

INVESTIGATE THE ROLE OF THE PSYCHOLOGICAL CHARACTERISTICS OF CUSTOMERS CHOOSE A BRAND WITH AN EMPHASIS ON PRODUCT FEATURES USING THE BAYESIAN APPROACH

(CASE STUDY: FOOD INDUSTRY AND DAIRY PRODUCTS)

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ABSTRACT

Consumer behavior is one of the most important issues that marketing researchers have noticed in recent decades. The study on the factors that influence consumer behavior will help marketers to deliver a product that is more compatible with their needs and desires. The problems of consumers to choose the branded products and services increased by expanding. Therefore, they may focus on a set of brands and evaluated for their final selection. This category and the final selection will be influenced by issues such as product features. The aim of this research is determining the impact of the psychological characteristics of customers choose a brand with an emphasis on product features. The field method and questionnaires were used to collect data. Two questionnaires, one to determine the characteristics of product features and the final questionnaire to explain the impact of the psychological characteristics of the product and brand choice, with emphasis on product features. Among the 171 drug users and dairy products were distributed and collected in Tehran. The Cronbach's alpha for the questionnaire was .80, indicating high reliability of the research tools. To examine the hypothesis of Bayesian multivariate probit regression model, Friedman test and multiple linear regression were exploited. The results showed that the psychological characteristics of clients includes brand recognition, brand trust, brand purchase intent and consent of effective brand choice. Also features of product on brand choice, is effective. So that having a standard, non-use of preservatives and quality. On brand recognition Having a standard, the freshness of raw materials and without the use of preservatives. In brand trust Having a standard, the freshness of raw materials, avoiding the use of preservatives and quality in purchase intent effect on brand choice. And finally freshness and quality of ingredients is effective in influencing satisfaction with the brand on brand choice.

Keywords: *psychological characteristics of customers choose a brand, product features, Bayesian approach*

INTRODUCTION

Since the consumers are point of all marketing activities, successful marketing starts with understanding why and how consumers will behave. Studying the factors that influence consumer behavior and the effects of these factors on the behavior causes acquisition of knowledge and understanding of consumer behavior. Marketers Only in this way will be able to offer a product that is more compatible with the needs and demands of consumers. And other words to provide a product that is the result of the factors influencing consumer behavior and provide them maximum satisfaction (Safarzadeh and others, 1390).

Today, many experts believe that with the view of post modernism in topics like handling market, a great revolution in this field, especially in the field of brand management has been created. From the perspective of post modernism, product selection no longer simple phenomenon in the form of buys a product and service. From this perspective Select Products is representation an internal thoughts, identity, creativity and even art for the individual. (Gabriel and Lang, 1995)

With the development of branded products and services in the past decade the problems of clients to identify and choose between various brands increased and researchers have found that the need to understand the customer's choice between different brands is difficult. To reduce the complexity of the brand when choosing between different brands, according to what Larch and others (2005) have pointed out, customers may focus on a set of brands and evaluate and compare before pay for final selection. These concepts are classified by the clients in the product information processing, Brand or shop through a number of researchers as a point-to-understand information processing in the selection process have been proposed, are used. (Larch and Parsa, 2000).

The process of brand categories with a dual set of knowledge and lack of knowledge of the brand in a competitive series begins. Seriously when customers encountered with the intention to buy only a small set of brands that have information about them are considered (Larch and Tefli, 1999).

Nowadays Brand management area is increasingly important in marketing management especially when organizations are trying to communicate with intangible and complex messages. The main source of value creation (for both organizations and also for the customer) actually lies in the minds of potential clients and customers. Therefore, in order to strengthen the brand, focusing on the minds of customers, would be wrong. This study tries to use Bayesian analysis, a more accurate picture, and if possible more predictive power than traditional regression models provide. The main objective of this study was to explain the impact of the psychological characteristics of consumers (brand recognition, brand trust and brand purchase intent and satisfaction) on brand choice in the industry and dairy products.

THEORETICAL FOUNDATIONS OF LITERATURE

Psychological characteristics of clients:

To study the process of selection, purchase and use of products and services and study the behavior of customer, called customer psychology. Understand consumer behavior prerequisite to understanding how to stimulate or encourage consumer behavior. Wishes and desires, societal norms and structural frameworks, create and Rebuilding Individual identities in the way people use are influence. (MeymandMahmoudi et al., 1391).

Consumer behavior is a fledgling field and Moon defines it this way: Consumer behavior is Study of Purchase units and exchange processes Included in the purchase and disposal of consumer goods and ideas. Consumer behavior has been controversial and challenging and involves people and what they purchasing why and how to purchase them and involves marketing and mixed market. Consumer behavior is a delicate issue because the behavior is not always obvious therefore

They function as consumers, many times, cannot be predicted. (Nlchykashi and others, 1391). One of the factors that influence consumer behavior is "brand". In terms of consumers is an important component of the product For example, many consumers Consider jars "White Li Nan" as something precious that has excellent quality But Can poured This perfume in the anonymous glass, in which case its quality falls to a low level, although the both smell is just like. (Kotler & Armstrong, 1388). In a world where everything is changing, brand names are what features are scarce. For a customer, a brand is an important guide. Brand names are easier to understand products. Because the product brand they know and reveals the distinctive aspects. Customers with an offer to buy the brand to others, in attracting new customers help the company. Brand says why products are, where they come from and where they go. Products can not talk about themselves, the brand is what gives meaning to them and speaks their behalf (Noorbakhsh and Arghavani, 1387). Identify the various aspects of a brand and how it affects consumer behavior help companies to develop and implement their marketing Plan better and more effective; because marketing is the concept of

Introduction goods brand. In this study the psychological characteristics of clients includes brand recognition, Brand trust, Intend to buy and satisfaction of the brand have been extracted from the research

of ion and others (2009).ResearcherIn the following Explaineach of Psychological characteristics of Customers.

