

Impact of social factors on Brand loyalty An analytical study of the views of a sample of consumers for Diwaniyah dairy factory's products

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Abstract

Marketing managers when they set their strategy now ,they do their best to be (consumer-driven strategy),and by only deep understanding what consumer wants they can formulate the succeeded strategy which is directed toward him/her

Understanding consumer wants and desires isn't simple matter ,in spite of this ,the company by accurate study of affecting sectors on (buying decision, consumption behavior) of customers, can determine even relatively-what customer want? And how the company satisfy what he/she want ?before the competitors can achieve this goal.

The factors which impact on customers behavior doesn't accented simply. One of this is (social factors).

Based upon all of mention above, the current research aims to test the impact of social factors as one of the factors affecting customer behavior on the brand loyalty of a sample of consumers for products of Diwaniyah dairy factory in Iraq . The sample of research is determined with group of consumers of factory which included (301) consumers who received a form of questionnaire

According to the aim of the research, tow hypotheses were formulated, by some The use of a number of statistical methods to test the hypotheses (Anova, Mean, Standard division, Cronbach Alpha)

The research ended with some conclusions and recommendations, which represent guided evidence either now or in the future

Key words: Consumer, consumer behavior, social factors, Brand loyalty

Introduction

One of the most important interests of marketers during in the recent decade at the in this century was the (consumer),to extent in which ,the consumer was considered the key factor ,or the critical factor which achieve marketing strategy adopted by marketer activities and the find destination wanted to reach at the same time

Today the business world land scape doesn't differ much more than ,what was in the past date both of them meet at the same philosophy and at the perspective itself (from consumer–to consumer)this imported on all business activities ,and it is considered as standard which measure efficiency and effectiveness of marketing or not consumer behavior of the vital topics which received a great attention by marketers due to many important role , the social factors and one of the factors influencing consumer behavior, which makes looking for a particular brand and thus may get loyalty to that brand , the real loyalty to the consumer that includes the commitment and connection to brand and not just a repetition of purchased and therefore must check out the wish and commitment of the consumer to brand to more accurately to get a comprehensive understanding of loyalty. The Brand has become the business of the important factors in the competition, companies resort to brands to enable consumer to differentiate their products or services for other competing products and services companies. The brand is the marketing tool and promotion to bring in customers

Given the importance of the subject of consumer behavior, the current research came to stand on the most important intellectual content of this concept supported by practical study of the dimensions of this concept in a sample of consumers of Diwaniyah dairy factory

The problem of the study

The dairy industry of vital industries in Iraq and characterized the Iraqi market higher demand for these products, and at a time when the industry's contribution to the national economy, they contribute to the satisfaction of the Iraqi consumer of them need, which encouraged the presence of competitors many of the food industry from within the Iraqi market and beyond, which should Diwanayah dairy factory to think how to create loyalty to his product, especially with the increasing desires of consumers and their preferences and there are so many brands of these products.

The objectives of the study

This study aims to following:

- Identify the level of consumer loyalty to Diwanayah dairy factory products1
- 2-Identification of the nature of the relationship between social factors and the consumer's loyalty for Diwanayah Dairy products

.-provide solutions and recommendations to promote loyalty to Diwanayah Dairy products3

The importance of research

Organization interested with decisions branding for products because its attain role effectively for marketing activities so research focused for these contribution under below:-

- 1- study actual practical to determine its strategies to understanding behavioral consumer.
- 2- getting more interesting for brand products because it have influences on loyalty on brand of organization.

Hypothesis and Study model

Depending on the problem of the study and its objectives were formulated the following hypotheses:-

--There is a correlation and impact between the social factors and brand loyalty in Diwanayah Dairy factory products .

