A survey of the relationship between brand selection strategy and consumer purchase behavior (Case study of Pegah company of Hamedan)

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ABSTRACT

The present study aimed to investigate the strategy of brand selection and consumer purchase behavior (case study of Pegah Hamedan Company). The present study method is descriptive (non-experiment) and survey. The study population is the brand products consumers in district 1, 2 of Municipality of Hamedan including 384 consumers. They were selected by Morgan and Kerjicie Table by random cluster method. Two standard questionnaires are used in this study. The above questionnaires are based on five-item Likert scale and all the questions are close. Cronbach’s alpha value for brand questionnaire is 0.746 and Cronbach’s alpha for consumer behavior questionnaire is 0.807. The values are above 0.7 and they show the reliability of these two questionnaires. The results of the study showed that there is a direct and significant relationship between brand selection strategy and consumer purchase behavior. Among four dimensions, three aspects as value, by-product and strategy behaviors of brand selection have significant and direct relationship. It means that the changes in brand selection strategy lead to fluctuation in consumer. Only among the brand selection strategy norms and consumer purchase behavior, there was an inverse and significant relation.

INTRODUCTION

Today, the main capital of most of business is their brand. Brands are designed to enable the consumers identify the products and services having specific benefits for them [11]. A brand is an important guidance for a potential customer. In July 1990, Bernard Tapie purchased Adidas and defined his reason simply: After Coca cola and Marlboro, Adidas is the most famous brand in the world [1]. The consumer behavior is like sea in which each person only knows a part of it, consumer behavior is formed under the influence of internal and external factors and as consumers are in a changing and dynamic environment, to recognize this permanent trend and creating a marketing mix for a defined market, marketing managers should have exact recognition of consumer behavior. According to Mc Daniel, consumer behavior explains the consumers purchase decision and using goods or purchased service. The study of the consumer behavior includes the analysis of effective factors on purchase decision and using change [13]. The study and evaluation of the factors effective on consumer behavior and the investigation of the effect of each of factors on behavior leads to achieving a perception of consumer behavior and marketers only in this case can present the product to be consistent with the needs and desires of consumers and they present the goods as the result of effective factors on consumer behavior and fulfill their maximum satisfaction [2].

Based on the items, the present study investigated the relationship between brand selection strategy and consumer purchase behavior (case study of Pegah Company of Hamedan). The specific goals of study are the investigation of the relationship between value, norms, by-products and brand selection behaviors and consumer brand purchase. Based on the necessity and importance of the present study, serious competition and variety of consumers provided the conditions in which companies consider mostly the buyers behavior. Brand is one of the assets with high value for a company. Producing a product with a brand needs wide and continual advertising to make the image of the brand alive. This requires production of high quality products or services that along with effective advertisement, creates qualitative image of product in the mind of consumer. Thus, the importance and
necessity of relationship between brand and sale is defined here and selling brand needs its management skill in foreign markets and each market should be studied and evaluated well to use the most effective policy [12].

The process of consumer selection is relatively partial for exclusive and competitive industries. Regarding total competition, competitive forces assure the consumer that the features of a brand are similar to the features of all other brands. There is only one brand regarding exclusion in which the consumer should collected the information of features gradually. Although exclusive competitive industries show specific problem for collecting consumer information, not only there are many brands among which the consumer should select, there is a combination of brands features different from any other brand with general styles. The direction to which the consumer considers depends upon his involvement. The extent to which the consumer is satisfied with evaluation of brand features and he can evaluate those features. The framework we can propose assumes selected situations for consumer in which a below-optimal brand is selected and it is costly to guarantee the required participation but it is not as costly as it is required for information collection.

**Brand concept:**

The integrated relations of marketing is a process for a goal and its goal is brand and beneficiaries relations and explaining these two final products is integrated marketing relations. The companies produce goods and service but sell brand. The more the competitor products and distributed among the items, the more vital the customer relations [3]. Brand is more than product, cars, current account, chocolate, shoes repair, computers and health care are products. Brand makes a distinction between a car or current account. Consider Universities, at its basic form, they present similar products-“ training”, all of them have lecturers, students, classrooms and buildings. Despite all the similarities, there are basic differences among them. These differences are determined based on quality of lecturer, variety of courses, number of students, situation, success of sport teams, quality of facilities and stock market and other items. When their difference is considered, they become brands. Their brand is what making the product distinct in a similar class [4].