BRAND RECOGNITION:

In fact, it should be stated that the source of value creation for the customer is brand recognition (Aaker, 1992).

Mental structure formed from the brand, in the model

Of brand recognition, including both brand awareness and brand image. Brand awareness is the ability of potential buyers for detect and remember that a brand is a member of a certain product category has been defined. Brand awareness through Three advantages such as learning, attention, investigation and selective advantage plays an important role in decision-making (Shahbandarzadeh and gharihe, 1391).

Brand awareness can affect consumer perception. People are comfortable with the products that they are familiar with and tend to "ascribe all kinds of features to items that are familiar with the old ones." companies through Continuous showcasing brand for consumers in order to Familiarity with the brand Create Brand awareness. Lyn and Chang (2003) introduced the brand awareness as a Factor that has Super effective on consumer purchasing decisions. Also Jiang (2004) showed that distinguish the brand name affects the consumer choice (kamiab and Esmaeelpour, 1392).

Brand awareness; involve the recognition and Reminders of Brand. Accordingly, the customer can see the elements of the brand and recognize it the different circumstances and related it to a particular class of product or need (Brand recognition). Such diagnostic power, rooted in a person's past experience of the brand. Also At higher level the customer can make the brand more strongly related to certain features so that in the face of it, the brand recall (Reminders the brand). These two aspects, reflecting the concept of brand identity in the minds of customers to show (Divandari and others, 1388).

All feelings and thoughts created (directly or indirectly) to the brand, cause Brand related with specific characteristics in customers' minds and evokes the brand image (Bhatti, 2008). This image reflects the brand's activities in order to create a brand (brand performance and visualization), in the minds of customers. Brand image, to the brand strongly influence the behavior of customers about the brand. So that we can state the importance of brand in marketing, is influenced by the organization's ability to assess how customers interpret their brand image and how is the ability of the organization in control this image (Divandari and others, 1388).

