

Identify and Prioritize the Factors Influencing the Decision of Car Buyers in Iran Khodro (Case Study: IKCO Agencies of Babol)

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Abstract: Nowadays, firms that work hard and make satisfy their customers in target markets could be successful to make profits. Buyers today are faced with a host of products and expectations about the quality of goods and services which is very different from the past. Due to these facts, buyers will choose the goods and services that are more consistent with their needs and expectations. Among these industries, particularly the automotive industry which in recent years has faced the problem of excessive supply and low demand? This study aimed to identify and prioritize the factors affecting the decision of car buyers in Iran Khodro Company in Babol city has been planned. In this regard, 377 questionnaires were distributed among the companys, customers and then factors were prioritized by using SPSS 19 Software and AHP technique. The results showed that the preferences of customers in buying different types of Samand and Peugeot were matches and thus convenience, price, model and dedicated consumption were important, respectively.

Key words: Ratings, identifying the factors, customer, purchase decision, buyers

INTRODUCTION

Due to increased competition in global markets, manufacturers will need to do more to attract customers. Production must be in accordance with the wishes of customers and suppliers customer satisfaction is of sufficient quality has led to mass produce and mass consumption have meaning. Study the factors that affect consumer behavior and examines the effect of these factors is access to knowledge and understanding of consumer behavior that only in this way marketers will be able to provide a product that is more adapted to the needs and demands of consumers. Therefore, understanding consumer behavior is of utmost importance. Consumer buying decision may be influenced by many factors that are internal or external. Investigation role and effectiveness of client groups in decision purchase and consumer behavior is very important. This study aimed to identify the consumers, mental preoccupations and intellectual framework for decisions should be given. In fact, we want to answer the question of what criteria or criteria that customers consider when purchase to purchase your item. In other words, prioritize customer purchase criteria specified for the

vehicle. Predict consumer behavior in purchasing and identify the characteristics of his mind as well as prioritize these attributes in order to respond to them in the form of a systematic approach on the one hand helps the manufacturer to reduce the cost of advertising and the other practices of purchase time for the consumer. Therefore, evaluation criteria and effective decisions in purchasing the vehicles can be of great help to the car companies.

Literature review: Manufacturers need with the help of marketing experts; each of the factors influencing the purchase process to study the use of these results, goods and services tailored to the needs of consumers and provide them with the production. Cutler knows marketing and human activity in order to satisfy needs and wants through an exchange process. Consumer behavior study in which individuals or groups of processes, products, services, ideas and experiences in order to satisfy the needs and desires of selection, purchase and use or set aside (Kurt and Kirstenb, 2005).

At the time of purchase behavior is influenced by several factors such as behavior, buying behavior and position are also known. The buyer is reducing in

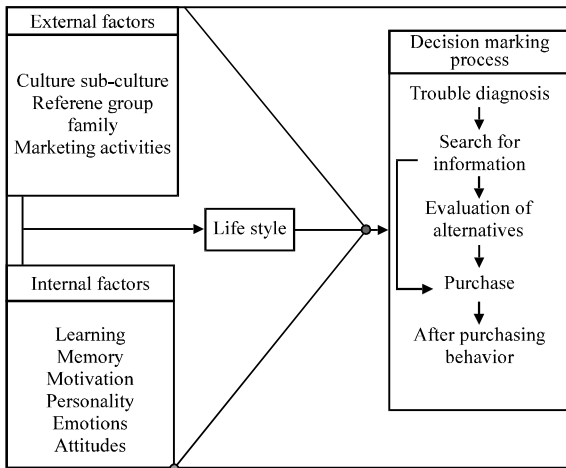


Fig. 1: The general model of consumer behavior

Fig. 1. As the figure shows, marketing stimuli, along with other stimulants into the black box of the consumer and this causes a reaction in the black box. Marketers need to understand that what is happening in the black box of buyer. One of the tools that are widely considered by scholars, promoting and choice of appropriate publicity is given to customer orientation. Willingness customer when buying goods is an appropriate guide for marketers in planning and marketing strategies. Buyer behavior is one of the key factors that can play an important role in the choice of marketing strategies. Thomas purchasing behavior is defined as follows: a collection of activities that directly to purchase, use and disposal of goods and services takes place (Harvey, 1998). One of the most important theories in the study of business is individuals' attitudes towards advertising.

