Evaluating Consumers’ Assessment of Marketing Mix in Pakat Complex and the Role of Demographic Characteristics in it

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Abstract

The concept of the marketing mix is one of the key concepts in marketing theory. By using the right combination of marketing mix, organizations can ensure their success in a particular industry. The purpose of the present study is to investigate the consumers’ evaluations of the Pakat Complex marketing mix and the role of demographic characteristics in it. Therefore this study is based on surveys of consumers of Pakat Complex food products. A researcher-made questionnaire was used to collect the data. 200 questionnaires were distributed among consumers from which 171 questionnaires were analyzed. Kolmogorov-Smirnov test was performed in order to assess the normal distribution of data, Cronbach’s alpha and SPSS software was used to measure questionnaire reliability. The construct validity of research variables and their consequent indicators was evaluated using confirmatory factor analysis by LISREL software. According to the test results, all of the research variables (apart from distribution variable), including quality, price, information, branding and packaging (marketing mix elements) were of paramount importance from the consumers’ viewpoint.

Keywords: Consumer, Food Industry, Marketing Mix, Pakat Complex

1. Introduction

Focusing on customers’ needs and identifying the type of consumer behavior and ways of selling goods and the expansion of existing markets, has introduced a novel science called marketing to the range of human knowledge. Unlike what some people think, marketing is not just short term and temporary tries for the sale of remaining or left-over goods. Marketing is the activities of human resources which is guided toward meeting the needs and desires through the processes exchange. The aim of manufacturers is to increase sales and thus achieve higher profits, which in turn enables the manufacturer to take the initiative in the market and to keep its market share. The aim of the consumer or buyer is the satisfaction from the exchange. Thus, a two-way relationship is established between these two important groups of producers and consumers, and this relationship can be studied. Marketing mix is one of the most important tools that companies use in order to increase their sales and profits. Marketing mix means a set of important categories or fields in reviews, decision makings, and evaluations related to the marketing of a firm. Each supplier, researcher, manager or marketing expert have to investigate the marketing mix of a firm in order to become familiar with the firm’s marketing issues and to make decisions about it. In other words, marketing mix consists of a series of controlled variables that companies can use in order to influence the reactions of their customers. Mccarthy introduced the marketing mix as a mix of four factors: “Product, Price, Place, Promotion”, and suggested that these four factors can be called as 4P, which consists of any action that companies can do for their goods in order to influence the demand. Even though extensive and diverse activities are effective in the development of marketing mix, 4P classification is developed in order to enable us to see the forest easier from the
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2. Theoretical Foundations and Research Background

2.1 Marketing Mix

Mccarthy (1964) defines the marketing mix as a combination of all the factors in the chain of command of marketing directors in order to meet the needs of the target market. Therefore, the constituents of the marketing mix concept, is the idea of a set of controllable variables available to marketing management that can be used to influence consumers. The disagreement in the literature is mostly about these variables or controllable instruments. Borden (1964) determined 12 elements in the concept of his marketing mix which are as follows: 1) Product planning, 2) Pricing, 3) Developing the brand, 4) Distribution channels, 5) Personal selling, 6) Advertisings, 7) Promotions, 8) Packaging, 9) Product display, 10) Services, 11) Physical management, and 12) Searching and analyzing reality. He did not considered the elements of this list as fixed or necessary, and he believed that some companies may have different lists. In addition to Borden's framework, other frameworks have been proposed, including Frey's (1961) proposed framework that divided marketing variables into two parts: Offer (Price, product, packaging, brand and services) and Methods and Tools (distribution channels, Personal selling, advertising, promotions and public relations). Lazer and Kelly (1962) and Lazer et al. (1973) have also pointed to three elements: products and services mix, distribution mix and communication mix. However, the most common framework of the marketing mix is owned by Mccarthy who has re-grouped the twelve elements of Borden reduced them to the current common 4P which are: Price, Product, Place and Promotion. Each of these groups consists of a combination of elements, and thus we can call them as “product mix”, “promotion mix” and so on. For example, Kotler and Armstrong (1989) characterized advertising, personal selling, sales promotion and public relations as promotion.

