



## THE STUDY OF RELATIONSHIP BETWEEN MARKETING MIX AND CUSTOMER PURCHASE INTENTION (CASE STUDY: ARIAN COMPLEX CO.)

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### **ABSTRACT**

*Every company or firm should determine for themselves what is the goal and where would it wants to go and how to achieve it. They never should move forward without plan and just by chance. The progress of each company depends on strategic and marketing plan. In addition of cultural, social, personal and psychological position factors, eventually purchase intention of all customers affected by various elements of the marketing mix and their decision depends on the product and its features, pricing and payment practices, facilities and distribution methods and persuasion and promotion methods. This study examines the relationship between marketing mix and purchase intention of customers in poultry Line Arian complex. The populations are 100 customers and sample sizes according to Morgan table are 80 respondents, collected data tool is Likert's five-item questionnaire, which its reliability was calculated through Cronbach's alpha. Data were analyzed by T test that results show a significant and positive effect of marketing mix elements on purchase intention of customers.*

**Keywords:** marketing mix, purchase intention, customers

## **Introduction**

In today's competitive world, customers are the primary focus of companies and their satisfaction is the main cause for competitive advantages of companies. The necessity for customer satisfaction is fully meet their needs and accurate identification of needs, expectations, desires, abilities and limitations of them in purchasing the product. With access to such information, we could recognized the affective factors on customer's purchase intention and use them in the company's marketing decisions. The company's products must be in accordance with Customer benefit (Salar, 2006).

Customer behavior in the market was always attractive for economists, manufacturers and sellers. Economists are mainly created a mathematical model for customer behavior based on their logical thinking and creating production strategy on the basis of this template. Sometimes customer's emotions are stronger than logical thinking in decision-making. Contrary to the thought of entrepreneurs and business developers in many cases, customer behavior is not consistent with basis and conceptual framework of products suppliers. This means that in the design of new business and the market valuation of a product, we always look to a range of customers with different tastes and budgets. And we think that we can supply a range of products to cover all tastes and budget range. Purchase intention is defined as consumer sentiment to prepare a product and behavioral intention is defined as a mind state that reflect a person's decision to do the behavior. So having a better understanding of the behavioral intentions of consumers can help marketers to establish better communication with the target group (Masumi, 2015).

### **Need of Study:**

Marketing mix is one of the important categories in the decision making and evaluations related to market of an agency that includes commercial and competitive future of each firm and company. In livestock and poultry industry, the number of countries that have the science and technology known as the line is less than the number of fingers in the world and countries such as America, Britain, Brazil, India, Germany, France, the Netherlands and Iran are the only owners of this ability. According to the importance of line in the country, study the factors affecting line marketing margins seems necessary. Marketing mix variables are independent variables and customer's purchase intention is the dependent variable. It is natural that attention

to the marketing mix and its effect on increasing sales, especially in the field of poultry can create a bright spot however small in the demystification of these categories and more correct understanding, and added a limited knowledge to the current theoretical knowledge in the field of marketing mix and its effect on purchase intention, In addition to understanding the impact of marketing mix elements, in addition to understanding the effect of marketing mix elements, by recognizing the existing strengths and weaknesses, we can present solutions in order to improve the existing situation. The researchers sought to the question whether there is a relationship between marketing mix and customer's purchase intention?

Mix or marketing mix is a combination of controllable factors that companies can by adjusting each one of them, creating necessary buoyant in profitability, customer satisfaction and competitiveness in today's competitive world. Marketing Mix in the Oxford English Dictionary is defined: factors that company can influence customer's purchase intention by controlling them, and in the combination of these factors ultimately improve the status of certain products on the market or affect certain segments of the market, marketing mix is a tool that by its analysis we can use it to propose a market products to the market.

### **Concepts and Comments**

The definition of marketing: Marketing is the result of any operation that provide goods and services for people and this operation starting from production and end in consumption (Aghdaie, 2009).

The emergence of 4P concept: in various texts 4p marketing concept has been accepted as a principle. 4p is abbreviation of 4 words product, price, promotion and place.

The concept of marketing mix was introduced for the first time in 1950 by Neil Borden and was known to 4p (Granros, 1997). The marketing mix overcomes traditional methods and models of market management such as functionalist method of Alderson along with other systemic methods and parameter theory that was developed by the Copenhagen University in Europe, and new ways of such a product perspective, functional perspective and geographical perspective were met with such a fate. Only a few of these models have been able to maintain its survival in the face of 4p (Granros, 1997).

