor of four marketing mix in English are chosen in such a way that all begin with the letter P: (Price, Product, Place, Promotion) and they are known as (4p) (Kotler, 2006, 80). An expectation of consumers increased every day and with this trend is growing along (Gilaninia, Hanifi & et al, 2012) Marketing mix represent the basic activities of marketing managers. After selecting a target market, marketing managers needs a systematic program for sale to customers and formulate Long-term relationships. Marketing program will be formed of decisions about the plan, product, price, promotion and distribution. These are the most important part of marketing managers that achieve sales targets and profitability, and company resources are allocated to them. (Chan, Cui, 2004, 25).

he marketing emphasizes on achieve the goals of customers alongside achieving organizational goals marketing is associated with Provide customers needs, developing products and services to meet needs, efficient pricing of products and services, informing customers about the availability of these products and services, efficient delivering and ensuring satisfaction during and after the exchange process (Sui Pheng, Hui Ming, 1997,274).

Shifen (1993) by pointing to the "complex pattern" factors influencing the purchase describe three major factors: external influences on consumer behavior cultural factors, social and economic environment.

Haygo (1997) pointed that traders can understand situations that they encounter with , if they simply and accurately analyze them .The main reason develop models of consumer behavior are helping to create a theory and facilitating learning what is offered, in order to prepare a model related changes that defines properties and their relations, should be determined ,thus the model can be useful for creating a structure for knowledge of consumer behavior and can help us in understanding the relationships between variables.

Espe (1999) identified a number of factors and barriers that affect the decision to purchase food products influenced by individual consumers, that are including cultural factors, psychological factors, lifestyle, different characteristics and features of food products. Each consumer products in a day is faced with many decisions purchases .Most companies that study the consumer buying behavior struggle to find the right answers about what consumers buy, style and shopping, the reason of their shopping and location. Involvement is a function of a person, product, and positioned. The combination of these can be different in motivating consumer product-related information at different time (Belch, 1998, 21).

When consumers are going to do something to meet their need have necessary motivation for receiving and processing any information that provide achieving purpose for them while other person may don't put themselves in trouble to achieve the same information, because in their opinion this information has no connection with their needs (Gueguen, Jacob, Legoherel, Ngobo, 2008,271).

Marketers can do researches and studies to find answers about the kind of purchase, the amount and location of consumer buying, marketers can to find answers about the kind of purchase, the amount and location of consumer buying do researches and studies but awareness of the causes of behavior by the consumer or buyer not so simple because often answers to the questions related to them there are in mind, and consumer's thought and brain.

In the present study we want to know whether the price, type, packaging, availability, taste, reputation and advertising of food products with a desire to purchase these products have significant relationship or not?

Identify the factors affecting consumer behavior and ranking of these factors can help managers to take strategic decisions. Company managers considering these factors will make appropriate decisions to increase market share of each of the products and deal with competitors this will increase the profitability of the company. Identify risk factors for each product is different and a separate investigation is needed.

But in this study for optimum use of time terms, strategic products in the food industry has been selected to conduct research, the factors affecting consumer behavior in each of these products is separately identified and by identifying the impact of each of these factors, the rating also takes place. (Sardari, 2009)