4P formula is very common in such a way that some marketing researchers consider the marketing mix as equal with 4P (Stanton et al., 1991). Although Mccarthy's 4P framework is popular, there is no comprehensive and acceptable idea that these elements make up the marketing mix. In the field of services marketing, because of their intangible, perishable, indivisible and heterogeneous nature, services requires a different type of marketing and marketing mix. Therefore the marketing mix of Mccarthy cannot encompass the services characteristics, because this framework is derived from researches that have been performed in manufacturing companies. Various adjustments have been proposed in relation to the unique aspects of services, including Renaghan (1981) who proposes a 3-elements marketing mix for the tourism and hospitality industry: Service and...
product mix, service delivery mix, and communications mix. Additionally, Brunner (1989) mentions the aspects of concept mix, costs mix, channels mix, and communications mix in his 4C concept. The concept mix is equal to the product mix idea. The concept of cost includes not only the monetary cost (e.g. Traditional element of price), but also expenditures of customers, such as transportation, parking, data collection, and etc. The concept of channels is essentially similar to the traditional element of place (distribution). The communication element includes not only the traditional element of promotion, but also the data collection such as market research. By identifying the political nature of new marketing environment, Kotler has added two new Ps to the current 4P of marketing and has proposed the term “mega-marketing” for the inclusion of political power and public relations as part of the marketing tools. This means that some of the factors which were previously considered in the marketing environment as the “uncontrollable environment”, especially the political environment, should be managed and controlled.

Magrath (1986) believes that traditional 4P is not enough for marketing in a service industry. Rather, another three Ps that he calls them “critical elements of marketing” must be added to the marketing mix: personnel, physical facilities and process management. Magrath (1986) believed “when service businesses try to develop marketing and tactical programs around 4P, they are faced with the fundamental problem to fit 4P with the nature of their activities. 4P ignores important facts of services marketing such as personnel, physical facilities and process management. These 3Ps are interrelated and they show the critical elements of marketing in management of service businesses (Pearce, 2003). Finally, in the proposed model of Booms and Bitner (1981), participants are all of those who have a part to play in providing services and they are known as company’s employees and other customers (Table 1).

| Table 1. Booms and Bitner proposed marketing mix (1981) |
|---------------------------------------------------------|
| **Product** | **Price** | **Place** | **Promotion** | **Participants** | **Physical evidence** | **Processes** |
| Quality | Amounts of discounts and Specials | Location | Advertising | Staff | Environment | Policies |
| Brand | Payment facilities | Availability | Personal selling | Training | Decoration | Trends |
| Product line | Customer perceived value | Distribution channels | Sales promotion | Authority | Color | Automation |
| Letter of guarantee | Quality / price cooperation | Distribution range | Public relations | Commitment | Margins | Staff Freedom |
| Features | Differentiation | Staff | Incentives | Noise levels | Customer mental involvement |
| Product simplification | Physical environment | Appearance | Product simplification | Customer path |
| Tangible factors | Product simplification | Interpersonal behavior | Tangible factors | Activity flow |
| Price | Tangible factors | | Attitudes |
| Staff | Services delivery process | Other customers |
| Physical environment | Amount of mental involvement |
| Process Services | Customer/customer relationship |
In the services domain (specially services with a lot of communications), due to simultaneity of production and consumption, employees are in a vital position to influence customers’ perceptions of the quality of product. In fact, they are part of the product and, therefore, the quality of the product is inseparable from the quality of service provider (Michell et al., 1998). Therefore, special attention to the quality of staff and monitoring their performance is very important. This is very important in the field of services marketing because personnel performance is inconsistent and it causes an inconsistency in quality. The concept of participants includes the customers who purchase services as well as other customers who are present in the service environment. Therefore the marketing manager must not only manage the encounters between service providers and customers, but also observe the actions of other customers. Physical evidence points to an environment in which services are delivered in it as well as all of the visible products that facilitate performance and communication (Rafiq and Ahmed, 1995).

