



# Analysis of Marketing Strategies in Dairy Processing Industries in Hamedan Province

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## Abstract

As the conditions in the market and in the world of work and commerce gets more complicated, this requires correction, improvement and also updating marketing attitude among manufacturers and marketers. It is an urgent requirement to choose and determine strategies in order to achieve the objectives. Strategy means the comprehensive and main plan in manufacturing unit revealing the way it achieves the goals. On the other hand, as processing industries toward market, the rate of wastage (losses) reduces. This Study concerns processing industries and finding suitable important strategies. Toward this end, present study seeks to investigate the market and the strategies of marketing in processing industries. The society under study in this investigation consists of producers, retailers and the consumers of dairy processing industries in Hamedan province. The data required for this study are connected using three groups of questionnaire. Moreover, factor analysis and structural equation modelling have been used as the statistical method of the investigation. The output of Lisrel and Amos softwares are used to study the variables. The common marketing strategies are defined in results section and each one is compared with present conditions of dairy processing industry market in Hamedan province, and acceptable and unacceptable marketing strategies are assigned separately. In the end, several recommendations are presented for using strategies and conducting future investigations

### Keywords:

Marketing Strategies, Processing Industry, Market, Factor Analysis

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## INTRODUCTION

World economy is following a novel commerce at present era; reduction in national incomes of countries who are dependent on exporting primary natural resources especially non-renewable sources) mostly in developing countries) and its severe volatility, high rate of population growth, descending trend of exchange relationship that harms above-mentioned countries, which leads to reduction in purchase power due to incomes obtained from exporting such resources, and this has lead the economic planners and policy-makers in these countries to change the market structure and marketing trend in order to resist such unwelcoming outcomes. Increasing complexity in market conditions and business world, requires improvement, reform and updating marketing attitudes of marketers in companies. Companies think that marketing aims at helping production and getting rid of company products, but it is inverse, that is the production who plays the role of supporting marketing. What makes a company grow, is the ideas and recommendations of marketing. Production, research and development, financial and other sections are formed to support the company activities in market environment (Cutler, 1999). Asserting that for the purpose of achieving given objectives in the company, it is necessary to choose and determine the strategies, toward this end. The company, at first, determines the target market and determines the way to enter it. In one hand, processing industries attracts more agricultural products to market. Studying processing industry market and finding appropriate strategies for improving market conditions in this sector is of considerable importance. For this purpose, present investigation aims to study the market and processing industry marketing strategies. Thus, the main objective of this investigation is to study dairy processing industry market in Hamedan province and to compile market strategies.

## Literature review

Marketing is a process aiming at identifying, predicting and providing the needs and desires of customers for goods and services (Safari and Kiayee, 2007). Contending that each economic

unit needs a marketing plan to achieve its objectives at different level of goods and services.

Marketing plan or planning in marketing is of the most important processes of marketing. The importance and status of marketing plan should be thought of as a tool at the service of management and leadership of social systems. Modern organizations and institutes are so complicated that without meticulous planning, it is not possible for them to continue their life. Planning requires awareness of future changes and threats and predicting the way of dealing with them (Rezaeean, 2000). Expressing that determining strategies is an urgent requirement in order to achieve the objectives assigned. Of studies conducted is presenting a quantitative model for distinguishing and comparing the production and marketing strategies (Jafar nezhad and Mokhtar zadeh, 2007). Mention that market consists of all potential customers who have common needs and desires and are willing to conduct exchange so as to meet their needs and desires and they are capable of doing so. Market historically refers to a place where buyers and sellers gather to exchange goods (Cutler, 2002). Says that market; however, these days has a more widespread and comprehensive definition. Marketing is a process for identifying, predicting, creating and providing the needs and desires of customers for goods and services (Safari and kiaee, 2007). Contending that each economic unit needs a marketing plan in order to access the given objectives at different levels including goods and services. Marketing plan and or planning in marketing is of most important sections in marketing process.

