

Positioning of Domestic and Foreign Brands of Household Appliances from the Viewpoint of Consumers and Determining Their Willingness to Buy (Case Study: The Opinion of Women Aged 30-50 in Hamadan City on Buying Gas Stoves)

Golsa Omidvar^{1*}, Zahra Merrikhpour²

¹Department of Industrial Design, Alzahra University, Tehran, Iran. Email: golsa_om@yahoo.com

²Department of Industrial Design, Art and Architecture Faculty, Bu-Ali Sina University, Hamadan, Iran. Email: z.merrikhpour@basu.ac.ir

*Corresponding author: Golsa Omidvar

DOI: [10.22059/JDT.2023.368075.1107](https://doi.org/10.22059/JDT.2023.368075.1107)

Received: 15 November 2023, Revised: 18 December 2023, Accepted: 18 December 2023, Available Online from 18 December 2023.

Abstract

Today, acknowledging the significance of consumer behavior across diverse domains is unavoidable. The imperative to satisfy customers lies in meeting their needs and expectations comprehensively when making purchasing decisions. This research adopts a blended quantitative and qualitative approach within the realm of applied research, employing the analytical descriptive method. The initial phase involves identifying and categorizing existing gas stove brands in the Hamadan market through field research and interviews. Subsequently, the pivotal criteria for determining product positioning, guided by the Marketing mix 4Ps, were identified. To fulfill the research objectives, a questionnaire was developed using a 5-point Likert scale, separately assessing domestic and foreign brands. The study encompassed 224 women aged 30-50 from Hamadan city, selected through a non-probability sampling method. SPSS software facilitated the analysis of research results in two segments: descriptive statistics (frequency and data description) and inferential statistics (hypothesis validation through Friedman's test and dependent two-sample t-test). The test outcomes and perceptual maps revealed that domestic gas stoves outperformed foreign products in the price and distribution factors, lagged in the product factor, and stood equal in the promotional activity factor. Moreover, it was evident that women in Hamadan, aged 30-50, prioritize brand reputation when purchasing gas stoves.

Keywords

Product Positioning, Perceptual Mapping, Marketing Mix 4p, Willingness to Buy, Brand Credibility.

Introduction

Currently, the significance of consumer behavior in various economic, social, and cultural domains is undeniable. Understanding consumer behavior deeply seems improbable without recognizing the influencing factors. Therefore, to comprehend the intentions of consumer behavior, it is essential to identify the factors that impact the intensity of their inclination toward certain behaviors (Ghiyasabadi et al., 2015). The willingness to purchase stems from perceived values by consumers, and their inclination to buy is derived from these values. A positive mental assessment by customers regarding a product or perceived high quality directs consumers towards choosing a brand over rival brands (Rastegar et al., 2021).

Customer satisfaction can be defined as the achievement of a previously predicted goal. It involves customers attaining the products and services they had in mind. Customer satisfaction is an emotional or cognitive reaction, a mutual understanding and recognition (Ahadi Motlagh & Souri, 2016). The prerequisite for gaining customer satisfaction is meeting their needs comprehensively and accurately identifying their desires, expectations, capabilities, and limitations in purchasing products. Therefore, company products should align with the expected benefits of the customers. In this regard, understanding the various dimensions of buyer preferences and establishing the relationship between them and the elements of the marketing mix is essential (Eilat, 2021). Despite the diverse range of products from domestic and foreign manufacturers in the country, domestic companies are obligated to enhance their strategic plans by taking into account consumer perspectives and preferences, and comparing them with other competitors under these circumstances (Faraji & Abbasi Feshki, 2018).

The product positioning reflects the consumer's perspective on the essential features of a product (Haghighinasab & Kamyabi, 2020). Positioning signifies the unique impact of a product or brand that forms in the consumer's mind. Initially, it is crucial to determine how a product meets the needs compared to competitor products. Then, by creating a positioning concept, the distinctive advantage offered to customers becomes evident. Finally, the 4Ps (Product, Price, Promotion, and Place) are designed based on the product positioning concept (Kuang, 2020). Perceptual mapping, as a positioning method, significantly aids in developing market positioning strategies for products and services. Perceptual mapping provides a unique capability to understand market structure, analyze complex relationships among market competitors, and the criteria used by buyers in their decision-making and purchase recommendations (Giguari, 2019).

Examining consumer behavior along with its influencing factors can significantly aid in identifying how they make purchasing decisions and choose products from brands. The criteria obtained can serve as a guide for product designers and brand owners to enhance their work. In competitive markets for household products, companies need up-to-date information to understand consumer behavior and brand positioning in the minds of their audience. Therefore, determining the perspective of women aged 30 to 50 in Hamadan city regarding the positioning of domestic and foreign gas stoves in terms of marketing mix factors is stated as one of the main objectives. Additionally, exploring brand selection criteria and identifying their willingness to buy are mentioned as sub-goals of this research.