If company can aware of all kinds the way of consumer react against products, price and types of research and promotion Companies will have the big score than competitor. The starting point for studies model is stimulus - response. As the figure shows that consumer behavior will be shaped accordingly. We see many of the stimulating and motivating factors with agents and stimulus marketing (the purpose of the marketing mix) can enter in consumers' black box and they show certain reactions.
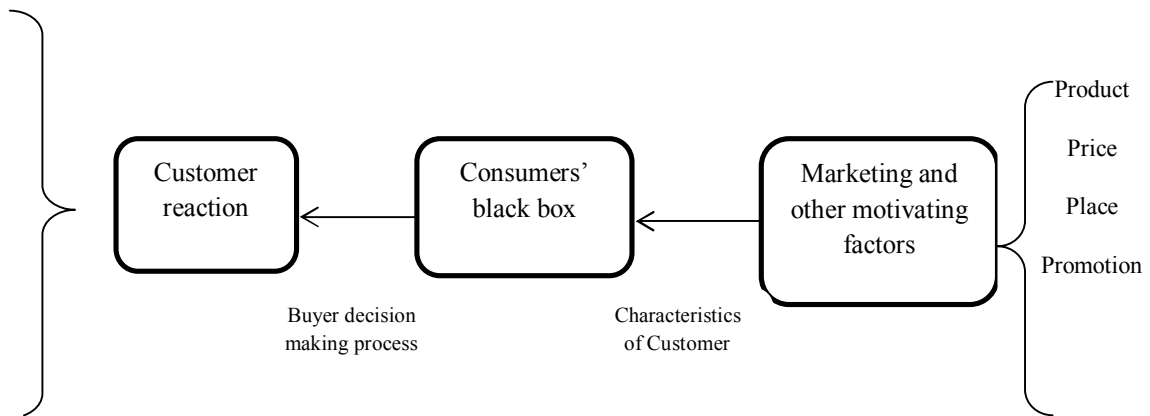
Figure 1) Research model (Sardari, 2009)

Marketer wants to know how these incentives change and inside the black box of consumer come to the form of different reactions.

Consumers' black box is composed of two parts: first is Customer's personal characteristics and affect on the way that they gives incentives to the image and reacts against them in their work. Second is the customers' decision-making process that affects their behavior (Kotler, Armstrong, 2000, 96).

In the present study, independent variables are included price, packaging, taste, availability, advertising and famous food products.

A fundamental question that arises here is that "How consumers react to the company's marketing efforts?" Research variables are defined as follows:

Willing to buy: Called to the extent of interest of buying products

Price: The price of products along with other costs for delivery. Price is only one element of marketing mix that generates revenue, while other elements are the creator of the cost. (Moheb Ali and Farhangi, 2006, 236)

Packaging: Product packaging include any container or package that the product is being released for sale or by that, the necessary information about the product will be transferred to consumers.

Advertising: Advertising is a form of message that tries to influence potential customers in order to persuade them to buy or provide more introduction of a specific good or service.

Taste: refers to the feeling that the person understands when placing food in the mouth.

Availability: build efficient and easier ways to distribute products.

Fame: Birth of a Brand is formed through the Fame and reputation .You must first reach to fame to be established. One way to being famous is being the pioneer.

3. Research Hypotheses
3.1.The main hypothesis: there is a significant relationship between the desire to buy products by customers Marketing mix elements of Majid company.

3.2. Sub-hypotheses:
1 - There is a significant relationship between the price of food products and desire to buy these products.
2 - There is a significant relationship between packaging of food products and desire to buy these products.
3 - There is a significant relationship between the taste of food products and desire to buy these products.
4 - There is a significant relationship between food availability and desire to buy these products.
5 - There is a significant relationship between the advertising of food products and desire to buy these products.
6 - There is a significant relationship between international food fame and desire to buy these products.

4. RESEARCH METHODOLOGY

The study population included all consumers that in order to provide food products refer to Majid food distribution centers including grocery stores, the supermarkets, Co-operative stores, chain stores and also sample are non probability random sampling of available population. Sample size formula is considered according to sample formula in which $\acute{\epsilon}$ =% 7, α =% 5.Also in this study for each of the parameters p and q values is considered 5%; So according to the above amounts will be n = 200. The present study in terms of data collection is a descriptive correlation research. In order to collect the required information and to evaluate communication and prioritizing marketing mix elements of food products and buy this product field method is used. In this research questionnaire is used to collect information. In this study to assess the validity of the questionnaire comments of Majid market research firm experts and Comments of Supervisors and advisor has been used. To determine the reliability of the questionnaire the Cronbach's alpha coefficient is used. Alpha coefficients

obtained for the dependent variable 85.9 and for the independent variable are 89. So we can say that questionnaire has good reliability. The Spearman and Friedman statistical test was used for data processing.

5. Data analysis
5.1. The main hypothesis: there is a significant relationship between the desire to buy products by customers Marketing mix elements of Majid company.