Its a background to respond to a particular promotional incentives or undesirable in a special display position. Attitudes that are formed on attitudes toward advertising customers to the brand are also aimed at influencing customer purchase.

If the goal of advertising is to create a positive attitude towards advertising and branding, the increased likelihood of purchase or a positive emotional response to an ad can be evaluated as the best indicator of the effectiveness of propaganda (Brown and Dacin, 1997). Many studies show that a positive emotional response to an ad, direct and positive relationship with brand recognition and a positive attitude toward the brand and customer acquisition targets (Brown and Dacin, 1997). Since, one needs to identify the goods or services until it buys and consumes a process of continuous operation during purchase decision making process. Model of

consumer buying behavior and decision-making processes, marketing professionals has been accepted and the basis for consumer purchase behavior based on this model (Simon, 1974). Samiee and Walters (2003) in a study to estimate hedonic prices paid for the car manufacturer. Spains, per car market in the period 1981-2000 studied. Hedonic methods reasonable car market as a result of changing technology, improving the quality of the different parts of a car such as comfort, safety, performance, reliability, fuel efficient occurred, estimated Hedonic Price Equation provides the possibility that the difference between prices be explained by the different specification. Jones and Taylor (2007) studied marketing strategy in a virtual environment, the issue of the relationship between paid advertising and internet. In fact, researchers are looking for answers to the question of whether internet advertising in the creation of successful people is willing to buy.

The results indicate that once the most commercials and most efficient way to create the desire in people to the consumption of a particular, due to growth and expansion have been threatened. On the other hand, due to the lack of internet advertising and earn the trust of the population in many communities has its place as a factor in the minds of the customers.

William *et al.* (2005) in a study population of internet users and the attention of the creators of new products believe that purchasing habits during changes over time and fluctuate. In addition, because of access to new technologies such as the internet and the lack of trust and fear of the future shaken by the events of the world is constantly changing consumer trends. For this purpose, what are their purchasing habits? How they will change? And that the technique could be used to increase sales is necessary. The results of this study suggest that the diversity of living conditions, increase public awareness of new technologies and the internet, etc., attention and trust of the advertising via the internet and different sites is changing. These diverse conditions and variables, different marketing techniques are required. For a good and successful business, especially via the internet is necessary for the effectiveness of its advertising methods for choosing a product online, be understood properly in a society.

Hunt *et al.* (2006) presents a theoretical model to predict purchase behavior of customers based on the functional approach in the automotive industry, 384 in the agencies Saipa, IranKhodro, Pars Khodro and Bahman were randomly selected and evaluated through questionnaires aimed at pay his research. His results

Table 1: Consumer buying decision process

Levels	Steps
Pre-purchase process	Identification of problems
During the purchase process	Search for information and evaluation of alternatives
After purchasing process	Decision to purchase
	Consumption and assessment
	The process of future decisions

showed that the cognitive aspect of intellectual functioning and customer attitudes tend to value efficiency, achieved the greatest impact.

Jones and Taylor (2007) in his research entitled involvement purchase decision of consumers and mobile clients said that the dimensions of consumer involvement that includes the selected product, value-based pleasure, a symbolic value to, risk and risk importance of, there is a significant relationship with purchase decision. He stated that the effective involvement of managers and marketers can identify customer purchase by adding or emphasize certain features of the proposed purchase by consumers is likely to increase. Evaluation of the effect of media advertising as one of the marketing strategies in the behavior of passenger car buyers to conclude that advertising of visual, auditory and written on the behavior of passenger car buyers are effective and their impact on buyer behavior, priorities are different. Based on the results, the managers were advised each type of advertising with the proper content to the appropriate section dedicated market and the impression that some form of advertising does not apply in this industry.