**Strategies of brand formulation:**

The major questions of marketing integrated relations are brand identity management and taking benefit of brand already finding its position. Due to the increase of brands value, the term brand management has new concept and it means production line management of a product. Today, its concept is assuring as image and brand perception are maximized. This type of management is increasingly an important field of marketing. Today, there are more brand consulting companies as Interbrand and Brand Trast and all of them help the companies to formulate brand strategies. An important aspect of marketing integrated relations is that the firms create their brand identity and use it. This is because the brand themselves send strong messages addressing empathy, feeling and attitudes. Brand strategies are the methods to maximize the impact of relations on brands. As brands are very valuable, the companies should think about the most sensitive elements of brand strategy as Brand Extensions, Multi-Branding, Common brand, Ingredient Branding, Brand Licensing [4].

**Consumer behavior:**

Consumer behavior is a new field and Mowen defines it as:

Consumer behavior is the study of purchase units and trading processes in purchase, consumption and discarding the goods, services and idea. Consumer behavior is one of the new issues of marketing. The first book in this regard was written in decade 1960 but in the past there were some books regarding marketers using Freud ideas in 1950s. Generally, consumer behavior is a challenging issue and includes people and what they buy, why and how their purchase is marketing and mixed with it and market and it can be considered as a delicate issue as behavior of people is not vivid always and their performance as consumers is not predicted mostly. The buyers behavior is based on their values, beliefs, attitudes to the world and their position in the world and their image and their expectation of others regarding this attitude, of logical and true judgment and sudden motivation and desires. One of the effective factors on consumers behavior is brand. Brand is an important component of goods from the view of consumers. For example, most of the consumers consider the perfume glass “ White Lenen” as an expensive product with high quality but this perfume in an ordinary glass is not with the same quality but both of them have the same smell [5].

Value dimension: Literally, what is useful, desirable or admirable is of great value for a person, group. Indeed, we can say value is one of the most fundamental factors to determine thought, action or people actions and formation of social life. Thus, values are criteria giving meaning to the general culture and society.

Alen Biru considers value as the ability of one object (thought or person) to fulfill a tendency, need or desire. Brand equity was defined in 1988 by American Marketing Science Institute as it is a set of behaviors and relations of brand consumer, network members and brand channel and holding company as the brand can achieve more profits compared to the condition without brand.
Norms dimension: According to sociology, norm is a behavioral model regulating social reactions relations. Majority of society consider themselves resorting to it and if it is not observed, the society punishes him (Ibid, 249).

Alen Biru considers norm as the law or principle leading to the direction of a behavior (Sarukhani, 1987, 249). Bruce Koen defines norm as common behavioral model or behavioral criteria (Salasi, 1991, 74).

By-Products dimension: By-products have full dependency with the process leading to production. In some industries, the items that are by-products are called wastage. Industrial accounting issues have close relation with management view to this issue but in industrial accounting, by-products are part of main product. It can be said the main product is composed of some by-product and by-product has complementing role in producing main product.

Behaviors dimension: It is the behavior of the response the organization gives to external motivation. In other words, it is reactive behavior to an action or external action of a live creature. This behavior is more complex than other creatures. This complexity is wide mental processes of human being as considering the psychological knowledge.

Review of literature:
- Samadi et al., evaluated the impact of brand dimensions on re-purchase intention of customers from Refah chain stores in Tehran city. The results of the study showed that brand evidences (main service, employees, brand, service environment, price, feelings and consistency with personal interpretation) and brand relations had direct impact on satisfaction, attitude and behavioral intentions. Firooz Asgari (2009) evaluated brand and its impact on sale. Using brand for products besides eliminating the customers confusion is of great importance for their decision making and is used to identify the goods or services of a company or group of companies and making these goods or services distinct from the goods and services of competitors. Brand is a value or asset for organizations. A strong brand leads to better perception of customer of brand image and improving brand distinction aspect and much sale. Brand and other quality signs follow to common goals: Supporting the product and improving product.

