

EXPLORING THE EFFECTS OF CONSUMERS' SELF-CONCEPT ON THEIR PURCHASING BEHAVIOR OF CLOTHING (CASE STUDY: MARKETING CENTERS IN THE WEST OF TEHRAN)

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Abstract. Nowadays, institutes and business centers, to achieve success, ought to recognize the goals of some essential markets. Therefore, the knowledge of the customers and their purchasing behaviors is undoubtedly the best tool to understand and to achieve customers' hidden needs. Consumers bear various and complicated personalities which lead to shopping their needs beyond the physiological ones and covering the psychological and sociological aspects. Each person has his or her own perceptions that affect his behavior and patterns of consumption. This research concentrates on consumer's behaviors including materialism, purchasing through escaping, products as identity bolsters, pre-purchase opinion-seeking alongside with post-purchase doubts. The mathematical society in this project covers the shoppers of the well-known outfit malls at the west of Tehran, which is a notably infinite society, and I calculate the volume of samples by Cochran formula. The methods used in this discussion are realistic targets-based and identities of them are also descriptive and scrolling. The design of the questionnaire was the starting point to obtain data. The population of 384 people from 7 shopping centers in the west of Tehran took part in answering these questionnaires. In this study, by applying the structural formulas, I tried to analyze and to evaluate the hypotheses. The smart P-L-S was the software which made the analyses possible. According to the findings, the consumers' self-image at marketing places of west regions of Tehran measures their purchasing behaviors and their preference with the certainty of 95%.

Key words: Self-concept, Self-esteem, self-image, self-ideal, consumer behavior

INTRODUCTION

Consumer' behavior is most interesting field for studying and researching. The corporations, public policy makers and no-profit organizations can use concepts pertain to consumer' behavior, purchasing customs and methods, personality specifications of consumers (including self-concept, self-symbol) and establish their management decisions in terms of it in national arena. It is important to discuss consumer' behavior, importance of ethical and social responsibility in market for marketers and recognizes the necessity of observance of ethical implications for store' staff where costumer to purchase there.

Today, consumers play important role to success or failure an organization. Thus, the companies shall comprehend consumer' behavior accurately. Decision for purchasing is influenced under different actors which are internal or external. The factors like cultural, economic, political, legal and inter-store factors and the factors which are in the field of power can be considered as external factors. Motivation, comprehension, immediate, personality are incredible factors and derive from inner of person and are regarded as effective internal factors on purchasing behavior. According to Hawkins comprehensive consumer' behavior, internal and external factors form self-concept and life style and create needs and inclinations which need accurate consumption decisions in order to satisfy. Thus, decision process is formed by consumers. In this research, this concept has not been considered by consumption researchers and we discuss role and its effect on purchasing behavior of clothing

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consumers of the shopping centers of west of Tehran. Fig.1, shows the importance of self-concept in decision process.

