THE ANALYSIS OF CONSUMERS' BEHAVIOR AND ITS RELATIONSHIP WITH CULTURAL BELIEFS

Kazem Modi
Islamic Azad University, *Co-Author,*
Department of Management, Zahedan
Branch, Iran.

Omid Gholamyan, Hadi Mirkamali

Seyed Abolfazl Alavizadeh,

Farid Rostamzadeh
Islamic Azad University, *Department*
of Management, Zahedan Branch, Iran.

Hojjat Besharti

Abstract: Culture is considered as the collection of values, norms, beliefs, attitudes, social structures, and institutions. The marketers are always looking for how to deal with different cultural values. Cultural values are considered as one of the main points of understanding the consuming value of the purchaser. The consuming value examines, explicitly or implicitly, the decisions made by the consumers while they are purchasing something. The consuming value includes functional, social, emotional, cognitive, and situational values.

Keywords: value, cultural value, consuming value, domestic brand, purchasers' behavior

1. INTRODUCTION

The general view regarding the consumers' behavior, how they buy products, is focusing on the services they are given; however, it should be noted that the behavior of the consumers is something more than buying some products or the services they are provided. In general, the behaviors of the consumers are defined as the final decision of the consumer after getting rid of opinions, goods, and services whether to buy or not.

The consumer behavior includes products, services, activities, and opinions. The consumer behavior is not only the way he/she buys something, but also it includes services, activities and beliefs. The consumer behavior can be activities such as traveling, visiting the dentist, enrolling instructional workshops, etc. since the consumer behaviors includes products, services, activities and beliefs, the attempts to suffice the needs of the consumer are called suggestions. The consumer behavior is not just including purchasing something. Although buying something is very important for the marketers, it is not the only component of consumer behavior. However, the consumer behavior encompasses three activities as acquisition, consuming, and getting rid of it. The acquisition is a process through which an individual obtained a suggestion. Purchasing is just one way to acquire a product. Other methods such as borrowing, swapping, and lysing can be used to acquire a product. Consuming is a process through which an individual buys some thing or uses a service. Although many of the previous studies investigated the behavior of the consumer, however, consuming is the central core of and due to the following reasons is important. First, the consumer of a product sends an implicit symbolic message to others. For instance, using a special car, dressing style, and entertaining activities can infuse the personality of an individual to others. The second is that, consuming can have effects on others behavior. For example, the negative opinion of a consumer to others can influence their final decision. Getting rid of something is a process in which the individual gets rid of the suggestion she/he has. Getting rid of the suggestion does not only mean to put the suggestion aside, however, exchanging the idea or giving the idea to others, and changing the suggestion function are all the ways to get rid of a suggestion. The consumer behavior is a dynamic process. The consumer behavior includes acquiring, consuming and getting rid of the suggestion during a specific period of time. The time span can be several, hours, days, months, or years. The consumer behavior can be associated with many individuals. The consumer behavior is not just the reflection of an individual. Making a decision on buying a car, going to a special restaurant, renting a house are behaviors which many people involve; along with the people who can have different roles in this regard. Buying a car, for example, one or more members of the family may involve collecting information. Besides, those members can play the role of the purchasers or the consumers. The consumer behavior includes many decisions. The consumer behavior is a combination of understanding and identifying the whyness of purchasing, the place, the repetition and time of purchasing, and acquiring, consuming and getting rid of a suggestion.

One of the essence of human being is the infinite needs he has and being consumer. To continue his life, human beings need to consume products; hence, the needs and consume were the historical partners of human. However, nowadays, there is a gap between the human needs and his consuming in terms that human consuming is not accompany his needs. Owing to this, the importance of economic requirements, cultural conceptions, and social requirement should be emphasized (Allard Thomas et al., 2009). The concept of value is one of the most frequent concepts in social sciences in general, and in management in particular. This concept is, moreover, used in the accounting and finance texts, economics, IT, and ethics science (Carpenter et al., 2009).

1.1 Schwarz cultural values

The first and second dimensions of Schwarz cultural values include mastery and harmony, respectively. The national cultures are very effective in spread the market based norms in the society. It is so because such cultures encourage dynamicity, competitiveness, and tendency toward success. The main values include: success, courage, daring, merit.