Selecting and determining, and also studying the effect of market and organizational challenges of marketing strategies are required to meet the given objectives (Jarat and Fight, 2004). For this purpose, the company, at first, assigns the target markets and determines the way to enter them, then determines the methods of finding the location for the products or the company services in target markets and sections defined in it and also determines the time table for the executive plan for meeting above-said stages (Borimnejad and Shamabadi, 2008). The main discussion that companies should focus on is not only about the decisions on arrival at the market, but only they

should compile appropriate strategies which make them succeed in this game. This could be done through simultaneous development of company capabilities and in order to study the effects of Iran's membership in WTO, we could benefit from compiling maximal strategies for developing exports (Jalalifar and Sadaghaz, 2012). The strategies which are selected, should be controlled and revised in practice and operational and executive stages. Adjusting strategies in regard with target markets and available an varying markets and opportunities and also regulating company strategies with regard to competitors in revising and monitoring marketing plans are focused or considered. Marketing strategy could be used for shortening the distances between production and consumption (Agogelia *et al.*, 2009). Which plays the same marketing strategy role in direct marketing (Keem *et al.*, 2009). Here, it means the comprehensive and main strategy plan of the company which shows how the company meets the give missions and objectives. Strategy maximizes competitive profit (advantage) and minimizes competitive shortages (Borimnejad and Shamabadi). Believe that work and trade succeeds if it could use inventive strategies and identifies influential factors on the relative importance of marketing strategy innovation and the effects of using marketing strategies (Sluter *et al.*, 2010). Marketing strategy also seeks to improve the competitive situation in the market and assist the industry in meeting its objectives (Vind and El-eman, 2004, 1996). On the other hand, serious problems have emerged in processing industry sector following reducing subsidiary supports for producers of dairy products. Thus, the main objective of present article is to study the dairy processing industry market and compiling market strategies in this sector. In further studies in the areas of market strategy has been to introduce a single market strategy, including review of marketing strategies in electronic markets (Seid javadin *et al.*, 1385). While this research is to finally, the expression of a complete management strategy and strategic marketing as well as to review various aspects of this section may be paid. However, studies conducted so far in the market and is less labor market strategy industries, and more attention is raw agricultural

products, But in terms of value added products as well as easier storage transport and access to more markets and expand into complementary industries can be used for agricultural production, and provided further industry growth.

## MATERIALS AND METHODS

Statistical methods used in this study, concerned factor analysis in a non-parametric format. Factor analysis has been conducted by softwares such as Amos, Lisrel in which correlation analysis has been of focus. Correlation analysis factor analysis is among Multivariate methods in which the dependent and independent variables not raised. Because, this method is dependent component techniques and all variables are interdependent and Tried to summarize too many varibales in multi factor. The main purpose of factor analysis is purification of the large number of variables in a limited number of agents, so that in this process there is the least amount of missing data. one statistics that can happen through determining the suitability of data for factor analysis, KMO test is always a value between 0 and 1 fluctuate. If KMO value was less than 0.5, data for this analysis was not appropriate. If the value is between 0.5 to 0.69, Be more careful analysis of payment. But if the value is greater than 7/0, the correlations between the data for factor analysis would be appropriate.

In this study, questionnaires were used to obtain the required information. Thus, the three types of questionnaires were designed for the three samples of dairy producers in Hamedan province, retailers and consumers. So the population is the 31 Manufacturers in Hamedan province, Furthermore 66 percent of companies active in 20 production units were active in four cities Nahavand, Malayer, Hamadan, Bahar and the 20 units of general information and access to markets and marketing problems of manufacturing units are a perfect example, therefore, in this study we consider 20 produce units' data . Total retail sales of retailers ranging from super-markets and chain stores in the province. The number of samples retailers is equal to 75 units, and consumers is equal to 200 samples among all consumers of randomly selected, and questionnaires have been distributed among them.