Marketing Mix is a set of variables (Tools) to know that their company's marketing mix to respond to the target market. Marketing mix includes all the things that companies can do to influence demand for its products (Kotler, Armstrong, 2012).

With the arrival of the 50s and marketing mix plan, many developments has been done in the broader explain of this word. But major role of marketing experts in developing this word attributed to Jerome McCarthy in which four elements of marketing mix are product, price, place and promotion raised by him and defined as follows:

**Product:** one Person is imagined out of himself the certain things that satisfy his demands that call it products. These products meet the demands of any size are worthy. It is important that the product concept should not limit only to physical objects. A key factor in any product is the service that offers and the benefits that are valuable to the buyer. In fact, anything that will provide a service or to meet the need, can be considered as products that include people, places, organizations, services and ideas. In this element of the marketing mix topics such as; product variety, quality, product plans, specifications, brand name, size, packaging and warranty arises. (Kotler, Armstrong, 2012).

**Price:** most people that are responsible for decision-making for the price of product (service), ask themselves that at what price should sell the product (service)? But even better is that people who determine the price does indeed ask themselves how much customers are willing to pay for this product? Price is the amount that the customer is willing to pay to get a valuable product. Generally is considered based on the monetary concepts, but can also be exchanged for anything of value. In the bank transaction price is manifested in different ways. (Kotler, Armstrong, 2012).

**Distribution:** location, so-called distribution channel is said to be a place where the product is presented. Due to the increasing intensity of competition, presenting services in the right place and favorable places for customers is the decisive factor in attracting and keeping customers. (Kotler, Armstrong, 2012).

**Promotion:** promotion concept refers to the combination and variety of personal and impersonal relationships that organization enforces during a certain period. Promotion mix include five

elements, advertising, sales promotion, public relations, direct marketing and personal selling. (Kotler, Armstrong, 2012).

Customer: from Gandhi perspective, the customer is the most important person in business. Customer is not dependent on us, we are dependent on customer. The customer does not interfere in our work and the goal in our activities. (Zainal, 2013).

In market culture, customer is a person that has the ability to buy the product or get a service. He/she is properly study about his/her needs and selecting by considering the existing conditions and facilities.

Customer purchase intention: in management literature, purchase intention is defined as a prediction of future purchases (Heydarzadeh, Taghipoor, 2012). In other words, show that the consumer may have had plans to buy a certain product at the present time or at the future.

The researchers can use purchase intention as an indicator of consumer behavior, so positive figure indicates that customer has changed to the actual purchase, so increase in purchase intention means increasing the likelihood of purchase at the future (Jung et al., 2009).

Purchase intention have all motivational factors that lead to real behavior and reflects the extent to which consumers are willing to try to do behavior and no matter how high purchase intention is, there is more likely that actual purchase occur. Purchase intention can predicted from attitudes, subjective norms and perceived behavioral control (Bachloda, Halimi and Fakher, 2012).

Often purchasing scale is used to identify the possibility of buying goods during a certain period of time, voluntary scales can be more effective than behavioral scales in achieving the customer's decision, because customers may be forced to buy. Behavioral intentions have motivational effects on behavior. So behavioral intentions are as the closest predictor of behavior. Purchase intention to the intention of a consumer to buy a product refers to a position based on the theory of rational action, behavioral intention is a two variable function that one is tendency to a n object and other thing is mental behavioral norm that includes understanding of normative social pressure to perform or not to perform a particular behavior and also defines a consumer intention as consumer tendency to buy the advertised product and generally, represents what we think we want to buy.

Today, purchase intention reflects the predictable behavior of consumer in future purchase decisions (e.g., product or brand that the consumer wants to buy it in the next stage) that in a significantly way help to the formation of consumer attitudes. In other words, purchase intention is considered as an attitude model for future purchase of the product. There are also two types of purchase intention: intent to repurchase and intention to buy from the store.

Repurchase intention reflects whether we predicted the repurchase of products or similar brand or not. Purchase intention from store demonstrates that in which store we planned to buy our products. In any case, purchase intention is defined as consumers' desire to do something towards an object.

Purchase intentions can be measured with a three variables scale that is amenable/unamenable, possible / impossible, probable/improbable. (Masumi, 2015).

### **Consumer purchase decision making process**

Behind every act of buying an important decision making process lies that should be reviewed. The steps that buyer spent to decide to buy what kind of products and services called "purchase decision making process". This process involves five steps as follows:

First, identify problems (need) Second, information search, third, evaluation of alternatives or options (according to the criteria of purchase) Fourth, purchase decision, fifth, behavior after shopping. (Konstadinos, 2004).

