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INVESTIGATING THE POSITION OF KALEH COMPANY FROM CONSUMER PERSPECTIVE BASED ON AKKER MODEL

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ABSTRACT

One of the most valuable assets of any company is its brand. The more brand value in the minds of consumers the more interest consumers can obtain and gain a better position in the market. Due to the average consumption of dairy products as well as the potential in the production of dairy products in the country, dairy products have a special place in the market and accordingly producing companies engaged in intense competition to increase their market share. Present study examining the position of Kaleh Company from consumer perspective based on Aaker model. In the study of brand equity model by David Aaker, five dimensions of brand awareness, brand associations, loyalty to the brand, perceived quality and product properties been used. This research is practical and based on method it is descriptive survey. The population of consumers is now at the city of Mashhad and cluster random sampling method is used and because of infinite population the total sample is 384 cases. Instrument in the survey is questionnaire which is closed with a Likert that its reliability based on Cronbach's alpha coefficient and its validity based on advisors' and counselor opinion sat the same time according to people experienced and expert in the company have been confirmed. Results from the analysis of the data collected showed that all five factors of brand awareness, loyalty to the brand.
brand associations, perceived quality and product properties have an impact on the position of Kaleh, meanwhile, the awareness of the brand has the most influence on the position of Kaleh.

Keywords*: Brand Awareness, Brand Associations Loyalty To The Brand, Perceived Quality, Product Properties*

INTRODUCTION

Since there is a lot of competition between companies producing goods and services, consumers at the same time have different tastes, flavors and choices so they give more importance on brand. The brand is considered as an intangibleproperties to the companies and even many companies sell their products with the brand names of reputable companies, many Chinese companies and other countries are some of the sample that sell their products with brand names of reputable companies, through these prestigious brand names attract more consumers. Aaker model in 1996 was proposed by Professor David Aaker based on which the brand index rated based on five factors of brand awareness, brand associations, perceived quality,
loyalty to the brand and product properties.
Aaker model is used to explain the advantages and desirability of a particular feature.
The improvements of product brand enhance company position in the consumers' marketso we have to create a situation that we can improve the brand equity.
The study attributes affecting brand equity so that it alters the position will be examined.

Problem expressing:
In the new era of competitive environment, reputation or brand that represents the identification and authentication and reminders of function with all interactions with customers has particular importance. In today's complex and turbulent world, successful organizations manage to achieve success not only with the feeling instrument without logic or reason without feeling. Branding (brand name) is one of the

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critical approaches in modern organizations and particularly financial enterprises. Several translations of the brand has been acquired for instance the brand name, brand identity, but to say it better the brand name is the dignity and identification of the brand. The brand is an organization's reputation. In fact Logo, slogan, corporate colors are all the signs of brand but brand properties(brand), is what is understood by seeing the logo of an organization, takes place in our minds and reminded prestige, history and special characteristics of the products of organization. Based on which an ongoing assessment of the brand (Brand) has also of particular importance and causes the quality and value of the brand is maintained (Aaker, 2010).

One way to connect with customers and capture them is to communicate through brand which is important in marketing. Brand must be able to capture the heart and soul of your audience.

 Among food products, dairy products due to the direct impact on public health are more important. Due to the average consumption of dairy products in the country as well as the potential in the production of dairy products, dairy products have a special place in the market and accordingly companies engaged in intense competition want to increase their share of the market. Using models with a focus on brand marketing in the dairy industry is of particular importance and adopting appropriate strategies of the brand can increase manufacturers' share in competitive market (Shirvani, 2011).

Aaker model is one of the marketing models which are based on brand that increases capabilities of improvement on its position by adopting the dairy industry policies.

Aaker model is based on 5 features of brand awareness, brand associations, perceived quality, loyalty to the brand and other properties such as operating licenses, trademarks and distribution channel relationships which is to explain how a customer views on the status of a commodity deals and in fact depends position of the goods directly to the brand image of the goods that create on the customer's vision. This model is based on five main criteria is defined, four features of brand awareness, brand associations, loyalty to the brand and perceived quality directly and properties index indirectly linked to customer. Aaker model actually refers to the elements that are considered to be an advantage in customer perspective and makes the two products that are similar to each other in a particular industry differs from the customer perspective. This difference in customer perspective in dairy industries is particularly important because continues use by clients clarifies better understanding of the quality, price and overall desirability on the other hand due to intense competition, customer reactions to the fate of the product will have a more immediate effect.

