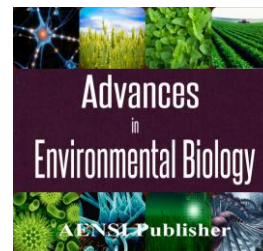




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### Assessing the Relationship Between Social Marketing on Consumer Acceptance (Materials and Construction Modern Technology)

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#### ABSTRACT

**Background:** The aim of this study is to investigate the relationship between social marketing and its impact on consumer acceptance of materials and construction of new technologies, that to achieve the goal in this study, which is a descriptive and survey research. **Objective:** We attempt to explain all the factor in descriptive survey framework. 384 questionnaires were distributed among clients by applying Cochran Table and after excluding non-reviewing factor, 365 questionnaires were analyzed. **Results:** For statistical analysis we use spss21 software and to recognize the normality of a test, we use data Kolmogorov - Smirnov test, and therefore it is not Variable distribution is not normal. Determining the questionnaire Cronbach's alpha shows 0.816 and among the correlation tests, Spearman test was used. The results of the research hypotheses are as follows that, there is a positive and direct relationship between all the different aspects of the study of social marketing and consumer acceptance of materials and construction of new technologies, the average data between the 5-1 range, including the effectiveness of the 3.75, dependable 3.42, 3.37 availability, price 3.55, product 3.59, variations 3.43 and extension 3.71. According to the findings of social marketing with regard to the rights of their clients, try to find a site among them and should makes their efforts to resolve serious internal contradictions. **Conclusion:** Social marketing is inevitable search for logical and rational solutions and are safe paradox and duality. Therefore, it is essential that efforts be pursued as serious and persistent as possible and more attention to strengthen and eliminate the weakness points in providing manner of materials and construction modern facilities to customer.

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#### INTRODUCTION

In the present world, the marketing role is very effective, that is responsible to coordinate all human and technical resources in the production and distribution process. The decisions about the production scale, survival or exit the market, distribution methods, competition and future opportunities with respect to the management and marketing studies[9].

Effectiveness is the degree of achievement to determined objectives. In other words, the effectiveness shows that to what extent of efforts the desired results have been achieved. While the manner of utilization of resources to achieve outcomes, related to effectiveness. Peter Drucker believes that effectiveness is doing the right things. From the viewpoint of Drucker, effectiveness is key to success in organization.

Productivity = Effectiveness (run things right) + performance (run things right). Fundamental pattern Strategy of present and planned objectives, resource allocation and utilization and organization's interactions with the environment [1].

Trust in the rate of an organization believes to goodwill and the reputation of opposite organization. So, trust in the framework of trade relations has two dimensions: Validity and general goodwill. Confidence-Building in relation occurs in steps that organizations collect information from each other to gain mutual knowledge of each other. The concept of a trust is a kind of believe, feel and expectation of a buyer (seller) is due to the expertise, reliability and goals or intentions of the seller (buyer) is[8].

Accessibility: The first task of distribution called marketing channels which consists of a set of interdependent organizations that make a product or service available for customers. In other words, the link

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between manufacturer and customers is called distribution channel. For industrial companies, Decisions related to marketing channels is of strategic importance, because these decisions are long-term effects [6].

Price: the life of competition over price has a same size of a human life and the role of the marketing mix cannot be denied in any way. Some examples of decisions making about the mix of "price" in marketing are as follows: Pricing strategy, suggested retail price, wholesale price, price flexibility [3].

Product: product means the obtained and crop Means processed products (produced), product in the past was used for harvest crop and something like that [6]. Diversity can lead to increased competition between plants and also causes confusion and disorder among consumers. The brand plays an important role as the summary of product that provide information about its subsets.

Consumer confidence in brands and trademarks is subject to four causes: Price changes, environmental dependence, similarity in demands of different product brands, non-visible experiments or Exclusive reliance on a brand and incomplete information about the properties of the product.