In consumer buying decision making process, one of the very basic things is careful attention to demand or ability to purchase, for example, a person has numerous needs or recognizes it or other persons will notify him/her (like the need to get married, house, cars and many other diverse products and services). Sometimes one with aware of the extreme need could not pass various stages of the process. In today's society, many young people are living in the age of marriage and their need is recognizable, but from the information search step, will encounter the problem of not being able to meet these needs and thus their decision-making process stops. This is once again clarify the difference between needs, wants and demand in the marketing. (Rosta et al., 2007).

A consumer usually spent a three-step process to buy a product or service that can be as follows:

1. Decision making process before shopping
2. Decision making process during shopping
3. Decision making process after shopping

Two factors placed between purchase intention and purchase. One of these factors is the attitude of others, which means that the customer wants to buy, for example, Canon between different cameras, but the attitude of others affected his intention and caused to buy the cheaper camera.

The second factor is the effect of unexpected factors, despite the fact that customer according to his/her expected revenue, cost and expected benefits of the product, purchase intention is formed for him/her, but unexpected factors may be change the purchase intention (Masumi, 2015). Consumers decided to choose a brand with regard to two fundamental aspects.

**1. Rational evaluation:** Includes all the items that customers expect good performance from the product. Items such as performance (high speed vehicle), reliability and taste (like Coca-Cola), in fact, this assessment is associated with rational decision making.

**2. Emotional evaluation:** includes all the items that a consumer chooses a brand based on his/her emotional evaluation and may not be compatible with rational criteria. (Masumi, 2015).

### **Customer attitude**

Generally, the buyer in the purchase of goods and services on the one hand does not have complete information about marketing mix factors and on the other hand seek to obtain the benefits of the products offered. The buyer attitude refers to a process where potential customers with thinking, evaluation, consultation and finally decided on an appropriate source of supply, buy the product. Customer sourcing process is called "buyer attitude". Generally, buyer attitude have 5 dimension, including value, performance, amount, diversity and benefits. In the following, each of these aspects is discussed in detail (Bennett, 1997).

### **Value**

Apart from the obvious characteristics of value such as quality, fitness for purpose, reliability and so on, price, performance and reputation of the supplier is also important for the buyer. In addition, buyers seeking technical capacity and symbolic features such as uniqueness, unreplaceable, and position of mark. But there are other considerations in the meantime. The

value does not depend solely on money and other issues are also important for the buyer, such as physical effort, distance and time required to find a suitable source of supply. As well as problems such as multiple interfaces of the product and exclusive source of supply may also be effective.

### **Performance**

Legitimate and efficient source of supply, can be dependent on person's closeness to a resource. So distance is important for the buyer. Not only depends on distances, access, choice, freedom to choose and afford of buyer, but also depends on time that often it is the most important factor.

Brand strength and reputation, repeatability, repurchasing capability, shopping results and the Shelves are also effective in performance. Overall performance occurs when the buyer generally accessible to suppliers that comply with their expectations.

### **Amount**

One of the problems associated with targeted model that can be seen in marketing is the limited nature of some of the products (goods and services) for delivery to the buyer. For example, a mechanic who needs a piece and had to buy a whole series of these pieces, or someone who wants to go to a party and rent an outfit for a night party, but he had to take an outfit that its duration of rent is three days. These are examples of economies of scale in the store and seems cannot attract the favor of the buyer. In fact, the economies of scale in terms of cost is detriment to the buyer. The amount depends on factors such as quantity, number, divisibility, stability, spare parts, package size and etc.

### **Diversity**

Customers need to have freedom of choice. The ability to choose is often ignored by manufacturers of goods and services and also marketers. Selection is inalienable right of customer and an essential element in effective marketing. Many people in their choices have limited. Deeper understanding of diversity can generated broader view of consumers. But selection could be guaranteed not only by providing a variety of products, but also with a variety of prices, variety of payment methods and delivery, after-sales service diversification, insurance, warranty and etc. supplier's Economies of scale is caused non-diversified products, which would

entail negative points for the supplier. For example, on clothing, limiting the buyer to choose the desired size, creating the potential failure in buyer and in crisis causes a change in Mark and even replace of supplier.

### **Advantages**

Customers are seeing the advantages of the product and see if it meets their expectations, continuing relationships with providers. Major and coherent nature of the sourcing process depends on that customer identify that his/her source is presented the best advantages.