## RESULTS AND DISCUSSION

In scientific research, the most important step that should be taken to collect information, is processing of raw data and results. At this stage of data analysis, statistical tests dealt with using software analysis results about the accuracy of the claims are judged. In this section, to determine the validity and reliability of the questionnaire, questions intended to measure any variable, of an exploratory factor analysis was used. Essential factor analysis is that correlation is not zero but if correlation matrix would be the same correlation matrix, it means all correlations matrices are zero. Bartlett's test is significant if the correlation matrix is not the same and there are correlations between variables and factor analysis is possible.

Here the base is equal to 0.696, then factor analysis is appropriate for this data set. Here, the P-Value is less than 0.001, and therefore, according to the test data obtained from the questionnaire retail for exploratory factor analysis is appropriate.

Comprehensive model, scale manufacturers have been considered as a variable and in the detailed model of this resources are divided in ten sources consist of: marketing management "optimal" marketing management "available", open market under "optimal" conditions, market expansion, the impact of advertising, the influence discounted, competitive environment, eco-

nomie environment, political environment, society-cultural environment, environmental technology and marketing types. The partial model variables have been considered obvious variables.

According to the results table, factor analysis, factor loadings greater than 0.5 show that the questions of predicted values are exactly the same element measured that. In other words, the structures of measurement, are formidable. Grading was done according to each set of factors, to find the best detected obvious variables and use them.

In comprehensive model, the buyer considered as a variable and the detailed model of this resources is divided in the two sources consist of: population's dimensions and buyers. The partial model variables have been considered obvious.

The comprehensive model of retail sales is considered as a variable and the detailed model in two dimensions have been classified into major and sales promotion. The partial model variables have been considered obvious.

## CONCLUSION

Whatever the factor loadings are larger and closer to one, the better the observed variable can explain the independent variable. Based on the results from table 4 and all of the factors and items discussed in producer part, general and partial factor loading are greater than 0.5, and there are even some factor loading "1", accord-

Table 1: KMO and Bartlett's test for producer questionnaire

<b>Benchmark Kaiser Meyer Olkin (KMO)</b>		<b>0.587</b>
Bartlett test:	Square approximation ( $x^2$ )	1227.65
	Degrees of freedom	215
	Significance level	0.00

Table 2: KMO and Bartlett's test for buyers questionnaire

<b>Benchmark Kaiser Meyer Olkin (KMO)</b>		<b>0.675</b>
Bartlett test:	Square approximation ( $x^2$ )	216.71
	Degrees of freedom	91
	Significance level	0.00

Table 3: KMO and Bartlett's test for the retailer's questionnaire

<b>Benchmark Kaiser Meyer Olkin (KMO)</b>		<b>0.696</b>
Bartlett test:	Square approximation ( $x^2$ )	96.904
	Degrees of freedom	45
	Significance level	0.001



ingly we can chose the type of strategy.

Buyers factor loading are shown in Table 5. Therefore, the data factor loading kind of profession, family size, income, price changes and minor factor loading media interest is lower than 0.5, and

these variables can not be considered treue.

Table 6 shows the retailers factor loading. preparations before facing the customer and arrangement of products have got a low factor loading, and cannot be used.