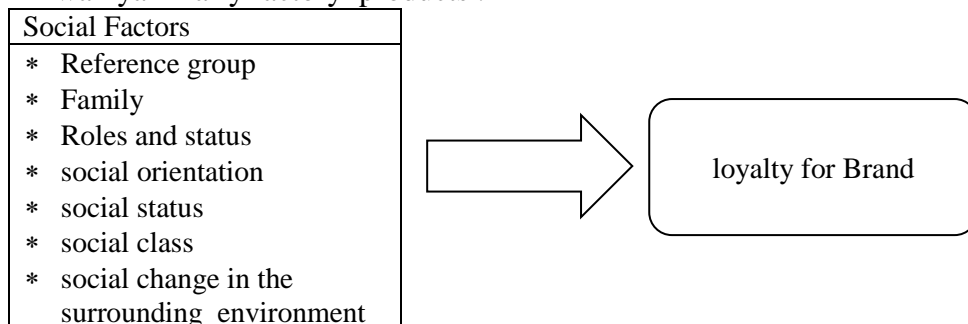


Figure (1) The study model premise

The theoretical framework of the study:-

The concept of consumer behavior and the factors influencing it:-

The study of purchasing behavior of the consumer is only the study of human behavior in the market, therefore to understand the behavior of the consumer is a challenge to the man marketing because he can see individuals and their behavior, but does not see the reasons that influenced of their behavior, and according to notice a lack of causes in visual behavior directly , black box is a term that refers to those mental processes that take place in the minds of individuals when they take different purchasing decisions ". the consumer an important role in the activity of the factories that provide their products to him, it cannot be for any manufacturer to succeed in achieving its objectives unless identified the consumer of those products, and to recognize the role played by, and requires a study of the behavior and predictable to know his views and his proposals to impose determine its needs. it cannot produce the right product unless it is specified for those who brought this product.(Louis&Bonse,1980:102). Kotler(1994)define Consumer behavior is the study of

how people buy, what they buy, when they buy and why they buy. The consumer behavior is affected by two factors types of influences that determine consumer behavior are internal influences that belong to the consumer without the other, an external influences through the surrounding consumer environment, following this interaction between internal, external influences is determined by consumer behavior and by observing patterns of interaction between these factors managers can marketing to predict the behavior of individuals. (Kotler& Armstrong, 2011) has determined a group of factors affecting consumer behavior.

Whereas these factors are represented cultural factors, which represent a set of values and standards, business or skills acquired and shared by members of the community, which include (Culture, Cultural District). (Delerm, S., 2002, p. 51), where it is the urbanization and social culture that belongs to the influential factors in consumer behavior in purchasing. , Because the owners of a single culture, a single class tend almost to behave in a similar way, either personal factors are the factors that relate to the same person, which includes the consumer age, any stage through which during his lifetime, the economic situation, any income which obtained him, also life and personality pattern(Kedache, S., 2005,p.55)

The economic situation, entered the consumer, one of the factors influencing the selection of individual products (Kotler&Armstrong, 1999, 143) marketers who work in the field of marketing of price sensitive products have been alerted to things related to income , spending, the level of living, they are always aware of the capabilities of their consumer purchasing and their compatibility with the products that they offer prices for them. They also observe the general economic situation (the case of inflation or recession) and its impact on price policy

The attention to consumer personal's study but due to personal reflect differences in individual behavior in the sense that individuals differ in the degree of their response to stimuli are similar depending on the personal characteristics that enjoy her as psychological factors are determinants self-stemming from the consumer, which is affected by consumer and purchasing behavior and which perspective in (motives , cognition, learning, and trends) ((Chevalier, M. &) while the social factors adopted by this study as a dimension is important to know the impact on brand loyalty to Diwaniyah Dairy products Factory, where an emerging factors of the social environment of the individual represents, caused members of the community interaction , which a group of people who have influence in the purchasing decisions of the individual. which includes arises (reference groups, family, social classes). p.18), Durafour, D., 2001) any factors it imposed on individuals purchasing decision with a specific person that (Pride & Ferrel, 2000, 207

These factors represented a reflect of the impact of social phenomena on buying behavior among consumers. In general, this behavior is subject to a number of influential such as small family groups to which he belongs, friends, neighbors and colleagues . It interacts with them informally and permanently. There are minor groups interact with the consumer, but formal and regular contact with being a member of a sports club, or associations, professional and trade associations.

These groups, which belongs to the consumer, and influential, differ in behavior depending on the age, geographical surroundings, level of education, social status, and marital status with regard to purchasing behavior, so the factories and sales managers study of consumer's culture, social class, if they wanted to understand consumer behavior and plan successfully to draw a program for sales as a variable is the second in this study may represent loyalty to the brand, where became loyalty management sign task.

