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RANKING FACTORS THAT EFFECT ON CAR BUYER POINT OF VIEW AT TAJIKESTAN

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ABSTRACT

Among competitive environment, customers are the center of consideration, and their satisfaction is the major factors for grab competitive advantage. For grab their satisfaction, company must come true their needs and identify customer's need, performance, ability and limitations during the purchase. The aim of this article is ranking of some factors that effect on car buyer's at Tajikestan. Social population is persons who has been bought car at Tajikestan during the second half of 2013. Sample was estimated 360, and data was analized by Pearson correlation and Fridman. All of hypostatized ware accepted.

Keywords: Value, Efficiency, Volume Facilities Provided, Varieties, Advantage

INTRODUCTION

Today's, most of concepts are the basis of customer oriented. Customer is value for business units and is the center of units or department. Organizational inclinations are changed during the recent years which often because of outside changes.

On the other hand, other organizations cannot survive without attention to the customer demands. The problem is customer point of

view. So, organizations seek to find resources to grab more customers, and come true their needs. Customer satisfaction is the most important matter which necessary to identify buyer's demands, performance, and limitations.

The aim of this article is an investigation factors that effect on buyer's view. At the next sections, research theoretical framework.

Then, research method will explain, and at the end, finding and conclusion will state.

Research theoretical framework:

Marketing is an organized efforts to identify market and do the appropriate action in comparison to the organizational aims (Venos et al, 2004). Marketing pay more attention to human and social needs. Companies capture an individual need to social need to attain more profits (EsmailPour, 2005). Marketing means to find an appropriate market or whole action that occur from production to consumption (BoloryanTehrani, 2000).

Decision making is a process that people try to find an appropriate goods or services. Beyond them, every action has a hidden important decision making. The process in which buyer try to make decisions calls purchase process. Marketing managers must investigate purchase process (Holden, 2004).

Customer purchase process has 5 criteria that consist of buyer point of view. It is buyer's belief, and all of them had many subscriptions. These are:

- ✓ Value
- ✓ Efficiency
- ✓ Volume
- ✓ Varieties
- ✓ Advantage (Bennett, 1997).

There are some descriptions about each of them.

Value is strategic tools for grab and maintains customers, and one of the most effective and well known factors at production and services. The supreme value is the criteria for keep competitive advantage. Its subscription is as follow:

- ✓ Bountiful appearance
- ✓ Price
- ✓ Easy use
- ✓ Brand
- ✓ Unique (Soltani, 2009).

Efficiency is defined appropriate work. It means that productions have longevity and consists of high quality and low expenses. It also related to distribution channel. Over 15 years, companies have been paid attention to efficiency. Its subscription is as follow:

- ✓ Longevity
- ✓ Usage expenses
- ✓ Safety
- ✓ Distributed channel
- ✓ After sell services (Goutam et al, 2007).

At marketing literature, it was seen that buyers faces to some productions that has bountiful appearance, services, and price, but the only differences is the amount of it at market. So, it is more be at market for buying. Subscription is as follow:

- ✓ Some facilities that stated by production

- ✓ Utility for productions
- ✓ Different and efficient productions (Bennet, 1997).

At the end of twenties century, companies was more vulnerable to complex environment. According to research, verities are some characteristics that separated many things to each other. In other word, verities mean many ways. Customers also have many typical productions for chooses . Subscription is as follow:

- ✓ Verities at payment
- ✓ Verities at order
- ✓ Verities at production
- ✓ Verities at design (Subramaniaa and Manchanda, 2003).

Customers find the production advantage. If there will be according to their expenses, they will buy it, and interact with company. In fact, ultimate aim of purchase is grab advantage. In other words, customer inclines to choose one of many goods. So, they like variety. Subscription is as follow:

- ✓ Offer information to customer
- ✓ Contract to customer
- ✓ Understand the needs
- ✓ Pay attention to compliant.
- ✓ Guarantee (Chang et al, 2003).

Research hypothesizes are as follow:

1. Car value has significant effect on Tajikestan car buyer's view.

2. Car efficiency has significant effect on Tajikestan car buyer's view.
3. Car volume has significant effect on Tajikestan car buyer's view.
4. Car variety has significant effect on Tajikestan car buyer's view.
5. Car advantage has significant effect on Tajikestan car buyer's view.

