

# Production leap through designing a loyalty model of purchasing domestic products

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## ABSTRACT

The purpose of this study was to design a loyalty model for purchasing domestic sportswear among Physical Education (PE) teachers and students in Iran's schools regarding the Leader's orders about production leap. This study was conducted using the descriptive-survey method. The statistical population of the study comprised all male elementary students (N=182311) and PE teachers of elementary schools (N=634) in West Azerbaijan Province, Iran. The random cluster sampling method was used in this research. According to geographical status, West Azerbaijan Province was divided into 17 clusters based on the number of counties. Considering the required sample, three clusters, including Urmia, Khoy, and Miandoab, were selected randomly. In this context, 450 questionnaires were distributed among students based on the Cochran Table. Finally, 390 filled out questionnaires were collected and analyzed. Furthermore, non-random purposive sampling was used for the group of teachers, 199 questionnaires were distributed among teachers, and 198 filled out questionnaires were collected. To collect data, the standard questionnaire of factors affecting customer loyalty (With a validity of 75% and the reliability of 70%) was employed. Factor loads (standard estimations) of measurement variables equaled 0.51-0.75. Therefore, the majority of studied options, particularly character, convenience, and contact interactivity affect the domestic production chain to create brand loyalty among students and PE teachers in Iran.

**Keywords:** Loyalty model, Purchasing domestic products, Teacher, PE teachers

## Introduction

The purchase of foreign products has led to many negative consequences, such as changed values, negative economic impacts, unemployment, and converted cultural models of communities, etc. There is a huge gap between developed, developing, and poor countries in the context of economic and cultural differences. Accordingly, the developed countries tend to cultivate and introduce the consumption culture of their products in less developed countries through extensive business

advertisements and messages presenting consumption models of their communities to consuming societies. The considerable point is that any advertising message is published to introduce a specific product while it also includes a hidden function, which constantly encourages and institutionalizes the culture of consumerism in communities. Therefore, respect, self-esteem, social class, character, and even life meaning will depend on the more consumption of foreign products [1].

The overt or covert purpose of all business attempts of developed countries is to encourage consumers of third-world countries to buy and consume foreign products. The more the consumerism rate in communities, the larger the class gap will be in society. Many consumptions in consuming communities are done for show-off and luxury orientation to display their wealth-power to others. Conspicuous consumption is done to influence other people not to cover needs; hence, such consumption causes higher poverty and injustice in society, which may lead to many other problems. Consumerism directs all community members especially children to the exogenous consumption model and consumption of imported goods [2].

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Since consumerism prevents investing in the design and implementation of developmental infrastructures, it is a barrier to society. Considering the mottos recommended by the leader to encourage people and policymakers to consume domestic goods and valuing the indigenous issues of the community, such as cultural and economic issues. On the other hand, global arrogance orientations against the Islamic Republic of Iran impose consumerism and economic war more than ever [3].

All practitioners and officials in different areas, particularly university professors and teachers (considering PE teachers) are popular among students who make up young human capital; hence, they should encourage their students to buy domestic products. They should explain to students, subordinates, and those who receive their services that purchasing domestic goods is a substantial factor leading to social development. PE teachers play a vital role in developed countries since they can help to achieve various economic, cultural, educational, and health objectives of students through physical education or sports [4].

The integrated approach to physical education is one of the fundamental approaches in advanced education systems. Integrated physical education means teaching students different lessons and subjects such as supporting domestic good purchases by using sports and games [5]. Nowadays, various researches have proved that many concepts are better understood in sports and game environments instead of theoretical classes. This evolution process has reached a step in which PE teachers can find an appropriate solution for the subject. Loyalty to purchase domestic products through developing and guiding customers up to the top of the loyalty ladder of organizations. Loyalty means the presence of a positive attitude and supportive behavior toward a brand, service, store, or seller. According to the modern perspective, marketing means customer growth considering the character, convenience, customer satisfaction, and quality from the customer's perspective. Marketing art is a situation in which customers of organization support and advocate the reorganization outside it and cooperate with it inside the organization [6]. It is highly important to make customers committed to purchasing especially the purchase of domestic products. Various measures can be taken to achieve this goal. The following model is one of the thousands of models available to this end.