The importance and necessity of research:
The importance of the research question of the importance of branding (brand) is as one of the main factors in the success of the business. In fact without creating brand and valuing it no company will have long-term power to survive. Creating a brand (brand) and value for it in customers' view ensure the survival of the company if a brand name always attributes values such as quality, beauty, affordability, durability, high-tech and other utility factors in mind. Another important part of this issue is that in the country up to now no considerable effort to design, implement and sustain the outstanding principal brand particularly in the food industry has been done.

In Iran there is no considerable record of valuing brands and authentic brand name (brand) and adapting utility components of activity. Brand confronts many problems in our country and even some reputable brands in the food industry during the time lost due to neglecting by officials concerns and new brands due to the lack of appropriate competitive strategies can't reach the appropriate level of market share.

Research hypothesis:
1- Brand Awareness has an impact on the position of Kaleh
2- Brand Associate has an impact on the position of Kaleh
3- Loyalty to the brand has an impact on the position of Kaleh
4- Perceived quality has an impact on the position of Kaleh

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5- *product properties* has an impact on the position of Kaleh

Research objectives:
1- The effect of brand awareness on the Kaleh position from the perspective of consumers
2- The effects of brand associations on the Kaleh position from the perspective of consumers
3- The effect of loyalty to thebrandon the Kaleh position from the perspective of consumers
4- The effect of perceived quality on the Kaleh position from the perspective of consumers
5- The effect of productproperties on the Kalehposition from the perspective of consumers

Research background:

Internal research:

-The effect of brand personality on customer loyalty (2010), Alireza Motameni, Semnan University, Journal of Management Vision

The results show a significant and positive impact of brand personality on satisfaction and value perception and also a significant effect on trust and loyalty and satisfaction and value perception of customer. Therefore, service institutions should act by focus on communication and effective public relations to create and maintain in order to achieve the desired brand personality because communication plays a critical role in creating and maintaining a brand's personality.

- The effect of generalized new brand products in the food industry in Tehran, (2006), B. Ranjian, Management Group of Isfahan University, Agricultural Economics and Development.

In this study, the effects of three modified variables such as market characteristics, product characteristics and properties of generalized brand in relation to generalized brand market strategy and share of new products in the food industry in Tehran has been studied. The results show that the generalizing brand has not increased the market share of new products in the food industry in Tehran.

- The effect of consumer perceptions on brand on their reaction (case study of mobile phone users in Tehran), 2007), Mir Ahmad Amir Shahi, Alzahra University Journal of Social Sciences and Humanities

The results show that there is a positive relationship between the warranty and consumers suggestions and at the same time between consumers' personal identity on the one side and between more paying and generalizing acceptance of brand name on the other hand. The results also indicate that there is negative relationship between social identity and consumers and acceptance of generalizing brand.

- Investigating the effect of brand development strategy on mental status of service providing companies (Case studying of banks and related service providing companies in Tehran with Pasargad trade name) (2009), Hussein Vazifehdoost, Science and Research Branch of Islamic Azad University. The most important result of this study is the use of a brand development strategy that is a brand that provides service in order to introduce new services makes the effect on the mental status of the brand in customers' minds, so that if there is a suitability among the services offered by the company meaning type and scope of services offered located in a same class and the perceived quality of the services offered are satisfactory to the customers and improves mental status of the company and that is the trade name among clients.

- Model evaluation of brand extension of consumers' attitudes (2010), Abbas Haji Moradi, Department of Management and Accounting, ShahidBeheshti University, management perspective.

Comprehensive model of brand extension showed that perceived suitability, perceived quality and brand strength influence on consumer evaluations. The enthusiasm as a variable moderating effect on brand extension was approved.

Foreign research:

Papua and colleagues (2005), customer-based brand equity: improving the measurement tool it does check the empirical evidence.

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This study as an real example of one of the consumers of major cities of Australia have checked, this research helped understanding and recognizing brand equity measurement in customer orientation by testing and understanding its dimensions.

Kayaman and Arasly, (2007), customer-based brand equity: examines evidence from the hotel industry

The results show that hoteliers should influence by perceived quality, brand loyalty, brand image, brand awareness in their organizations and designing service delivery process by exploring the relationships between components using customer-based brand equity.

Yasin, Noor Mohammad, (2007), does the image of the country of origin effects on brand equity?