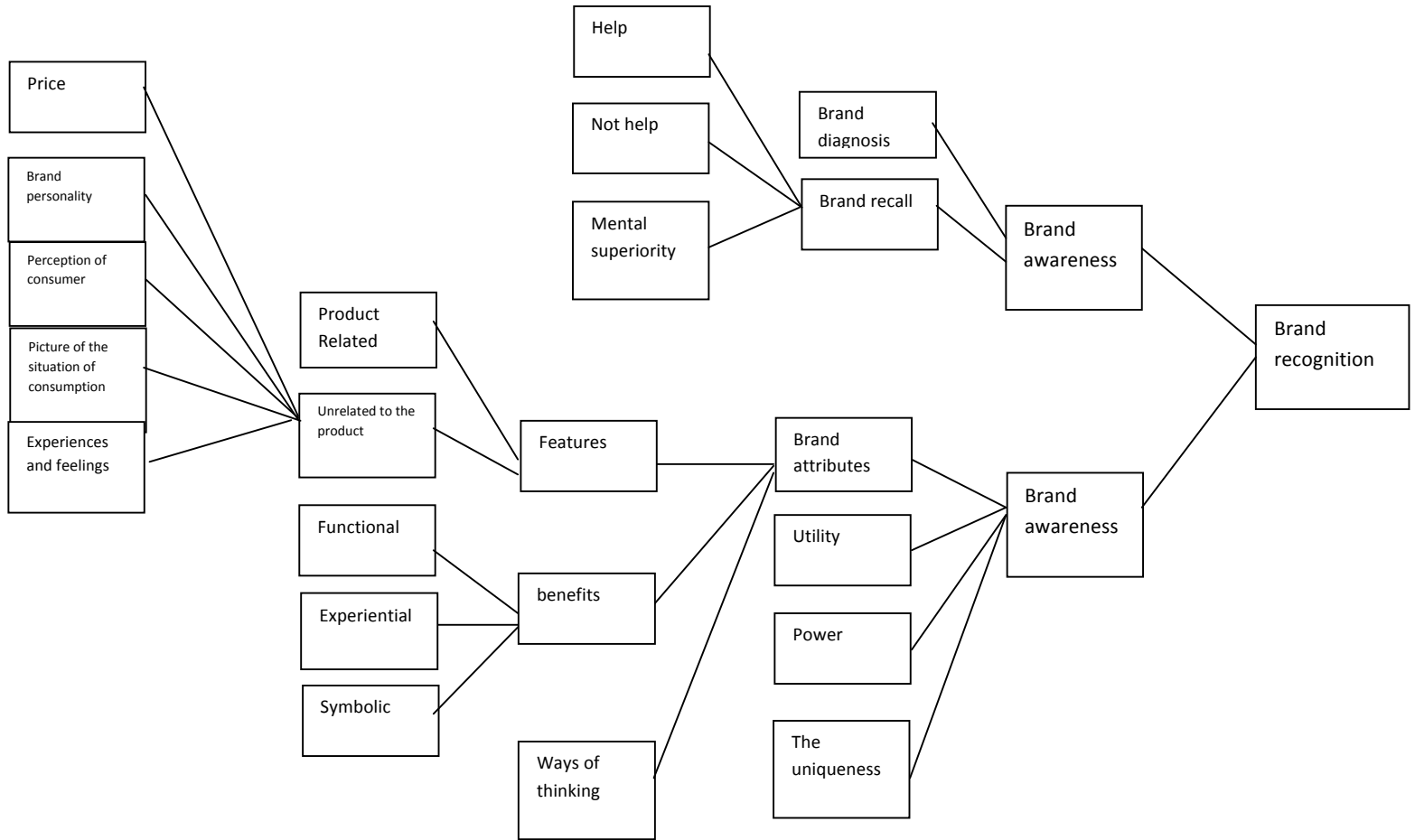


Diagram (2-2). Brand recognition (Divandari, 1388)

CUSTOMER TRUST TO THE BRAND:

The word has several different definitions of trust in different branches and researchers in every field have a certain understanding of this concept and have adopted various ways to set it up. (sanaati and others, 1389). The concept of trust, dependability and comfort level of acceptance trait means the ability of a person or a thing, or just a phrase. Trust represents a psychological condition and is created when one side is confident of the authenticity of the other party. Trust is facilitating exchanges in the social space that minimizes the cost of negotiations and exchanges. Trust is a multifaceted concept and context-intuitive behavior is different (Shahbandarzadeh and gharihe ,1391).

Brand trust is a psychological variables and assumptions set reflects the confidence And the intention is that the customer recognizes the brand. Brand trust degree is ability of their capacity to meet the promises that have been given. (dani and kononi,1997) Customers tend to understand brand identity that are more capable of fulfilling promises and create confidence in them. According to the theory of faithfulcommitment of Morgan et al (1994), trust is the key variable for the development a stable and desire to maintain a long term relationship with a brand. Brand trust from the customer's point of view is

psychological variables to assign a hypothesis or speculation about the credibility, sincerity and generosity leads to the brand by customers (Dehdashti and others, 1393).

A brand with a strong identity is safe place for our customers, because it leads to a reduction in uncertainty and risk in the purchase and consumption of a product for them. Some research suggests that the more famous and popular brands are more likely their customers benefiting from higher trust (ibid.).

INTEND TO PURCHASE:

Intend to purchase is a proper concept to predict the behavior of real buy (brood Sky, 2006).

Intend to purchase a combination of Bias and more likely to buy a product. According to the results of several studies, Intend to purchase depends largely on the attitude and customer preferences to a product's brand. So to measure consumer Intend to purchase it is assumed that the future behavior of consumers is based on her attitude. Intend to purchase is a consumer attitude to assess future partnerships with the brand. While client assets is a variables to record real shopping behavior, Predict the future behavior of customers is a critical issue for companies. Since the future behavior of consumers must be estimated accurately. Numerous studies communicate or evokes between the actual behavior of consumers Intend to purchase and check them. Appropriate model in the literature communicate Intend to purchase and behavior as it is provided by Fyshbn and Ajzen they have suggested that shopping destinations tend to behave better predict the actual purchase. So that intends to purchase Allowing people to combine all factors that affect its actual behavior. Buying behavior, influenced by two factors will be tangible and intangible. In other words, the tendency of consumers achieved when make a purchase from their objective and subjective assessment of the value of services and goods received. Theory Cause and effect is known as behavioral intentions model, indicates that the intention of a person determines his behavior. So, behave in a certain way, reflect their own subjective decision. Ajzen and Fishbein model predict behavioral intentions. In this model the behavior not evaluated, but as the results of the study can be obtained from special purpose. Purchase intentions may focus on the possibility of buying a brand. Although the purpose of buying often in marketing research used as a variable for actual purchase behavior, but should be considered cautiously because intentions and behavior may not be the same. (Tabatabainasab and others, 1391).

Consumer in the process of evaluation of different brand names during the selection process, elects one or more brand. The consumer may also want to buy the most preferred brand for its breed. In any case, here are two factors are involved the Intend to purchase and make a decision about it. The first is ideas of the others, and the second factor is unanticipated (dani and konon, 1997)

THE SATISFACTION OF THE BRAND:

Satisfaction is responding fully to customers about products and services, As well as understanding about your product and services features or products and services themselves. According to the losco and McDougall (1996) satisfaction is overall customer attitudes towards the service provider. Satisfaction is an effective response and achieved from subsequent and non-consolidated experience be expected which includes the process of observational. Customers after assessing performance and before buying or reuse compare results with their expectations and any dispute will lead to insist. Satisfaction is an internal state Achieved as a result of satisfying the needs of consumers. Generally, Customer Satisfaction is a Judgment evaluation processes that customer Generally Acquires from recent purchases (Bitner and Hubert, 1994).

Customer satisfaction is also evaluating the overall feeling of the brand to consumers of products and services have defined a brand in every moment. In addition to feeling Satisfaction, the researchers will also

knownit as cognitive process. So overall customer satisfaction can be a process of judgment, cognitive and positive emotions of customer's to brand.(Dehdashti Shah Rukh and others, 1390).

