

Investigating the Effect of General Factors on brand Preference

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Abstract

This study has tried to investigate the Effect of General Factors on brand Preference in Detergent Consumers in Sanandaj. The population consisted of 285254 citizen's over 20 years living in the Sanandaj city, due to the nature of the studied minorject and was used for statistical population the method of sampling and Statistical Sampling was selected the Cochran formula. This research based on the objective is applied and the method of data collection is descriptive. Also for data collection was used Questionnaire and was collected 384. Data were analyzed with statistical programs in both descriptive inferential statistics. Data collection tool was questionnaire after the validity and reliability test distributed among the respondents. For data analysis, statistical tests (Pearson correlation, stepwise multiple regression analysis, T and F Test) were used.

Key words: Brand Preference, Brand, Consumers' social status, previous buying experience

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Introduction

Marketing is found as "a human activity, aimed to satisfy the needs and wants through exchange" at the stage of the company's marketing process company's efforts is to better serve its competitors so that to obtain the share of the customer more than their competitors in the market. Due to the critical need for a greater understanding of consumer behavior is secret for anybody (Kotler and Keller, 2006). In order to assess more accurately the behavior of consumers, one of the issues that should be studied. Investigate the Investigate the Effect of General Factors on brand Preference in Detergent Consumers in Sanandaj. because social environment such as culture, social class and reference groups, consumption position as consumption field, time pressure, general states and trends of sale and each of the components of the marketing mix consists of product, price, promotion and distribution can influence the behavior of consumers in different ways (Kongsompong, 2006). Meanwhile, the influence of product kin on the behavior of consumers has most importance. Many of the features of the products belonging to different companies, including brand, quality, newness and complexity of product may affect consumer behavior. According to above studies in this research we have tried to investigate the Effect of General Factors on brand Preference in Detergent Consumers in Sanandaj.

Research Problem

We live in an age that trends in production, product, sales, cannot guarantee the survival of a company in the market. Customers and competitors become smarter, and all companies that want to survive in this environment, intentionally or unintentionally must turn to marketing trends and social market (Hossaini and Rezaei, 2011). Advantage of opportunities to develop "brand" consists of loyal customers, quickly return ability and face to the crisis and increase the effectiveness of marketing communications. "Brand" is a strategic requirement for organizations to create more value for customers and also to create a sustainable competitive advantage (Keller, 2001). "In recent years, increasing international trade on the one hand and the presence of international companies on the other hand, lead to a wider emergence of many different countries products in the world market (Khan and Bamber, 2008). Higher living standards, purchasing power, increasing development of communication across the globe, the globalization of markets by the fact many people today know more about other countries and its products (d'Astous and Boujbel, 2007). As a result, consumers are getting more aware of the products and services and "brand" in the world (Wang et al., 2008). Miller and Mills (2012) argue that what does make the customer's desire to select a "brand" and consumers tend to purchase is that consumers have accepted its value. In other words from the perspective of consumer product evaluation, they tend to Preference the "brand" is involved. Lee et al (2012), a combination of values as encouraging consumers tend to Preference have been identified. They have pointed out to relative importance of loyalty to "brand" and the main factor of performance. According to studies in this research the most important question in this research that looking forward is "What General Factors are influencing on brand Preference by Detergent Consumers in Sanandaj?"

Research Objectives

Main objective

To identify the effects of general Factors of "Brand" on Preference of "Brand" by the detergents Consumers in Sanandaj

Minor objectives

- 1- To identify the effects of Consumers' Age and Preference of "Brand" by the consumers
- 2- To identify the effects of Consumers' Social Status and Preference of "Brand" by the Consumers

3-To investigate the effects of Consumers' previous buying experience and Preference of "Brand" by the Consumers

Research Hypotheses

Main Hypothesis

There is Significant Relationship between General Factors of "Brand" and Preference of "Brand" by the detergents Consumers in Sanandaj

Minor Hypotheses

1- There is Significant Relationship between Consumers' Age and Preference of "Brand" by the Consumers