On the dimensions of brand equity, factor analysis was performed to distinguish three distinct brand association, brand loyalty and brand awareness. In the regression analysis results show that the image of the country of origin has direct and significant impact on equity.

It is well known that the image of the country of origin either directly or indirectly and through the medium of brand differentiation, brand loyalty, brand awareness and brand associations impact on brand equity.

Kim and Kim, (2005), the relationship between brand equity and firms' performance in luxury hotels and chain restaurants

The results of this study provide a useful decision-making tool to senior hotels executives thereby maximizing their brand value. This paper examines the underlying dimensions of brand equity creation and how they impact on the hospitality industry, especially luxury hotels and chain restaurants. The present results indicate that loyalty to the brand, perceived quality and brand imagery are of the fundamental elements of brand equity based on clients. There is a direct and positive relationship between creation of customer-based brand equity and luxury hotels performance in chain restaurants.

Theoretical research:
Position of a product:
A product position is a place that will occupy in the minds of consumers compared with competing products. If a product from consumers' point of view is similar with other existing product there is no reason to buy it (kotler & Armstrong, 2010)

Positioning in the market:
Positioning in the market for a commodity contains occupying a place which is clear in the minds of target consumers in relation to the same goods. Thus, marketers design products positioning that are more prominent than similar goods. Elective position in the target markets will bring the greatest strategic advantage for them. For example, Hyundai has got a place at low prices cars, 'ideal vehicle'. As does Chrysler with the best construction, American cars are the most popular. Pontiac claimed: we create our excitement. And these are discussed in Ford Motor Company: Quality first priority. Mercedes has the position "no cars can reach its engineering system" (kotler&Armstrong,2010).

Consumer behavior:
Consumer behavior includes psychological and social processes that exists before and after the purchase related activities. Answers to questions such as why do people prefer a product or special brand name to other ones and how do organizations make this issue effective for marketing that behavioral scientists are responsible for it (Roosta et al, 2011).

Defining a brand:
Marketing Association of America defines brand such a name, term, symbol or design, or a combination of them. Their aims are to identify products or services of one seller or group of sellers and at the same time to distinguish their products as well as other competitors. A brand is a product or service that adds dimension to the products and services to distinguish from other products and services which have been

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created for a need. These distinctions can be logical function, or a tangible or even non tangible or feeling based (kotler & keller، 2007)

Defining Special values brand:

Brand equity is defined by Aaker in a way that set of assets that increase or decrease the value provided by a product or service to the company or the customer's role. In addition, the response of customers to the brand of a product in the market has a positive correlation with the equity brand product. Aaker noted that brand equity is divided into five dimensions including brand loyalty, brand awareness, perceptions of quality, brand intellectual associations and other properties consistent with the brand. Out of these five dimensions (from a consumer perspective), brand loyalty, brand awareness, perceptions of the quality and mental brand association were the most important four dimensions of equity brand (Chen, Hui-chu,2007).

Brand equity:

Brand equity is a multidimensional concept and a complex phenomenon. Some dimensions have been empirically tested (Atilgan et al, 2005).

1 - Brand Awareness:

Brand awareness is the ability to use in relation to the product category by client. Aaker in relation to brand awareness has identified multi-level in a range that both ranges include brand recognition and brand domination. Studies have shown that brand awareness is very effective on purchase decisions. Customers who know a brand more likely they will buy it (McDonald & Sharp, 2000).

2 - reminiscent of the brand:

Brand association keeps client memory strong and desired and potential brand equity associations are unique in stimulating customer behavior (P. Leone, 2006).

3 –loyalty to the Brand:

Loyalty is an important concept in marketing strategy and as Aaker said brand loyalty is the core equity of the brand. Customer loyalty leads the solutions to be less complex to search. Solomon (1992) showed that purchase decisions based on loyalty may be used as a habit this may be a satisfactory result from this brand. Customer loyalty is essential for reducing the cost of doing business would be an advantage (Rundle & Benett, 2002).

4 - Perceived quality:

Perceived quality is a case that investigators have sought. Definition that is provided predominantly by the researchers is customers' judging to the benefit, excellence, reputation of a brand in comparison with other competing brands. Not only it affects on other dimensions of perceived quality but rather is also affecting the classification of goods from the client's vision (Aaker & Joachimsthaler, 2000).