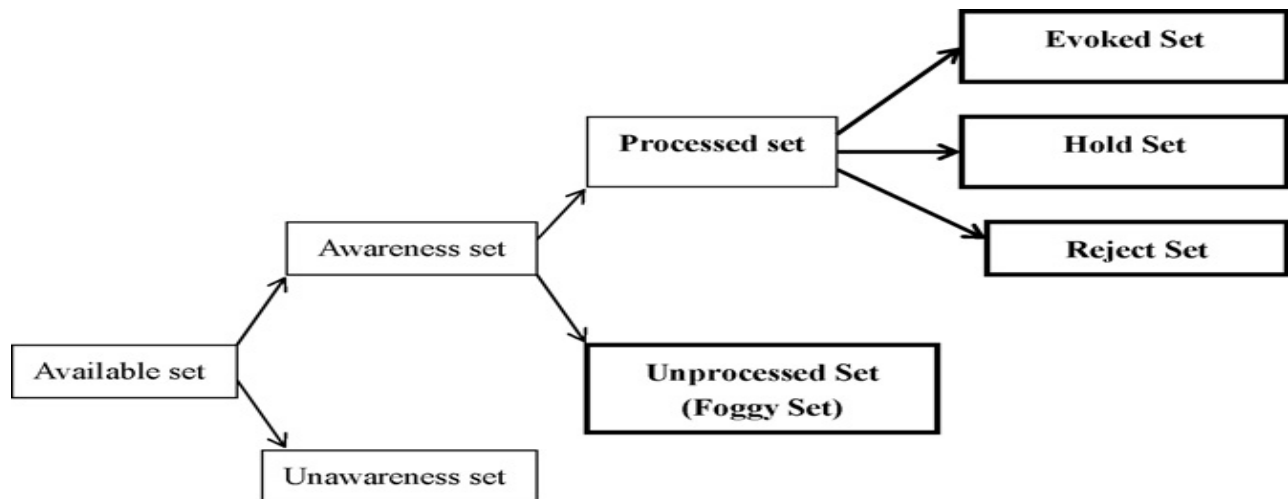
PROCESS OF CATEGORY AND BRAND CHOICE:

In the study of consumer behavior factors like Personal and social cognitive (eg, intrinsic value and personal commitments) also considered as factors influencing the decision-making.(MeymandMahmoudi et al., 1391)

In initial studies, researchers have concluded that customers, when encountered with multiple brands, fuzzy strategies they use.

Understanding client information processing about products, brands, stores and their characteristics play an important role in this process and has become a matter of concern for researchers. In addition, understand the selection process that includes multiple global brands to develop our knowledge in the process of brand choice and purchase behavior helps (Larvch et al., 2003).

Studies conducted by Larvch and others in 2005,Larvch and Parsa in 2000, Byrvsvks and Larvch in 1998, shows thatthere isdifference between a set that is considered and set that is not considered.And process of effective brand category for understanding the relationships between collections and brand attitudes and purchase intention can be used (Yoon et al., 2009).



Bysvks and Laroche model (1980)

This model Classify and categorize brand.This model includes 4 sets of cognitive awareness.A thorough knowledge includes two general categories:Collection process and non-process collection.Non-collection process that is predictable from its name is not very important in brand assessment. Therefore, customers only have to worry about the Collection process is divided into three parts:Evoked Set, Hold set, Reject Set.

Evoked set:Brands in this category are positive attributes in the evaluation and purchasing decisionsand have a significant impact on customer purchase intention.

Hold set: Brands in this category is not considered asthe primary alternative, And can have a cognitive, positive, negative and middle attitude.

Reject Set:Including marks and brands that are not chosen because of its negative attitude toward specific brands or other reasons.

Empirical studies show the difference between attention and inattention to their CollectionAnd process of categorizing brand can participate effectively in understanding the relationship between customer orientation and customer intends to buy (Yoon et al., 2009).

CONCEPTUAL MODEL:

According to studies conducted by researchers at home and abroad conceptual model is formulated as follows:

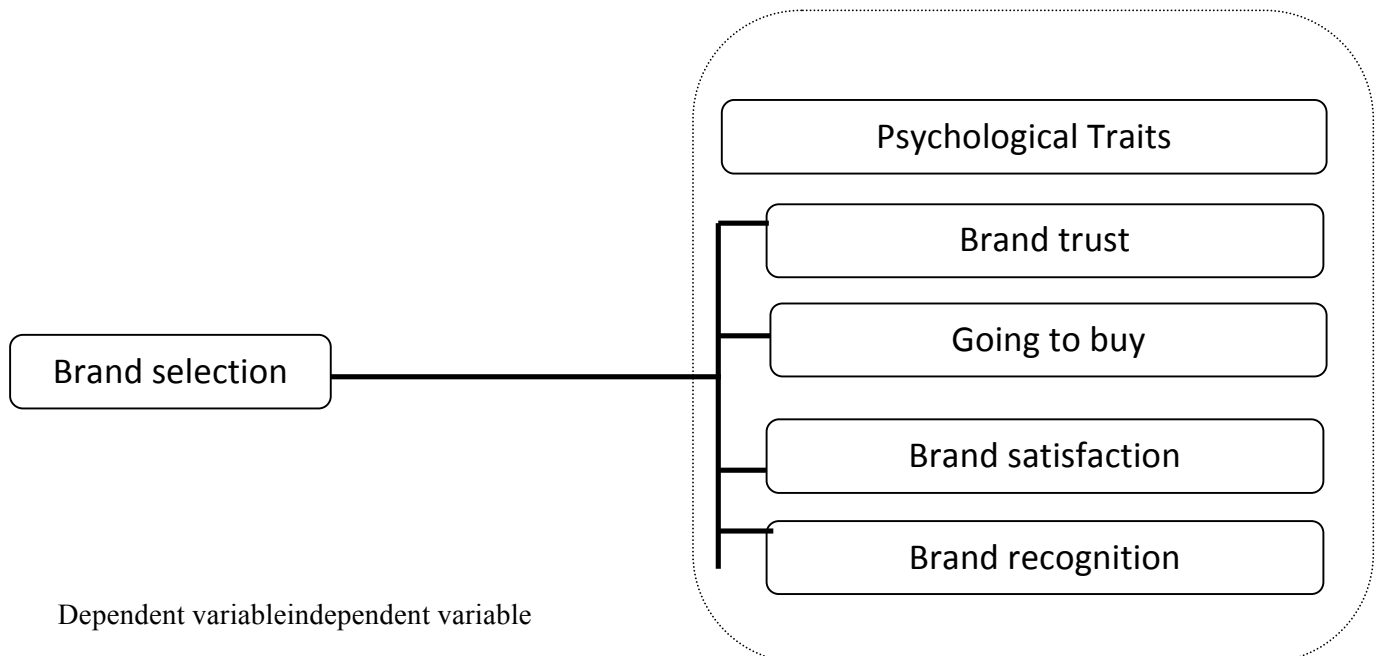


Figure 1: conceptual model

RESEARCH METHOD:

The present study in terms of data collection is descriptive and Cause-correlational and this research also in purpose is applied.

THE COMMUNITY AND STATISTICAL SAMPLE:

The statistical populationis consisted of all consumers oftop 10 brands of food and dairy industry in Tehran.It should be noted that the top 10 brands is extracted from the thesis Dr. Mohammad Reza KarimiAlavijeh.In this thesis top ten brands marked according to their market share.

Table 1: amount of market share of brand (KarimiAlavijeh, Mohammad Reza, 1390)

MS2	MS1	Brand name	Row
33	39.16	pegah	1
9	31.18	pak	2

13	2.14	kale	3
6	36.6	damdaran	4
2	37.5	chopan	5
5.3	37.5	Khazarshir	6
3.2	18.3	pazhan	7
7	00.4	rouzane	8
4	73.3	pakban	9
3	56.3	mimas	10

In this study, according to the population size is Unlimited, Sampling formula for unlimited community is Used which describes it as follows:

If the quantitative variables are permitted, (For example, five-item Likert spectrum able to be denoted amounts of 1 to 5), can be estimated using the following equation standard deviation.

$$\text{Equation (1)} \sigma = \frac{\max(x_j) - \min(x_j)}{6}$$

The formula for calculating the sample size is used:

$$\text{Equation (2)} n = \left(\frac{z_{\alpha/2} \times \sigma}{\epsilon} \right)^2$$

In this case, Z-values of the standard normal (Based on the standard normal probability table is extracted) α ; Standard deviation σ and ϵ ; the accuracy is expected by the researcher. Here, Standard deviation equal to 0.667, According to the standard normal probability equal to 96.1 and Level of precision and accuracy of researchers are researchers expected equal to 1/0. (momeni and f. Ghaiyoomi, 1389: 100)

For this study, based on the five-item Likert scale, Standard deviation equals:

$$\text{Equation (3)} \sigma = \frac{5-1}{6} = 0.667$$

The sample size of the research is as follows:

$$\text{Equation (4)} n = \left(\frac{1.96 \times 0.667}{0.1} \right)^2 = 171$$

DATA COLLECTION TOOLS:

In the present study to collect data from two questionnaires, a questionnaire was used to determine the characteristics of the product and the final questionnaire. Validity and reliability of data collection is crucial for this purpose the validity of the professors were confirmed by Cronbach's alpha coefficient was calculated to assess reliability. Considering that for all variables Cronbach's alpha was the top 7/0, reliability, suitability measure was approved.

In order to analyze the data using different statistical analysis including Bayesian multivariate probit regression and Friedman test was used. To statistical analysis using software SPSS and took OpenBUGS version 3.2.2.

RESULTS AND FINDINGS:

Profile of respondents in this study using five variables marital status, gender, age, education and heads of household's income were considered. 47.5 percent of the respondents were married and 24.6 percent of the respondents were single. 74.63% of respondents were male and 25.36% of respondents were female, 32.6 per cent between 19 and 25 years, 8.22% between 26 and 35 years, 31% between 36 and 45 years, 13.5% between 46 and 54 years, 4.6% were aged 55 years and older. 9.12 percent have a diploma, 5.17 of an associate's degree, 7.28 of BA, 5.34 Masters percent, 4.6 percent were PhDs. 6.7% of respondent's heads of households earning less than 500 tomans, 30.4 percent from 500 thousand to one million toman, 38% between one and two million Tomans, 24 percent more than two million Tomans earned.