The Brand faces challenge in the current circumstances in which the intensity of competition at the global level is increasing with the speed of entry of innovative products to markets on the one hand and the stage of maturity reached by some of the product

markets on the other hand (Dick & Basu, 1994), as there are a large number of brands that may serve the purpose the same, but consumers may prefer a brand on the other have to pay higher prices to get them and that the essence of loyalty to the brand has been noted (YL & Lee, 2011: 39) that there are different levels of brand loyalty is divided on two basic dimensions, two loyalty behavioral and which is associated consumer market behavior, which can be referred to through repeated acquisitions or commitment to the value of the brand as an option basis, knowledge and loyalty, which means that the brand comes first in the mind of the consumer when they need to take of decision was reported (Olive, 1999) that brand loyalty passes four stages passes brand loyalty following four stages:-

Cognitive Loyalty:-In the first stage of loyalty, indicating consumer information on the qualities, characteristics of brands and a single brand preferable to other alternative brands, can this knowledge

To be based on an earlier introduction of information or other information, or based on recent experience

For the brand, and loyalty at this stage it depends on the brand's performance levels, whether functional or aesthetic or based on cost, the consumer at this stage of a superficial nature and condition

Affective Loyalty:-In this second stage tendencies and trends evolve towards the brand on the basis of their use accumulated sick, while the knowledge may be subject to the views of the anti-the emotion is not easy to remove, and similarly for the loyalty of knowledge remains the kind of loyalty is subject to change.

Conative Loyalty:-The loyalty of involuntary commitment includes repeat buy a certain brand,. Despite the fact that this kind of loyalty brings the consumer to the strongest level it has weaknesses, experience of samples of the competing brands, the sales activation may be effective because the consumer has committed to the brand and not by avoiding new deals and therefore this consumer did not develop in terms of his intentions decision to avoid competing the brands.

Action Loyalty:-For consumer generated through at this stage a strong desire to buy back the brand and have acquired the skills needed to beat the competition marks the threats have and be guided to buy this brand only, this is expected to get rid routinely compete letters were avoids brands offers competition, seeking to examine serious and strenuous for his mark favorite brand. However, the deterioration of the brand's performance is probable cause the consumer to make a turnabout in every stage of the loyalty and the non-availability of the mark, it is the only commercial that will cause consumer workout for other brand.

The consumer's loyalty is the basis of the success of the organization and the brand in the long-term range, maintain consumer happiness is the essence of any business vision, the loyalty depends on the consumer's good or service wants to purchase it or enjoy the use ((Ellwood, 2002, p15)). we must link the consumer and commitment to the brand to get a thorough understanding of the loyalty of examination (2003, Quester & Lim)

Therefore, it is incumbent on the factory administration in general and the marketing department in particular that work to create loyalty actual through the study of the needs and desires of customers, their aspirations to work on the sustainability of this loyalty either by product or by the use of various promotional methods and contribute in Diwaniyah dairy products factory. Through this research study variables researcher seeks to understand the nature of the impact of social factors in consumer behavior that will affect his behavior towards his loyalty in which they can create a state of loyalty to the brand of the factory respondent to what degree can these factors contribute to the creation of this brand loyalty.

Methodology

This study has used the questionnaire to collect information on consumer products Diwaniyah dairy factory

Measurement instrument

It was adopted (8) of paragraphs to measure social factors while the adoption of (8) of the paragraphs to measure brand loyalty and measure degree ranges between (1) does not agreed, and (5) totally agree. it has confirmed on the trusty of using measurement by using Cronbach- Alfa factor which raning between (80-85) for the study terms variables .

Data collection

It has been distributed(320) questionnaires to sample available from customers products dairy factory Diwaniyah, through the distribution of products factory outlets and the number of forms have been retrieved (311) form and the number of forms that have been canceled for the existence shortage (10) form means that the number of forms that have been used in the analysis (301) form and obfuscate achieve a response rate(94.06)

The Practical Side:-

First: Description of the study variables

1-Description of social variable factors

Table(1) shows the descriptive statistics for the paragraphs of first variable representing of social factors as it is clear that the arithmetic mean of paragraph (x_8), that impacted by others imitation of the tradition around of the consumer to acquire products factory has reached (4.57) a standard deviation (0.496) while the coefficient of variation (11%)which indicates to the harmony of the answers to the research sample also refers to the importance of the role of the people who influenced their consumer purchasing decisions. while (x_2) paragraph got which related on the impact of family purchasing decisions was the mean (4.53) standard deviation (0.499) and the coefficient of variation (11%) which suggests that the family has the role in the procurement process.