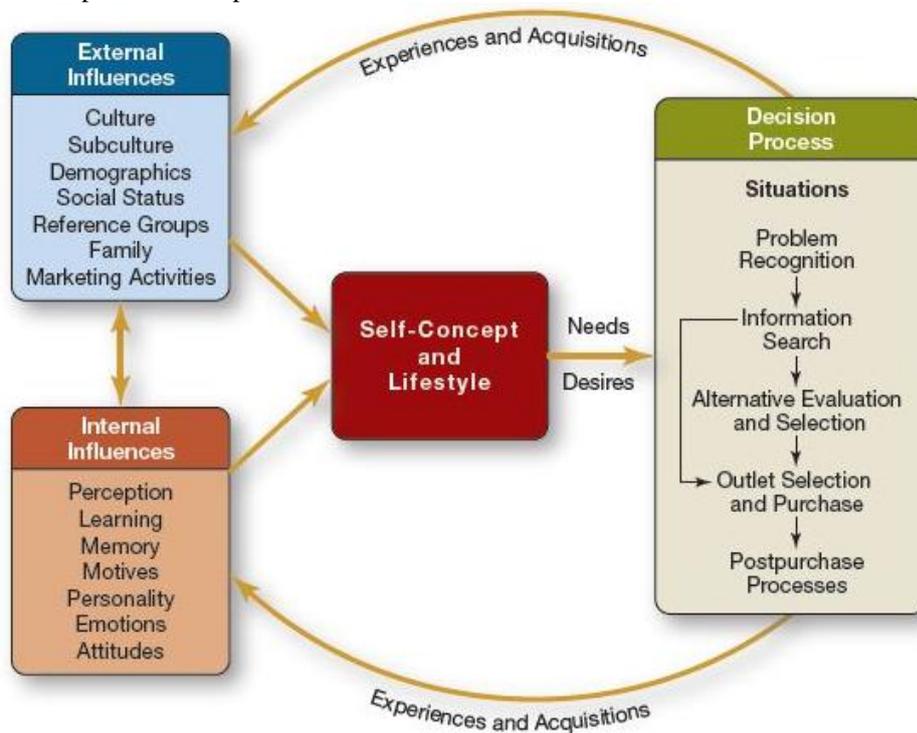


Figure 1: Hawkins comprehensive consumer' behavior Model

RESEARCH BACKGROUND

Table 1: Research Background

Year	Writers	Background
2003	Goventas and Mavendo	Title: self-concept and motivation as predictors for real consumer' behavior Result: self-concept has predication' power for consumer' behavior more.
2009	Willer et al.	Title: the products are as instruments to compensate self-esteem Result: consumer purchases special products to compensate his/her self-esteem (enhance his/her insight on self)
2010	Lee and Sanford	Title: role of self-concept and psychological reaction conform to purchase product and service Result: the products are accepted by the persons with low self-concept and advisement (they select replaced one)
2011	Trang and Mccall	Title: native motivations, self-esteem and consumption of luxury goods Result: native(internal)motivations of consumers direct them into purchase luxury goods for internal pleasure
2016	Bendiopediay	Title: role of self-respect, its negative effect and sensitivity of consumer for normal effects in immediate purchase in India Result: self-respect has negative effect on immediate purchase indirectly and person with low self-respect (because of insufficiency) is inclined to obtain material good because of its

		compensatory specifications
2015	Mittal	Title: self-concept, discussion and its role in consumer' behavior Result: persons with low self-concept obtained calmness by material good (more purchases) and flee from mental conflicts
2016	Naz and Lohadi	Title: the effect of self-concept and life style of consumer on purchase luxury goods among Karachi women Result: luxury goods promote life style and provide an opportunity to increase self- concept, awareness. Thus, there is positive relationship between self-concept and life style by purchasing luxury good

2012	Ranjbarian et al.	Title: the effective factors on synchronization of women to select coverage style, case study: Esfahan university students Result: the persons with self-thinking are inclined to use clothing mode more, also, they are inclined to enhance their mental image and discrimination.
2017	Shakeri et al.	Title: evaluation of self-sufficiency and public conscious on self-respect and behavioral specifications of consumer Result: self-respect and transparency influence on behavioral specification of consumer (collect information before purchase, accept interpersonal effect and doubt after purchase) positively and significantly.