Our future world is the world of brands and the goal of brand naming is segmenting the market.
- Based on consumer styles indices (CCA) developed by Sprull and Kendall, Qolizade investigate the purchase style of Shampoo consumers. The hypotheses were including: Considering the quality, brand, innovation, enjoying, price, loyalty to brand, immediate purchase and ambiguity of various selections of product had significant impact on buying cosmetic products. Finally, only the hypotheses of quality and loyalty to brand are supported.
- The investigation of the impact of consumer knowledge of product and brand on evaluation of brand development (Case study of Nieva).
- Chernatony, Dall Elmo Raily and Berry investigated brand from various aspects in various fields and presented different models. Regarding the models presented for service brands by these researchers, some dimensions are common and others are restricted to one or some models. For example, one of the common dimensions of service brand in these models is brand, main product, feelings and experiences. However, some dimensions as price, image of customer and service view, verbal advertisement, public relations and advertisement are only restricted to some models. The analysis of these models provides a framework to develop the study and discovery of the dimensions of brand in service sectors [9].
- Hult et al., referred to two important points regarding measurement of organizations performance:
  First: Creating theoretical bases for the studied variables to measure the performance and their true selection.
  Second: Presenting a good study method coordinated with the selected variables.
  Study hypotheses
  Main hypothesis of study
  There is a significant association between brand selection strategy and consumer purchase behavior.
  Sub-hypotheses of study
  1- There is an association between the value dimension of brand selection strategy and consumer purchase behavior.
  2- There is an association between the norms dimension of brand selection strategy and consumer purchase behavior.
  3- There is an association between the by-product dimension of brand selection strategy and consumer purchase behavior.
  4- There is an association between the behaviors dimension of brand selection strategy and consumer purchase behavior.
  Operational model of study
Fig. 1: Operational model of study

**Study method:**

The present study is survey-descriptive and correlation and it is applied in terms of purpose. The descriptive studies are composed of some groups and this study is survey-cross section. The study population is consumers of dairy products in Hamedan (district 1, 2 of Municipality of Hamedan) and the sample members are selected randomly. The sample size of the study is estimated by Morgan Table and based on study population, 384 people are determined. Based on the coverage level of products or brand of Pegan among the consumers and time limitation, census was not possible and cluster sampling method without alternative was used. The people in society are classified in some sets and it is assumed similar in each cluster. The defined clusters in this study are all the consumers of dairy products in districts 1, 2 including 2 clusters. Of 768 distributed questionnaires, 384 questionnaires are collected and analyzed. Two standard questionnaires are used in the study. The above questionnaires are based on five-likert scale and all the questions of two questionnaires are close. The validity of the study is analyzed by SPSS software and by KMO index and Cronbach’s alpha for brand questionnaire is 0.746 and consumer behavior 0.807. The values are above 0.7 and it shows the reliability of these two questionnaires.

**The study findings:**

At first, before analysis of study hypotheses, it is required to use kolmogorov smirnov test to investigate the normality of study variables.

\[ H_0 : \text{The variable has normal distribution} \]
\[ H_1 : \text{The variable has no normal distribution} \]

Table 1 investigates the normality of study variables.

<table>
<thead>
<tr>
<th>Study variables Usefulness statistics</th>
<th>Consumer behavior</th>
<th>Brand selection</th>
<th>Value</th>
<th>Norms</th>
<th>By-product</th>
<th>Behaviors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance level</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Based on the above table, it can be said the significance of all the study variables is smaller than 0.05 and the variables are non-normal.

Table 2: The coefficient of Spearman correlation test

<table>
<thead>
<tr>
<th>Main hypothesis of study</th>
<th>Correlation coefficient</th>
<th>N</th>
<th>Significance level</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a significant relation between brand selection strategy and consumer purchase behavior</td>
<td>0.252</td>
<td>384</td>
<td>0.000</td>
<td>Support $H_1$</td>
</tr>
<tr>
<td>First subhypothesis</td>
<td>Correlation coefficient</td>
<td>N</td>
<td>Significance level</td>
<td>Result</td>
</tr>
<tr>
<td>There is a significant relation between value dimension of brand selection strategy and consumer purchase behavior</td>
<td>0.195</td>
<td>384</td>
<td>0.000</td>
<td>Support $H_1$</td>
</tr>
<tr>
<td>Second subhypothesis</td>
<td>Correlation coefficient</td>
<td>N</td>
<td>Significance level</td>
<td>Result</td>
</tr>
<tr>
<td>There is a significant relation between norms dimension of brand selection strategy and consumer purchase behavior</td>
<td>-0.105</td>
<td>384</td>
<td>0.040</td>
<td>Support $H_1$</td>
</tr>
<tr>
<td>Third subhypothesis</td>
<td>Correlation coefficient</td>
<td>N</td>
<td>Significance level</td>
<td>Result</td>
</tr>
<tr>
<td>There is a significant relation between by-product dimension of brand selection strategy and consumer purchase behavior</td>
<td>0.141</td>
<td>384</td>
<td>0.006</td>
<td>Support $H_1$</td>
</tr>
</tbody>
</table>
Fourth subhypothesis | Correlation coefficient | N | Significance level | Result
--- | --- | --- | --- | ---
There is a significant relation between behaviors dimension of brand selection strategy and consumer purchase behavior | 0.263 | 384 | 0.000 | Support $H_1$