Literature Review

Numerous studies have been conducted in the field of consumer perspectives on purchasing using positioning and integrated marketing factors. However, specifically in the context of the subject of this research, no study has been carried out. In this study, in addition to positioning, factors influencing brand selection and the level of consumers' willingness to purchase domestic and foreign gas stove brands were assessed. Apart from the application of such research in the marketing programs of domestic manufacturing companies, providing suggestions for adding functional variables in product design (aesthetics, symbolic, and practical) to determine consumer perspectives can serve as a practical design guide for industrial designers. Moreover, the importance of the correlation between these two expertise areas for advancing the goals of manufacturing companies is another notable aspect of this research. A summary of relevant research is presented in Table 1.

Table 1: Research Background (Source: Authors).

	Research Title	Author(s)	Research Findings
1	Investigating the Position of Laptops Among Sellers Using Perceptual Mapping and Laddering Techniques	Zari Baf and Shamlou (2011)	Price, repair capability, durability, warranty, after-sales services, and preferences were identified as effective variables in buyer selection.
2	Examining Factors Affecting Brand Selection by Customers Using Factor Analysis	Samiee Nasr et al. (2018)	Recommendations, previous buying experience, product need, and brand reputation and credibility were introduced as influential factors in brand selection.
3	Assessing the Position of Rio Cars in Customer Minds and Comparing it with Other Similar Products of Iran Khodro Company	Faraji and Abbasi Feshki (2018)	The position of Iran Khodro cars in the customer's mind was determined through perceptual mapping with variables such as price, quality, services, brand, promotion, and distribution.
4	Developing a Model for Determining the Brand Position of Hygiene Products Using Factors Influencing Competitive Position and Perceptual Mapping Technique	Najafi Zadeh et al. (2011)	The position of several major detergent manufacturers, including Dey, Golrang, Bess, Pakshoo, and Omo, was determined using perceptual mapping. The study focused on quality, packaging, advertising, and price dimensions.
5	Evaluation of the Brand Position of Cosmetic Products from the Consumer's Perspective Using Perceptual Mapping Technique	Haghighatnesbouei and Kamaliyan (2020)	Based on the results, the studied foreign brands are perceived to have a higher position in consumers' minds compared to domestic brands.
6	Distinguishing Pakistani Car Brands Using Perceptual Mapping	Idrees et al. (2020)	Some of the car brands in the market with very similar features may merge in the future, according to the obtained results.
7	Brand Positioning of B2B in Emerging Markets: Examining Positioning Signals through Websites and Managerial Tensions in Top-Performing B2B Brands in African Markets	Mogaji et al. (2023)	In this article, an analysis of the content of the main pages of the top 140 B2B service brands in Africa has been conducted to identify the most common positioning signals. The aim is to explore the signals of brand positioning through websites and managerial tensions in the top-performing B2B brands in African markets.

Product Positioning and Perceptual Mapping

The future growth of a company relies heavily on designing new products that align with consumer perceptions and understanding how these perceptions evolve. Therefore, creating an impact on customers' minds through accurate positioning can be crucial in gaining competitive advantages (Giguari, 2019). Product positioning has garnered significant attention in the past decade and has emerged as an influential model in marketing management, becoming a key component in modern marketing management in terms of theory, practice, and strategy. Positioning is a strategy to find the desired consumer perception of a product or brand, filling the gap in the minds of the target customers by creating a distinct image that sets the product apart from competitors, aiming to achieve a competitive advantage in the market (Saqib, 2020).

One effective method for determining the positioning of a product is the use of perceptual mapping techniques, which visually illustrate the product's position. The goal of perceptual maps is to display brands and their benefits from the perspective of customers. Perceptual maps show which of the benefits of the two brands are closer to each other, which features may be unrelated, and which features are in contrast with each other. Perceptual mapping can represent complex relationships in a relatively simple manner. In this regard, understanding the relationships and distances between different factors on the map will be more straightforward. This tool is effective in targeting positioning of brands and focusing on key advantages (Giguari, 2019). Given the high importance of understanding the relative positions of brands in competitive markets, using this tool can highlight all the features of a product and its associated brand on the perceptual map.

Marketing Mix 4P

Previous studies have shown that competition in the product market has a significant impact on determining the strategies of companies and internal governance (Chen et al., 2012). Hybrid marketing is a strategy related to pre-launching a new product or service that helps streamline the strategic decisions necessary for an organization (Kuang, 2022). Hybrid marketing encompasses a set of controllable tools that companies blend together to be responsive to the target market. Hybrid marketing includes a set of activities conducted by the company to influence the demand for its product (Saeedi-Kia & Tabibzadeh, 2019).