RESEARCH CONCEPTUAL MODEL

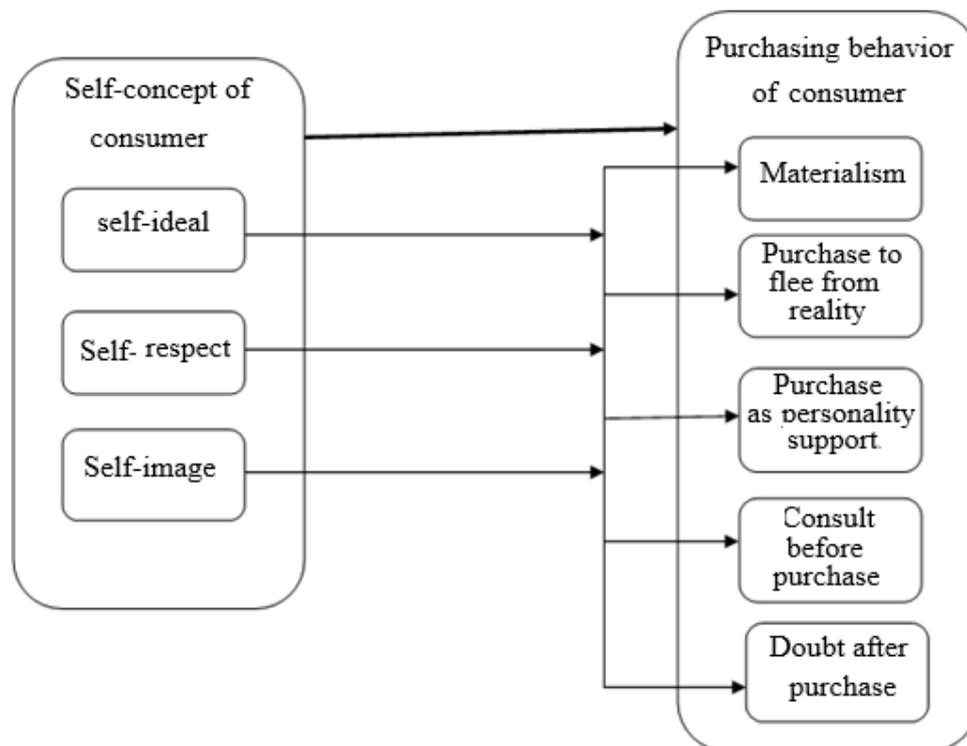


Figure 2: Research Conceptual Model

Research Hypothesis: Self-concept of consumer has effect on purchasing behavior of consumers of clothing in shopping's center of west of Tehran

RESEARCH METHODOLOGY

The research method in terms of purpose is applied research and in terms of method, it is a descriptive-survey research. The statistical population in this study is the consumers of clothing stores in shopping centers in west of Tehran, which is an unlimited population. Since the statistical population of the present study is unlimited, In order to discuss statement of research, simple randomly sampling method was used and the persons who were in clothing shopping center in west of Tehran were selected randomly, and the questionnaire was distributed. In order to calculate sample volume, Cochran formula was used for unlimited population which is as follows:

$$\varepsilon = 0.05 \quad \alpha = 0.05 \quad Z_{1-\frac{\alpha}{2}} = Z_{0.975} = 1.96$$

$$p = q = 0.5 = \sigma$$

$$n = \frac{\sigma^2 z_{0.975}^2}{\varepsilon^2} = \frac{(0.5 \times 0.5) \times (1.96)^2}{(0.05)^2} \cong 384$$

In this research, since methodology is descriptive, in order to collect data to test hypothesis, questionnaire instruments were used. The questionnaires were distributed among 7 clothing the shopping centers of west of Tehran and data were collected among clothing consumers of the centers. Averagely, 55 questionnaires were distributed and data collected, in order to discuss reliability, alpha Cronbach was used which its results are on table (2) and showed that alpha Cronbach was greater than 0/7, thus, all variables are confirmed and the questionnaire is accepted from reliability.

Table 2: Questionnaire Reliability Statistics (Cronbach's alpha)

Model dimensions	Number of questions	Alpha Cronbach
Self-respect	15	0/793
Self-image	5	0/826
Self-ideal	6	0/784
Materialism	4	0/847
Purchase to flee	2	0/806
Purchase as support	2	0/781
Polling before purchase	2	0/852
Doubt after purchase	5	0/744

RESEARCH FINDINGS

Partial Least Squares Technique and Test of Hypothesis

Each of hypothesizes were analyzed by partial least square technique. Also, finally, general research model was tested using this technique to Beta. There are some important points in partial least squares technique:

- 1- The power of relationship between factor (hidden variable) and visible variable is shown by factorial load. Factorial load is value between zero and one. if factorial load is lower than 0/3, weak relationship is considered and if neglects, factorial load is between 0/3 to 0/6 and if it is higher than 0/6, is suitable more.
- 2- When correlation among variables is identified, significant test is used. In order to discuss significantly, Bootstrap¹ or JackKnife² method is used. In this study, bootstrapping method is used which offers t statistics. In error 5%, bootstrapping of t-value is greater than 1/96 and the correlation is significant.