Physical evidence are of great importance, since customers use tangible factors to evaluate the quality of provided services. Therefore, the more intangible a service be, the more tangible must services become (Griffith et al., 2000). Credit cards are an example for using tangible factors that facilitates the act of providing intangible credit facilities by banks and credit card companies. Physical environment (e.g. buildings, decoration, furniture, etc.) is a tool for customers to assess the quality and level of service that they can expect from the company. In fact, the physical environment is part of the product itself (Coelho & Easingwood, 2008). Processes, mechanisms and flow of activities refer to the process of doing things according to 7Ps of Booms and Bitner. Furthermore, in the area of services, customers may have wait for their turn in order to receive the demanded services and service delivery needs a specific amount of time. Therefore, marketers must ensure that customers understand the process of obtaining a service and the duration of service delivery is acceptable to them. Being comprehensive is one of the main features of Booms and Bitner model which provides a basis for current study. In addition, study results of other researchers such as Huang, Chen and Wu (2009) suggest that it is possible to maximize organization’s revenues using an appropriate marketing mix.

3. Empirical Background

Although there has been no research about the assessment of the food companies marketing mix from the perspective of customers, however, we will mention some of the studies which are to some extent similar to this research in terms of concept and theme. Maghsoodzade (2000) investigated the effects of Ramak Dairy Company’s advertisements on its brand and considered a conceptual framework in which buying decision process which includes five stages: recognizing the need, searching for information, evaluating the options, deciding to purchase, and post-purchase behavior is performed by the consumer, the elements of marketing mix (product, promotion, price, place) have an impact on second and third stages of this process. According to these researchers, many consumers do not purchase any product just because it is available and affordable; if a product has a good value and quality in regard to its price, it will lead to loyalty toward that brand. In any case, advertisements helps in demonstrating the quality and value of the product to consumers. Beheshtiseresht (2007) examined the different approaches in the formulation of new product development strategy. This study is conducted as a library study and its results are obtained in a deductive manner. First, three fields of marketing, innovation and strategy have been identified as the main field of new product development strategy that each of them have a separate approach to this issue, and then due to the breadthness of subject, comprehensive library studies have been performed in each of these areas, and finally the relationship between different approaches in order to achieve a single framework for analyzing new product development strategies were studied. Aslani (2009) study titled as “dynamic pricing model on products with limited life with regard to advertising” is aimed at designing a model that determine product price and suitable methods for advertising simultaneously in such a way that maximize the revenue from products (with limited life). In this study, an integrated model within the dynamic planning framework is presented first, however, due to the complexity of this method, it is not possible to use this model for problems with large dimensions and parameters, therefore by separating the integrated model into two distinct models within dynamic Planning framework and adding some provisions to the models, an approach was made to solve the problem. Nekooasl (2010) examined the effect of advertising on behavior of cosmetic products consumers, and by using a 745-person sample of men and women in Tehran demonstrated that...
advertising enhances the brand of a high-quality product and increases the information of cosmetic products consumers. But advertising do not increases the consumer awareness. Abedini (2007) examined the effects of implementation of commercial advertisements of Bank Melli Iran on customer attraction and tried to obtain the influence of respondents’ knowledge on their attitude and find the general attitude toward Bank Melli Iran based on the frequency of relevant responses obtained. Alamdarloo (1377) examined the impact of advertising on consumer behavior in Iran’s food industry and divided the consumers in regard to gender, level of education and income and stated three main hypotheses of the study in order to examine the relationship between “gender, level of education and consumer income” with the effect of “commercial advertising on consumer behavior”. Given that consumer behavior in the main hypotheses is a general variables, 6 major behavioral variable (consumer awareness of Yek & Yek food products, knowledge of consumer of its products and being convinced to buy the products of this company and eventually buying Yek and Yek food products by the consumer) that consumers face at the time of buying goods and services are considered for solving this problem in order to prove the main hypotheses. Jalilvand et al. (2002) completed a study to evaluate the impact of using 7P model of marketing mix on the income generation of insurance companies. The population of this study includes customers (insured) of Iran Insurance Company who had used the insurance services of this company during the research period. The results showed that the effective and optimized use of the seven factors of marketing mix will lead to increased revenue of this company. Strategies for finding the best marketing mix is provided at the end. Connors (2002) investigated the reaction of customers to advertisements based on the Elaboration Likelihood Model which only focuses on the cognitive reactions and do not evaluate emotional and behavioral responses. Data analysis method was based on ANOVA analysis. Mansourimoayed (2004) evaluated the effectiveness of commercial advertisements of Maskan Bank banking services, and it was concluded that Maskan Bank commercial advertisements are effective in regard to the attraction variable, but they are not effective in terms of other variables such as generating interest, stimulating desire and purchasing. Moreover, in regard to the media effectiveness, it was concluded that TV is more effective. Clark et al. (2009) conducted a study to determine the effect of advertising on brand awareness and perceived quality. They tried to investigate the effects of this investment on brand awareness and perceived quality. Researchers found that advertising have a positive and significant effect on brand awareness, but it has no significant impact on perceiving determining its quality. Macdonald and Sharp (2003) investigated the management understanding of the importance of brand awareness as a sign for advertisement effectiveness. The results showed that brand awareness can add value to the product in four ways: place the brand in the mind of consumer, work as a barrier to prevent the entry of new brand to the mind of consumer, ensure the customer of the company’s commitment and product quality, and work as leverage in distribution channels. Ayanwale et al. (2005) studied the impact of advertising on consumer prioritizing of a brand. They tried to investigate the role and impact of advertising on consumer prioritizing of Bournevita which is one of the largest active brands in food and beverage industry in Nigeria by using 315 consumers of drinks in the cities of Lagos, Ibadan and Ile-Ife (cities in Southwestern Nigeria). The results showed that both men and women of different age were equally influenced by the advertisements in prioritizing this brand. Among the investigated brands, 73/38% of consumers cited Bourne Vita as their first choice. Attractive promotions and high quality have been state as the main reasons for this preference. Among the different types of advertising, 43/71% of respondents prefer television ads. Therefore attention to advertising has turned into one of the main needs of those companies that not only want to maintain their share on the market, but also take steps in order to increase their share in the future.