5 - Product properties:

The last group expresses other specific property of the brand such as patents and copyright records, trademarks, channel relationships, and so forth. Brand assets if they can prevent the entry of competitors to undermine customer loyalty, they will have the highest value (Aaker, 2004).

Brand equity valuation models:

Reynolds and Phillips introduced five famous models to measure brand equity which include inter- brand models, Icoytrend model, Wi-like model, Claire model and Aaker model (Reynolds& Phillips, 2009).

METHODOLOGY

In this research study is a descriptive survey method, to examine the impact of independent variables (include: brand awareness, brand associations, loyalty to the brand, perceived quality of the product and product property) on dependent variables (position).

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The population:
According to this definition, a statistical population is defined as a collection of individuals or entities that have at least one common trait. Statistical population of this research is products consumers in Mashhad. Kaleh company divided market to ten parts that include: 1- Samen (around the shrine) 2- West 3- Shahrake Gharb (Qasim Abad) 4- North West 5- South West 6- East 7- south East 8- The surrounding cities of Mashhad (Kalat, Chenaran & Sarakhs) 9- wholesale sector 10- pastry shops sector. Each has five visitors that are responsible for company sales providing and distribution of services to customers. Five visitors in each section are under the supervision of supervisor and some supervisors work under a sales manager and sales managers are subset of the principal of subsidiaries. Kaleh company sells its products to approximately 5,000 units in different parts of Mashhad market which has about 50 users 5000*50=250000 overall with these calculations Kaleh company has about 250,000 consumers in Mashhad city.

Sample:
In this study, the selected sample must take the characteristics of the population are divided into three categories, which include a three-high, low and middle income consumers, then out of each class two regions are randomly selected. For high-income consumers, Ahmedabad and Sajad areas for middle-income consumers MotahariJonobi and Emamtand for consumers with low income regions of Tollab and Seyyediare randomly selected.

Sampling:
Because all Kaleh company consumers may not be listed for this study and therefore non-probability sampling can't be used, and consumers could give us an appropriate group. Therefore upper and middle and lowe -income consumers of two-stage cluster sampling method were chosen for this study.

Data Gathering Tool:
To testthe hypothesis by using questionnaire and asking people we resorted to using field method. For the validity of this study, the questionnaire was sent to marketing and sales managers of Kaleh Company and after getting their comments at a later stage using the comments of business masters Administration and modified questionnaire validity was confirmed. In this research to determine the validity and reliability of the questionnaire, Cronbach's alpha was used. SPSS software was used to calculate alpha.
Reliability of the questionnaire was analyzed by Cronbach's alpha the results are reported in the following table.

Table 1.Cronbach's alpha coefficient for the total scale and sub-scales

| Alpha Coefficient	Number of questions	Number of tests	Variable
0/901	34	384	Total Scale
0/689	5	384	Brand Loyalty
0/735	8	384	Brand Awareness
0/805	9	384	Perceived Quality
0/721	10	384	Brand Associations
0/694	2	384	Product Property

Methods of data analysis:
In this research for the analysis of data obtained from statistical methods including frequency percent of frequency, mean, standard deviation and variance and inferential statistics including variance analysis and stepwise regression were used.
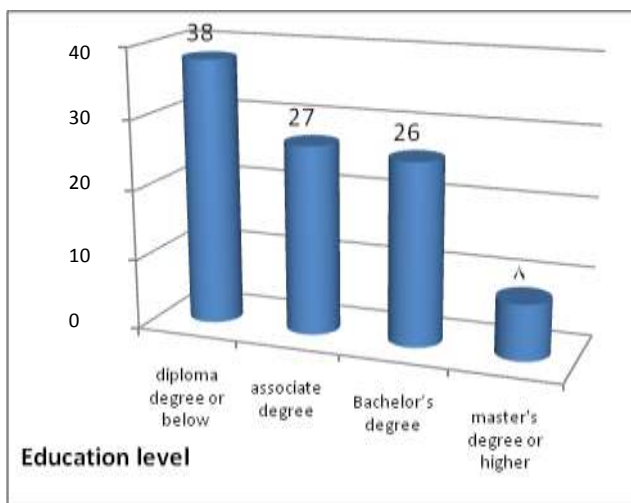
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Findings:
Frequency of subjects by sex:
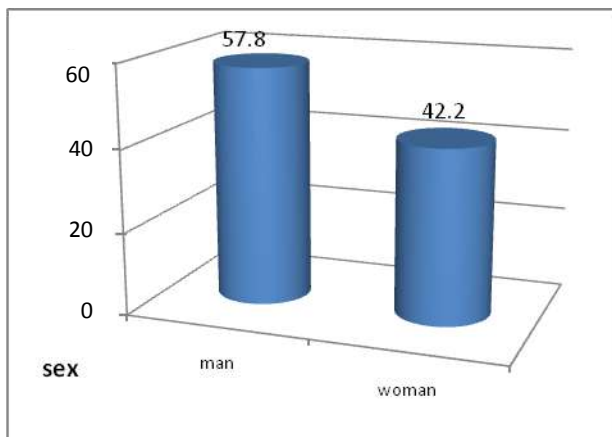
Graph1, Frequency of subjects by sex