A variety of problem solving for purchasing: sometimes consumer is not followed five stages of purchase decision making process and due to the type and level of importance of purchase issue, ignored some of them.

Purchases and products that decisions are more difficult about them and require more obsessed has one of these three parameters: 1) expensive, 2) may have serious personal and social consequences, 3) the buyer has a special role or value. Purchasing products like cars or audio-visual devices is not like purchasing toothpaste or soap, but decision about them is more difficult and time consuming. (Rosta et al., 2007).

Researchers is considered three general methods according to the importance of products for consumer, and his/her awareness of product for consumer purchase process that includes:

**1. A typical problem solving.** During a brief time, consumer identify the question and takes his decision and do not require much effort to seek external information and evaluate options (Rosta., et el, 2007), this type of decision making occurs when buying cheaper and those king of goods that the number of purchase is relatively high.

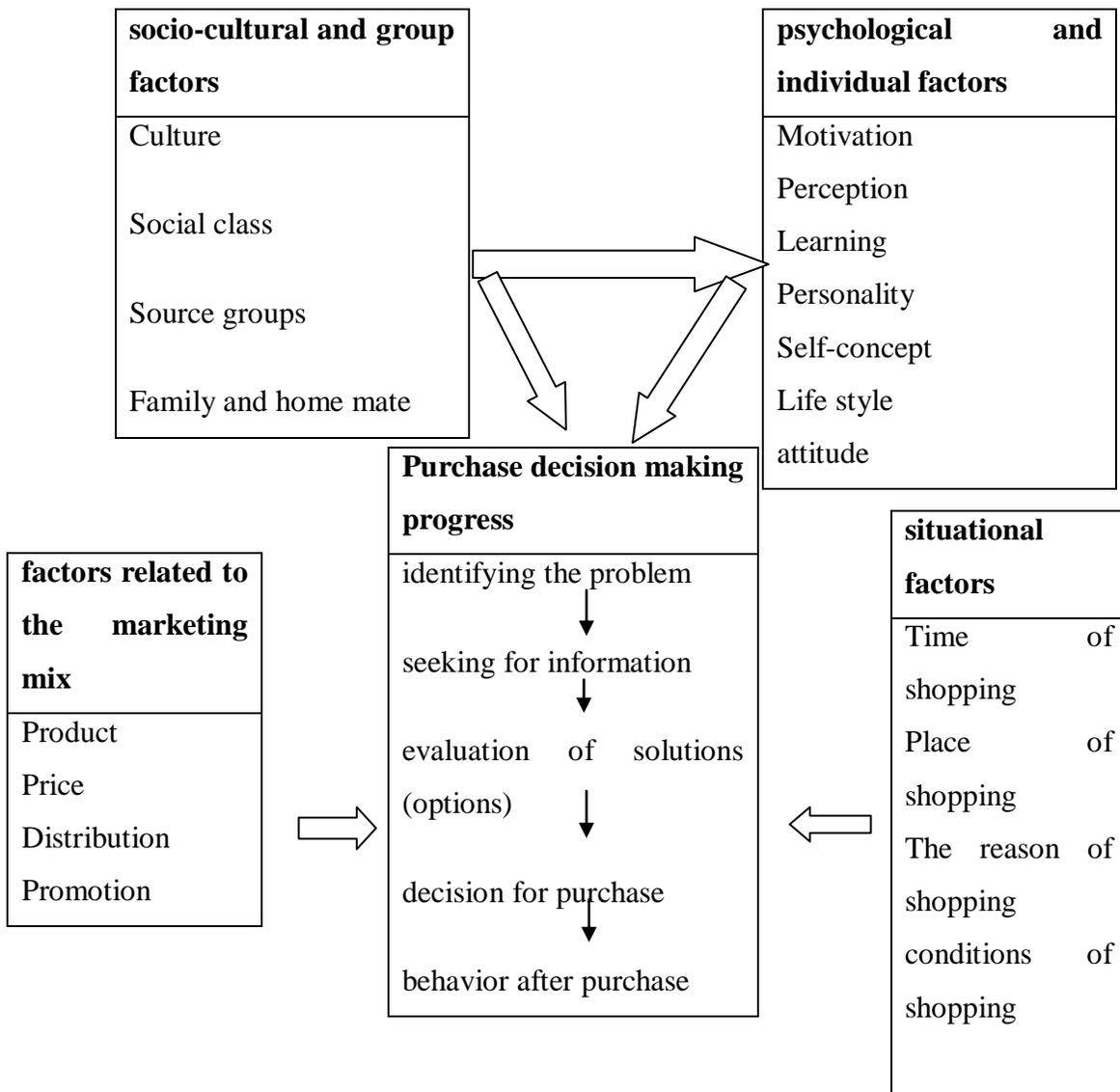
**2. Limited problem solving.** In this way, consumers usually seek information and afford from friends to evaluate the solution. Some brands may be assessed. Here, the products are known and Marks are unknown. This method applies for choosing a restaurant for dinner or buy flatiron or razors. In the case of these products, more time and effort is required than conventional products. (Rosta., et el, 2007).