The analysis of the evaluation of main hypothesis of study: As shown in Table 2, the evaluation of first hypothesis showed that significance level (0.000) is lower than 0.01 and by confidence interval 99%, there is a significant relation between strategy of brand selection and purchase behavior of consumer. Also, positive correlation coefficient 0.252 showed that there is a significant and direct relation between the strategy of brand selection and purchase behavior of consumer.

The analysis of evaluation of first subhypotheses: As shown in Table 2, the evaluation of first sub-hypothesis showed that significance level (0.000) is lower than 0.01 and it shows the error percent is lower than 1%. By confidence interval 99%, there is a significant relation between value dimension of strategy of brand selection and purchase behavior of consumer. Also, positive correlation coefficient 0.195 showed that there is a significant and direct relation between the value dimensions of strategy of brand selection and purchase behavior of consumer.

The analysis of evaluation of second subhypotheses: As shown in Table 2, the evaluation of second sub-hypothesis showed that significance level (0.040) is lower than 0.05 and it shows the error percent is lower than 5%. By confidence interval 95%, there is a significant relation between norms dimension of strategy of brand selection and purchase behavior of consumer. Also, negative correlation coefficient -0.105 showed that there is a significant and inverse relation between the norms dimensions of strategy of brand selection and purchase behavior of consumer.

The analysis of evaluation of third subhypotheses: As shown in Table 2, the evaluation of third sub-hypothesis showed that significance level (0.006) is lower than 0.01 and it shows the error percent is lower than 1%. By confidence interval 99%, there is a significant relation between by-product dimension of strategy of brand selection and purchase behavior of consumer. Also, positive correlation coefficient 0.141 showed that there is a significant and direct relation between the by-product dimensions of strategy of brand selection and purchase behavior of consumer.

The analysis of evaluation of fourth subhypotheses: As shown in Table 2, the evaluation of fourth sub-hypothesis showed that significance level (0.000) is lower than 0.01 and it shows the error percent is lower than 1%. By confidence interval 99%, there is a significant relation between behaviors dimension of strategy of brand selection and purchase behavior of consumer. Also, positive correlation coefficient 0.263 showed that there is a significant and direct relation between the behavior dimensions of strategy of brand selection and purchase behavior of consumer.

**Discussion and Conclusion:**

The results of present study showed that there is a positive and significant association between the strategy of brand selection and consumer behavior in Pegah Company. Also, the results of hypotheses showed that except norm component, there is a positive and significant association between all components of strategy of brand selection and consumer purchase behavior and there was no significant difference in terms of investigation of the brand selection strategy and purchase behavior of consumer.

Based on the hypotheses results and data analysis, some solutions are presented for improving product sale:

<table>
<thead>
<tr>
<th>Relation</th>
<th>Correlation component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behaviors</td>
<td>0.252</td>
</tr>
<tr>
<td>Value</td>
<td>0.195</td>
</tr>
<tr>
<td>By-product</td>
<td>0.141</td>
</tr>
<tr>
<td>Norms</td>
<td>-0.105</td>
</tr>
</tbody>
</table>

It is worth to mention that results and recommendations should be considered with study limitations. In addition to this study, other factors can be effective on probability of investigating the impact of consumer strategy on brand selection and this is dealt in this study. Thus, the following executive recommendations are presented for Pegah Hamedan Milk Company:

1) The attempt to increase trust of consumers to manufacturing products with solutions of quality variety, advertisement and participation in non-profit affairs.

2) Based on the satisfaction of consumers and considering the prioritization of this factor on purchase of products, after trust, we can improve quality level of products and CRM system execution.
3) Based on the significance of value relation with the selection of brand strategy, the firm should be careful regarding the products quality to be valuable for the consumer and increases the satisfaction compared to competitor products.

4) Based on the importance of consumer purchase behavior and feedbacks of using product, it is recommended that the company creates a communication line (telephone or sms and etc) and pay attention to their views.

REFERENCES