Table 1) Spearman correlation test of purchasing behavior and marketing mix

Correlations

		Purchase behavior	Marketing mix
Purchase behavior	Spearman's rho	1	.316[**]
	Sig. (2-tailed)		.000
	N	200	200
Marketing mix	Spearman's rho	.316[**]	1
	Sig. (2-tailed)	.000	
	N	200	200

According to the obtained results can be observed that intensity of the relationship between the desire to buy products by customers and marketing mix elements of Majid company is equal to 31.6 percent Considering that the sig value is smaller than 0.05 this relationship is significant. So we can say that there is a significant relationship between the desire to buy products by customers and Majid Company's marketing mix elements.
5.2. Sub-hypotheses:
1 - There is a significant relationship between the price of food products and desire to buy these products.

Table 2) Spearman correlation test of purchasing behavior and product price

Correlations

		Purchasing behavior	Product price
Purchasing behavior	Spearman's rho	1	.512[**]
	Sig. (2-tailed)		.000
	N	200	200
Product price	Spearman's rho	.512[**]	1
	Sig. (2-tailed)	.000	
	N	200	200

According to the obtained results can be observed that intensity of the relationship between the desire to buy products by customers and product price of Majid company is equal to 51.2 percent Considering that the sig value is smaller than 0.05 this relationship is significant. So we can say that there is a significant relationship between the desire to buy products by customers and Majid Company's product price.

2 - There is a significant relationship between packaging of food products and desire to buy these products.

Table 3) Spearman correlation test of purchasing behavior and product packaging

Correlations

		Purchasing behavior	Packaging
Purchasing behavior	Spearman's rho	1	.426[**]
	Sig. (2-tailed)		.000
	N	384	384
Packaging	Spearman's rho	.426[**]	1
	Sig. (2-tailed)	.000	
	N	200	200

According to the obtained results can be observed that intensity of the relationship between the desire to buy products by customers and product packaging of Majid company is equal to 42.6 percent considering that the sig value is smaller than 0.05 this relationship is significant. So we can say that there is a significant relationship between the desire to buy products by customers and Majid Company's product packaging.

3 - There is a significant relationship between the taste of food products and desire to buy these products.

Table 4) Spearman correlation test of purchasing behavior and taste of food products

Correlations

		Purchasing behavior	Taste
Purchasing behavior	Spearman's rho	1	.241**
	Sig. (2-tailed)		.000
	N	200	200
Taste	Spearman's rho	.241**	1
	Sig. (2-tailed)	.000	
	N	200	200

According to the obtained results can be observed that intensity of the relationship between the desire to buy products by customers and taste of food products of Majid company is equal to 24.1 percent considering that the sig value is smaller than 0.05 this relationship is significant. So we can say that there is a significant relationship between the desire to buy products by customers and Majid Company's taste of food products.

4 - There is a significant relationship between food availability and desire to buy these products.

Table 5) Spearman correlation test of purchasing behavior and food availability

Correlations

		Purchasing behavior	Availability
Purchasing behavior	Spearman's rho	1	.334**
	Sig. (2-tailed)		.000
	N	200	200
Availability	Spearman's rho	.334**	1
	Sig. (2-tailed)	.000	
	N	200	200

According to the obtained results can be observed that intensity of the relationship between the desire to buy products by customers and food availability of Majid company is equal to 33.4 percent considering that the sig value is smaller than 0.05 this relationship is significant. So we can say that there is a significant relationship between the desire to buy products by customers and Majid Company's food availability.

5 - There is a significant relationship between the advertising of food products and desire to buy these products .

Table 6) Spearman correlation test of purchasing behavior and advertising of food products

Correlations

		Purchasing behavior	Advertising
Purchasing behavior	Spearman's rho	1	.226**
	Sig. (2-tailed)		.000
	N	200	200
Advertising	Spearman's rho	.226**	1
	Sig. (2-tailed)	.000	
	N	200	200

According to the obtained results can be observed that intensity of the relationship between the desire to buy products by customers and advertising of food products of Majid company is equal to 22.6 percent considering

that the sig value is smaller than 0.05 this relationship is significant. So we can say that there is a significant relationship between the desire to buy products by customers and Majid Company's advertising of food products.

6 - There is a significant relationship between international food fame and desire to buy these products.