Table 4: Confirmatory factor analysis produced

Factors and items		Slight Load Factor	General Load Factor
<b>Marketing Management "optimal"</b>			
1	Have a global perspective and international	0.95	0.99
2	Determine the marketing strategy of new and existing products through	0.88	0.98
3	Decisions for dairy products based on scientific studies		0.97
4	Training and provision of adequate managers for marketing of dairy products	1	0.97
5	HR approach used in production	0.76	0.96
6	Identify targets	0.96	0.96
7	Management (planning, goal setting, organization, strategy, leadership, etc.)	1	0.95
8	Production companies and cooperatives	0.95	0.95
9	Regarding entrepreneurship in Marketing Management	0.96	0.94
10	Enhance and develop new markets	0.99	0.93
11	Customer-driven production and marketing	1	0.93
12	The use of innovative methods and technologies for the marketing of products	1	0.91
13	Expand geographic coverage	0.96	0.89
14	The use of traditional management approaches (grammatical) in the production and trade	0.95	0.89
15	Management of distribution channels	0.97	0.88
16	Using a systematic approach in producing	0.87	0.87
17	National retail	1	0.84
18	Planned short-term, medium-term, long-term marketing	1	0.83
19	Marketing strategy in consumer market	0.92	0.81
20	In order to be certain marketing programs (to increase profits and ...	0.95	0.78
21	Associations and organizations	1	0.77
22	Defining the objectives of export marketing	0.88	0.61
23	Enhance and develop new products	0.96	
24	Governments and government agencies at the national level and the macro-	0.77	
<b>Open market conditions, "optimal"</b>			
25	Identification of new competitors	0.8	1
26	Environmental factors for proper distribution	0.39	0.95
27	Packaging for dairy products	0.61	0.95
28	According to customer orientation and return to normal production	0.71	0.93
29	New product suitable	0.44	0.92
30	Set prices for retailers and consumers	0.85	0.92
31	Birth certificate of the product	0.71	0.91
32	Product according to the customer	0.64	0.9
33	Understanding of distribution channels	0.58	0.89
34	Research to understand the market, consumer and marketing decisions	0.8	0.88
35	Provide guarantees and after sales service	0.4	0.86
36	Product as customer's requirement	0.63	0.86
37	Technical Notes and basic understanding of distribution channels	0.85	0.86
38	Indicate the status of the product or brand in the target market	0.31	0.57
39	Quality of goods		0.49
<b>Marketing Management "contained"</b>			
40	Defining the objectives of export marketing	0.97	0.88
41	Enhance and develop new products	1	0.88
42	HR approach used in production	0.97	0.87
43	Decisions for dairy products based on scientific studies	1	0.87
44	Enhance and develop new markets	0.95	0.85
45	Have a global perspective and international	0.98	0.85
46	Training and provision of adequate managers for marketing of dairy products	1	0.85
47	Identify targets	0.98	0.84
48	Management of distribution channels	0.91	0.83