**3. Complex problem solving.** In this way, each of five stages of purchase decision making process is used and more time and effort is required to search for information, and identify and

evaluate options. Unknown products such as computers, audio – visual systems, investing in stocks and bonds for the first time will be assessed from different aspects. Companies that offer such products, implementing a significant effort to inform and educate their consumers. (Rosta et al., 2007).

### Factors influencing the purchase decision process

Purchase decision making process is under variety Factors that the most important one is shown in the following figure. These factors includes: socio-cultural and group factors, psychological and individual factors, situational factors and factors related to the marketing mix.



(Rosta, et el., 2007)

## **The research hypothesis**

1. There is a positive and significant relationship between product element and purchase intention of customers.
2. There is a positive and significant relationship between price element and purchase intention of customers.
3. There is a positive and significant relationship between distribution element and purchase intention of customers.
4. There is a positive and significant relationship between promotion element and purchase intention of customers.

## **Research Method**

The population of this research includes all customers of the company((100)) and sampling method is simple random that based on Morgan Table 80 people were chosen.

The study was examined the issue by using preliminary and secondary data; methods for the collection of secondary data Library study was used and to obtain preliminary data 5-item Likert questionnaires was used. K-s test was used for Normality and T test was used to examine the hypotheses.

## **The hypotheses testing**

**First hypothesis: Product element of the marketing mix has a positive effect on customer purchase intention.**

To examine the hypothesis, one hypothesis and null hypothesis arises as follows:

$H_0: \mu \leq 3$

$H_1: \mu > 3$

That statistical indicators and results of T test are as follows:

Table1. Statistical indicators related to product element

Number	mean	Standard deviation	Standard error
80	3/509	0/970	0/108

Table1.1 the T test results of first sub-hypothesis of research

The test criteria = 3					
Statistics	Df	p-value	Mean difference	95% confidence interval for mean difference	
				Lower bound	upper bound
4/698	79	0/000	0/5094	0/2935	0/7252

According to the fact that obtained mean (509/3) is bigger than hypothesis mean and obtained significance level (p-value) is less than 0/05, so H0 is rejected and H1 is confirmed based on the effectiveness of product element of the marketing mix on customer purchase intention.

**Second hypothesis: price element of the marketing mix has a positive effect on customer purchase intention.**

To examine the hypothesis, one hypothesis and null hypothesis arises as follows:

H0:  $\mu \leq 3$

H1:  $\mu > 3$

That statistical indicators and results of T test are as follows:

Table2. Statistical indicators related to price element

Number	mean	Standard deviation	Standard error
80	4/041	0/653	0/073

Table2.1 the T test results of second sub-hypothesis of research

The test criteria = 3					
Statistics	Df	p-value	Mean difference	95% confidence interval for mean difference	
				Lower bound	upper bound
14/255	79	0/000	1/0406	0/8953	1/1859

According to the fact that obtained mean (4/041) is bigger than hypothesis mean and obtained significance level (p-value) is less than 0/05, so H0 is rejected and H1 is confirmed based on the effectiveness of price element of the marketing mix on customer purchase intention.

**Third hypothesis: distribution element of the marketing mix has a positive effect on customer purchase intention.**

To examine the hypothesis, one hypothesis and null hypothesis arises as follows:

H0:  $\mu \leq 3$

H1:  $\mu > 3$

That statistical indicators and results of T test are as follows:

Table3. Statistical indicators related to distribution element

Number	mean	Standard deviation	Standard error
80	4/116	0/718	0/080

Table3.1 the T test results of third sub-hypothesis of research

The test criteria = 3					
Statistics	Df	p-value	Mean difference	95% confidence interval for mean difference	
				Lower bound	upper bound
13/895	79	0/000	1/1156	0/9558	1/2754

According to the fact that obtained mean (4/116) is bigger than hypothesis mean and obtained significance level (p-value) is less than 0/05, so H0 is rejected and H1 is confirmed based on the effectiveness of price element of the marketing mix on customer purchase intention.