While the paragraph (x_6) on the impact of social trends on purchasing decisions has reached the mean (3.63) standard deviation (0.752) the coefficient of variation (21%), which indicates a moderate degree in influencing consumers' decisions. While found the rest of the paragraphs close to the mean and standard deviation and therefore the level of impact on the purchasing decisions of consumers. The mean of the year amounted to (4.26) standard deviation (0.46) and the coefficient of variation (11%)

Table (1) Description of the statistical social variable factors

Item	mean	sd	cv	Cronbach- Alfa
x_1 / The communities to which I belong affect my decision when buying the factory products.	4.27	0.727	17	0.82
x_2 /My family affects my decision when buying the factory products	4.53	0.499	11	0.80
x_3 /My social status affects my decision when buying the factory products	4.27	0.68	16	0.80
x_4 /My social class to which I belong affects my decision when buying the factory products	4.37	0.657	15	0.83
x_5 /Norms and values affect my decision when buying the factory products.	4.17	0.687	16	0.83
x_6 /My social orientation affects my decision when buying the factory products	3.63	0.752	21	0.82
x_7 /The social change in the surrounding environment affects my decision.	4.27	0.854	20	0.84
x_8 /Often imitate others around me in buying the factory products	4.57	0.496	11	0.81
X	4.26	0.46	11	0.80

Table (2) Description of the statistical variable for brand loyalty

Item	mean	sd	Cv	Cronbach- Alfa
y ₁ /Diwaniyah dairy products company is the first choice when I buy the products	4.1	0.87	21	0.81
y ₂ /In general I see myself as a loyal customer to Diwaniyah dairy company products	4.63	0.482	10	0.85
y ₃ /I like Diwaniyah dairy company products.	4.7	0.458	10	0.90
y ₄ /I rather prefer Diwaniyah dairy company products than other products.	4.07	0.854	21	0.79
y ₅ /My friends and all my contacts prefer Diwaniyah dairy company products.	4.23	0.716	17	0.83
y ₆ /I have common characteristics with customers who also prefer Diwaniyah dairy company products.	4.5	0.671	15	0.85
y ₇ /I am ready to pay more to buy Diwaniyah dairy company products. , compared with other products.	4.27	0.629	15	0.82
y ₈ /Always repeat the process of buying products bearing the brand of Diwaniyah dairy company	4.43	0.667	15	0.81
Y	4.37	0.494	11	0.82

Table(2) shows the descriptive statistics for the paragraphs of brand loyalty variable as it is clear that the mean of paragraph y₃) related consumer love for products that bear the mark of Diwaniyah dairy company has reached (4.7). The standard deviation (0.854) while the variation coefficient (10%), suggesting there is a high loyalty to products Diwaniyah dairy factory. While paragraph (y₄) got which related to customer preference for products that carry Diwaniyah dairy factory mark of mean (4.07) and standard deviation (0.854) the coefficient of variation (21%) it indicates a high level of consumer preference. While we find the rest of the paragraphs close to mean and standard deviation therefore the level of impact on brand loyalty. General Mean for a variable brand loyalty has reached (4.37) and standard deviation (0.494) the coefficient of variation (11%) indicates that the high brand loyalty to Diwaniyah dairy factory .

Second: test research hypotheses

1-The test hypotheses on the correlation: - in this part of the research will be the main premise for the relationship of correlation between the items of social variable factors and variable brand loyalty test. Evident from the table (3) there is a strong direct correlation significant moral level of relationship (1%) between social factors and brand loyalty, this means that brand loyalty from customers associated largely social factors of the family and the factors related to trying to customer imitate others around it in the procurement process.