Producers can make use of it in order to provide information for consumers about their products, on the one hand, it acts to reduce entry barriers and increase competition and on the other hand, if consumers find it difficult to process and access to information, and they will be Uncertain about product characteristics and emphasis is placed on the brands images [3].

Promotion: promoting and publicize a new innovations in a community depends on many different factors. For example, the microwave was invented in America in the late 50th century, but publicized process and the so-called popular terms happened in the late 70's and early 80's. Factors such as relative advantage compared to the previous product, product compatibility, complexity, visibility of product its application by other, are agents that are very effective in settling and distributing a new innovation [6].

Social Marketing: by regard to factors such as effectiveness, Trust, availability, pricing, product, diversification and promotion for innovative company in social marketing seems to be very important. Marketing associated with human diurnal life. We are faced with numerous demands and the need force us to try more and more. And marketing try to meet these needs with minimum effort. Indeed, the invisible hand law of Adam Smith, once again is prominent and marketing efforts primarily aimed to profit from the enterprise comes to action, will become a means to meet the needs of the human community.

Based on the concept of social marketing, large corporations marketing managers and organizations inevitably in determining their marketing policy, consider the important Factors such as such as common profit, consumer demands and society profit. Initially the companies believed that their marketing purposes in the short term to earn higher output from Equity investment. But they later realized that meet the needs and demands of clients and society profit is very important in the long term. This has led to the birth and rise of social marketing and many companies during making their marketing decisions considersociety profit[5].

Equipment and modern technology Construction: Variety of products such as, equipment and construction machinery, industrial water, sewer, gas, electrical and elevator equipment, Ceiling and wall and floor coverings and prefabricated components, ceramics, doors and windows, paint, glue and various acoustic and thermal insulation, pipe fittings and valves, Industrial Fittings and locks the door to industrized building can be considered as the Equipment and modern technology Construction. [4].

#### *Research hypotheses:*

The hypotheses of this study include the following:

- 1= Effectiveness factor in social marketing of Equipment and modern technology Construction and consumers acceptance have a significant relationship.
- 2= trust factor in social marketing of Equipment and modern technology Construction and consumer's acceptance have a significant relationship.
- 3=accessibility factor in social marketing of Equipment and modern technology Construction and consumer's acceptance have a significant relationship.
- 4=price factor in social marketing of Equipment and modern technology Construction and consumer's acceptance have a significant relationship.
- 5=product factor in social marketing of Equipment and modern technology Construction and consumer's acceptance have a significant relationship.
- 6=diversity factor in social marketing of Equipment and modern technology Construction and consumer's acceptance have a significant relationship.
- 7=expanding factor in social marketing of Equipment and modern technology Construction and consumer's acceptance have a significant relationship.

## **MATERIALS AND METHODS**

The data of this research has collected by field job from the customer with the help of questionnaire. Overall in this study, they used three sets of data as complementary and parallel to each other. Information have

been effective in order to develop hypotheses. These data have been achieved through preliminary interviews with those involved with Equipment and modern technology Construction. The information obtained from customers via surveys. The Cronbach's alpha was 0.816 Information were obtained from secondary sources (articles, journals, theses and related book).

#### *Discussion and conclusions:*

In the first hypothesis, statistical hypothesis was: we reject the no significant relationship between Effectiveness factor and consumers acceptance from social marketing of Equipment and modern technology Construction. So by considering the amount of Spearman correlation coefficients that are given in the table equals 0.630, thus this relationship is the type of direct and positive one, thus the first hypothesis is accepted.

The second hypothesis by considering the amount of Spearman correlation coefficients that are given in the table equals 0.692, thus this relationship is the type of direct and positive one, and thus the second hypothesis is accepted.

The third hypothesis by considering the amount of Spearman correlation coefficients that are given in the table equals 0.686, thus this relationship is the type of direct and positive one, and thus the third hypothesis is accepted.

The fourth hypothesis by considering the amount of Spearman correlation coefficients that are given in the table equals 0.638, thus this relationship is the type of direct and positive one, and thus the fourth hypothesis is accepted.