Khalil in a study titled green marketing positions in consumer purchasing behavior, follow the sensitivity level of consumer awareness of environmental issues, participation in social programs related to green marketing and environmental level of attention and compliance issues their own costs. They study population, Tehran University students (campus Qom) to determine the sample size was 90 people. The results indicate that consumers are sensitive to the environment and issues arising from it and social programs and projects related to green marketing attention and been involved in them. But do not consider environmental issues in their buying behavior. Ezzati Nia carried out a study entitled Analysis and Evaluation of promotion and consumer behavior detergent products-health to assess the impact of advertising on consumer behavior detergent of Paksan Health products showed that the companys, advertising Paksan products on consumer behavior women more than men. The effect of low educational progress Paksan the behavior of consumers is more than Egypt consumers with high education and other results indicate that there is no relationship between income consumers and propaganda.

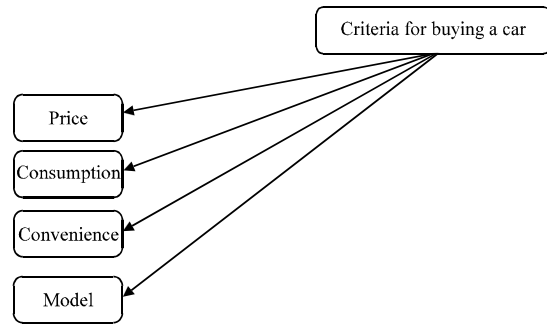


Fig. 2: Diagrams of conceptual model

IKCO company: In 2002, a 10 years plan, the company plans to achieve the status of a global level and move towards globalization. In this regard including the strategic objectives of the 10 years program to increase the quality, variety of products, especially Samand, collecting arrows, keep prices competitive and get new technologies announced the worlds, automakers. IKCO other large objects that we can seriously reduce the cost and development presence in the domestic market and export to various countries named. As well as national car Samand car production began in 2002. In 2010, a record production of 755.555 vehicles a style for the first time in the history of the region was recorded and nearly half of total light vehicle production in the country was IKCO. Also, according to the Conference for Corporate Excellence in Industrial Management Institute of Iran, IKCO Company as “top Iranian company” was introduced in the following indices: Ranked first in sales index ranked first in the employment index ranked second in the profitability index industrial groups among the countrys, top automaker selected companies around the country about twice the growth of shareholder value, improve quality indicators IDRO 40% of Iran Khodro products, cash management and sourcing requirements and optimize the supply chain can be some of the most important achievements and successes IKCO demands SAPKO in 2010 (Table 1 and Fig. 2).

MATERIALS AND METHODS

This study is applied and the way research is descriptive. To collect data for research theory, through a review of the (library) such as books, magazines and theses, articles, interviews with experts, etc. were used. In addition, a questionnaire was used to collect consumer decision parameters. First, random sampling, corporations and agencies active after identifying the samples were determined. The population in this study, customers who want to buy a car ride to visit Iran Khodro authorized

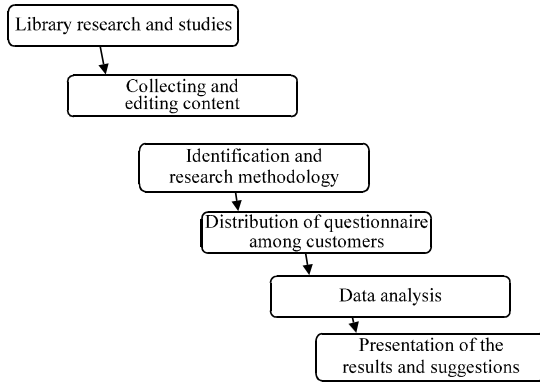


Fig. 3: Flowchart of research

agencies altogether. Noise data analysis using SPSS Software and prioritization criteria took place by AHP.