384 samples were selected randomly from the population. Out of these 222 were males (57.8%) and 162 females (42.2 %). Figure 1 shows the frequency of subjects according to sex
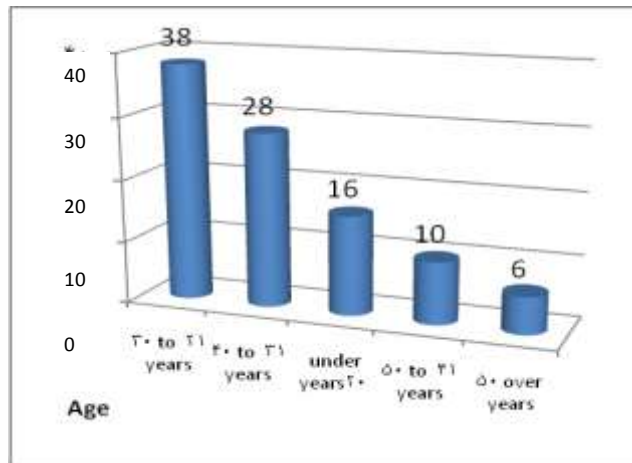The sample frequency based on the level of education:

Graph 2, the sample frequency based on education level

As is illustrated in the diagram, in terms of education level, buyers with diploma degree or below have the majority (38%). Then, buyers of associate degree (27%), Bachelor's degree (26 percent) and a master's degree or higher (8%)

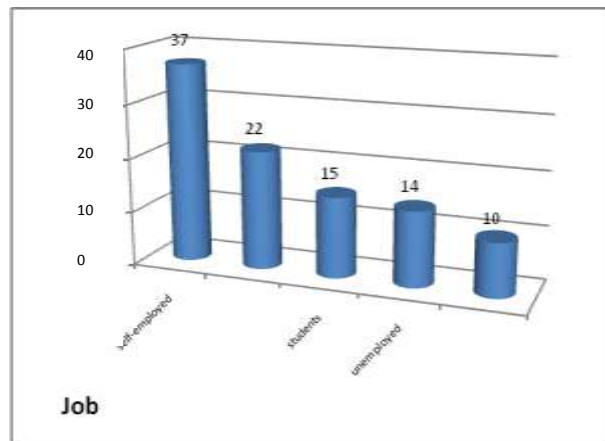Frequency of subjects by age:
As can be seen the majority of samples are respectively, in the age group of 21 to 30 years (38%), 31 to 40 years (28 %) and under 20 years (16%). Then buyers of 41 to 50 years (10 %) and over 50 years (6%) are there.

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Graph 3, Sample frequency by age

Sample frequency based on job:

Graph 4 sample frequency based on job

As can be seen in the figure, the majority of the sample is self-employed (37 percent). Then private sector employees are (22 percent), students (15%), unemployed (14 %) and public sector employees (10 percent).
First hypothesis: Brand Awareness has an impact on the Kaleh position.

$$\begin{cases} H0{:}\mu \leq 3 \\ H_1{:}\mu > 3 \end{cases}$$

Table 2. t- Test one-group awareness can influence the position of Kalehbrand with buyers.

Meaningf ul level	Freedom Level	t Calculated	Expected Average	Average (Scale Deviatio n)	Dimension
0/000	383	8/63 **	3	(0/62) 3/27	Brand Awareness

** p-value ≤ 0/01

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According to the results of table, average variable of awareness influence of brand on Kaleh is 3/27 SD 0.62. The one-group t is 8/63 and single-group t-test significance level equal to 000 / 0.We reject the null hypothesis in α =0.01 level and we accept the opposite hypothesis

Therefore by rejecting the null hypothesis we can conclude with 99% confidence, awareness of brand has an impact on the position of Kaleh.