**Fourth hypothesis: promotion element of the marketing mix has a positive effect on customer purchase intention.**

To examine the hypothesis, one hypothesis and null hypothesis arises as follows:

H0:  $\mu \leq 3$

H1:  $\mu > 3$

That statistical indicators and results of T test are as follows:

Table4. Statistical indicators related to promotion element

Number	mean	Standard deviation	Standard error
80	4/309	0/577	0/064

Table4.1 the T test results of fourth sub-hypothesis of research

The test criteria = 3					
Statistics	Df	p-value	Mean difference	95% confidence interval for mean difference	
				Lower bound	upper bound
14/255	79	0/000	1/0406	0/8953	1/1859

According to the fact that obtained mean (4/309) is bigger than hypothesis mean and obtained significance level (p-value) is less than 0/05, so H0 is rejected and H1 is confirmed based on the effectiveness of promotion element of the marketing mix on customer purchase intention.

**According to the obtained results, the following recommendations are expressed:**

1. One-sample t-test results of the first hypothesis show that product features, resistance to heat product quality and low loss at first week will have the greatest effect on customer's purchase intention, therefore, it is strongly recommend to the authorities of poultry line Arian complex to continue activity in market by considering these factors, making plans to improve and strengthen targeted indicators. However, at the option of Arian chickens resistant to the disease, most answers were unique, which indicates the lack of knowledge or confidence of customers to this issue, Therefore, it is recommended that authorities planning to resolve this ambiguity.

2. The results of one-sample t-test of second hypothesis show that features related to the price has positive effect on customer's purchase intention, so, it is recommended to the authorities of poultry line complex, by considering these factors and the adoption of appropriate policies and flexible pricing according to the type of market, try to satisfy more customers and increase share and penetration in market.

3. The results of one-sample t-test of third hypothesis show that features related to the distribution channel has positive effect on customer's purchase intention, so, it is recommended to the authorities of poultry line complex by considering these factors, planning for targeted indicators, and it recommended to those that has a role in decision making for poultry line complex in order to change the system of marketing channels (officially called distribution channels) think about Individual marketing channels system to horizontal or a vertical marketing channels system (by necessity).

4. The results of one-sample t-test of fourth hypothesis show that described method in promotion element has positive effect on customer's purchase intention and Poultry Lines Complex need to strengthen these procedures and use modern methods.

At present, Arian brand in addition to advertising the product, really need to defensive advertisement (which is a form of corporate advertising and it is used to express opinions against the questionable issues). Therefore, it is suggested that the authorities try in order to provide and allocate the required advertising budget for this important work. It is also recommended before any kind of advertising costs for products by necessary evaluation determine the appropriate advertising mix and in this way introduce your products to market. Overall, the results of four hypothesis indicate that adequate attention to the constituent elements of the marketing mix, increase market share and attract and retain customers in today's highly competitive market. Therefore, it is recommended to the authorities of poultry Arian line complex recommended that do not hesitate in this case, because attention to the marketing mix is not a cost but an investment.

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Questionnaire for the relationship between marketing mix and customer's purchase intention

Option	Totally disagree	Disagree	No comments	Agree	Totally agree
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Number	1	2	3	4	5
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	Question	1	2	3	4	5
product						
1	The quality of poultry line Arian complex products is effective on customer's purchase intention					
2	The resistance of Arian chickens to heat is effective on customer's purchase intention					
3	The low percent of Arian chickens loss in the first week is effective on customer's purchase intention					
4	The resistance of Arian chickens to disease is effective on customer's purchase intention					
Price						
5	The reasonable price of Arian chickens is effective on customer's purchase intention					
6	Selling by credit (like check) is effective on customer's purchase intention					
7	Free consulting and helping to the customers in order to reduce total cost of customers.					

8	Discount price (to buy generic and R) is effective on customer's purchase intention					
Distribution						
9	Suitable transportation to the sale center is effective on customer's purchase intention					
10	Speed in product delivery to the customer is effective on customer's purchase intention					
11	The right time to deliver chickens is effective on customer's purchase intention					
12	Following hygiene principles in distribution center is effective on customer's purchase intention					
Promotion						
13	The strategy for dealing with loyal customers is effective on customer's purchase intention					
14	Active participation in the exhibition and related seminars is effective on customer's purchase intention					
15	Providing Catalogs and detailed technical information to customer, dancing is effective on customer's purchase intention					
16	Taking into account the mutual interests in relationships with customers is effective on customer's purchase intention					