Factors and items	Slight Load Factor	General Load Factor
49 Associations and organizations	0.99	0.81
50 Marketing strategy in consumer market	0.91	0.8
51 Use practices and innovative technologies in the marketing of products	0.98	0.79
52 Planned short-term, medium-term, long-term marketing	1	0.78
53 In order to be certain marketing programs (increasing profit.	0.98	0.76
54 Expand geographic coverage	0.93	0.75
55 Production companies and cooperatives	0.98	0.75
56 Determine the marketing strategy of new and existing products through	0.96	0.73
57 Customer-driven production and marketing	1	0.71
58 Management (planning, goal setting, organization, strategy, leadership, etc.)	0.94	0.7
59 Regarding entrepreneurship in Marketing Management	0.97	0.69
60 Retailers nationally	1	0.68
61 Using a systematic approach in producing	1	0.62
62 Governments and government agencies at the national level and the macro-	0.98	0.61
63 The use of traditional management approaches (syntax) in the production and trade	0.94	0.6
<b>Open market conditions "contained"</b>		
64 Quality of goods	1	0.9
65 Product according to the customer	0.99	0.9
66 Provide assurance and after sales service	0.98	0.86
67 New product suitable	0.96	0.81
68 Technical Notes and basic understanding of distribution channels	0.94	0.81
69 Product as customer's requirement	0.98	0.79
70 Understanding of distribution channels	0.94	0.79
71 According to customer orientation and return to normal production	1	0.78
72 Set prices for retailers and consumers	0.97	0.78
73 Identification of new competitors	0.92	0.77
74 Packaging for dairy products	0.95	0.77
75 Indicate the status of the product or brand in the target market	0.84	0.74
76 Research to understand the market, consumer and marketing decisions	0.97	0.71
77 Environmental factors for proper distribution	0.99	0.71
78 Quality of goods	0.99	0.71
79 Identification of the product	0.97	0.65
<b>The impact of advertising</b>		
80 Awareness about shipping	0.52	0.99
81 Gain and increase market share	0.55	0.95
82 Increase in short sales	0.48	0.88
83 Long-term increase in sales	1	0.87
84 Gain market share in memory	1	0.77
<b>Mitigate the effects of</b>		
85 Strategy to reduce the price below market price	0.87	
86 High prices at the start and tapering strategies to develop sales price	0.8	0.94
87 Market leadership in setting the price	0.44	0.9
88 Commercial discounts	0.12	0.9
89 Reduce the seasonal price	0.78	0.83
90 Price reduction on the purchase amount		0.82
<b>Competitive environment</b>		
91 Relative power of unions, governments and other Interest groups in Marketing	0.86	0.95
92 Bargaining power, single supply of raw materials	0.64	0.95
93 Threat of new entrants to the industry	0.82	0.93
94 Potential competitors in the industry	0.82	0.79
95 Bargaining power of buyers	0.48	0.75
96 Quality of products with competitive price, quality, price and distribution	0.41	0.72
<b>Economic environment</b>		
97 Employment of local populations in the target market	1	0.99
98 Production diversity and resemblance to the target market of your products	1	0.95
99 Retailers target market	0.4	0.94
100 Were uniformly distributed in the target market	0.84	0.93
101 Providing credit facilities to increase the allocation of financial and credit standards	1	0.91
102 The inflation rate in the last 5 years in the market	0.37	0.86
103 Support system for production of dairy products	0.72	0.78

Factors and items	Slight Load Factor	General Load Factor
<b>Political environment</b>		
104 Laws relating to intellectual property rights, copyrights, patents	0.58	1
105 The government tends to encourage the private sector to produce and export	0.77	0.96
106 Tax and tariff market	0.71	0.96
107 Political conditions in the target market	0.47	0.95
108 Level of government involvement and presence in the dairy products industry	0.33	0.88
109 Increasing the speed of communication and transportation technologies	0.81	0.73
110 Public than the private sector in the target market Socio-cultural environment.	0.55	0.6
111 Costs and efficiency of communication with the target market (trade fairs)	0.38	0.97
112 Climatic characteristics of the target market	0.07	0.94
113 Different lifestyles and customs of different groups of people in the target market	0.87	0.77
<b>Environmental Technology</b>		
114 Funding by private sector research and development of products	1	0.99
115 Focusing on technological measures on the production and trade of dairy products	0.67	0.95
116 Development of new products and technological environment	1	0.9
117 Government funding to research and develop products	0.33	0.89
118 Using technology to improve production performance	0.25	0.79
<b>Type of Market</b>		
119 Personal Marketing	0.3	0.96
120 Market based on specific market segments	1	0.92
121 Marketing Wisdom	0.7	0.8
122 Mass marketing	0.34	0.79
123 Based marketing segments of the market	0.4	0.63

Source: Research findings

Based on the obtained data, many factors affect the marketing strategy of Hamadan province's dairy products. According to performed analysis, some factors that have an influence on the choice of strategy can further help us. As it was stated previously, based on correlation coefficients given in table 7, the three factors, Current market conditions, marketing management in present conditions can be

used to select the appropriate marketing strategy can help more than other factors. According to table 4 to obtain any of the latent variables, variables with greater factor loading can be used. For example, to assess the desirability in marketing management, a global perspective and international variables - international marketplace and determine the marketing strategies of products for new and existing can be used. On the