The sixth and seventh Schwarz cultural values (intellectual autonomy and affective autonomy) are related to autonomy. According to Schwarz cultural values intellectual autonomy is different from affective autonomy. The intellectual autonomy is about the desirability of the ideas (such as broadmindedness, creativity, curiosity). On the other hand, affective autonomy expresses

the right to have pleasuring, exciting, and interesting life (Brun et al., 2008).

1.2 Consuming value and its relation to cultural value

Consuming value of the consumer has a very crucial role in all marketing activities. Moreover, consuming value is regarded as the connector in the theory of consuming value and marketing. The theory of consuming value states that the five factors can have different impacts on the choose of an individual. Based on this theory, the five factors have effects on the selections of an individual; the five values are: functional, social, emotional, cognitive, and situational.
Functional values. Traditionally, functional value is the first motive in the consumer choice. The functional value can be the combination of factors such as reliability, durability and cost (Bartlett E. James, 2001). The functional value means the understanding of the product quality and the expected performances of the product.
Social value. Social value is all about the desirability of a product within a society; among friends, collogues, and other groups of consumers (Bartlett E. James, 2001). The understood social value means that the consumers buy a product due to the fact that the celebrities of a society buy it.
The current study was an attempt to investigate different dimensions of consumers' behavior and their relationship with cultural values in the domestic brands. The product under investigation, in this study, was clothing. The reason behind this selection was the high consuming value (functional value, social value, emotional value, cognitive value, situational value) the product has. The model of the study is shown in figure 1.

Figure1. The design of the study
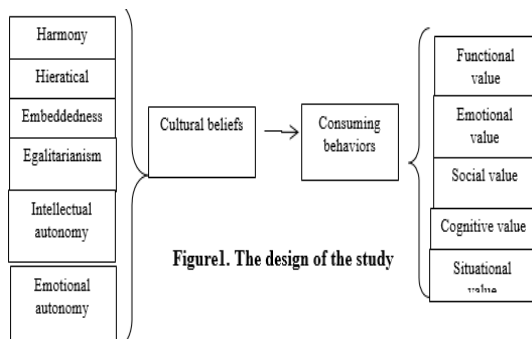
2. METHODS

Since the purpose of this study was to investigate the relations among the variables of cultural values and consuming values, its aim was an applied one; its data collection was descriptive, and a correlational study based on structural equation modeling. The participants of this study were the citizens of Zahedan. In current decades, there have been mentioned many approaches. One of the approaches is structural equation modeling. Structural equation modeling is a statistical approach to investigate latent and observed variables. Based on this approach, one can investigate the correctness of the model in different contexts and since many of the variables are latent in management studies, it is much more important to use this approach.

3. RESULTS

First the descriptive statistics was used to examine the sampling characteristics. Of the total number of the respondents (n = 315), 208 respondents were male and 107 respondents were female. The age mean of the respondents was 37 year-of-age. 15% of the respondents had diploma degree, 26% association of art, 42% of bachelor of art, and 17% master of art.

3.1 Confirmatory factor analysis of the variables

Before starting to test the hypotheses and the conceptual model of the study, it is necessary to measure the exogenous variables (cultural value) and endogenous variables (consuming value). In the following section, the measurement models of both variables have been shown (they are based on the first and second confirmatory factor analysis).

3.2 Investigation of standard coefficients and related significance coefficients with the research hypotheses

The standard coefficient means the binary correlation among the variables to examine the model components. The more the standard coefficient is, the more the effect of independent variable on the dependent variable is. If the obtain results will be more than 1.96 or less than -1.96, one can say it is statistically significant, so can support or reject the hypotheses. The extent to which the Sig value is more than 1.96 shows the higher effect of independent variable on the dependent variable.

The first confirmatory factor analysis results indicated that the model of the endogenous variables is fit and the difference was statistically significant. The standards of fit model are as follow. The measurement model results showed that there were correlational relationships which were positive and statistically significant among

the exogenous variables. The results indicated that the independent variable (cultural value) had loading factor of 0.5 and the independent variables (consuming value) were all above of 0.5. As can be seen in figure, all of the questions had statically significant loading factors. In the figure the rectangles show the observing variables and ovals indicate latent variables. Moreover, the coefficients show the correlation between the questions and the factors. By looking at the figure one can explain which questions were better in explaining the factors. Moreover, it shows the loading factors and the relationship among them. It can be figured out that egalitarianism has high correlation with cultural values; social value has a high correlation with consuming value. It should be noted that the correlation among all factors were statistically significant and high.

