



## Study the socio-cultural and demographic factors influencing purchasing behavior of Shiraz Zarrin Ghazal dairy products company

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**Abstract.** The purpose of this study was to evaluate the socio-cultural and demographic factors influencing consumer purchasing behavior based on Shiraz zarrin Ghazal dairy products company. The aim of this study is, applied to the data collection methods and techniques: cross survey, carried out in the process, cross-sectional nature of the data, a little. The volume of non-probability samples of 383 sampling were selected and studied. For data collection use the questionnaire. To analyze the data from the computer software package SPSS and statistical tests of Kolmogorov-Smirnov one-sample-a (one-sample KS), T test, analysis of variance (ANOVA), Mann-Whitney U test and Kruskal-Wallis, multivariable regression, Cronbach's alpha for the calculation of reliability and confirmatory factor analysis was used to assess construct validity. The results confirmed the effect of independent variables represents lifestyle, reference groups, integrated marketing, situational factors, religious beliefs, socioeconomic status and age of consumers of dairy products on their shopping behavior has been. Purchasing behavior of consumers of dairy products in terms of employment status, marital status and education level, but they differ in terms of the purchasing behavior of consumers of dairy products with no significant gender differences. The results show that a variety of other variables in the regression analysis to explain the variables that influence the buying behavior of consumers of dairy products, independent variables, situational factors, nutrition and lifestyle practices, religious beliefs have emotional reference groups and 67 percent of General factors affecting consumer buying behavior-dairy products account for them. The strongest predictor variables in consumer purchasing behavior, dairy products, and situational factors are variable. This variable is only 62/6 % of the variance is explained by the behavior of consumer purchases dairy products.

**Keywords:** purchase behavior of consumers of dairy products, Shiraz Zarrin Ghazal dairy products company, socio-cultural factors, and demographic factors.

### 1. INTRODUCTION

One of the most controversial issues in marketing and consumption, consumer behavior and buying consumer goods is selected. The industry is highly competitive growth in every region and country In order to stay in competition with other resources like products should be identified factors influencing purchasing behavior product To build strong brands and a variety of high quality products to sell more and gain customer loyalty payment. In discussing the purchase of many factors involved and the complexity of their influences. The traditional economy and intense competition change in new dimensions, customer and consumer are as linchpin of the entire activities of the companies. So that from a competition perspective, the survival and the survival of organizations depends on identifying and attracting new clients and new customers and retain existing customers and consumers. (Samadi et al., 2009) One of the key aspects of consumer behavior, which is used in the planning of marketing activities, due to the reasons influencing consumer purchasing behavior. In a market that is considered as the confluence of the producer and consumer, consumer buying behavior and various factors can influence the decision to buy him. In each community according to its particular circumstances, different environments that shape people's behavior and, in fact determine their behaviors and

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actions. In this environment, consumer behavior is influenced by social and cultural characteristics that marketers need to understand and awareness these factors and socio-cultural characteristics of consumer.