The main tools of hybrid marketing are classified into four groups known as P4: Product, Price, Place, and Promotion. For a company to present its value proposition to the customer, it must first create a satisfying offer (Product).

It needs to decide at what price to offer this proposition (Price), determine how to deliver this proposition to the customer (Place), and finally, establish communication with the target customer about the proposition and demonstrate its worthiness (Promotion). An organization must combine all these tools and create an integrated marketing plan that communicates and delivers the desired value to the selected customer (Kotler & Armstrong, 2015). The factors of hybrid marketing P4 are highly important in understanding consumer behavior.

Consumer Buying Behavior

Branding plays a crucial role in enhancing the business performance of companies and is a tool through which positive changes in consumer purchasing behavior can be achieved. Today, in the marketing process, analyzing consumer behavior is essential. Analyzing consumer behavior is another tool for examining the complexity of marketing operations. Consumer behavior is a combination of consuming and purchasing products and services (Sundararaj & Rejeesh, 2021). Customer buying behavior involves the process of searching, selecting, purchasing, and using products and services to meet individuals' needs and desires. Consumer behavior primarily emphasizes how consumers make decisions to allocate their financial and temporal resources to meet their needs. Marketing strategies are often designed to influence consumer decision-making and lead to profitable changes. Each element of hybrid marketing can impact consumer purchasing behavior in various ways (Bulle & Cengel, 2021).

Brand and Influential Factors in Choosing Brands

Today, various businesses strive to create a competitive advantage for themselves; an advantage that distinguishes them from others in their market and minimizes the decision-making process for purchases (Mohsenifar & Daneshparvar, 2021). The expansion of products, globalization, and intense competition force markets to differentiate their products from others and create value for their buyers (Moudi et al., 2015). Today, brand positioning is of extraordinary importance as a critical component in competitive marketing. In this regard, understanding and familiarity with the brand, trust in the brand, perceived product value, and perceived product risk have a significant impact on consumers' buying intent.

Among these dimensions, the greatest impact on purchasing intent is related to perceived value variation, and after that, brand familiarity. This indicates the high importance of the functional and aesthetic features of products, as well as the recognition and experiential knowledge of using and testing brand products in shaping individuals' purchasing intent (Dehdashti Shahrokh et al., 2014). Several factors contribute to enhancing and expanding brand power among customers, with one of the most important factors being integrated marketing. Heidari et al. (2019) consider leveraging integrated marketing as a crucial factor in customer satisfaction and brand product development. Dehghan Ghahfarokhi and Heydari (2020) also stated in their research that there is a linear relationship between the components of integrated marketing and brand power. They concluded that the elements of integrated marketing each play a unique and specific role in building a powerful and distinctive brand and have a significant role in predicting the actual purchasing behavior and satisfaction of customers.

Methodology

In this study, the household gas stove was selected as the product of interest to identify the target group's perspective on domestic and foreign brands of this product. To achieve the main objective, the product positioning method and perceptual maps were utilized. The product positioning of Iranian and foreign gas stoves was determined using a pattern based on the Walker model (Walker et al., 2013), with modifications made based on the research topic (Figure 1).

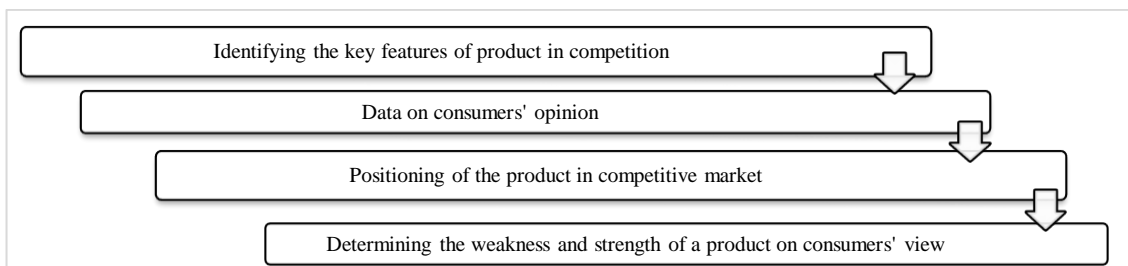


Figure 1: Proposed Research Model for Product Positioning Based on the Walker Model (Walker et al., 2013).

This research employs a mixing method, consisting of both quantitative and qualitative sections. In terms of objectives, it falls within the realm of applied research and follows a descriptive-analytical method. In the first step of the research, considering the significance of identifying the product, the existing brands of gas stoves in the Hamadan market were identified and categorized through field research and interviews with sellers (Table 2).