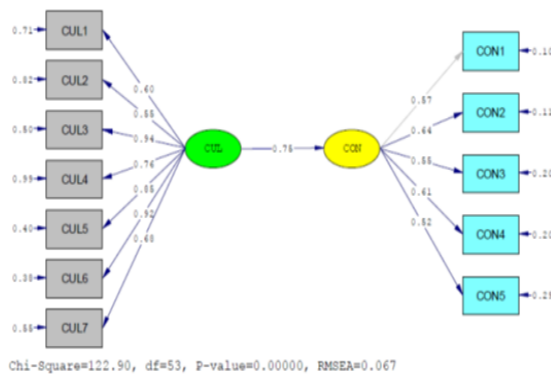### 3.3 Investigating the structural modeling

Chi-Square=122.90, df=53, P-value=0.00000, RMSEA=0.067

Figure 3. Standard Estimation Model

3.4 Examining the fitting of models

The indexes showing the fitting od models are Chi square, RMSEA, p-value, df, and x^2. The best index in the Liserl software is df which the extent it is less than 3 the fitter the model.

Table 1. Structural model fitting

RMSEA	df	X²	indexes
0.056	26	67.19	values

Table 1 indicates that the conceptual model has an appropriate fitness and the hypotheses of the research which were related to the effect of cultural values on consuming values are supported. Since RMSEA is less than 0.8 and df is less than 3, one can argue that the model has an appropriate extent of fitness. Moreover, this shows that the relationships of the variables are logical based on the chosen framework.

4. CONCLUSION AND IMPLICATION

One of the main findings of this study was achieving the main purpose of the study which was to investigate the relationships between the consuming value and cultural value of the domestic brands purchasers. To do so, the basis of the study was examined and based on them five hypotheses were formulated. The results of the structural equation modeling show that the main hypothesis was supported. It means that there exist relationships between the cultural values and consuming values. The results of this study are in agreement with the previously conducted studies. The results of the study by Zhang Young and Hao (2001) showed that the functional value and situational value had effects on the consumers' behaviors in the domestic brands. Park and Rabolt (2009), moreover, used this model to investigate the effect of cultural values on the consumers' behaviors.

Based on the results of Table 2, the hypotheses, and the estimated data; some approaches to affect the decisions made by the consumers are provided. The results of this study revealed that other factors could have effect on the decisions of the consumers which this study did not investigate them. In some cases, for the matter of confirmation, further studies should be done. Given that, the following suggestions are made.

REFERENCES

Allard, Thomas, BarryJ Babin & Jean-Charles Chebat. (2009)," When income matters: Customers evaluation of shopping malls' hedonic and utilitarian orientations", Journal of Retailing and Consumer Services,Vol 16, pp 40–49.

Bartlett, E, James. Joe Kotrlik, W. & Chadwick Higgins, C . (2001), "Organizational Research: Determining Appropriate Sample Size in Survey Research", Information Technology, Learning and Performance Journal", Vol.19, No.1, pp 43-50.

Brun, Alessandro & Cecilia Castelli. (2008)," Supply chain strategy in the fashion industry: Developing a portfolio model depending on product, retail channel and brand", Int. J. Production Economics,Vol 116, pp 169–181.

Carpenter, Jason M & Marguerite Moore. (2009) , "Utilitarian and hedonic shopping value in the US discount sector", Journal of Retailing and Consumer

Chen, Ching-Fu & Yu-Ying Chang. (2008)," Airline brand equity, brand preference,and purchase intentions—The moderating effects of switching costs",

Cretu, Anca E & Roderick J Brodie. (2007)," The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective", Industrial Marketing Management,Vol 36, pp 230– 240.

Delgado -Ballester, Elena & Jose´ Luis Munuera-Alema´n,. (2005)," Does brand trust matter to brand equity?", Journal of Product & Brand Management,Vol 14,No 3, pp 187–196.

Follows, B. Scott and Jobber, David (2000)." Environmentally Responsible Purchase Behavior: A Test of Consumer Model", European Journal of Marketing, 34,516,77-95

Huber , F, Herrmann , A morgan , R , E , (2001). " Gaining competitive advantage through customer value oriented management " , the Journal of consumer marketing ,U , I , 41-53

Journal of Air Transport   Management,Vol 14,pp 40–42.

Musavi Jahromi, 2012. " economic development " . Payame Noor University Press.

Services,Vol 16, pp 68–74.