### **1.1. Statement of Problem**

Consumer behavior, controversial and challenging issues that include people and what they buy. Since consumers are the focal point of all marketing activities, successful marketing starts with understanding why and how consumer behavior. On the one hand, studies have shown that approximately 50% of buyers before buying do not pay to explore external, 1/3 of them in the process of searching for information on a limited basis, and 12% pay to the extensive search in a very short period of time before buying (Afjeh and Bakhshyzadh Borj, 2011) So we can say that consumer behavior is a subtle phenomenon, because the behavior is not always obvious, so how individuals as consumers often cannot be predicted. With this interpretation can be said consumer purchasing behavior is a social problem, the problem with economies in transition will be more such as Iran consumers. Transition economies as emerging markets with good potential for growth are considered. These countries are now moving towards a free market mechanism, unique marketing challenges are ahead. Accordingly, marketing issues, and especially consumer behavior, increasingly important in this economy. In this study the buying behavior of consumers and socio-cultural and demographic factors influence on the part of consumers of Apada dairy products in Shiraz. The study on the factors that influence consumer behavior and effect of dairy products on the behavior of each of these factors is the acquisition of knowledge and understanding of consumer behavior only then marketers will be able to provide products that more adapt to the needs and demands of consumers In other words, commodity and submit the result of the factors influencing consumer behavior and provide maximum satisfaction (Mahdieh and Chubtrash, 2014) According to the company prior to its marketing policy to understand consumer buying decisions and processes they need to understanding the factors that influence consumer buying decisions and understanding the overall processes through which people behave and ultimately understand their decisions is an important step in creating marketing plans and ultimately gain competitive advantage. Given the importance of consumer behavior in marketing literature, this study tries to socio-cultural factors affecting the demographic and consumer buying behavior are examined in this context, the question is the most important socio-cultural factors affecting on the demographic and consumers purchase behavior of Shiraz Zarin Ghazal dairy products company?

### **1.2. The importance and necessity of research**

Due to consumer behavior when buying and volume of purchase of the company is an important issue because the preservation of any organization depends on its customers and consumers products company. Better and effective customer communication process of understanding consumer behavior, decision-making process and the factors influencing it as well as identify opportunities and threats and to identify internal strengths and weaknesses of the consumer behavior. So in order to communicate effectively with the client, understanding consumer behavior has considerable importance. The need to focus attention of consumer purchasing behavior and its influencing factors in the country for reasons of particular importance:

1. Consumer behavior is an important factor in the stagnation or falling during all manufacturing and commercial activities in the society. The success of some companies and can cause others failure.
2. With regard to the rapid changes in needs and constant demands and purchasers and existing markets saturated. For success marketing with swing voters but a way to understand and complete proper recognition and treatment of consumers buying there will.

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3. Products supplier companies survive and grow only by meeting customer satisfaction and continuous attention to the needs and demands of consumers is possible this requires a thorough understanding of the needs, wants, and general consumer purchasing behavior.
4. In the competitive environment, managers need to understand the factors influencing purchase behavior of consumer products to achieve higher profits or to maintain the status quo to explain and predict consumer buying behavior.
5. Consumer behavior in different societies and cultures are not similar. So understanding consumer purchase behavior with the socio-cultural and demographic characteristics of consumers has special significance and research in this field help managers and can make better decisions better to category consumers by marketing researchers.
6. By studying the factors influencing purchasing behavior of consumers and reveal the factors influencing purchasing behavior, we can offer effective marketing strategies to increase store volume purchases or on the other hand can help consumers to manage their purchasing behavior.
7. In many situations, instead of consumers turn to search and evaluate options before buying, buying unreflectively and do their purchase based on emotional impulses. The correct use of methods of consumer behavior and predicting behaviors associated with the purchase, we can build and deliver better products, which ultimately leads to increased sales and customer satisfaction.
8. Company through analysis of consumer behavior gain information to consequences their success in the market. Better and effective communication with customers process of understanding consumer behavior, decision making process and the factors influencing it as well as identify opportunities and threats to identify internal strengths and weaknesses of the consumer behavior. In order to effective communication with consumers, the factors which affect their behavior consider importance.

### **1.3. Research Objectives**

Objective: The aim of this study was to evaluate the socio-cultural and demographic factors influencing consumer purchasing behavior based on Shiraz Zarrin Ghazal dairy products Company.

The main objectives:

1. socio-cultural factors influencing consumer purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.

Lateral objectives:

- 1.1. Recognition the impact of lifestyle of consumer on their purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.
- 1.2. Understanding the impact of the economic - social base influencing consumer purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.
- 1.3. Understanding the impact of religious beliefs influencing consumer purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.
- 1.4. Understanding the impact of reference groups on consumer purchases of dairy products Zarin Ghazal Shiraz.