Table 2: Brand Classification and Identification in the Hamadan Market (Source: Authors).

Percentage of Frequency	Frequency of Identified Brands in the Market	Brands
0.44	12	Foreign
0.55	15	Domestic
1	27	Total

In the second step of the research, the most important criteria and variables affecting the determination of the product's position were identified based on the four elements of mixed marketing (Khorshidi et al., 2009). According to the sub-objectives of the research, the four brand selection factors, including word of mouth, the need to purchase, brand reputation and credibility, and previous buying experience, were identified (Samiei Nasr et al., 2018). Then, the impact of these factors on purchasing by women and the willingness of women to buy from domestic and foreign brands were measured. Following that, the hypotheses and research questions were formulated based on the determinative objectives of the research.

Hypotheses

1. Women aged 30 to 50 in the city of Hamadan have significant differences in their perspectives on the position of domestic and foreign gas stoves regarding the four product factors: product, price, promotion, and place.
2. The inclination of women aged 30 to 50 in the city of Hamadan to purchase domestic or foreign gas stoves creates significant differences in their choices and preferences.

Considering the research objectives, a questionnaire was developed in four main sections, including questions on demographics, questions related to the four brand selection factors, questions related to 18 sub-variables in the form of mixed marketing factors, and questions about the inclination to purchase a gas stove (Tables 3 and 4). Initially, to identify incomprehensible items, the questionnaire was distributed among 20 individuals from the target group as a pilot group. After modification and redesign, the Cronbach's alpha value of the questionnaire was calculated to be 0.910, indicating high reliability.

Table 3: Introduction of the four sections of the designed questionnaire (Source: Authors).

Row	Main Sections of the Questionnaire	
1	Demographic Questions	Age, Income
2	Questions related to the four brand selection factors in the form of a 5-point Likert scale.	Recommendation by others, Previous buying experience, need to buy, Brand fame, and credibility.
3	Questions related to 18 sub-variables in the form of a 5-point Likert scale within the framework of mixed marketing factors for identifying women's perspectives separately for both domestic and foreign brands.	Product, Price, Promotion, Distribution
4	Inclination to purchase the gas stove	Domestic brand, Foreign brand

Table 4: Proposed sub-variable based on mixed marketing with pattern recognition from Khorshidi et al. (2009).

Main Variable	Sub-variables
Product	<ul style="list-style-type: none"> - Attention to the aesthetics and symbolic functions of the gas stove (shape, color, texture, signs, and graphic symbols). - Practical functionality of the gas stove (quality of flame heat, quality of components, ease of use, and appropriate physical relationships). - Company reputation and credibility. - Diversity in design, color, and size. - Durability and lifespan of the gas stove. - Quality of after-sales services. - Suitability of the warranty period for the gas stove. - Credibility in terms of having standards, certificates, and energy labels.
Price	<ul style="list-style-type: none"> - Price level of the gas stove.
Promotion	<ul style="list-style-type: none"> - Level of TV and online advertising. - Trust in gas stove manufacturing companies. - Quality of salesperson response to the buyer. - Environmental advertising activities. - Quality of the company's communication with the customer.
place	<ul style="list-style-type: none"> - Suitability of the location of representatives - Ease of access to product parts. - Availability of the product in representatives and online spaces for purchase. - Diversity of representatives and sellers of the product

Participants

The participants in this study were women aged 30-50 in the city of Hamadan, selected through non-probability sampling. The reason for choosing this target group is their greater interaction and connection with gas stove products. The sample size was determined to be 224 individuals based on Cochran's formula, considering a confidence level of 95% and a precision of 0.05. Since the calculated sample size is the minimum required, taking into account potential dropout, 277 questionnaires were distributed among teachers, office employees, and the market in Hamadan. Out of the total 277 questionnaires, 20 were returned, 33 were incomplete and non-reliable, and 224 questionnaires were deemed valid for evaluation.

Result

To process the obtained data in this study, SPSS software version 24 was utilized. Data processing was conducted in two sections: descriptive statistics, including frequency and data description, and inferential statistics, involving hypothesis testing using the Friedman and paired-sample t-tests. Participant information (related to the first section of the questionnaire) is presented in Tables 5 and 6.

Table 5: Participant Information (Source: Research Findings).

Percentage	No.	Demographic Data	
100	224	Gender:	Female
47.3	106	Age:	1. (30-40)
52.7	118		2. (40-50)

Table 6: Income Frequency (Source: Research Findings Income).