4. Hypotheses Development

The ultimate goal in the production of goods and services is to meet the needs of consumers. By identifying these needs and appropriately meeting them in various forms, consumers and producers both reach their demands. In this study, we have tried to investigate the assessment of marketing mix elements from the consumers’ perspective of Pakat Restaurant and the effect of their demographic characteristics on the mix through following the hypotheses below. Therefore the two main hypotheses have been proposed as follows:

4.1 The First Main Hypothesis

Marketing mix elements are effective on Pakat Complex consumers’ assessment.
Sub hypotheses:
- Quality of Pakat products is important for customers.
- Prices of Pakat products are important for customers.
- Distribution methods and marketing of Pakat products important for customers.
- Notifications of Pakat Complex is important for customers.
- Pakat Complex packaging is important for customers.
- Pakat Complex Brand is important for customers.

4.2 The Second Main Hypothesis
The demographic characteristics of customers are effective on their assessment of the quality and price of Pakat Complex products.

5. Research Methodology
This is a descriptive-applied study which is performed using the survey method. The population of the study is the entire customers of Pakat Restaurant Complex in Tehran that have used food products of this company during the research period. After a pilot study in a small part of population consisted of 30 customers, sample size was estimated at 171 persons in 5 percent error level. Available sampling is used in this study for collecting the samples and filling the questionnaires. Kolmogorov-Smirnov test, the average population, analysis of variance (ANOVA), and descriptive statistics were used in this study for data analysis. The data collection tool for this study was a researcher-made questionnaire which includes 53 questions related to the main research variables consisted of six components of product (26 questions), price (2 questions), place (8 questions), notification (4 questions), branding (7 questions), and packaging (6 questions), and its reliability and validity was tested after the initial distribution. The respondents were asked to rate their agreement or disagreement with questions on a five scale spectrum ranging from 1 = strongly disagree to 5 = strongly agree. The Cronbach’s alpha coefficient was used to determine the reliability of the questionnaire. The coefficient calculated for this questionnaire was equal to 0.801 which is a satisfactory amount for researches in humanity studies. This coefficient for product, price, place, notification, branding, and packaging variables was 0.787, 0.725, 0.823, 0.753, 0.842 and 0.834 respectively. The views of professors and experts of marketing and confirmatory factor analysis was used to study the validity of the questionnaire. Data analysis was also performed using SPSS and LISREL software.