1.5. Understanding the impact of situational factors on influencing consumer purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.

1.6. Understanding Integrated marketing influencing on consumer purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.

Main objectives 2: the recognition of demographic factors influencing on consumer purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.

2.1. Understanding the effects of age on consumer purchasing behavior of Shiraz Zarrin Ghazal dairy products Company.

2.2. Understanding effect of gender on consumer purchasing behavior of dairy products.

2.3. Understanding effect of marital status on consumer purchasing behavior of dairy products.

2.4. Understanding effect of employment status on consumer purchasing behavior of dairy products.

2.5. Understanding effect of level of education on consumer purchasing behavior of dairy products.

### **1.3.1. Local history research**

Mortazavi et al (2011), in a study entitled "The impact of cultural trends and their impact on national partiality planning and customer buying behavior," the effect of cultural attitudes and buying behavior of people going through the partiality of their national. The results have shown that all aspects of cultural trends, with the exception of the National partiality after the customer masculinity and quality of foreign products to buy these products had a positive impact. Adeli (2013), in a study entitled "Evaluation of situational factors affecting domestic consumers of fish in Tehran" to study and identify situational factors affecting consumer behavior of fish. Results have shown that environmental health, odor and air environments, supply practices, cleaning and coating the seller and their behavior, and how busy the store layout, the most important factors in the position to purchase and consumption of households groups of Tehran. Mahdieh et al (2014), in a study entitled "Consumer involvement purchase decision" to investigate the relationship between consumer involvement and decision-making of their purchase. The results have shown that the involvement of consumer interest in the product, including value-based fun, symbolic value and significance of the risk, there is a significant relationship with the purchasing decision.

### **1.3.2. Foreign background research**

Durmaz et al. (2011), in a study entitled "The impact of cultural factors on consumer purchasing behavior, experimental study" to examine empirically the impact of culture, subcultures and social classes in Turkey have on consumer behavior. Results have shown that culture, beliefs and traditions have the greatest impact on consumer purchasing behavior, while the friends and social groups have less impact on consumer purchasing behavior. Sanchez and others (2011), the research as "non-customer interaction for the customer: the development of the social dimension of the store" have. The results have shown that the human and social Triggers retail space in buyer behavior is the main factor. Iyda Darban (2012), in a study entitled "The impact of online social networks on consumer purchasing decisions," the effect of online social networks in purchase decision-making process of consumers in retail stores of food, has been investigated. The results show that most people buy their own stores in the area. The environment is an important factor in the purchase of goods. Have also demonstrated that

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culture, tradition and occupation were the most important factors influencing consumer purchasing behavior.

## 2. RELIABILITY AND VALIDITY

In the present study to determine the validity of construct validity using confirmatory factor analysis to confirm the structure of the special factor to determine the reliability of internal consistency using Cronbach's alpha for the calculation of the questionnaires or tests that measure the features is used

### 2.1. Validity

Narrative suggests that the tools we are able to quantify and measure the variables or instruments for which it is made, is or not? Therefore, reliability or credibility of compliance with the operational definition is the definition of the concept (Habib pour Gatabi and Safary shaly, 2009: 300).

**Table 1.** Factor analysis of related to measure of lifestyle.

Explained variance	Eigenvalues	Factors		Structures	
		Responsibility Health Weight Factor	Nutrition style Weight Factor	Lifestyle	
33/68	4/38			0.824	31
				0.812	36
				0.806	30
				0.790	37
				0.698	42
				/689	32
				0/583	35
				546.0	33
22/92	2/98			389.0	34
				0/836	39
				0/833	40
				0/773	41
				0/759	38
56/60		The total variance scale			
0/827		KMO test the appropriate sample size			
Chi- Square= 2479/63		Df= 78	Sig= 0/000	Bartlett test for accuracy of separation factor	