Frequency	Cumulative	Relative Percentage	Frequency	Percentage	Frequency	Income (Toman)
5.8			5.8		13	No response
9.8			4.0		9	Less than 3 million
14.3			4.5		10	3 To 5 million
33.0			18.8		42	5 to 7 million
84.4			51.8		116	7 to 9 million
100			15.2		34	Over 9 million
			100		224	total

Data Analysis for the Second Part of the Questionnaire

In the second part of the questionnaire, to achieve one of the research objectives and answer the research question, the four brand selection factors, including recommendations from others, previous buying experience, the need for buying, and brand fame and credibility, were statistically analyzed and presented in Tables 7 and 8.

Table 7: Absolute Frequency Table of the Four Brand Selection Factors (Source: Research Findings).

Four factors of brand selection						Absolute Frequency
Very high	High	Moderate	Low	Very low	No response	
47	80	77	14	4	2	Recommendations from Others
102	82	35	3	0	2	Previous Buying Experience
118	71	20	8	5	2	Need for Buying
137	73	9	3	0	2	Brand Fame and Credibility

Table 8: Relative Cumulative Frequency of the Four Brand Selection Factors (Source: Research Findings).

Relative Cumulative Frequency						Four Factors of Brand Selection
Very high	High	Moderate	Low	Very low	No response	
100	79.0	43.3	8.9	2.7	0.9	Recommendations from Others
100	54.5	17.9	2.2	0.9	0.9	Previous Buying Experience
100	47.3	15.6	6.7	3.1	0.9	Need for Buying
100	38.8	6.3	2.2	0.9	0.9	Brand Fame and Credibility

In the continuation, to assess the criteria considered by women in choosing a gas stove brand, the equality of options was examined using the Friedman test. The result of this test is presented in Table 9.

Table 9: Friedman test for the value of channels from internal and external perspectives (Source: Research Findings).

Channels	Mean Rank	Chi-Square Statistic	Degrees of Freedom	Significance Level
Brand Fame and Credibility	2.90	125.214	3	0.000
Need to buy	2.68			
Previous buying experience	2.59			
Recommendation from others	1.83			

The Friedman test results in a chi-square statistic of 125.214 with 3 degrees of freedom and a significance level of 0.000. This indicates the rejection of the null hypothesis, suggesting that the priority of gas stove selection varies across the considered criteria.

Analysis of the Third Section of the Questionnaire

The data analysis was carried out by evaluative descriptive statistics and hypothesis testing. For the third section of the questionnaire, aimed at understanding women's perspectives on domestic and foreign gas stove products and determining differences or similarities in their opinions on the 4P factors, a perceptual mapping technique was employed. By using the average of the sub-variables related to each of the main variables, the position of the two brands from the perspective of women was illustrated with six perceptual maps (Figure 2).

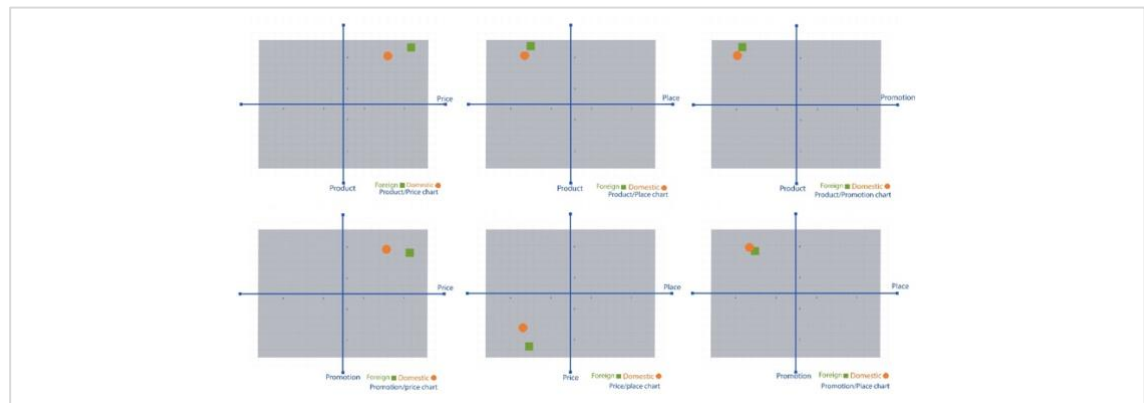


Figure 2: Perceptual Maps Based on the Four Marketing mix Factors and Extracted Variables (Source: Research).

Findings

Hypothesis Testing; Difference of Viewpoint in Four Factors

To identify the differences in the perception of gas stoves, a paired-sample t-test was employed. The results of this test are presented in [Table 10](#).

Table 10: Test of Difference Between the Position of Domestic and Foreign Gas Stoves in Terms of the Four Factors (Source: Research Findings).