6. Research Findings
The following table shows demographic features of customers in the surveyed sample. As it can be observed, in 42.7 percent of the respondents were male and 57.3 percent were women, 9.9 percent of respondents had up to 20 years, 24 percent were between 21 and 30 years, 45 percent were between 31 and 40, and 21.1 percent had more than 40 years of age; 15.2 percent of respondents were up to diploma, 39.8 percent were up BA, 25.1 percent were up to MA, and 19.9 percent were higher than MA. 32.7 percent of respondents had used once, 40.9 percent had used between 2 and 5 times, and 26.4 percent had used more than 6 times; 29.2 percent of respondents were housekeepers, 36.8 percent were employees and 33.9 percent were self-employed; 35.1 percent of respondents live in 3rd region of Tehran, 25.1 person in 1st and 2nd regions, and 39.8 percent live in other regions of Tehran.

In order to test the hypotheses, first the normality of data distribution was studied using Kolmogorov-Smirnov test. Since the significance level for research variables are larger than 0.05, therefore we conclude that the data collected for research variables is normal.

In the next stage, the construct validity of research variables and their consequent indicators was evaluated using confirmatory factor analysis. Confirmatory factor analysis is a tool which is used in order to analyze the internal structure of the questionnaire and discover the constituent elements of each construct or latent variable. Additionally in this section, calculated equations for each construct (latent variable) are measured using confirmatory factor analysis. Confirmatory factor analysis of research constructs are provided in the charts below. Results of factor analysis shown in (1-4 and 2-4) figures show that all indicators of importance of quality possess an acceptable factor loading (greater than 0.3). In addition, all indicators of importance of necessity possess an acceptable factor loading (greater than 0.3).

Also, all Indicators related to distribution and branding, packaging, price and information possess an acceptable factor loading (greater than 0.3) (see the figures below).

Finally, we used the one-sample t-test (population average) in order to investigate the research hypotheses. Here, research variables averages must be compared with
the median number which is 3. Since the average of a population is compared to a number, one-sample t-test is used. In all of these tests, the hypothesis is confirmed if the significance level (Sig) is smaller than the error level (0.05). The results of t-test shows the importance of marketing mix elements for customers. Since all elements have significant levels lower than 0.05, therefore the hypothesis of the effect of elements importance in the main research hypothesis is confirmed.

Based on the average value of 4.02, t-statistic number is 30.40 and sig is equal to 0.000, since sig is less than 0.05, product (quality) is important for customers at a confidence level of 99 percent.

Based on the average value of 3.98, t-statistic number is 13.22 and sig is equal to 0.000, since sig is less than 0.05, price is important for customers at a confidence level of 99 percent.

Based on the average value of 3.95, t-statistic number is 15.87 and sig is equal to 0.000, since sig is less than 0.05, distribution is important for customers at a confidence level of 99 percent.

Based on the average value of 3.79, t-statistic number is 12.66 and sig is equal to 0.000, since sig is less than 0.05, notification is important for customers at a confidence level of 99 percent.

Based on the average value of 3.88, t-statistic number is 26.01 and sig is equal to 0.000, since sig is less than 0.05, packaging is important for customers at a confidence level of 99 percent.