**Table 2.** Factor analysis of items to measure religious beliefs.

Structures	factors		Eigenvalues	Explained variance
	Religious beliefs Weight Factor	Emotional Weight Factor		
54	0/795		5/26	32/87
58	0/787			
53	0/768			
55	0/742			
52	0/740			
56	0/690			
57	0/659			
51	0/628			
45	0/528			
44	0/485			
43	0/433			
47				
49		0/771		
50		0/768		
48		0/680		

46		0/458		
The total variance scale			49/54	
KMO test the appropriate sample size			0/860	
Bartlett test for accuracy of separation factor	Sig= 0/000	Df= 120	Chi- Square= 2552/80	

**2.2. Reliability**

To calculate the coefficient of reliability of measuring instruments used in different ways, such that it can be run through again (retest), the parallel (peer), the songs (break down), the Kvdr-Richardson and alpha Cronbach's (Sarmad al, 2008: 167- 166).

**Table 3.** The Cronbach's alpha for the variables that were measured as Likert

Variables	Dimension	Sample size Alpha	Total Alpha
Purchase behavior consumer		0/751	0/751
Situational factors		0/831	0/831
Reference group		0/766	0/766
Integrated marketing		0/843	0/843
Mental socio-economic base		0/707	0/707
lifestyle	Nutrition style	0/865	0/809
	Responsibility Health	0/845	
belives	Religious beliefs	0/875	0/800
	Emotional beliefs	0/747	
Total questionnaire		0/928	

Hypothesis 1: consumer's lifestyle of Shiraz Zarin Ghazal dairy products company influence their buying behavior.

**Table 4.** Regression analysis of consumer lifestyle products on their shopping behavior.

Variables		The results of Barazesh model		Analysis of variance		The results of the regression coefficient effect of changing lifestyles of consumers of dairy products on their shopping behavior			
In dependent	depend	R <sup>2</sup>	R <sup>2</sup> .adj	F	Sig	B	Beta	T	Sig
lifestyle	Shopping behavior	0/468	0/467	335/20	0/000	0/202	0/684	18/31	0/000

Hypothesis 2: the socio-economic base of Shiraz Zarin Ghazal dairy products company consumers influence their buying behavior.

**Table 5.** Regression analysis socio-economic database on the purchasing behavior of consumers of dairy product

Variables		The results of Barazesh model		Analysis of variance		The results of the regression coefficient effect of socio-economic status of consumers of dairy products on their shopping behavior			
Indep endent	depend	R <sup>2</sup>	R <sup>2</sup> .adj	F	Sig	B	Beta	T	Sig
base	Shopping behavior	0/017	0/015	6/68	0/010	0/074	0/131	2/58	0/010

Hypothesis 3: the religious beliefs of Shiraz Zarin Ghazal dairy products company consumers influence their buying behavior.

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**Table 6.** Regression analysis of religious beliefs on the behavior of consumers buy their dairy products.

Variables		The results of Barazesh model		Analysis of variance		The results of the regression coefficients varied religious beliefs influence their buying behavior of consumers of dairy products			
Independent	depend	$R^2$	$R^2$ .adj	F	Sig	B	Beta	T	Sig
base	Shopping behavior	0/091	0/089	38/19	0/000	0/100	0/302	6/18	0/000

Hypothesis 4: reference groups of Shiraz Zarin Ghazal dairy products company consumers influence their buying behavior.

**Table 7.** Regression analysis of reference groups influence consumer purchasing behavior dairy products

Variables		The results of Barazesh model		Analysis of variance		The results of the regression coefficients varied reference groups influence consumer purchasing behavior			
Independent	depend	$R^2$	$R^2$ .adj	F	Sig	B	Beta	T	Sig
Reference group	Shopping behavior	0/398	0/396	251/6	0/000	0/449	0/631	15/86	0/000

Hypothesis 5: situational factor of Shiraz Zarin Ghazal dairy products company consumers influence their buying behavior.