Table (3) the value of the correlation coefficient between the two variables

Variables (X,Y)	Dependent variable of brand loyalty (Y)	Value P	Level of significance
Dependent variable of social factors (x)	0.808	0.000	Significance

Test hypothesis, the impact: - in order to test the impact of hypothesis method, it has been used the regression analysis, it is clear from the table (4) there is a sign of moral effect level (1%) and social factors on brand loyalty, reaching the coefficient of determination (R²= 0.653). This means that social factors lead to increase the customer's loyalty for the brand by (65%), which indicates to the moral influence of social factors on the customer's sense of relief when buy products factory as well as a lot of customers trying to imitate the people around them in buying products factory.

Table (4) the values of coefficient (R2) and other variables to the impact of social (factors on brand loyalty and analysis (ANOVA).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808 ^a	.653	.652	.29176	2.032

a. Predictors: (Constant), x

b. Dependent Variable: y

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	47.737	1	47.737	560.773	.000 ^b
Residual	25.368	298	.085		
Total	73.104	299			

a. Dependent Variable: y

b. Predictors: (Constant), x

The table also shows (5) the value of regression coefficient for the impact of social factors on brand loyalty in terms of (0.868), a significant moral level (1%). This means that social factors changed by one unit leads to increased customer loyalty by (0.868) . table (6) shows the values of regression coefficient for the impact of social factors on brand loyalty.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.672	.157		4.283	.000
	x	.868	.037	.808	23.681	.000

a. Dependent Variable: y

Conclusions and Recommendation

Conclusions

1-By the results of the statistical description showed the presence of some of the social factors perceived by the customer, which was influential in the purchase decision that has crossed the research sample for the role of these factors in purchasing decisions

2-It was clear through the description of statistical factors that more obvious factors was imitation of others , the role of the family and its members in the acquisition of plant products in particular, and it is one of the reference groups that have a role and impact on consumer behavior

3- It was clear by the description of statistical factors that less aware by the consumer are the social norms and values, indicating the weakness of the effect of this factor on purchase decisions for products factory

4-The sample expressed loyalty High attitude and willingness to re-repeat purchase products factory

Recommendation

1-The need to work continuously to conduct market research to see change in the tastes and desires of the company's customers, through a survey and interview salesmen to gather feedback on the opinions of the company's customers

2- Working on the development of marketing and sales department conforming with the urgent need for the role of strategic marketing

.3-Carrying out a strategic analysis (SOWT) to determine the strengths, weaknesses, opportunities and threats down to a successful marketing strategy .

- 4- Upgrading the quality of products offered to customers through continuous improvement of products .
- 5-Working on strengthen brand loyalty among customers through increased advertising and promotion programs for products factory .

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Questionnaire Form

Dear Sirs,

This questionnaire is for the purpose of completing the research entitled (The Impact of the Social Factors on the Brand Loyalty - An Applied Study on a Sample of Diwaniyah Dairy Products - Iraq Consumers) .We ask your cooperation in answering the questions, and giving opinions and proposals to get into more useful results with the assurance that this information will be used for the purposes of scientific research

Researchers

First: General information

() Sex () age () years Academic achievement
 Current career position () Length of service in the factory ()

Second : Information about the factory

The company's capital () million Type of property ()
 The number of workers ()
 Types of products: 1. 2. 3.

Third: the social factors		Totally agree	agree	I do not know	I do not agree	Not at all agree
1	The communities to which I belong affect my decision when buying the factory products.					
2	My family affects my decision when buying the factory products.					
3	My social status affects my decision when buying the factory products.					
4	My social class to which I belong affects my					

	decision when buying the factory products.					
5	Norms and values affect my decision when buying the factory products.					
6	My social orientation affects my decision when buying the factory products.					
7	The social change in the surrounding environment affects my decision.					
8	Often imitate others around me in buying the factory products					
Four: loyalty to the trade mark						
1	Diwaniyah dairy products company is the first choice when I buy the products.					
2	In general I see myself as a loyal customer to Diwaniyah dairy company products.					
3	I like Diwaniyah dairy company products.					
4	I rather prefer Diwaniyah dairy company products than other products.					
5	My friends and all my contacts prefer Diwaniyah dairy company products.					
6	I have common characteristics with customers who also prefer Diwaniyah dairy company products.					
7	I am ready to pay more to buy Diwaniyah dairy company products., compared with other products.					
8	Always repeat the process of buying products bearing the brand of Diwaniyah dairy company.					