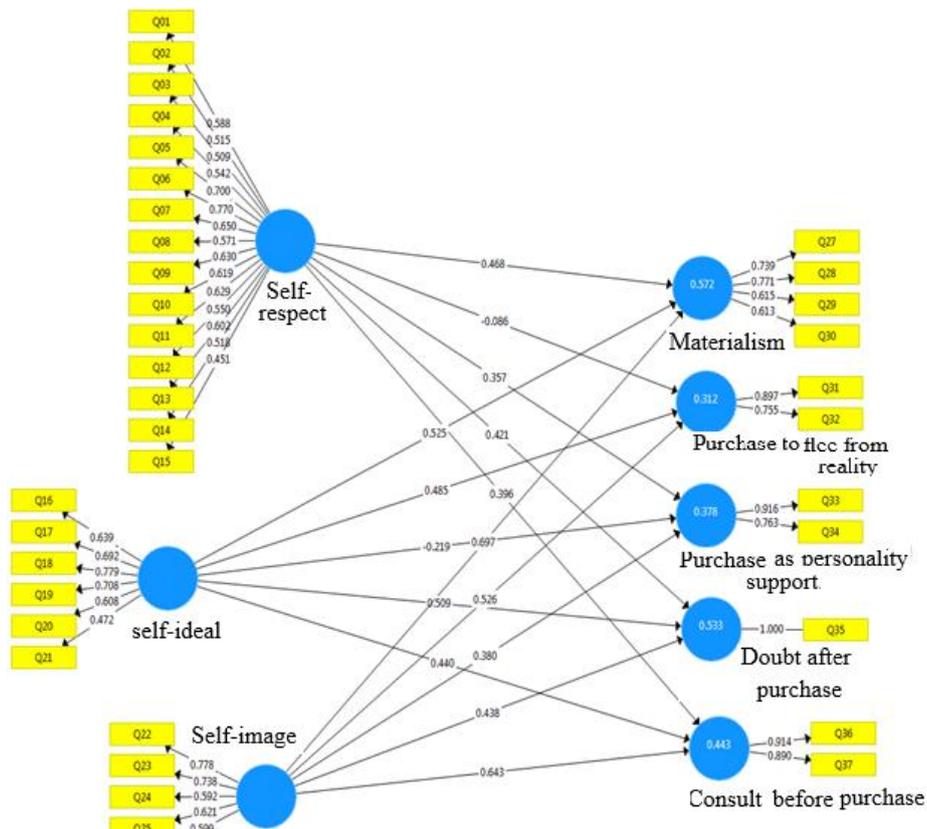


Figure 3: Partial Least Squares Technique –Research total Model

In order to estimate significant relations, t statistics was used by bootstrapping method which is in fig. 4. In this model which is output of Smart PLS software, the summary for factorial load was offered for variables.

Table 3: summary of results for hypotheses

Hypothesis	Factorial load	T statistics	Hypothesis of Research
1: self-respect has effect on materialism and many purchases of clothing consumers of the shopping centers in west of Tehran	0/468	5/145	confirmed
2: self- respect has effect on flee from reality of clothing consumers of the shopping centers in west of Tehran	-0/086	1/220	Rejected
3:self-respect has effect on purchase as personal support in clothing consumers of the shopping centers in west of Tehran	0/357	4/250	confirmed
4:self-respect has effect on polling before purchase of clothing consumers of the shopping centers in west of Tehran	0/396	3/939	confirmed
5:self-respect has effect on doubt after purchase of clothing consumers of the shopping centers in west of Tehran	0/421	5/936	confirmed
6-self –image has effect on materialism and many purchases of	0/697	9/723	confirmed

clothing consumers of the shopping centers in west of Tehran			
7- self-image has effect on flee from reality of clothing consumers of the shopping centers in west of Tehran	0/526	8/627	confirmed
8- self-image has effect on purchase as personal support of clothing consumers of the shopping centers in west of Tehran	0/380	3/957	confirmed
9- self-image has effect on polling before purchase of clothing consumers of the shopping centers in west of Tehran	0/643	8/403	confirmed
10- self-image has effect on doubt after purchase of clothing consumers of the shopping centers in west of Tehran	0/438	4/091	confirmed
11.self-ideal has effect on materialism and many purchases of clothing consumers of the shopping centers in west of Tehran	0/525	7/528	confirmed
12- self-ideal has effect on flee from reality of clothing consumers of the shopping centers in west of Tehran	0/485	4/612	confirmed
13- self-ideal has effect on purchase as personal support of clothing consumers of the shopping centers in west of Tehran	-0/219	1/673	Rejected
14- self-ideal has effect on polling before purchase of clothing consumers of the shopping centers in west of Tehran	0/440	5/573	confirmed
15- self-ideal has effect on doubt after purchase of clothing consumers of the shopping centers in west of Tehran	0/509	7/920	confirmed
Main Hypothesis: Self-concept of consumer has effect on purchasing behavior of consumers of clothing in shopping's center in west of Tehran	0/557	9/907	confirmed