**Table 8.** Regression analysis of the situation on the purchasing behavior of consumers of dairy products

Variables		The results of Barazesh model		Analysis of variance		The results of the regression coefficients varied situational factors influence the purchasing behavior of consumers of dairy products			
Independent	depend	$R^2$	$R^2$ .adj	F	Sig	B	Beta	T	Sig
situational factors	Shopping behavior	0/627	0/626	640/55	0/000	0/267	0/792	25/31	0/000

Hypothesis 6: marketing integrated of Shiraz Zarin Ghazal dairy products company consumers influence their buying behavior.

**Table 9.** Regression analysis of consumer purchasing behavior marketing integrated dairy products

Variables		The results of Barazesh model		Analysis of variance		The results of the regression coefficients, the effect of marketing integrated variables on the purchasing behavior of consumers of dairy products			
Independent	depend	$R^2$	$R^2$ .adj	F	Sig	B	Beta	T	Sig
marketing integrated	Shopping behavior	0/485	0/484	358/66	0/000	0/277	0/696	18/94	0/000

Hypothesis 7: consumers age of Shiraz Zarin Ghazal dairy products company influence their buying behavior.

**Table 10.** Regression analysis age of consumers of dairy products on their shopping behavior.

Variables		The results of Barazesh model		Analysis of variance		The results of the regression coefficients for the effect of age on the behavior of consumers buy their dairy products			
Inde pend ent	depend	R <sup>2</sup>	R <sup>2</sup> .adj	F	Sig	B	Beta	T	Sig
age	Shopping behavior	0/051	0/049	20/59	0/000	0/088	0/226	4/54	0/000

Hypothesis 8: consumers gender of Shiraz Zarin Ghazal dairy products company influence their buying behavior.

**Table 11.** Comparison shopping behavior of consumers of dairy products in terms of their gender.

Variables		frequency	mean	Mann-Whitney U	Z	Sig
Shopping behavior	male	196	189/56	17848/0	0/442	0/659
	female	187	194/56			

Hypothesis 9: Consumer's marital status of Shiraz Zarin Ghazal dairy products company influence their buying behavior.

**Table 12.** Comparison shopping behavior of consumers of dairy products on the basis of marital status.

Variables		frequency	mean	Mann-Whitney U	Z	Sig
Shopping behavior	single	207	180/75	15887/0	2/16	0/031

Hypothesis 10: Consumer's employment status of Shiraz Zarin Ghazal dairy products company influence their buying behavior.

**Table 13.** Comparison shopping behavior of consumers of dairy products in terms of their employment status.

Variables		frequency	mean	Mann-Whitney U	Z	Sig
Shopping behavior	Unemployed	281	175/42	9672/5	4/87	0/000
	employed	102	237/67			

Hypothesis 11: the purchasing behavior of consumers of dairy products in terms of their level of education, significant differences exist?

**Table 14.** Comparison shopping behavior of consumers of dairy products in terms of their education.

Variables	in dependent	Education	frequency	mean	Chi-square	Df	Sig
Shopping behavior	dependent	diploma	78	178/81	35/17	3	0/000
		Associate	74	144/32			
		BA	210	220			
		MA or higher	21	128/95			

### 3. RESEARCH SUMMERY

Dairy products account for consumer purchasing behavior in terms of socio-cultural factors and demographic characteristics of the independent variables



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**Table 15.** Results of multivariate regression analysis of the factors influencing consumer purchasing behavior dairy products.

stage	Predictor variables	Beta	T	Sig	R	R <sup>2</sup>	R <sup>2</sup> .adj	F	Sig
1	Situational factors	0/792	25/31	0/000	0/792	0/627	0/626	640/55	0/000
2	Situational factors	0/547	11/21	0/000	0/814	0/663	0/661	373/55	0/000
	Nutrition style	0/310	6/35	0/000					
3	Situational factors	0/473	8/50	0/000	0/818	0/669	0/666	255/35	0/000
	Nutrition style	0/301	6/20	0/000					
	Reference groups	0/113	2/66	0/008					
4	Situational factors	0/444	7/81	0/000	0/821	0/673	0/670	194/92	0/000
	Nutrition style	0/263	5/15	0/000					
	Reference groups	0/108	2/55	0/011					
	Emotional religious beliefs	0/095	2/28	0/023					