Second hypothesis: the association of brand has an impact on the position of Kaleh.

$$\begin{cases} H0{:}\mu \leq 3 \\ H1{:}\mu > 3 \end{cases}$$

Table 3. T-test one-group brand association can influence the position of Kaleh brand with consumers

Meaningful level	Freedom Level	Calculated	Expected Average	Average (Scale Deviation)	Dimension
٠/٠٠٠	۳۸۳	۱۰/۶۵**	۳	۳/۲۸ (٠/۵۲)	Brand association

Meaningful level	Freedom Level	t Calculated	Expected Average	Average (Scale Deviation)	Dimension
0/000	383	10/65**	3	3/28 (0/52)	Brand Awareness

Meaningful level	Freedom Level	t Calculated	Expected Average	Average (Scale Deviation)	Dimension
0/000	383	10/65**	3	3/28 (0/52)	Brand Awareness

Meaningful level	Freedom Level	t Calculated	Expected Average	Average (Scale Deviation)	Dimension
0/000	383	10/65**	3	3/28 (0/52)	Brand Awareness

Meaningful level	Freedom Level	t Calculated	Expected Average	Average (Scale Deviation)	Dimension
0/000	383	10/65**	3	3/28 (0/52)	Brand Awareness

** p-value $\leq$ 0/01

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According to the results of table, average variable of brand association influence on Kaleh is 28/3 SD 0.52. The one-group t is 65/10 and single-group t-test significance level equal to 000 / 0.We reject the null hypothesis in α =0.01 level and we accept the opposite hypothesis

Therefore by rejecting the null hypothesis we can conclude with 99% confidence, association of brand has an impact on the position of Kaleh.

Third hypothesis: brand awareness has an impact on the position of Kaleh.

$$\begin{cases} H0 : \mu \le 3 \\ H1 : \mu > 3 \end{cases}$$

- Table 4. T-test one-group brand loyalty can influence the position of Kaleh brand with buyers.

Meaningful level	Freedom Level	t Calculated	Expected Average	Average (Scale Deviation)	Dimension
٠/٠٠٠	٣٨٣	١١/٠١**	٣	٣/٣۶ (٠/۶۴)	Brand loyalty

** p-value ≤ 0/01

According to the results of table, average variable of brand loyalty influence on Kaleh is 3/36 SD 0.64. The one-group t is 11/01 and single-group t-test significance level equal to 000 / 0.We reject the null hypothesis in α =0.01 level and we accept the opposite hypothesis

Therefore by rejecting the null hypothesis we can conclude with 99% confidence, brand loyalty has an impact on the position of Kaleh.

Fourth hypothesis: Perceived quality has an impact on the position of Kaleh.

$$\begin{cases} H0 : \mu \le 3 \\ H1 : \mu > 3 \end{cases}$$

- Table 5. T-test one-group perceived quality can influence the position of Kaleh brand with buyers.

Meaningful level	Freedom Level	t Calculated	Expected Average	Average (Scale Deviation)	Dimension
0/000	383	13/37**	3	3/4 (0/58)	Brand Awareness

** p-value ≤ 0/01

According to the results of table, average variable of perceived quality influence on Kaleh is 3/4 SD 0.58. The one-group t is 13/37 and single-group t-test significance level equal to 000 / 0.We reject the null hypothesis in α =0.01 level and we accept the opposite hypothesis

Therefore by rejecting the null hypothesis we can conclude with 99% confidence, perceived quality has an impact on the position of Kaleh.

Fifth hypothesis: Product property has an impact on the position of Kaleh.

$$\begin{cases} H0 : \mu \le 3 \\ H1 : \mu > 3 \end{cases}$$

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- Table 6. T-test one-group product property can influence the position of Kaleh brand with buyers.