DATA ANALYSIS AND HYPOTHESIS TESTING:

Inferential statistics are important when there is sampling. After reviewing descriptive statistics using the model probit regression multivariate Bayesian the effect of influence factors (brand recognition, brand trust, plans to purchase and consent of the brand) in the category and brand choice in four sets set Evoked, set Hold, set Reject Foggy set and will be discussed. Since the brands that fall in the categories Evoked and same customer are considered brands The impact of psychological factors on customers Evoked set are included one to four research hypotheses.

Bayesian estimates probit regression multivariate model parameters:

Based on 50,000 samples generated from the posterior distribution of parameters, DIC model is equal to 5416. Late statistical summary probit regression model parameters, including estimates point (mean, standard deviation) and are reliable, quantile 5/2 and 5/97 percent) based on 50,000 samples in Table 2 are shown.

Table 2: Estimates of 95% confidence intervals for parameters on and probit regression multivariate model for categories of brands collection Evoked set:

	Meaningful	The standard deviation	Confidence interval %95
Intercept	8/117	0/49	(9/08 - 7/16)
Brand recognition	0/425	0/08	(0/27 - 0/58)
Brand trust	.937	0/10	(0/74 - 1/14)
Intend to buy	0/598	0/11	(0/39 - 0/81)
Brand satisfaction	0/904	0/10	(0/70 - 1/11)

Parameters that are not included zero in 95% believe it is meaningful and significant parameters values in the table above are shown in bold.

The interpretation of the negative coefficient predictor variables and controlling for other variables In these modelsFor each setIndicates that by increasing the predictive variables likelihood that observed for other variables to set it belongs less and interpretation of the coefficients positive predictor variables in the models for each setIndicates that an increase in the predictor variable and controlling for other variables likelihood that has been observed to set it belongs more.

HYPOTHESES REVIEWS:

Since the brands that fall in the categories Evokedare Customer favorite brandsand customer choiceBrandtakes place in the seriesso

Effects of psychological factorsof customers on Evoked setthe main hypotheses and Subsidiary hypotheses One to four studies are included.Considering the numbers presented in diagram 2, we will examine the research hypotheses.

Main hypothesis: The psychological features of client affect the brand categorization and selection. This hypothesis is an accepted regarding the results of Beez multi-variable probit regression reported in Table 2, has been accepted. Because the client, psychological characteristics (Brand recognition, brand confidence, shopping intention, brand satisfaction) are significant based on believable intervals with %95 for the evoked complex which are the same lovely and considered brands of customers. So, the first main hypothesis is proved.

The first subsidiary hypothesis: Brand recognition influences the brand categorization and selection. Looking at Table 2, the presage variable of brand recognition by 0/425 is significant in believable interval 0/95. It means that by increasing recognition of brand. The likelihood that a brand is in Evoked set being the favorite complex of client, increases. Thus, one can conclude that the first subsidiary hypothesis is confirmed.

The second subsidiary hypothesis: Brand confidence is influential on brand categorization and selection. Looking at Table 2, the presage variable of brand reliance by 0/937 is significant in credible interval 0/95. It means that the more brand reliance, the more likelihood that a brand is in Evoked set, being the favorite set of client.

We can conclude that the second subsidiary hypothesis can be confirmed.

The third subsidiary hypothesis: Shopping intention affects the brand selection and categorization.

Looking at Table 2, The presage variable of shopping intention by 0/598 is significant in acceptable interval 0/95, i.e. the more shopping intention, the more possibility that a brand is in Evoked set, the favorite set of client. So, the third subsidiary hypothesis can be confirmed.

The fourth subsidiary hypothesis: Brand satisfaction affects the brand categorization and selection.

Looking at Table 2, the presage variable of brand satisfaction by 0/904 is significant in acceptable interval 0/95. It means as the brand satisfaction increases, the likelihood of being a brand in Evoked set, the lovely set for client, increases. Thus, the fourth subsidiary hypothesis is confirmed.

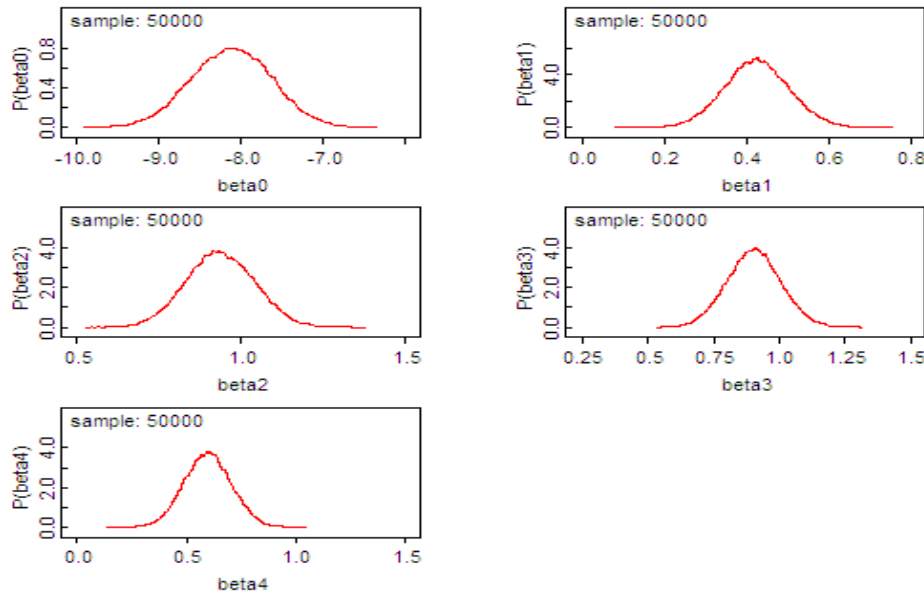
The primary diagnostic criteria for convergence of model In Mount Carlo chain Marcoffi Method, by continuous sampling from distributions of subsequent parameters, the Marquoffi chains will be