Table 5: Confirmatory factor analysis of buyers

Factors and items	slight Load Factor	General Load Factor
<b>Population size of the market</b>		
1 <b>Age</b>	0.513	0.974
2 Marital status	0.643	0.723
3 Level of education	0.506	0.684
4 <b>Sex</b>	0.671	0.613
5 Monthly income	0.28	0.599
6 <b>Job</b>	0.31	0.48
7 Type of interest	0.678	0.454
8 Number of family members	0.399	0.259
<b>Buy</b>		
9 Your request for products with a shelf life of most plants What is it?	0.624	0.809
10 What brands have you used to get?	0.583	0.661
11 Likely to buy your dairy products with new brands is how much?	0.534	0.643
12 The effect of brand name products	0.68	0.592
13 Impact of packaged dairy products	0.645	0.549
14 What effect changes in dairy product prices affect your purchase?	0.476	0.429

Source: Research findings

Table 6: Confirmatory factor analysis Retailer

Factors and items		slight Load Factor	General Load Factor
<b>Sales promotion</b>			
1	Way of dealing with customer complaints in protest at plans	0.721	0.842
2	Appreciation of customer loyalty in various forms and methods of direct and indirect	0.562	0.637
3	Behavior of customers when purchasing by retailers	0.532	0.62
4	Arrangement of dairy products on shelves	0.413	0.566
5	Preparation before facing the customer	0.401	0.275
<b>Shopping major</b>			
6	The brands of products that are outside the province	0.665	0.727
7	The total number of dairy brands in this unit	0.713	0.731
8	How did you become familiar with how brands have taken place?	0.867	0.695
9	The number of brands are available in the domestic production of	0.534	0.497

Source: Research findings

other hand assessing the situation to define the present marketing management must be a goal of marketing export and increasing and developing new products to be dealt with. Market expansion in terms of the two variables by the product quality and production according to customer tastes, can be evaluated. Marketing strategies are very various, according to market reviewed and analyzed with different levels of access to market information. Each of the possible marketing strategies, according to market research solution, aim to improve the economic conditions of the market. Here, based on market data obtained from different aspects of the dairy processing industry has been identified, and appropriate strategies for market introduced in the dairy processing industry.

The integrity strategies (vertical forward): The market of dairy processing industry in addition to manufacturing units spread directly their products mainly by major store and without intermediaries offering their products to market. With this strategy, there is a direct relationship between the market and the company lowering marketing costs, producers can easily get familiar to the tastes of customers and the ability to satisfy consumer, trying the market achieves to success. So, now using these strategies is a part of the distribution. Dairy processing industry aim to implement this strategy in a way that could help market makers to expand.

Diversification strategy (homogenous): market dairy processing industry continues to make new products despite major competitors, in this part of the industry because of the similarity in the final product, competitors in the market get

more profit and better position to carry out these strategies. The other units forced to stay in the market to provide new products are producing according to their ability. The implementation of this strategy should, among other things, competitive environment, economic environment, social environment - culture and technology environment, we have the attention of the target market.

Defensive strategies (reducing): the strategy is different for each of the units. But in general it can be said with regard to the information obtained, which are produced in factories is non-specialized dairy products, and competitors are successful in producing and supplying of these products in the market and the producers who have saturated the market, must be removed from the production line. These strategies can be successful.

Generic strategy (differentiation): This market strategy is very difficult and yet useful. In this industry, due to the great similarity of products and specific products can not easily make difference between products. But a manufacturer is able to produce a new product, if the factors of marketing management, advertising and social environment - cultural target market get enough attention. Strategies applied in the dairy processing industry used to bring out the units of economic disadvantage.

Also according to the information obtained, it could be addressed in future research in the following research areas:

- Key strategies cited as a research project run on one or more unit.
- each unit according to the specific circum-



stances of your marketing strategy must be codified.

- General Market beside the local markets examined, the course requires time and facilities for to collect needed data.

- In this study the cross-sectional data were used, but for a broader insight we can use the time series data, used to compare and predict dairy product marketing issues.

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