The fifth hypothesis by considering the amount of Spearman correlation coefficients that are given in the table equals 0.634, thus this relationship is the type of direct and positive one, and thus the fifth hypothesis is accepted.

The sixth hypothesis by considering the amount of Spearman correlation coefficients that are given in the table equals 0.628, thus this relationship is the type of direct and positive one, and thus the sixth hypothesis is accepted.

The seventh hypothesis by considering the amount of Spearman correlation coefficients that are given in the table equals 0.644, thus this relationship is the type of direct and positive one, and thus the seventh hypothesis is accepted.

Hypothesis first to seventh which examines the impact of factors affecting social marketing, all confirmed the effectiveness of factors in customer acceptance and finally buy Equipment and modern technology Construction. Variables in the model includes effectiveness, reliability, availability, price, product diversity and extension.

First hypothesis: In First hypothesis, the relationship between Effectiveness factor in social marketing of Equipment and modern technology Construction and consumers acceptance has been confirmed. so in order to improve selling goals To customers acceptance from all aforementioned goods, effectiveness Considered as an important factor in the of social marketing and With regard the rights of users Seeks to provide the best conditions for users. Therefore, we suggested that proposal is effectiveness schedule considered for social marketing and due to the significant and positive effect of effectiveness over customer acceptance, should be the main part of components.

Second hypothesis: it consider that there is a significance relationship between trust factor in social marketing of Equipment and modern technology Construction and consumer's acceptance. Today, the relations between individuals and groups are fragile and rapidly changing, the trust is the main topic for assurance and maintenance of organizations. . Cultural factors may play an important role in creating customer relationships based trust and confidence will always be influenced by culture.

The cultural orientation of a person is the major foundation for his understanding about the behavior of organization social marketing, so we should consider the trust factor in as the main part of the social marketing planning[8].

The third hypothesis: there is a significant and positive relationship between accessibility factor in social marketing of Equipment and modern technology Construction and consumer's acceptance. This factor due to note to the legitimate and efficient source of supply, may depend on source close to the person .therefor, the distance is very important for the buyer. Distance not only depends on access, choice, freedom to choose and afford the buyer, it also depends on the time that is often the most important factor. Overall effectiveness achieved when the buyer can access to suppliers in accordance with their expectations[2].

The fourth hypothesis: there is a significant and positive relationship between price factor in social marketing of Equipment and modern technology Construction and consumer's acceptance, Marketing by understanding customer needs, developing products and services to meet these needs, the efficient pricing of products and services, Informing customers about the availability of these products and services, delivered efficiently and ensure satisfaction during and after the exchange process. And we conclude that the product price may have a direct relationship with customers' acceptance. If you wish to sell we suggest that the products price offered according to customer's ability the price of similar products.

The fifth hypothesis: there is a significant and positive relationship between product factor in social marketing of Equipment and modern technology Construction and consumer's acceptance. Products must conform to the expected benefits of customers. In this context, understanding the different dimensions of customer orientation and determining relationship between them is an essential element of social marketing. The real mission of product marketing units, understanding the needs and demands of our customers and provide product according to their needs and desires.

Sixth hypothesis: there is a significant and positive relationship between diversity factor in social marketing of Equipment and modern technology Construction and consumer's acceptance. Customers need to have the freedom of choice. The choice ability often ignored by manufacturers and marketers. Selection is inalienable right of customer and an essential element of effective marketing. Many individuals are choosing limitations. A deeper understanding of diversity can create broader view of the consumers. But the choice can be made guarantee not only by providing a variety of products, but also with a variety of prices, a variety of payment methods and delivery, variety of after sales services, insurance, warranty[5].

The seventh hypothesis: there is a significant and positive relationship expanding factor in social marketing of Equipment and modern technology Construction and consumer's acceptance. Factors such as relative advantage compared to the previous product, product compatibility, and complexity of the product being observable or used by other agents that are very effective in settling and distributing a new innovation[1].

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