constructed. If they can be converged, we can understand about the model parameters. We achieve to the convergence of model coefficients when we can get to subsequent deduction based on the samples resulted from subsequent distribution. Next we will present the plots of diagnostic criteria including estimated density plot, Trace plot. History plot, and Autocorrelation plot, all of them describing the convergence of Marquoffi chains of all model parameters.

STUDYING THE CONVERGENCE OF PROBITY REGRESSION PARAMETERS CONFIDENTS FOR EVOKED SET.

1-Estimated kernel density plot:

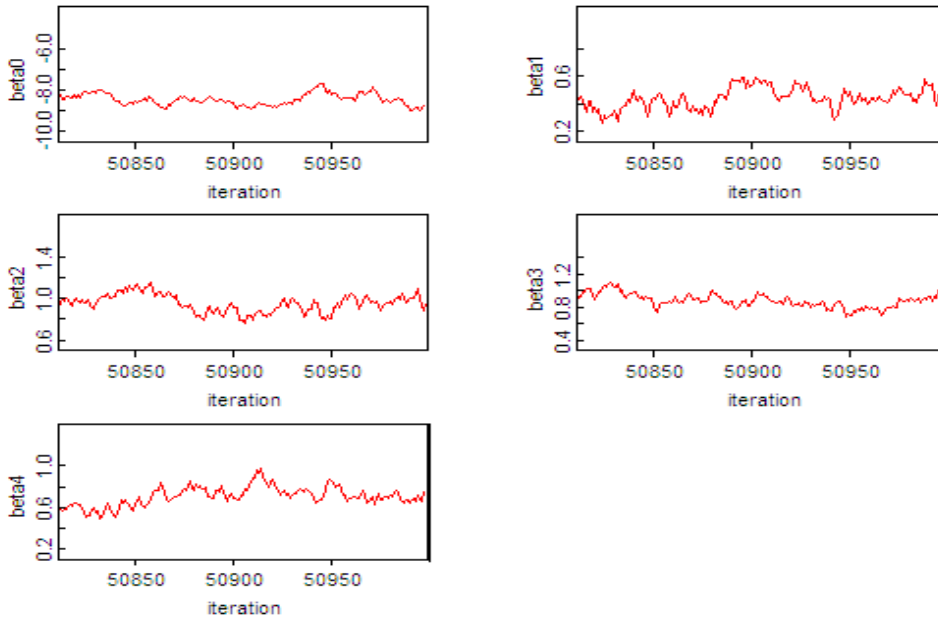
This plot provides an approximate estimation from density function (probability function) of subsequent parameters. As one can observe, the plots have normal shape.



plot 2) Estimated kernel density plot

2. Trace Plot:

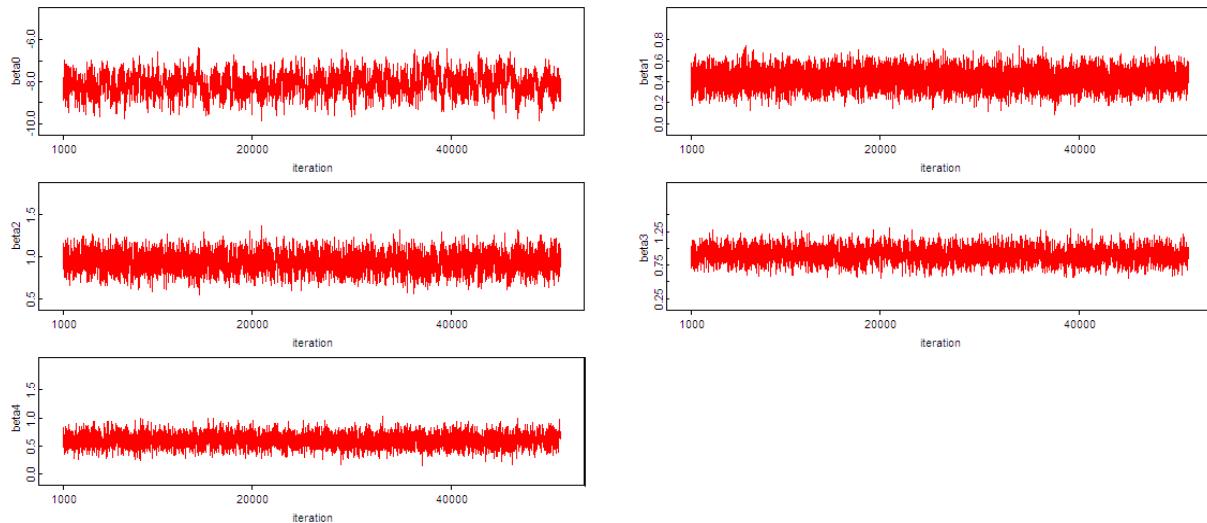
This lined plot provides the frequencies opposed to produce amounts. The plot with some fluctuation around an axis without process or frequency suggests the convergence of Marquoffi chains. So as can be seen in plot. We can conclude that the model is convergent.