Meaningf ul level	Freedo m Level	t Calculated	Expected Average	Average (Scale Deviation)	Dimension
٠/٠٠٠	٣٨٣	۶/۴۹**	٣	٣/٢٧ (٠/٨١)	product property

**** p-value ≤ 0/01

According to the results of table, average variable of product property influence on Kaleh is 3/27 SD 0.81. The one-group t is 6/49 and single-group t-test significance level equal to 000 / 0.We reject the null hypothesis in α =0.01 level and we accept the opposite hypothesis
Therefore by rejecting the null hypothesis we can conclude with 99% confidence, product property has an impact on the position of Kaleh.
Rating factors of case studies:

- Table 7. Stepwise regression to determine the contribution of each factor to the total variance

(Percent) Share of variance	Factor	Rank
%68/1	Brand Awareness	First
%17/7	Product Property	Second
% 7/6	Perceived Quality	Third
% 4/3	Brand Loyalty	Fourth
% 2/3	Brand Association	Fifth
%100	Total Number	Total

DISCUSSIONS AND CONCLUSIONS:
Results of descriptive statistics:
Referring to existing data to describe sample in the fourth chapter we can say that 57.8% of respondents were male and 42.2 percent are women . Most of the buyers of Kaleh products are men.
It is also observed that 38% of respondents have less than a diploma, 27 percent associate degree, 26 percent Bachelors and 8 percent Masters and higher than that. Since most respondents have college education so we can conclude that most of them are literate.
According to the information in Chapter four can be seen that in terms of age, 16% of respondents have less than twenty years, 38 percent 21 to 30 years, 28 percent 31 to 40 years, 10 percent 41 to 50 years and 6% of respondents over 50 years old. We conclude that the majority of respondents are young.
It is also observed that 10% of respondents' job is public sector employees, 22% private sector employees, 37% self-employed, 15% students and 14 percent of the respondents are unemployed5-2- The results of inferential statistics

Conclusion: Hypothesis 1:
As the results in table 2 were determined according to the significance level of the t test, the sample at α=0.01 is significant so null hypotheses were rejected, the result obtained shows that brand awareness has an impact on the position of Kaleh company, this result indicates that the brand awareness has an impact on Kaleh company is approved and consumers' awareness who solicit customers to buy a particular brand

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can make Kaleh to enhance the market position of the company. With increasing consumer awareness towards brand against rival goods that consumers have no knowledge about the goods and no awareness of its products, they will realize the existence of Kaleh. Brand awareness comparing to other four factors has the most influence on Kaleh position and have the first rank out of the five features of Aaker model. The result is that there are strategies to increase consumer awareness of the company such as advertising and promoting the goods. After purchasing a particular brand in the industry thereby it will enhance the position of Kaleh. Customers that are aware of your brand against other competitors will have a special place for company that run a clear distinction among the selection of competitors for buyers.

Conclusion Hypothesis 2:
As the results in table 3 were determined according to the significance level of the t test, the sample at α=0.01 is significant so null hypotheses were rejected, the result obtained shows that brand association has an impact on the position of Kaleh company. This result indicates that the brand association has an impact on Kaleh company is approved and your brand association and reminding dairy brands by consumers when purchasing makes enhanced standing manufacturer. If at the time of purchase consumers can easily remember something or have a product characterized it as quality, excellent service, different packaging, fast delivery and to recall the company manufactures of its products can be found in the market, your brand is more prominent than the other competitors in the client's vision to create a special position.

Conclusion Hypothesis 3:
As the results in table 4 were determined according to the significance level of the t test, the sample at α=0.01 is significant so null hypotheses were rejected, the result obtained shows that loyalty to the brand has an impact on the position of Kaleh company. This result indicates that the brand loyalty has an impact on Kaleh company is approved. Existing of loyal consumers on purchasing a particular brand in the industry will also improve the position in the dairy industry. So the company should take guidelines increase customer loyalty, the customers loyalty will give your brand added value comparing the company's competitors that will have a clear distinction in the long term that the goods for buyers will be selected. Owners of businesses that have strong brands have a special place in the market. Brands that uphold their obligations are loyal that have regular buyers to purchase them. Companies need to determine the causes of consumer loyalty and in such a way that consumers interact with their consumers and felt that they are members of the company and to purchase in any circumstances. In the dairy industry, according to this item that there are so many different groups of consumers that causes customer loyalty it will certainly be different in each group.

Conclusion Hypothesis 4:
As the results in table 5 were determined according to the significance level of the t test, the sample at α=0.01 is significant so null hypotheses were rejected, the result obtained shows that perceived quality has an impact on the position of Kaleh company. This result indicates that the perceived quality has an impact on Kaleh company is approved. If they have confidence in the quality of goods purchased and your item is the selected item in your buyers, because they are assured of the quality of the products from the market. It is a special place and value added brand in particular that has the ability to offer higher prices to their products. Brands that get high value in the marketplace as a quality product status are many more quality products that consumers are willing to pay more. Goods recognizing as a quality product which increases the efficiency of marketing operations, as well as the value of a brand that is known in the marketplace as a quality product increases. It will cause more financial value for the company to be created. A company should strive to maintain the stability and quality of its products and a variety of ways to transfer the image to the consumer.