Four Factors	Brand	Mean	Standard Deviation	T-Value	Degrees of Freedom	Significance Level	Hypothesis Conclusion
Product	Domestic	4.07	0.765	-5.171	223	0.00	There is a difference in the perception of domestic and foreign gas stoves regarding the product. (Rejecting the null hypothesis)
	Foreign	4.36	0.555				
Price	Domestic	3.96	0.097	-2.938	223	0.004	There is a difference in the perception of domestic and foreign gas stoves regarding the price. (Rejecting the null hypothesis). Foreign gas stoves have a higher price than domestic ones.
	Foreign	4.17	0.951				
Promotion	Domestic	3.94	0.093	1.729	223	0.085	There is no difference in the perception of domestic and foreign gas stoves regarding promotional activities. Neither domestic nor foreign brands have a preference in promotional activities, and their positions are the same. (Accepting the null hypothesis)
	Foreign	3.83	1.035				
Place	Domestic	3.62	0.0831	-2.89	223	0.023	There is a difference in the perception of Iranian and foreign gas stoves regarding distribution. Iranian gas stoves are evaluated to have better distribution than their foreign counterparts. (Rejecting the null hypothesis)
	Foreign	3.48	0.0806				

Data Analysis of the Fourth Section of the Questionnaire

Descriptive statistics of inclination and priority in buying domestic and foreign gas stoves. The descriptive statistics provide an overview of the participants' willingness to purchase domestic and foreign brands. The mean, standard deviation, median, minimum, and maximum values for each criterion are presented in [Table 11](#). Additionally, the histogram of willingness to purchase domestic and foreign brands has been plotted based on the analyses ([Figure 3](#)).

Table 11: Test Descriptive Statistics of Willingness to Purchase Domestic and Foreign Brands (Source: Research Findings).

Criterion	Mean	Standard Deviation	Median	Minimum	Maximum
Willingness to Purchase Domestic Brand	3.87	0.716	4	1	4.89
Willingness to Purchase Foreign Brand	4.03	0.622	4.11	1.94	5

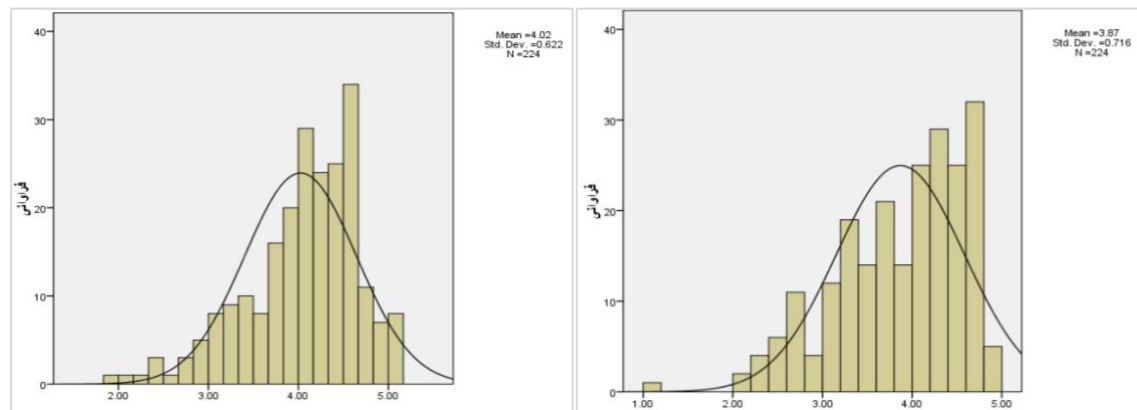


Figure 3: Histogram of Willingness to Purchase Domestic (Right Chart) and Foreign (Left Chart) Brands (Source: Research Findings).

Based on the findings, it is evident that 97 participants (43.3%) prioritize purchasing domestic stoves, while 120 participants (53.6%) prioritize purchasing foreign stoves (Table 12).

Table 12: Priority Purchase Table (Source: Research Findings).

Priority Purchase	Absolute Frequency	Percentage	Relative Cumulative Percentage
No Response	7	3.1%	3.1%
Domestic Brand	97	43.3%	46.4%
Foreign Brand	120	53.6%	100%
Total	224	100%	

Testing the Hypothesis of Difference between Domestic and Foreign Brand Selection

To test the hypothesis of the difference between choosing an Iranian and foreign brand, a dependent t-test was used (Table 13).

Table 13: Single-sample t-test for Purchase Preference (Source: Research Findings).