Table 2. Demographic characteristics of respondents

| Factor          | Frequency | Frequency percentage |
|-----------------|-----------|----------------------|
| Gender          |           |                      |
| Male            | 73        | 42.7                 |
| Female          | 98        | 57.3                 |
| Age             |           |                      |
| Up to 20 years  | 17        | 9.9                  |
| 21 to 30 years  | 41        | 24.0                 |
| 31 to 40 years  | 77        | 45.0                 |
| More than 40 years | 36    | 21.1                 |
| Education       |           |                      |
| Diploma         | 26        | 15.2                 |
| BA              | 64        | 39.8                 |
| MA              | 43        | 25.1                 |
| Higher than MA  | 34        | 19.9                 |
| Usage history   |           |                      |
| Once            | 56        | 32.7                 |
| 2 to 5 times    | 70        | 40.9                 |
| More than 6 times | 45     | 26.4                 |
| Job             |           |                      |
| Housekeeper     | 50        | 29.2                 |
| Employee        | 63        | 36.8                 |
| Self-employed   | 58        | 33.9                 |
| Living Region   |           |                      |
| 3rd Region      | 60        | 35.1                 |
| 1st and 2nd regions | 43  | 25.1                 |
| Other regions   | 68        | 39.8                 |

Based on the average value of 3.44, t-statistic number is 12.15 and sig is equal to 0.000, since sig is less than 0.05, notification is important for customers at a confidence level of 99 percent.

Based on the average value of 3.79, t-statistic number is 12.66 and sig is equal to 0.000, since sig is less than 0.05, notification is important for customers at a confidence level of 99 percent.

Based on the average value of 3.88, t-statistic number is 26.01 and sig is equal to 0.000, since sig is less than 0.05, packaging is important for customers at a confidence level of 99 percent.

Regarding the customers’ satisfaction of Pakat Complex marketing mix elements, it is possible to deduce from the following table that except for the distribution factor, customers’ satisfaction of other marketing mix elements of this complex is satisfactory and significance levels are lower than 0.05 error level.

Based on the average value of 3.79, t-statistic number is 12.66 and sig is equal to 0.000, since sig is less than 0.05, notification is important for customers at a confidence level of 99 percent.

Based on the average value of 3.88, t-statistic number is 26.01 and sig is equal to 0.000, since sig is less than 0.05, packaging is important for customers at a confidence level of 99 percent.

Table 3. Kolmogorov-Smirnov test for research variables

| Variables | Quality | Price | Place | Notification | Branding | Packaging |
|-----------|---------|-------|-------|--------------|----------|-----------|
| Sample    | 0.153   | 0.061 | 0.058 | 0.078        | 0.084    | 0.095     |
Based on the average value of 3.83, t-statistic number is 22.65 and sig is equal to 0.000, since sig is less than 0.05, branding is necessary for customers at a confidence level of 99 percent.

Based on the average value of 3.62, t-statistic number is 10.29 and sig is equal to 0.000, since sig is less than 0.05, packaging is necessary for customers at a confidence level of 99 percent.

ANOVA analysis was used in order to identify the demographic effects of education, work experience and the type of contract on the desirability of research variables. In this test we are looking at this issue that whether demographic variables affect the price and quality or not. The following table shows that the significance level of quality variable is less than 0.05 error level. The f-test significance is confirmed. In other words, there is a significant difference between populations in terms of gender, but the impact of gender on price is not significant.

According to the following table, the significance level of quality variable is less than 0.05 error level. The f-test significance is confirmed. In other words, there is a significant difference between populations in terms of age levels. However, the impact of gender on price is not significant.

According to the following table, the significance level of quality variable is less than 0.05 error level. The f-test significance is confirmed. In other words, there is a significant difference between populations in terms of occupation. However, the impact of occupation on price is not significant.

Table 4. Test results of one sample t-test for the importance of marketing mix elements from customers’ perspective

| Criterion        | Average | t-statistic | Degree of freedom | Sig  |
|------------------|---------|-------------|--------------------|------|
| Product (quality)| 4.2020  | 30.400      | 155                | 0.000|
| Price            | 3.9808  | 13.227      | 155                | 0.000|
| Distribution     | 3.9551  | 15.872      | 155                | 0.000|
| Notification     | 3.7917  | 12.665      | 155                | 0.000|
| Packaging        | 3.8889  | 26.017      | 155                | 0.000|