For example, a study has been conducted entitled ranking customer loyalty to products of Pegah Golpayegan Company in Mahallat, Iran. The statistical population of the study consisted of customers of products of this company during December-February 2018. These customers were those who had purchased the products from supermarkets. The sample size equaled 384 subjects using the Cochran formula and convenient sampling method. Findings showed the significant effect of three variables (price, discounts, and quality) on customer loyalty. The result of Friedman Tests indicated that variables affecting the customer loyalty do not have a similar effect and priority so that quality, price, distribution, accountability, handling customer complaints, and locality had the highest impact while variables of others' recommendations and introductions, discounts,

advertisement, and the package had the lowest impact on the customer loyalty, respectively [7]. Another study was conducted under the title of examining the effect of customers' perception of bank marketing communication on customer loyalty to find effects of customers' perception of communicational tools with banks' marketing on customer loyalty. 313 valid responses were obtained from Nigerian bank customers through a survey questionnaire. The results indicate that elements of bank marketing communication, including advertising, sales promotion, public relations, and personal selling are significant predictors of customer loyalty, but direct marketing is not [8]. The extant applied research was carried out to design the loyalty model of purchasing Iranian sportswear to achieve the goals of purchasing domestic products regarding valuable orders of the Leader about production leap.

## Materials and Methods

This was descriptive survey research. The statistical population of the study comprised all the male elementary students (N=182311) and PE teachers (N=634) in West Azerbaijan Province. The sample size was measure by using cluster random sampling. In this case, West Azerbaijan was divided into 17 clusters based on the geographical status of this province and the number of cities. Then, three clusters (including Urmia, Kohy, and Miandoab) were randomly selected based on the needed sample size.

In the next step, stratified random sampling was used to select students. This method is used in the statistical population does not have a homogenous structure so the population is divided into some strata that each has a homogenous structure then samples are selected from each group. In human science researches, various instruments such as questionnaires, interviews, and so forth are used to measure variables. In the present study, the standard questionnaire of factors affecting customer loyalty with 75% validity and 70% reliability was used. A questionnaire of factors affecting customer loyalty in commerce was designed and validated. This 39 item questionnaire is scored based on the five-point Likert scale to measure eight factors, including customization (5 items), contact interactivity (5 items), cultivation (5 items), care (5 items), community (5 items), choice (4 items), convenience (5 items), and character (5 items). **Table 1** reports the distribution of items.

**Table 1. Distribution of Questionnaires items**

Row	Subscale	Items	Number of items
1	Customization	1-5	5
2	Contact Interactivity	6-10	5
3	Cultivation	11-15	5
4	Care	16-20	5
5	Community	21-25	5
6	Choice	26-29	4
7	Convenience	30-34	5
8	Character	35-39	5

Accordingly, 450 questionnaires were distributed among students and 390 filled out questionnaires were collected and analyzed. Also, purposive non-random sampling was used for PE teachers, and questionnaires were distributed among them then 198 questionnaires out of 199 distributed ones were collected. The obtained results were analyzed through SPSS22 and Lisrel software at two descriptive and inferential levels.

## Results and Discussion

After measuring the sample size based on the scientific indicators and distribution of the questionnaire in the constant presence of the researcher, the questionnaires were collected and analyzed based on the available standards. As mentioned, data analysis was done on two levels through statistical software. At descriptive statistics, some indicators such as frequency, percent, mean, and standard deviation were employed. At the inferential level, Pearson correlation coefficient and factor analysis were used. To identify causal relations and the ways factors affecting loyalty, factor analysis was used. Some statistical values were proposed by Lisrel software to evaluate model fit in Structural Equation Modeling (SEM) and confirmatory factor analysis.