Brand	Mean	Standard Deviation	T-Value	Degrees of Freedom	Significance Level	Hypothesis Conclusion
Domestic	3.87	0.716	-31.43	223	0.001	There is a difference in the preference of women in buying domestic and foreign brands, and the inclination to buy foreign gas stoves is higher. (Rejecting the null hypothesis)
Foreign	4.03	0.622				

The t-test results indicate a significant difference in women's preference for domestic and foreign brands, with a higher inclination to buy foreign gas stoves. The null hypothesis is rejected.

Discussion and Conclusion

The statistical analysis of the data revealed that women in the city of Hamadan, aged 30 to 40, with a frequency of 43.7%, and those aged 40 to 50, with a frequency of 52.7%, and an income of 7 to 9 million Tomans accounting for 51.8% of them, prioritize the fame and brand credibility in the purchase of gas stoves, with an average of 9.2. Following this, they consider the need for purchase (with an average of 2.68), the previous purchasing experience (with an average of 2.59) and finally, the recommendations of others (with an average of 1.83), in descending order of importance. Therefore, it is evident that focusing on the brand position of the product and efforts to enhance its credibility and fame are crucial factors in attracting customers.

In the analysis, to gain insight into the perspectives of women aged 30 to 50 in the city of Hamadan regarding the position of domestic and foreign gas stoves, it became evident that there is a significant difference in their opinions on the factors of the product, distribution, and price. The foreign gas stoves have a better position in terms of the product (The static and symbolic functions, Practical function, Company reputation and credibility, Durability, Quality of after-sales services, Suitability of the warranty period for the gas stove and Credibility in terms of having standards, certificates, and energy labels), and the domestic ones have a better position in distribution compared to their foreign counterparts (Suitability of the location of representatives, Ease of access to product parts, Availability of the product in representatives and online spaces for purchase, Diversity of representatives and sellers of the product). Regarding the price, domestic gas stoves have a lower price compared to their imported counterparts, placing them in a better position. However, in terms of promotional activities, due to the minimal difference in the difference test, the assumption of no difference is accepted (Level of TV and online advertising, Trust in gas stove manufacturing companies, Quality of salesperson response to the buyer, Environmental advertising activities, Quality of the company's communication with the customer). Therefore, both domestic and foreign gas stoves are assigned an equal position in terms of promotional activities.

On the other hand, it was evident that women have a higher inclination to purchase foreign gas stoves.

Therefore, considering women's preferences for buying gas stoves with foreign brands, domestic companies need to enhance their product factor by increasing diversity in design, incorporating aesthetic and symbolic criteria, and improving practical functionality. To improve their brand reputation, they should also utilize promotional activities such as television and online advertising. Despite the advantage in the distribution factor, they can further distinguish themselves by implementing innovative ideas to facilitate access to dealerships and spare parts, outshining their export competitors and gaining a significant market share.

References

- Ahadi Motlagh, E., & Suri, S. (2016). *Investigating the relationship between new advertising and customer satisfaction*. The 4th International Conference on New Researches in Management, Economics and Accounting. Berlin, Germany. <https://sid.ir/paper/867914/fa>
- Bulle, F., & Çengel, O. (2020). *The effect of brand name on consumer buying behavior: Empirical study on Somali students in Istanbul*. International Journal of Research and Scientific Innovation (IJRSI). 7(8). DOI:10.2139/ssrn.3660519
- Chen, Sh., Wang, K., & Li, X. (2012). *Product market competition, ultimate controlling structure and related party transactions*. China Journal of Accounting Research. 5(4), p. 293-306. DOI: 10.1016/j.cjar.2012.11.001
- Dehdashti Shahrokh, Z., Kohyari-Haghighat, A., & Ottoofi, A. (2014). *Identifying factors influencing on purchase intention of foreign brand in Iran (Case Study: Bosch and Samsung)*. Quarterly Journal of Brand Management. 1(1), p. 75-99. DOI: 10.22051/bmr.2014.1215
- Dehghan Ghahfarokhi, A., & Heydari, R. (2020). *Investigating the role of marketing mix in brand strength of sportswear*. New Trend in Sport Management. (8)30, p. 9-22. <http://ntsmj.issma.ir/article-1-1288-en.html>
- Eilat, M. (2021). *Identification and prioritization of effective components on marketing mix using MCDM method*. The First International Conference on Knowledge and Technology in Iranian Law and Humanities. Tehran. <https://civilica.com/doc/1284110>
- Faraji, M., & Abbasi Feshaki, R. (2018). *Rio car position measurement in the customer mind and its comparison to other Iran Khodro car products*. Journal of Industrial Strategic Management. 22(8), p. 2-13. <https://sid.ir/paper/151334/en>
- Ghiysabadi-Farahani, M., Salehi, E., & Behdari, F. (2015). *Investigating the effect of customer interaction, customer satisfaction on the behavioral intentions of customers of Arak restaurants*. The Third International Research Conference in Science and Technology. Berlin, Germany. <https://sid.ir/paper/859264/en>
- Gigauri, I. (2019). *Perceptual mapping as a marketing research tool for brand positioning*. International Journal of Economics and Management Studies (SSRG - IJEMS). 6(4). DOI: 10.14445/23939125/IJEMS-V6I4P110
- Haghighinasab, M., & Kamyabi, R. (2020). *Assessing the brand positioning of cosmetic products from the consumers' perspective by using the perceptual map technique*. New Marketing Research Journal. 39(4), p. 151-172. DOI: 10.22108/nmrj.2020.122898.2114
- Heydari, R., Dehghan Ghahfarokhi, A., & Alidoust Ghahfarokhi, E. (2019). *Comparison of marketing mix of domestic and foreign sports apparel brands*. Journal of Motor and Behavioral Sciences. 2(4), p. 283-298. DOI: 10.22059/jsm.2020.303939.2498