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Conclusion Hypothesis 5:

As the results in table 6 were determined according to the significance level of the t test, the sample at $\alpha=0.01$ is significant so null hypotheses were rejected, the result obtained shows that product property has an impact on the position of Kaleh company. This result indicates that the product property has an impact on Kaleh company is approved. Factor of product property include production and pull up licenses, trademarks, channel relationships and etc. It has the second feature out of five Aaker features for Kaleh Company that represents more influence of this factor on Kaleh position and if product property can prevent entry to undermine customer loyalty the position will be improved, it is possible that consumers have confidence in the product property

Practical suggestions:

According to improving the position of company five factors were investigated, the company must obtain a special status in the dairy market to strengthen all five factors simultaneously. Those factors such as brand loyalty, perceived quality of the goods need are time consuming factors and factors such as Brand loyalty, brand association and product property need advertising and sales promotion strategies. So even those who have not used this product yet known brand and purchase it easily and without hesitation in the market to create a competitive advantage for companies.Kaleh Company should strive to not only gain the consumer's mind and heart but gained the spirit of the consumer through humanitarian and social activities for preserving and maintaining the health of the environment to establish brand loyalty among consumers. According to having different methods of creating loyalty among consumers will be different therefore we have analyzed all the factors that create the conditions for enterprise to create loyal consumers. If the company considers ways to create a positive mental association in the minds of consumers it will be an important factor to be distinct and make the position in the market enhancing. The company should strive to maintain the stability and quality of its products and a different method for transmitting a mental image of consumer welfare. When shopping for products like dairy products quality is not tangible quality when it is identified, other than the use of conventional advertising word of mouth or viral advertising is also used. Recommendations of previous seller or a consumer or permanent consumer will have more impact on new buyers at the same time core group recommendations such as theater artists and famous athletes influence absorption of new consumers and keep existing consumers. Kaleh company in order to improve its position in absorption that consumers should show different prices in the field of superior quality and other goods taken in their advertisements on TV, magazines, newspapers, packaging commodities. In the present age that is the age of communication and information technology companies should use these items to reform and reducing the administrative hierarchy in the distribution channel and to reduce the cost of their company as a result of lowering their prices consequently gain a greater share of the market. Price elasticity of demand is high in those who have low income and resulting in these markets sensitivity to price changes is very high.

Research proposals:
 1. Offering the first hypothesis:
- According to the first hypothesis that is confirmed by the company's brand awareness on the position, it is suggested to all the organization of production and services in a competitive market in a new era to find ways to increase sales profitability that in order to improve the status of your company notification, promotions measures and other activities increase that lead to reminding the brand.

2 - Offering a second hypothesis:

According to the second hypothesis that is confirmed by the company's association of the brand on the position, it is recommended to all companies producing goods and services to improve position in the consumer's mind and heart with measures like public relations, improve service quality and customer relationship management because customers always decide to buy the brand based on their perceptions.

3 - Offering a third hypothesis:

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According to the third hypothesis that is confirmed by the company's loyalty to the brand on the position, it is recommended to all companies producing goods and services to create consumer loyalty and empowerment take actions because many customers now due being busy tried to remain loyal to their brands. If the measures needed to strengthen consumer loyalty is fulfilled it can take a special place for the company to create a consumer perspective.

4 - Offering a fourth hypothesis:

According to the third hypothesis that is confirmed by the company's perceived quality on the position, it is recommended to all companies producing goods and services by increasing the quality of their goods and services promote the status of the company from the consumer's point of view this can be done without sensitizing consumers competitors to raise their prices to the customers when they purchase their desired products conform to standards and are always looking to buy the most benefit for their business.

5 - Offering a fifth hypothesis:

According to the third hypothesis that is confirmed by the company's product property on the position, it is recommended to all companies producing goods and services to be diligent on the proper management of distribution channels through which advanced system information makes use of new methods of distribution channels such as selling via internet.

Suggestions for future research:

1 - It is recommended that research be conducted on other brands.

2 –It is recommended that research be conducted on service areas.

3 - Checking the position based on marketing relationship.

4 - Checking the position based on green marketing.

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