In the next step, descriptive and inferential methods were used to analyze the collected data within three parts of the demographic features of the studied sample, items analysis, and hypothesis testing. The obtained data have been presented herein.

The **Table 2** below indicates the distribution of population and sample size between groups.

City	PE Teachers			Students		
	Population Size	Sample Size	Percent	Population Size	Sample Size	Percent
Urmia	106	102	0.51	46872	230	0.59
Khoy	64	59	0.30	19192	93	0.24
Miandoab	42	37	0.18	13797	67	0.17

The significant correlation matrix is another presumption of factor analysis and modeling. **Table 3** presents the matrix of correlation between variables.

Variable	1	2	3	4	5	6	7
Contact Interactivity	0.81**						
Convenience	0.48**	0.42**	0.46**	0.45**	0.43**	0.76**	1

Character	0.25**	0.26**	0.23**	0.22**	0.30**	0.45**	0.48**	1
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\*P<0.05    \*\*P<0.01

According to **Table 3** there is a positive and significant correlation between variables.

Table 4. Correlation Matrix of Variables in the Group of Students

Variable	1	2	3	4	5	6	7	
Contact Interactivity	0.76**	1						
Convenience	0.13**	0.18**	0.19**	0.17**	0.17**	0.70**	1	
Character	0.12**	0.20**	0.14**	0.10**	0.20**	0.59**	0.69**	1

\*P<0.05    \*\*P<0.01

According to **Table 4**, there is a positive and significant correlation between variables.

Considering the data normality, confirmatory factor analysis was used to find whether convenience in the domestic products chain is effective in creating purchase loyalty among students of Iran's schools.

Table 5. Results of Confirmatory Factor Analysis of Convenience in Domestic Products Chain in Creating Purchase Loyalty among Students

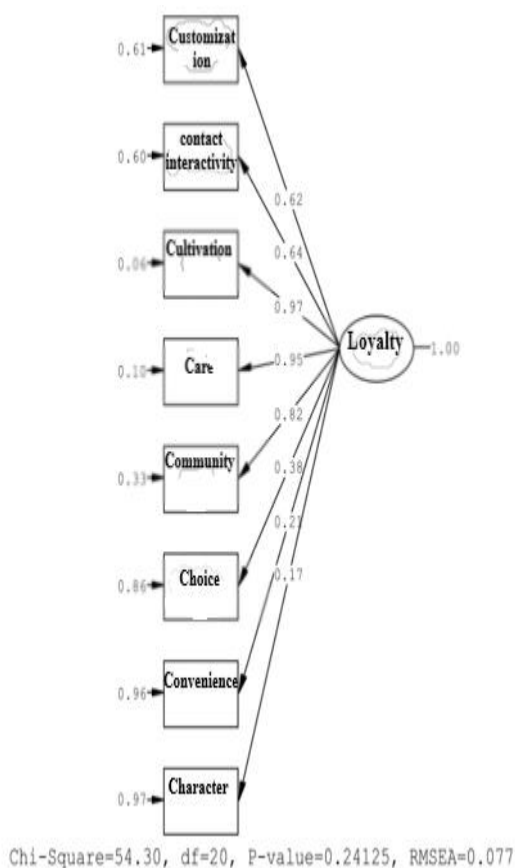
Variable	Factor Load
The design of the domestic product chain is attractive to me.	0.49
It is joyful and pleasant for me to purchase from a domestic product chain.	0.54
The domestic products chain is not attractive to me.	0.90
I experience a convenient purchase in the domestic products chain.	0.84
The domestic products chain is not that much fun for me.	0.91

KMO=0.81    d.f=10  
B.T=2279.24    Sig=0.000

Results of **Table 5** indicate that the sampling adequacy test value (KMO) equaled 0.81 in this matrix. The closer the KMO index to one, the better the sampling adequacy in selecting indicators (observable variable). The cut-off point of the KMO index was obtained 0.6 for sampling adequacy; it means that the sampling adequacy criterion has been estimated if the KMO index is greater than 0.6 and it has not been estimated if this criterion is smaller than 0.6. Bartlett's test of sphericity indicated significance at the confidence level of 95%. The five main factors that have values greater than one can explain 73.03% of the variance in scale scores. Factor loads (standard estimations) of measurement variables varied between 0.49 and 0.91; therefore, it is concluded that character in domestic products chain was effective in creating purchase loyalty among students of Iran's schools.