plot (7-4) Trace plot

3. History plot:

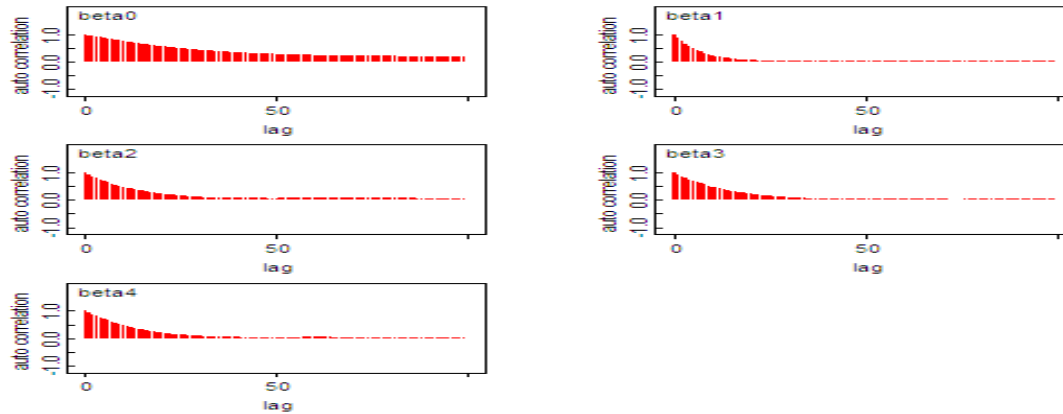
It provide a complete trace and shows all the frequencies in front of obtained amounts. In fact, this plot presents trace in continuous frequencies.



plot (8-4): History plot

4. Autocorrelation plot:

This plot presents the autocorrelation amounts. The more this plot comes closer to right and has a less concentration and becomes closer to linear type, the more convergence will be observed. As we see in plot, the model is convergent.



plot (9-4)Auto correlation plot

CONCLUSION AND SUGGESTIONS:

Today, so many companies and organizations have accepted the new concepts of marketing and apply them. They have realized that the focus on consumers needs is the main factor of marketing trend. Thus, studying and discovering consumer needs and analyzing process of consumer behavior and prioritizing effective factors on this process are the main tasks of marketers. A high competitive situation and consumer's broad range of diversity have made a situation exposed to companies to take in to account their consumer behavior and the features of the product on which influence as much as possible.

One of the effective factors on consumer's behavior is brand. In view point of consumers, brand is considered an important component of a product. The brands have changed into the main actors in this modern society and play the key role in it. Actually they are pervasive and penetrative in to all of our life sections including economic, cultural, sports and even religious areas. Brand is a name and symbol. It's actually a national concept that helps to make a positive image in consumer mind being different from other competitor's products. Because of an intensively high competition, numerous and different kinds of products and also considering the studied product characteristics(dairy products) in terms of commercial title, quality, packaging, accessibility, ... , the consumers reduce their shopping risk through choosing and shopping the known brands with which they have familiarity. Clearly, introduction in to the new enterprise and business world, it's more important and crucial to research on issues around commercial brand. On one hand, several numbers commercial titles in the area of dairy products have made the customers to face with brand selection among the brand sets, over and over. This process has become broadly difficult and complicated. Because the individual consumer should examine the features of different products, judge them and then choose. Thus the present paper objective is to clarify the effects of consumer's psychological characteristics on brand categorization and selection in dairy products. Finally the research findings suggested that the customer's psychological features including brand recognition, brand confidence, shopping intention and brand satisfaction are effective factors on brand choice. Based on the results from hypotheses testing. Some experimental and applied solutions and suggestions will be provided later:

1) The research results show that brand cognition is effective on brand choosing. We suggest that the dairy product companies pay more attention to the brand cognition issue, which includes two components: brand remembering and brand image.

Brand remembrance resulted through a continuous and everlasting presentation of product and its brand. Brand image includes all of the developed feelings and thoughts (directly or indirectly) towards brand which makes its relation with some special features in customer mind. Therefore it is suggested that dairy

products companies put their products subject to consumer's sight more than ever and also they should attempt to provide a desirable and pleasant image of their company and products.

2) Research results confirm that brand confidence influences the brand selection. We suggest that dairy products and material companies pay more attention to brand reliance. This subject refers to the degree of brand capability and capacity to which it will succeed to meet the promised issue. Taking the brand promises more in to account, leads to increasing the degree of reliance and confidence on brand in view point of client. This result in a long and continuous relation between customers and brand and their loyalty towards it.

3) The research findings imply that shopping intention influences the brand choosing. So it is being suggested that dairy products and material companies should more attention to the issue of shopping intention and its related variables affecting it.

4) The research results show that brand selection is also influenced by brand satisfaction. It would be suggested that dairy companies consider the brand satisfaction more than ever. The customer satisfaction includes all his/her experience of the product purchase and use. Thus, better product presentation and consumer service, result in more consumer satisfaction.

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