- Idrees, M. D., Ansari, A., & Sami, A. (2021). *Segregation of Pakistani car brands using perceptual mapping*. International Journal of Scientific & Technology Research. 05(10), p. 50-53. <https://api.semanticscholar.org/CorpusID:250477734>
- Khorshidi, G., Arefi, A., & Fayazi A. (2009). *Perceptual perception of Iranian and Korean home appliances*. Business Management Perspective. 1, p. 93-77. <https://sid.ir/paper/115572/en>
- Kuang, J. (2020). *Research on the marketing strategy of Pinduoduo—Based on the STP and 4Ps methods*. 7th International Conference on Social Sciences and Economic Development (ICSSSED 2022), Advances in Economics, Business and Management Research. 652. DOI:10.2991/aebmr.k.220405.359
- Kotler, P., & Armstrong, G. (2015). *Principles of Marketing*. Translated by Zare, M. Isfahan: Amookhteh. 1.
- Mohsenifar, A. H., & Daneshparvar, M. (2021). *Factors influencing the willingness to buy from brand extensions*. Journal of Contemporary Researches in Management and Accounting sciences. 3(9), p. 37-50. <https://civilica.com/doc/1669687>
- Mogaji, E., Restuccia, M., Lee, Z., & Phong Nguyen, N. (2023). *B2B brand positioning in emerging markets: Exploring positioning signals via websites and managerial tensions in top-performing African B2B service brands*. Industrial Marketing Management. 108, p. 237-250. DOI: 10.1016/j.indmarman.2022.12.003
- Moudi, D., Mirkazemi, O., & Vahdani, M. (2015). *The relationship between brand characteristics and brand loyalty in sport shoes product*. Contemporary, Research in Sport Management. 9, p. 61-71. DOI:10.22059/JSM.2020.303939.2498
- Najafizadeh, N. S., Elahi, M., Moemeni, A., & lotfi, Z. (2011). *A model for brand positioning of hygienic products using the most effective factors on competitive position and perceptual map technique*. African Journal of Business Management. 6(27), p. 8102-8117. DOI: 10.5897/AJBM11.2744
- Saeedi-Kia, M., & Tabibzadeh, F. (2019). *Business management and productivity (8th edition)*. Tehran: Ahar.
- Saqib, N. (2020). *Positioning, A literature review, PSU research review*. Emerald Publishing Limited. 5(2), p. 141-169. DOI: 10.1108/PRR-06-2019-0016
- Samiei Nasr, M., Alavi, S. M., & Najafi Siahroudi, M. (2018). *An investigation into factors that affect brand choice using factor analysis approach*. Journal of Marketing Management. Brand Management Journal. 6(10), p. 47-64. <https://sid.ir/paper/219005/en>
- Sundararaj, V., & Rejeesh, M. R. (2021). *A detailed behavioral analysis on consumer and customer changing behavior with respect to social networking sites*. Journal of Retailing and Consumer Services. 58, p. 102-190. DOI: 10.1016/J.JRETCONSER.2020.102190.
- Rastegar, A. A., Maleki Minbash, M., & Qazvini, H. (2021). *The study of marketing activity in social media and customer intention affected by the mediator roles of perceived value and customer satisfaction*. Journal of Business Administration Research. (13)26, p. 533-360. DOI: 10.22034/bar.2022.14729.3675
- Walker, O. C., Boyd, H. W., Mullins, J., Larreche, J. C., & Boyd, H. (2013), *Marketing strategy: A decision – focused approach (4th ed.)*. New York: McGraw-Hill.
- Zari Baf, M., Shameli, N. (2011). *Notebook positioning with perceptual map and laddering method*. New Marketing Research Journal. 3(2), p. 134-121. <https://sid.ir/paper/194645/en>



This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) license.