Flowchart of research: In Fig. 3, the flowchart of research is provided. The flowchart consisting of the stages of research which has six stages. The research is started by library research and studies and ended by presentation of results and suggestions. The research in the second stage, collected and audited the content and then the methodology of research has been provided. Fourth stage is distributing the questionnaire among customers and then data was analyzed using statistical software.

RESULTS AND DISCUSSION

Study reliability (Cronbachs, alpha) for 377 samples is shown in Table 2. Study it ranked as the Iran Khodro products and in this regard examines the views of customers, both in terms of variables and techniques to work both in terms of population under study is novel. In fact in this study, we tried to have a deep look at all the factors influencing customer purchase. At first, a model of consistency with vehicle sales offered Iran Khodro authorized dealers. Next, using sales representatives and experts of Iran Khodro questionnaire was designed in Babol. This trend is due to the fact that all the components in each vehicle to be itemized in Iran Khodros, products were studied is quite distinct from previous studies (Table 3-6).

Pair wise comparison matrix classification criteria call clients about the components is 206 after data collection is geometric mean they put on the table. Summary of classification call for about the components of Peugeot Pars shown in Table 5. Table 5 is matrix of paired comparisons classification criteria call clients about the components of Peugeot Pars after data collection is geometric mean they put in the table.

Table 2: Reliability of the questionnaire

Variables	Values
Scale	0.77
Price	0.71
Consumption	0.78
Convenience	0.75
Model	0.74
Entire of questionnaire	0.72

Table 3: Calculating the rate (WSV) comparative matrix with respect to the classification criteria call clients about the components of Samand

Effective factors	Price	Consumption	Convenience	Model	Weight	WSV
Price	1.000	0.533	0.425	2.402	0.198	0.809
Consumption	0.366	1.000	2.352	2.241	0.266	1.141
Convenience	2.730	1.876	1.000	2.664	0.421	1.822
Model	0.375	0.446	0.416	1.000	0.114	0.473

Table 4: Paired comparison matrix of indicators classified call clients about the components for Peugeot 206

Effective factors	Price	Consumption	Convenience	Model
Price	1.000	1.311	1.452	1.550
Consumption	0.763	1.000	1.769	1.757
Convenience	0.689	0.565	1.000	1.931
Model	0.645	0.569	0.518	1.000

Table 5: Matrix of classified paired comparison of clients about the components of Peugeot Pars

Effective factors	Price	Consumption	Convenience	Model
Price	1.000	0.471	2.153	1.817
Consumption	0.780	1.000	0.464	1.819
Convenience	2.116	1.278	1.000	2.083
Model	0.477	0.548	0.549	1.000

Table 6: Matrix of values are normalized and categorized in preference to call clients about the components of Peugeot Pars

Effective factors	Price	Consumption	Convenience	Model	Weight
Price	0.146	0.224	0.378	0.236	0.2710
Consumption	0.148	0.123	0.096	0.130	0.1232
Convenience	0.310	0.474	0.224	0.271	0.3022
Model	0.242	0.104	0.176	0.236	0.1840

CONCLUSION

The majority of customers are looking for more comfort and well-being and safety and were willing to get more features at higher cost to afford equal conditions. For example, certain components remain rear window and the electric panel heater, a warning beep moving backward while a significant difference in the two different models of the same make of car but virtually no cost difference does not create any hitches buy more expensive model with more items. Car usage also has less impact on the client component that seems close to being a coefficient of energy consumption in different models of cars. On the other hand, Iran Khodro customers mainly fuel costs are insignificant and in any case not consider as a deterrent or incentive. The price of cars compared to the models

they have been an important component and this indicates that different types of customers mainly consider a car in a level. Research showed the majority of customers to buy a car with the white side show interest and Peugeot but in other types of car models in white and show more interest. This study can be carried out by Delphi and SWOT technique that could be adjusted with the results of this study also examined. A similar study can be used for other products such as Iran Khodro and Saipa or for other companies and managers.

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