Table 5. Test Results of one sample t-test of marketing mix satisfaction from customers’ perspective

| Criterion        | Average | t-statistic | Degree of freedom | Sig  |
|------------------|---------|-------------|--------------------|------|
| Product (quality)| 3.4433  | 12.156      | 155                | 0.000|
| Price            | 3.7372  | 8.735       | 155                | 0.000|
| Distribution     | 2.8910  | –1.662      | 155                | 0.098|
| Notification     | 3.1442  | 2.047       | 155                | 0.042|
| Branding         | 3.8370  | 22.657      | 155                | 0.000|
| Packaging        | 3.6261  | 10.296      | 155                | 0.000|

Table 6. ANOVA test to investigate the effect of gender on price and quality

|        | Total sum of squares | Degree of freedom | Average of squares | f    | Sig  |
|--------|----------------------|-------------------|--------------------|------|------|
| Quality|                      |                   |                    |      |      |
| Intergroup | 0.778 | 1 | 0.778 | 5.086 | 0.025|
| Intragroup | 25.848 | 169 | 0.153 |      |      |
| Total    | 26.626 | 170 |       |      |      |
| Price    |                      |                   |                    |      |      |
| Intergroup | 0.113 | 1 | 0.113 | 0.205 | 0.651|
| Intragroup | 93.433 | 169 | 0.553 |      |      |
| Total    | 93.547 | 170 |       |      |      |
Table 7. ANOVA test to investigate the effect of age on price and quality

|        | Total sum of squares | Degree of freedom | Average of squares | f      | Sig   |
|--------|----------------------|-------------------|-------------------|--------|-------|
| Quality | Intergroup           | 3.131             | 3                 | 1.044  | 7.417 | 0.000 |
|        | Intragroup           | 23.496            | 167               | 0.141  |        |       |
|        | Total                | 26.626            | 170               |        |       |       |
| Price  | Intergroup           | 3.441             | 3                 | 1.147  | 2.126 | 0.099 |
|        | Intragroup           | 90.106            | 167               | 0.540  | 2.126 | 0.099 |
|        | Total                | 93.547            | 170               |        | 7.417 | 0.000 |

Table 8. ANOVA test to investigate the effect of occupation on price and quality

|        | Total sum of squares | Degree of freedom | Average of squares | f      | Sig   |
|--------|----------------------|-------------------|-------------------|--------|-------|
| Quality | Intergroup           | 2.013             | 2                 | 1.006  | 6.869 | 0.001 |
|        | Intragroup           | 24.613            | 168               | 0.147  |        |       |
|        | Total                | 26.626            | 170               |        |       |       |
| Price  | Intergroup           | 2.182             | 2                 | 1.091  | 2.006 | 0.138 |
|        | Intragroup           | 91.365            | 168               | 0.544  | 2.006 | 0.138 |
|        | Total                | 93.547            | 170               |        |       |       |

Table 9. ANOVA test to investigate the effect of education level on price and quality

|        | Total sum of squares | Degree of freedom | Average of squares | f      | Sig   |
|--------|----------------------|-------------------|-------------------|--------|-------|
| Quality | Intergroup           | 3.040             | 3                 | 1.013  | 7.174 | 0.000 |
|        | Intragroup           | 23.587            | 167               | 0.141  |        |       |
|        | Total                | 26.626            | 170               |        |       |       |
| Price  | Intergroup           | 3.194             | 3                 | 1.065  | 1.968 | 0.121 |
|        | Intragroup           | 90.353            | 167               | 0.541  | 1.968 | 0.121 |
|        | Total                | 93.547            | 170               |        |       |       |

Table 10. ANOVA test to investigate the effect of history on price and quality

|        | Total sum of squares | Degree of freedom | Average of squares | f      | Sig   |
|--------|----------------------|-------------------|-------------------|--------|-------|
| Quality | Intergroup           | 30.93             | 2                 | 1.546  | 11.040| 0.000 |
|        | Intragroup           | 23.533            | 168               | 0.140  |        |       |
|        | Total                | 26.626            | 170               |        |       |       |
| Price  | Intergroup           | 3.827             | 2                 | 1.914  | 3.583 | 0.030 |
|        | Intragroup           | 89.720            | 168               | 0.534  | 3.583 | 0.030 |
|        | Total                | 93.547            | 170               |        |       |       |

According to the following table, the significance level of quality variable is less than 0.05 error level. The $f$-test significance is confirmed. In other words, there is a significant difference between populations in terms of education level. However, the impact of education on price is not significant.