In current debate about purchase of many factors involved and the complexity of their influence, most notably socio-cultural factors, demographic factors and personal factors related to the product and situational factor. Therefore, in this study, socio-cultural and demographic factors influencing purchasing behavior of consumers of dairy products Zarin Gazelle is Shiraz. Accordingly, the theoretical framework of this study is a combined approach to consumer buying behavior Hvrad- Shs Benchmarking explanation model, socio-economic base Warner, Kellogg and Stark religious, sociological theory of consumer behavior to assess the impact of reference groups based on consumer purchase behavior

Then, based on the theoretical framework, the basic concepts of adaptation, the conceptual model was draw and hypotheses proposed. The data were collected by survey and questionnaire. The study sample are, all customers of Shiraz Zarin Ghazal dairy products company in the city. The population of sample were 383 cases that were studied. The sample selected were interviewed at the end 383 questionnaires were completed. Data of the questionnaires were analyzed by SPSS software. In descriptive statistics, one-dimensional tables, frequency, percentage, mean, etc. have been used. Inferential statistics to fit the need to analyze the data to determine the reliability of Cronbach's alpha, confirmatory factor analysis to determine the construct validity, one sample Kolmogorov-Smirnov (one- sample KS) to determine the normal distribution of the dependent variable purchase behavior consumer, Mann-Whitney U test to determine significant differences Wallis and Graskal- purchasing behavior among consumers in terms of demographic characteristics, and multiple regression analysis to predict the criterion variable purchase behavior of consumers of dairy products, according to the variables of gender and education , age, income, employment status, lifestyle, religious beliefs, marketing mix factors, reference groups and social-economic base. The Cronbach's alpha coefficients obtained for each of the variables in this study showed that the reliability of research tools and items are desirable, have appropriate internal consistency. Finally, the effect of independent variables on the dependent descriptive and inferential test that results from this study are as follows:

Most respondents to the respondents aged 31 to 18 years, 320 patients (61/83 percent) make up the bulk sample .The minimum frequency of the respondents aged 58 to 46 years, 9 patients (3.2%) of the sample size is formed .The average age of the respondents sample size 49/26 years

showing young respondents. Among the 281 respondents (4/73 percent) unemployed, 102 (26.6 percent) were employed. Thus, most of the respondents were unemployed. 207 patients (54%) were single and 176 (46%) were married. Most of the respondents with graduate studies in 210 patients (8/54 percent) of the sample size and the lowest prevalence of respondents with higher education, graduate and 21 (5.5%) of the volume of the sample. Most of the respondents in the range of 350,000 was 1250000 toman income 304 (4/79 percent) have formed the bulk sample. Among respondents, the average monthly income is Rs 1015798. A total of 190 patients (6/49 percent) of the respondents sample size is considered mentally middle of the base. 156 patients (7/40 percent) of the respondents sample size in terms of their mental upper base know. 37 patients (7.9%) of the respondents in terms of their mental sample volume are lower base. 182 patients (5/47 percent) of respondents to the very small sample size during the week dairy consumption. A total of 163 patients (6/42 percent) of the respondents sample size intermediate dairy consumption during the week. Average consumption of dairy products during the week between the responsiveness is lower than average. Average consumption of dairy products during the week between the responsiveness is lower than average. In illative results show that data distribution variable of consumer purchasing behavior is not normal. Given the normal distribution of the dependent variable purchase behavior of consumers of dairy products to run a regression of the natural log data is used to assess these variables. Due to lack of normal distribution of the dependent variable purchase behavior of consumers of dairy products instead of parametric test Mann-Whitney U test is the equivalent non-parametric T-test was used. The results of this study showed that a variety of other variables in the regression analysis to explain the factors influencing consumer purchasing behavior, dairy products, independent variables, situational factors, feeding practices, religious beliefs have emotional reference groups and 67 percent of the factors consumer purchasing behavior the purchasing behavior of consumers and dairy products account for the remaining 33 percent, depending on other factors outside of this range. The strongest predictor variables in consumer purchasing behavior, dairy products, and situational factors are variable. This variable is only 6/62 of the variance is explained by the behavior of consumer purchases dairy products