FINAL MODEL OF RESEARCH

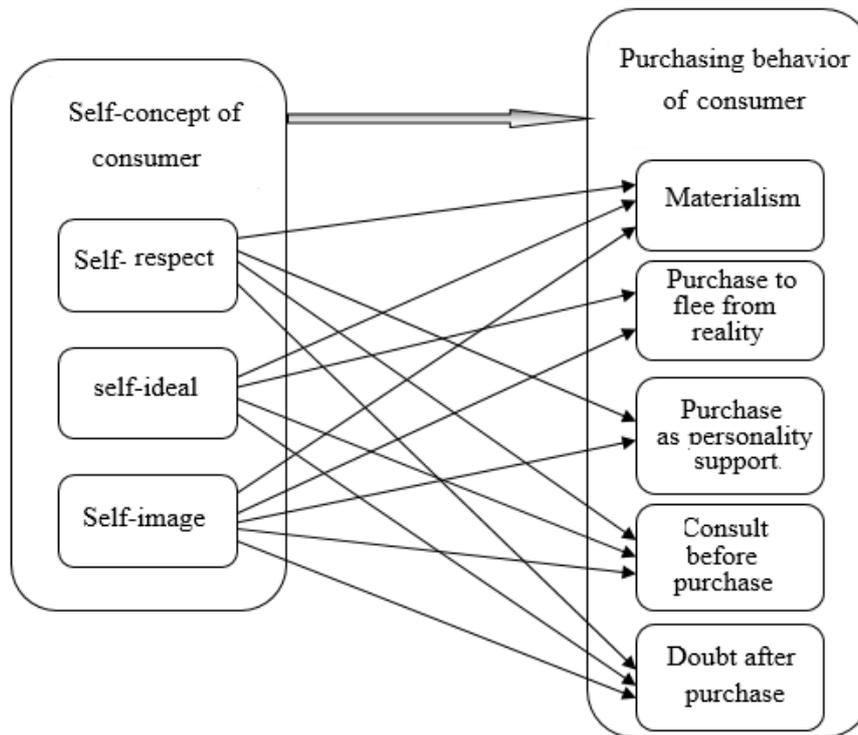


Fig. 5, Final model of research

DISCUSSION AND CONCLUSION

This research has been performed with purpose of investigating the effect of self-concept which is self-respect, self-ideal and self-image on some of behaviors of consumers during purchase. The results of structural equations modelling were shown by PLS software that 13 sub-hypothesizes and main hypothesis were confirmed. Self-image has powerful correlation with purchasing behavior of consumers compared with self-ideal and this is significant. The image which is left by consumer has correlation with materialism, polling before purchase, purchase for flee, doubt after purchase and as personality support. As for discussions, one can conclude that the persons who have real and transparent image have low inclination to materialism and the severe inclination to purchase is seen in persons who have instable self-identification (that means their imagination is fixed). As result, locate them in doubt situation and it is safe to purchase more goods. In addition, Chang and Arkin's (2002) observed that these persons saw the goods in stores as perfunctorily and used purchase as passerby. Reed¹ et al., (2002) confirmed that the consumers when are inclined to necessary goods, shall tolerate them as personality support. The relationship between self-image and polling before purchasing is confirmed by correlation significantly. Some are sensitive into relation with others and by increasing public image, social acceptance for products and services is increased too. These persons regarded correlation with society and consider to select product with comprehension too. They are ashamed after purchasing because of instability on their image and try to return the products to the seller. On confirmation or first, third, fourth and fifth hypothesis, this finding confirms with Banvari Mittal (2015) and Black (1985) results. Mittal concluded that materialism can derived from respect and consumers with high self-respect, are inclined to more goods to success. In any case, some of researches showed the conflicts and in this range (persons with low self-respect to high self-respect), there are different insights on materialism. From other' point of view, position and personality is on purchasing goods more and this forms decision to purchase. It conforms to previous findings and confirmed that the persons with high self-respect, are been regarded as noble, valuable persons and are inclined to purchase luxury goods and they lean on their native power instead of personality. The consumers with low self-respect doubt to purchase the goods like

mobile, luxury cars and this is due to their severe sensitivity on personality especially on social interactions. They prefer to show their real identity to others. On confirmation of eleventh, twelve, fourteen and fifteen hypotheses one can say that ideal of person is on what to be and persons try to close their personality to their self. Self-difference is conflict between self-ideal and self-must. It is supposed that one selects the products which conform to his/her self-ideal. Since persons experience difference between real self and self-ideal more, the gap is so close. These persons are inclined to purchase and materials and select the products which conform to their ideals. Persons apply imaginary demand when difference is so much and try to compensate external motivator or flee from the problems. This method provides unknown situation for persons to experience interesting roles. The discussions showed that the consumers select the goods in terms of coordination between identity of brand and their personality. If person has some self-ideals as potentially, in the time of decision, one can doubt and don't discriminate between some unimportant goods (like soap, shampoo) and don't doubt. But on the nobles' goods like mobile and car, he/she experiences doubt more because of compatibility between brand identity and self-idealism after purchase.

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