RESEARCH METHOD

This article is applicable type, and tries to investigate the effect of some factors that effect on customer's view. Statistical population is Iran Khodro's customer at Tajikestan at second half of 2013. Statistical population is unlimited.so, we use to Kocran formula from the unlimited population. Sample was 385. So, 385 questioners were distributed among buyers. 360 questioner were back to researchers. Analyzed rate is 94/73 percent.

Questioners were made by Kim and Hyun (2011). So, it has high validity. Reliability was measure by Corenbach alpha which is near to 1 that is appropriate for research. Data analyzed by Pearson Corelation , Fridman, and SPSS software.

FINDING AND CONCLUSION

Firstly, data was tested by normality test. Then, data ground to normal. So, we can use parametric method or Person correlation for analyzing.

At following, we test the research hypostatizes:

1. Car value has significant effect on Tajikestan car buyer’s view.

According to analyzes, significant level are lower than error level (5%). So, hypostatize are accepted. In other word car value has significant effect on Tajikestan car buyer.

According to **Table 1**, price has the most effect. In other word, buyer’s view car price cause to value.

2. Car efficiency has significant effect on Tajikestan car buyer’s view.

According to analyzes, significant level are lower than error level (5%). So, hypostatize are accepted. In other word car efficiency has significant effect on Tajikestan car buyer.

According to table 2, longevity has the most effect. In other word, longevity of car has the most effect, and distributed channel has the least.

3. Car volume has significant effect on Tajikestan car buyer’s view.

According to analyzes, significant level are lower than error level (5%). So, hypostatize

are accepted. In other word car efficiency has significant effect on Tajikestan car buyer.

According to table 3, car utility has the most effect. When a car has more utility, it has more chance to buy.

4. Car variety has significant effect on Tajikestan car buyer’s view.

According to analyzes, significant level are lower than error level (5%). So, hypostatize are accepted. In other word car variety has significant effect on Tajikestan car buyer

According to table 4, Verity at payment has the most effect. Different payment cause to more inclination to buy.

5. Car advantage has significant effect on Tajikestan car buyer’s view.

According to analyzes, significant level are lower than error level (5%). So, hypostatize are accepted. In other word car advantage has significant effect on Tajikestan car buyer.

According to table 5, grantee has the most effect. It is more important for car buyer.

Table 1: t-test for h1

95% confidential difference		X	sig	df	t	criteria
low	high					
0.4003	0.183	0.2917	0.000	359	5.28	Bountiful appearance
0.6634	0.4421	0.5528	0.000	359	9.826	Price
0.2549	0.0785	0.1667	0.000	359	3.716	Easy to use
0.3023	0.0866	0.1944	0.000	359	3.547	brand
0.324	0.0705	0.1972	0.002	359	3.06	Uniqe

Table 2: t-test for H2

95%confidential difference		X	sig	df	t	Criteria
low	high					
0.5418	0.3526	0.4472	0.000	359	9.298	Longevity
0.6152	0.3959	0.5056	0.000	359	9.065	Usage expected
0.5953	0.3936	0.4944	0.000	359	9.64	Safety
0.3388	0.1223	0.2306	0.000	359	4.187	Distributed channel
0.1994	0.1994	0.2917	0.000	359	6.218	After sell service

Table 3: t-test for H3

95%confidential difference		X	sig	df	t	criteria
low	high					
0.3857	0.1643	0.2750	0.000	359	4.884	Some facilities that stated by production
0.4116	0.1828	0.2972	0.000	359	5.110	Utility for production
0.3473	0.1471	0.2472	0.000	359	4.856	Different and efficient productions

Table 4: t-test for H4

95%confidential difference		X	sig	df	t	criteria
low	high					
0.4571	0.2373	0.3472	0.000	359	6.213	Verity at payment
0.2645	0.0688	0.1667	0.001	359	3.349	Verity at order
0.2995	0.0505	0.1750	0.006	359	2.764	Verity at production
0.3842	0.1714	0.2778	0.000	359	5.135	Verity at design

Table 5: t-test for H5

95%confidential difference		X	sig	df	t	criteria
Low	high					
0.3951	0.1549	0.2750	0.000	359	4.504	Offer information to customer
0.3752	0.1248	0.2500	0.000	359	3.928	Contract to customer
0.2948	0.0552	0.1750	0.004	359	2.872	Understand the needs
0.424	0.198	0.311	0.000	359	5.412	Pay more attention to compliant
0.519	0.293	0.406	0.000	359	7.057	Guarante

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