#### 4. CONCLUSION

Whatever before the discussion and conclusion of the research is experimental is theoretical efforts, in order to study and understand the socio-cultural and demographic factors influencing purchasing behavior of Shiraz Zarin Ghazal dairy product consumer purchasing behavior explain by use of Shes Hurad-, socio-economic base Warner, Kellogg and Stark religious, sociological theory of consumer behavior to assess the impact of reference groups situational factors, religious beliefs, socio economic status and age of consumers of dairy products has been their buying behavior. The results have shown that the behavior of consumers buying dairy products in terms of employment status, marital status and education level are significant differences as well. But the behavior of consumer purchases of dairy products in terms of gender differences are not significant. Analysis of the findings related to socio-cultural factors, that situational factors influence the purchasing behavior of consumers of dairy products. The findings in this study, synchronized and consistent with the findings of Abrahimi and Rudani (2009), Adely- (2013), Virvilaite (2009), Sanchez et al. (2011), Chen and Hsieh (2012), Durmaz (2014), respectively. Analysis of the findings related to socio-cultural factors, indicates that the Integrated marketing affects the consumers purchasing behavior of dairy products. The findings in this study, synchronized and consistent with the findings of Abrahimi and Rudani (2009), kuhi Fayegh et al (2011). Analysis of the findings related to socio-cultural factors, that religious beliefs affects the consumers purchasing behavior of dairy products. The findings in this study, synchronized and consistent with results Durmaz et al. (2011), Jibril al (2013). Analysis of the findings related to socio-cultural factors that influence reference groups on the consumers purchasing behavior of dairy products. The findings in this study, synchronized and consistent with results Durmaz et al (2011). Analysis of the findings related to socio-cultural factors, suggests that the socio-economic base their affects the consumers purchasing behavior of dairy

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products. The findings in this study is consistent with results in line and Jibril al (2013) .Analysis of the findings related to socio-cultural factors, show that lifestyle affects the consumers purchasing behavior of dairy products. Since in before researches the impact of lifestyle on purchase behavior don't paid. There is problem to compared the results with the previous studies. Findings related to the demographic characteristics of consumers of dairy products, show affect of the age of consumer purchasing behavior dairy products. The findings in this study, synchronized and consistent with results Shahhosseini et al. (2011), Virvilaite (2009), Vilkevka and Sabu (2013). Analysis of the findings related to the demographic characteristics of consumers of dairy products, show that consumer purchases of dairy products in terms of employment status, marital status and education level are significant differences as well. The findings in this study, synchronized and consistent with the results of Iyda Darban (2012), Jibril al. (2013), Vilkevka and Sabu (2013), Durmaz (2014). Analysis of the findings related to the demographic characteristics of consumers of dairy products, show that consumer purchases of dairy products did not differ according to gender. The findings in this study, synchronized and consistent with the results of theoretical research of Nazari and Qadri Abed (2011). However, what can be concluded from the results is that social phenomena are caused by a number of factors, and complicated in social factors can be seen. the results of the study will change according to time and place. What can be in the end of the purchasing behavior that is in mind factors other social factors in the cultural and social characteristics of the population knowledge consumers dairy products to be good and explain findings this research experimental theoretical literature study confirmed

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