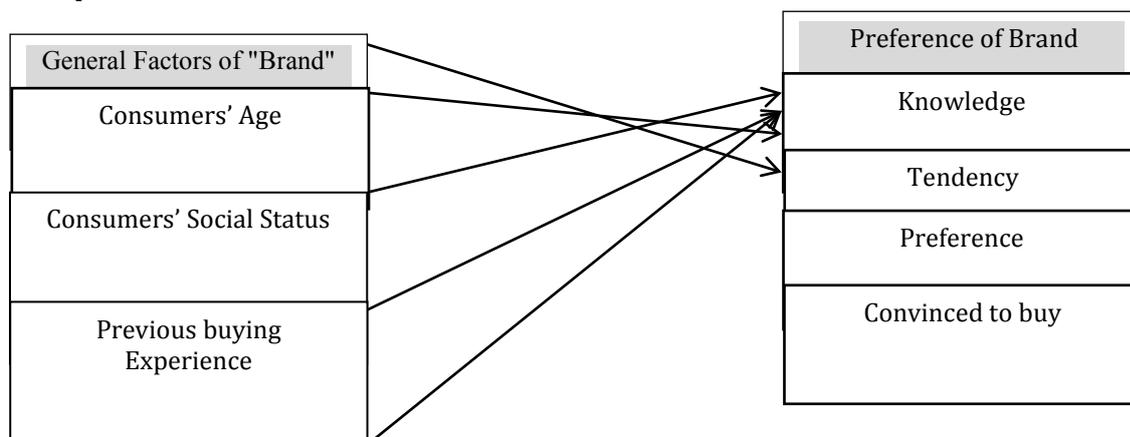
2-There is Significant Relationship between Consumers' Social Status and Preference of "Brand" by the Consumers

3- There is Significant Relationship between Consumers' previous buying experience and Preference of "Brand" by the Consumers

Literature Review

Safarzadeh et al (2011) study entitled "Effect of underlying factors, brand loyalty and change brand on young consumers purchasing decisions" has done. The study in term of purpose is applied in term of research methods is descriptive cross-sectional that is done in form of field with the help of questionnaires. Results analysis was performed based on Structural equation modeling. Findings indicate that the factors underlying the greatest and most powerful influence on brand loyalty criteria and then have the most influence on the buying decision process. The research findings show that contextual factors have little effect on changing the brand. Another study finds the criteria of loyalty to brand than the criteria changing brand have greater impact on the purchase decision process. Heidarzadeh et al (2011) in a study entitled brand intangible advertisers and its impact on consumer choice concluded that brand intangible advertisers influence on the consumer minorconscious and without audience's consciousness, their awareness of brand advertising increased. Their study shows that the brand intangible advertisers impact on the consumer's minorconscious in the short term. Jing Hu et al (2012) in a study entitled "The role of the notion of brand fitness on brand Preference by Chinese consumers" concluded that the notion of functional fitness, notion of symbolic fitness have a positive impact on brand Preference by Chinese consumers and consumer perception of the notion of symbolic fitness have a positive impact on their perception of the notion of functional fitness. The findings indicate that the moderator role of these consumers are familiar with the brand effect on the relationship between the notion of functional fitness and brand Preference so the consumers who are less familiar with the brand, notion of functional fitness brand are highly Preferred by them and moderator role of consumers familiar with the brand effects on the relationship between the notion of symbolic fitness and brand Preference so the consumers who are less familiar with the brand, notion of the symbolic fitness brand have a high impact on brand Preference. Kim et al (2011) in a study under title of "The impact of customer perceptions of brand personality in the informal restaurant" investigate the effect of brand personality on brand Preference, brand loyalty and mouth to mouth advertising. The results indicate that brand personality has a positive and significant impact on brand Preference, brand loyalty and mouth to mouth advertising. Molu and Mrilez (2005) in a study entitled "The notion of functional and symbolic fitness brand of SMEs Australia" hereto have concluded that what does consumer's tend to choose a brand is what consumers have accepted its functional and symbolic fitness. In other word the consumer perspective on brand function and brand image plays role in their tendency to brand Preference.

Conceptual model



Research Methodology

This research based on the objective is applied study, because this study is looking for obtaining the result of this research under title of "investigate the General Factors on brand Preference in Detergent Consumers in Sanandaj" in 2015. The method of data collection is descriptive. For this reason, is applied because of use result scheme is in line with the detergent. For this reason, is descriptive the study measures the relationship between two variables and research is correlation.

Statistical Population and Sample Size

The Statistical population in current research was included all citizens of over 20 years old that they are living in the city of Sanandaj, Based on Statistics in year 2011, their Number was 285254 persons. (Available on site www.amar.org.ir) estimate the sample size in this study was calculated based on Cochran formula 384 people.

Testing the Research Hypotheses

Main Hypothesis

There is Significant Relationship between General Factors of "Brand" and Preference of "Brand" by the detergents Consumers in Sanandaj.For testing this hypotheses was used Pearson's r significant test and the results of these tests will be explained as follows:

Minor Hypotheses

First Minor Hypothesis

There is Significant Relationship between Consumers' Age and Preference of "Brand" by the Consumers .For testing this hypotheses was used by Pearson's r significant test and the results of these tests will be explained as follows:In the significance level (Sig=0.347), variables of Consumers' Age and "Brand" Preference by Consumers (r= - 0.048) are interrelated; intensity correlation between the two variables is - 0.048, which is very weak.the kind of correlation between the two variables is negative (indirect) and the significance level was calculated as (Sig=0.347)is more than the research alpha ($\alpha =0.05$), which indicated the three isn't significance relationship between these two variables.As a result, According to the these results, we can be said that There is not significant and direct relationship between Consumers' Age and Preference of "brand" by the consumers. So was rejected the minor hypothesis 1in this research.