According to the following table, the significance level of quality variable is less than 0.05 error level. The $f$-test significance is confirmed. In other words, there is a significant difference between populations in terms of food products usage history. However, this impact was not significant in regard to the price.

Finally, in regard to the residential area, the significance level of quality variable is less than 0.05 error level. The $f$-test significance is confirmed. In other words, there is a significant difference between populations in different areas. However, the impact of residential area on price is not significant.

7. Discussion and Conclusion

The purpose of current study is to investigate the assessment of customers on Pakat Complex marketing mix in the city of Tehran. Results show that importance of all marketing mix elements is significant at the viewpoint of customers. Hence satisfaction of all marketing mix element is significant except distribution. This complex is weak in distribution (supply) and was not successful in customers’ satisfaction, because of delay in taking orders till delivering the product. And this possibly is because of staff’s inexperience. Quality has a significant relation with variables of age, sex, occupation, educational degree, history of using products and districts of living, in surveying the influence of occupation and history of using product on quality, results indicate that because of administrative atmosphere of this district of city (generally because of private and public companies) respondents were more employees than other occupations. Most of the customers have tried this complex 2-5 times so they can be considered as loyal customers. According to predicted strategies in Pakat complex, it is determined that advertisements...
was successful in attracting satisfaction and increasing numbers of costumers and was successful either in promoting this complex as a healthy and good quality food brand, in the customers view.

In this research, frequency percent of women were significantly high, this indicates that women are more willing to use and eat healthy and green food. As it is obvious, advertisements in food industries is based on this fact that for being successful in this industry, we have to focus on family women and try to attract their satisfaction as a key factor for success. Among other variables, people in 31-40 years old range with bachelor degree and also residence of other districts, were the most frequent consumers of this complex. Result also revealed that price factor, has no positive correlation with variables of sex, occupation, educational degree and district of living but has a direct and positive relation with variables of product consuming history and age. Pricing in this complex is based on Von Vestendrop method which determines price sensitivity of consumers. This method consists very expensive, very cheap, expensive and cheap. In very expensive price consumers won’t buy any product, and in very cheap price they doubt in product quality and they also won’t by any product. This indicate that complex was successful in considering pricing method, and this was very effective in finding new markets to offer they products by means of discount methods, forming of advertisement campaigns to facilitate shopping for their loyal consumers.

Age and history of using products are affective in price factor. For practitioners in range of 31-40 years old, price is an important factor in their selections. Regarding the position of Pakat complex in their life cycle which is in introduction level and having growth level ahead, strategies suggestion propose as below:

Proposed strategy about strategic focusing for introduction level is market expansion and for growth level is market penetration.

Proposed strategies for marketing objectives in introduction level of product is acknowledge increasing and for growth level is emphasizing on differentiation.

Proposed strategies about distribution methods regarding obtained results in this study for introduction level must be limited and for growth level is identification of new markets and new canals.

Proposed strategy about advertisement in introduction level, is acknowledging and in growth level is emphasizing on competitive privileges.

We propose these to complex manager:
Distribution and timing must be taken in to consideration. Because in view point of many costumers, this complex has shortages in these items that can be because of lacking long history and experienced staff.

According to costumer’s assessment of all factors and their high satisfaction level, it is needed for complex to keep itself in touch with consumers, be innovative, and try to produce new product and taste, and also use strategic planning relevant with life cycle of product.

Regarding high level of competitiveness in this firm, it is important for them to regularly think about surviving in market and surviving their brand and to increase brand share and also develop new markets.

It is proposed that they have plans for positioning new branches in more residential districts, because for increasing in sell this districts are more potential to attract more consumers and they are not limited to specific times of day and night.

8. References

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