Table 7) Spearman correlation test of purchasing behavior and food fame

Correlations

		Purchasing behavior	Food fame
Purchasing behavior	Spearman's rho	1	.257[**]
	Sig. (2-tailed)		.000
	N	200	200
Food fame	Spearman's rho	.257[**]	1
	Sig. (2-tailed)	.000	
	N	200	200

According to the obtained results can be observed that intensity of the relationship between the desire to buy products by customers and food fame of Majid company is equal to 25.7 percent considering that the sig value is smaller than 0.05 this relationship is significant. So we can say that there is a significant relationship between the desire to buy products by customers and Majid Company's food fame.

Friedman test

Table 7) Friedman test

N		Chi-Square	Mean Rank	df	Asymp. Sig.
200	Packaging	44.084	3.48	5	.000
	Advertising		3.13		
	Product price		3.35		
	Taste		4.03		
	Availability		3,57		
	Fame		4.14		

Thus, according to the results of the Friedman test the importance degree of marketing mix is as follows:
1 - Fame of product
2 - the taste
3 - availability
4 - Packaging
5 - Price
6 - Advertising

6. Conclusion

In the main hypothesis was seen a significant relationship between the desire to buy products by customers Marketing mix elements of Majid company. The intensity was equal to 50.6 that indicate direct relationship between marketing mix elements and desire to buy products. It can be said Majid Company with identifying customer's needs and demands and developing products to satisfy these needs, Could produce and supply products to markets accordance with customers' needs and demands. With access to such information company could identify influencing factors on their consumer behavior. By identifying and ranking these factors, appropriate decisions are taken to increase market share of each of the products and to deal with competitors that this is increased the company's profitability. So It can be said that there is a significant relationship between price, packaging, taste, availability, advertising and fame of Majid products and desire to buy these products. Calculated Spearman correlation coefficients are confirmed this relationship.
Data analysis in the first sub-hypothesis shows that there is a significant relationship between the price of food products and desire to buy these products. Calculated Spearman correlation coefficients are confirmed this relationship. In other words whatever price of Majid food products be more suitable from customers view, desire to buy will increase. Thus, producers of Majid products as far as possible prepare raw material with low price and provide high quality products with reasonable price.

Data analysis in the second sub-hypothesis shows that there is a significant relationship between packaging of food products and desire to buy these products. Calculated Spearman correlation coefficients are confirmed this relationship. If packaging has suitable color, design, size and quality and draw attention in result desire to buy will increase.

Data analysis in the third sub-hypothesis shows that there is a significant relationship between the taste of food products and desire to buy these products. Whatever various factors that are involved in taste, in Majid products be considered in the best way, desire to buy products will increase.

Data analysis in the forth sub-hypothesis shows that there is a significant relationship between food availability and desire to buy these products. If Majid products in chain stores, supermarkets, cooperative stores, grocery stores be distributed widely, desire to buy products will increase.

The results of the fifth sub-hypothesis test shows that there is a significant relationship between the advertising of food products and desire to buy these products. If advertising is reliable and structure and content of the message be relevant, desire to buy products will increase.

The results of the sixth sub-hypothesis test show that there is a significant relationship between food fame and desire to buy these products. In other words, familiarity with the product brand and recorded product positioning, will increase desire to buy products.

7.Suggestions

1 -with Design and manufacture luxurious and fancy packaging a large part of market can be gained and even with appropriate packaging and stylish can be achieved in a better position in export food products.

2 - With the proper training for manufacturers of food products regarding marketing mix elements they can understand their customer needs and demands better and in this way they have impact on consumer buying behavior.

3 - Market research should be done periodically and with obtain image profile of products consumer try to make adjustment in the pricing, distribution, promotion activities and activities related to goods this eventually led to increase desire to buy products.

4 - Because a major part of consumers' assessments, particularly less educated strata of society towards packaging of food products is formed of the standard mark, the type of placing standard mark on packaging labels must be how that when placing the product on store shelves consumer be exposed to view completely quickly and easily and with minimal effort and through this way consumer will be more willing to buy products.

5 - Manufacturing companies can make an impression on the audience with constructive and compelling ads also the time of purchase and the buying process is shortened and eventually led to desire to buy.

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