Table 1: Results of testing the Pearson's correlation between Consumers' Age and Preference of "brand"

	Dependent Variable Preference of "brand"	
Independent Variable Consumers' Age	Pearson's Correlation	- 0.048
	Significance level	0.347
	Number	384

Second Minor Hypothesis

There is Significant Relationship between Consumers' Social Status and Preference of "Brand" by the Consumers For testing this hypotheses was used by Pearson's r significant test and the results of these tests will be explained as follows:In the significance level (Sig=0.000), two variables, Consumers' Social Status and Preference of "brand" by consumers are interrelated with (r=0.2); intensity correlation between the two variables is 0.2, which is average, the kind of correlation between the two variables is positive and (direct) with the significance level was calculated as (Sig=0.000) is less than the research alpha ($\alpha =0.05$), which indicated the significance relationship between these two variables. As a result, According to these results, we can be said that there is significant and direct relationship between Consumers' Social Status and Preference of "Brand" by the consumers. So was confirmed the minor hypothesis 2 in this research.

Table 2: Results of testing the Pearson's correlation Consumers' Social Status and Preference of "brand"

	Dependent Variable Preference of "brand"	
Independent Variable Consumers' Social Status	Pearson's correlation	0.200
	Significance level	0.000
	Number	384

Third Minor Hypothesis

There is Significant Relationship between Consumers' previous buying experience and Preference of "Brand" by the Consumers. For testing this hypotheses was used by Pearson's r significant test and the results of these tests will be explained as follows: In the significance level (Sig=0.000), two variables, Consumers' previous buying experience and Preference of "brand" by consumers are interrelated with ($r = 0.622$); intensity correlation between the two variables is 0.622, which is strong. The kind of correlation between the two variables is positive and (direct) with the significance level was calculated as (Sig=0.000) is less than the research alpha ($\alpha = 0.05$), which indicated the significance relationship between these two variables. As a result, According to these results, we can be said that there is significant and direct relationship between Consumers' previous buying experience and Preference of "Brand" by the consumers. So was confirmed the minor hypothesis 3 in this research.

Table 3: Results of testing the Pearson's correlation Consumers' previous buying experience and Preference of "brand"

	Dependent Variable Preference of "brand"	
Independent Variable Consumers' previous buying experience	Pearson's correlation	0.622
	Significance level	0.000
	Number	384

Conclusion

Results of Minor hypotheses dependence on main hypothesis:

The result of First minor Hypothesis has showed that there isn't significant relationship between Consumers' Age and Preference of "Brand" by the consumers. Therefore, the first minor Hypothesis was rejected in this research. These findings aren't agreed with the research results of Safarzadeh et al (2011) and don't confirm the result of this research. Because Safarzadeh et al, in their research Had concluded that Consumers' Age Variable is effecting on Preference of "Brand" by the consumers. The result of Second minor Hypothesis has showed that there is significant and direct relationship between Consumers' Social Status and Preference of "Brand" by the Consumers. The type of correlation between two variables was positive (direct) and significant level was calculated and it was less than the alpha level, it indicates that level of Preference of "Brand" in the Consumers with high Social Status is more than Consumers with low Social Status. The result of Third minor Hypothesis has showed that there is significant relationship between Consumers' previous buying experience and Preference of "Brand" by the Consumers. The type of correlation between two variables was positive (direct) and significant level was calculated and it was less than the alpha level, it indicates that level of Preference of "Brand" in the Consumers with pleasant experience in previous buying is more than Consumers with unpleasant experience in previous buying. Social status is position, rank and status that generals based on income, education, occupation and other social important elements gained and can said they have explained the consumer's consumption patterns reflect his social class status. This factor (consumption patterns) to determine consumer buying behavior is even more important than income. People tend to synchronized themselves with current social class status in society or higher social level. Therefore, they are more likely to buy products from brands, indicating the high reputation of the brand, welfare and social class they have. In relation to social group's norms consumer, pressure of reference groups can be used to make consumer products will be the major luxury brands (Ebrahimi et al., 2012: 9). One of the variables according to Pearson correlation coefficient has a positive and significant relationship with preferred "brand" by consumers, was with social value of goods. In line with the results of hypothesis, the Kim et al (2010) evaluation of social value with the image of financial gain, sophistication, social conditions acceptable and consistent with their long and have risen. It is extremely valuable to consumer's loyalty to "brand" effect and indicating consistency and versatility in media distribution. Choo et al (2012) in their study, commodity prices as a sign of prestige for consumers have found (Lee et al., 2013: 489)

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