Considering the data normality, confirmatory factor analysis was used to find whether the character in the domestic products

chain is effective in creating purchase loyalty among PE teachers of Iran's schools.



**Figure 1.** Tested Model in Standard Mode in the Group of Students

As seen in **Figure 1** which indicates outputs of Lisrel software regarding latent variables of loyalty, factor loads (standard estimations) of measurement variables for latent variables of loyalty equaled 0.62, 0.64, 0.97, 0.95, 0.82, 0.38, 0.21, and 0.17 for customization, interactive contact, cultivation, care, community, choice, convenience, and character, respectively. This indicates convergent validity of indicators because significance coefficients of all t-values are significant.

## Conclusion

Altruism, love, and affection are popular part of Iranian culture. There are also abundant recommendations about meeting the needs of others as well as public needs in general culture and customs of Iranian community so that Iranian elderly advice their children to try to meet needs of other people. They recommend working and Producing to meet the needs of other Muslims [9].

Although such services used to be given by agricultural products and selling products in shops, the needs of people and families have been expanded now in connection with industries and communications besides global arrogance's attempts to make Iran dependent. Hence, the cultural component of meeting the needs of people has changed to new forms. Therefore, Iranians should try to produce more qualified goods and services not only

to meet the needs of people but also to make the country independent from other countries regarding both economic and cultural independence [10].

Inspired by the Islamic culture, Iranian culture pays considerable attention to usury and forbidden businesses and bans such harmful activities. The culture is not actualized passively in particularly in Iran that has experienced many attacks from both foreign and Iranian enemies. Therefore, many measures should be taken not only to avoid the ignorance of indigenous culture but also to deepen this culture in society. Based on the abovementioned points, it is necessary to be loyal to domestic products. According to the results of this study, some factors, such as character, convenience, and interactive connections should be considered in the purchase chain of domestic products. Regarding the vital role of national media and facilities available via virtual space that is a common space today, some programs can be designed to actualize the goal of this study by encouraging consumers to buy domestic products.

If the effective factors of character, convenience, and interactive contacts are institutionalized in the production-distribution-consumption chain, good outcomes will be obtained in the context of loyalty to purchase domestic products. Some of the outcomes can be 1) domestic business environment becomes a moral and ethical space 2) domestic business environment will be full of motivation and happiness 3) both customer and sellers become satisfied 4) purchase and sale security will be obtained 5) qualified domestic product will be produced 6) there will be a fair pricing 7) endeavor becomes a valuable activity 8) consumer trusts in seller and producer and consider them trustee people 9) there will be cooperation and market boost besides high welfare level of society.

Since Iran has resisted all global arrogances, there have been many conspiracies and struggles against this country. Disruption of the economic and cultural system is one of these intrigues in various forms. Therefore, destructive cultural-media attacks and global sanctions against Iran have led to an economic war. These attempts done by the global arrogance besides the internal anti-revolution demands have ruined the economic system of Iran so that many practitioners in this economic system try to take advantage of such sanctions. These attempts, in turn, impose additional pressures on the majority.

Some actors in economic affairs are highly abusers looking for more wealth and ambitions. They do not think of anybody unless themselves and their interests. Of course, it is admitted to gain money and income legally and legitimately but it is important to do these activities fairly without oppressing people. Accordingly, if staff and officials working in the production and distribution sector of domestic products follow the mentioned rules, there will be an increase in domestic products and services and they will obtain more wealth. In this way, they will be more respected. On the contrary, they not only will be deprived of divine fortune but also from serving people. Under such circumstances, they will receive hate from people as what we see in America and the West where such hatred has led to a huge wave of objection against governors and officials.

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