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International Conference on Economics, Accounting, Management and Social Sciences

11-12 December
Szczecin – Poland

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International Conference on Engineering, Arts Management and Environment

Cultural Dimensions on Consumer Buying Behavior and Attitude towards Fashion in various commodity of Products in Iran

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Abstract: Fashion may refer to an element which forms a significant consumption portion decisions, residing at the center of daily happenings. The output of this study is proposing cultural marketing model as case in point. This paper is the first paper attempt to measure the effectiveness dimension of fashion culture in Iranian society. This study initiated investigation on exploratory research and gradually shifted to descriptive research with take into consideration of various statistical techniques. .The instruction method for collecting the primary data was questionnaire. The questionnaire is just designed with 70 questions in pilot phase and conclusively by applying 350 questionnaires distributed randomly in two major cities of Tehran and Hormozgan.Being good example in this study by dividing culture into three main group such as consumption, communication and thinking measures by consideration of culture influence on them.It is hard to escape the obvious conclusion that celebrity, positive word of mouth, precise advertising with unique selling proposition message and Sales Promotion are the best integrated marketing communication (IMC)tools for promoting fashion commodities among the Iranian respondents.

Key words: Fashion, Culture, Consumption, Thinking, Communication, Marketing, Buying, Iran

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Introduction

In recent years fashion is one of the most enjoyable and important industries. Everyone has an experience with and participate in fashion in their life to different degree therefore Today's a great interest in fashion has increased, In this situation influential factors like social structure and tradition of communities and culture have become related with marketing efforts. Consumers want to buy exclusive items that are significant, special to them and reflect their feel and status. Fashion designers have to provide something that meet these always changing needs and are presented at a given price point. Also, they identify and replicate trends. Trend forecasting influences color and style, and these are influences culture of communities in different countries,hence it is difficult to predict and design.

Changing in the cultural values, consumer preference, and purchase purpose towards designer products is certainly the most significant matter faced by the marketing managers. Any global company that is consumer-oriented is said to be cultural bound. This is true because consumers of such products are members of certain cultural groupings and tendency irrespective of their phases in life. It explains why marketers have recently turned keen ears to cultural influences on their marketing activities. While there are differences in needs and marketing opportunities, marketing scholars and practitioners have to understanding of people's culture. They need to understand culture since it provides approved significant goal objectives for any global individual want. This study tries to find out the practical explanation about the following objectives:

Research Hypothesis

Hypothesis 1: To draw the cultural model on Thinking, Consumption and Communication on Iranianfashion Hypothesis 2: to understand the vital factors among the different commodity between genders
Hypothesis 3: To Analyze thefashion consumer buying behavior in Iranian consumer minds that influence their decision by educational,income and variation in fashion commodity.
Hypothesis 4: to find out the vital factors among the commodities like cosmetic, garment, bag & shoe, Cell phone, perfume, home appliance, car and education in Iranian market.

Literature Review

Culture is sum of the beliefs of human societies, their roles, their behavior, their values, customs and traditions. The essential reason of person's desire or determination is culture. Culture is the

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sum of a shared purpose among members of society, customs, norms and traditions.[1] culture could be defined as follows:

  I.   Culture is people's 'way of life', meaning the way they do things.
  II.   Different groups of people may have different cultures.
  III. Culture is passed on to the next generation by learning, while genetics are passed on by heredity.[2]

While the lifestyle, which is a more homogeneous system, and the basic values shared by the societies are examined under the headline of culture, the inter-locking multi-cultural groups are examined with the Consumption Culture Theory within the socio-cultural frame created with globalization and market capitalism.[3]The Consumption Culture Theory mentions the transformation of the symbolic meanings encoded in the advertisements, brands, retail chains and material products into themselves and re-creation of meanings and reconciles them with the personalities and lifestyle objectives to clearly express them in their personal and social environments The consumption of culture-related features can be listed as follows

  A. Culture is a set of learned behavior
  B. Culture is the traditional
  C. Culture is created
  D. Culture can be changed
  E. Culture includes differences as similarities
  F. Culture is organization and convergence
  G. Culture is shared by the members of the community
  H. Culture determines needs[4, 5]

The word 'culture' is most commonly used in three senses

1. Brilliance of taste in the fine arts and humanities, also known as high culture.
2. An integrated pattern of human behavior, knowledge, and belief.
3. The attitudes, values, goals, and practices shared by a society.[6]
Fashion

Fashion is a general term for a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing.Fashion" refers to a unique; Fashion" usually is the newest creations made by designers and are bought by only a few number of people.[7]

The History of Iranian Fashion

[3]

History of fashion starts with the history of humanity and continues with the revolution of dressing to a fact of being accepted beyond the need. Individuals have reflected the characteristics of the society they belong to, their personalities and lifestyles in their clothing. Very important changes in the area of fashion happened especially with the Industrial Revolution.Perhaps the biggest struggle in Iranian Fashion history has been the struggle between the old and the new. Iranians have notoriously been fashion innovators trying to balance expectations of the different tastes in this vast country. Classic Qajar dress code was the last time Iranians witnessed traditional clothes, which included some form of veil, or hejab, for the woman. In the countryside, women have always worn head scarves, which are usually lively and colorful to protect hair from dust. Scarves and wraps are worn often and gathered at the waists to free up the arms. The black chador, seen on the streets even today, probably made its entry in the late 18th century as a way for women to appear in public. In early Persian, women were not allowed to appear in public without some form of veiling. Eventually, traditional Persian and local village clothes were traded in for the more fancy and respected Western outfits in the early 19th century.As more Iranians travelled to Europe, and the Far East, more fashions and materials were brought to the cities which allowed for more contemporary and modern designs. Reza Shah Pahlavi was the first shah to challenge the chador. In 1935, while he aggressively moved to modernize the country in economic, structural, and political ways, the shah of Iran issued a decree banning the chador. He made the act an offense punishable by prison. He also banned the wearing of turbans and beards by men. To reinforce this, he invited the Queen Mother and royal princesses, unveiled, to a graduation ceremony at the Women's Teacher Training College in Tehran in 1936. The shah told his audience that all Iranian women should follow their example and "cast their veils, this symbol of injustice and shame, into the fires of oblivion." Over the years, veils, beards, and turbans have become political tools to show allegiance for or against forms of government. Duing the entire Pahlavi era in Iran, the more educated or more modern Iranians wore Western clothes such as mini skirts, bellbottoms, colorful and more revealing clothes. Approximately 60 years after Reza Shah's decree, another mandate was passed requiring the hejab, with the arrival of the Islamic revolution. Ayatollah Khomeini labeled the chador, as "the flag of the revolution." Since the revolution, the many roosari-wearing (headscarf) fashionistas have found ways to satisfy their thirst for haute couture by wearing heavier make-up and the latest trends under their Islamic dress.

Clothing Fashions & Consumer Behavior

Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening. Fashion is a form of unattractiveness so insufferable that we have to alter it every six months.The main factors influencing the buying

behavior of consumers are physiological factors, socio cultural factors, personal factors, psychological factors, rational factors. for example, the sociocultural ones comprise family, friends, work, the social groups with which the consumer identifies himself and that influences the purchasing behavior and the looking for clothing type. A consumer relating to a given country, geographical region or a given social class will also end up determining the consumption options. Consumers coming from different cultures have different preferences respecting to some brands and garment products.[8]

Research Methodology

The objective of this study is to design the comprehensive model for Iranian fashion culture, therefore this study initiated investigationon exploratory research and gradually shifted to descriptive research with take into consideration of various statistical techniques. .The instruction method for collecting the primary data was questionnaire. The questionnaire is just designed with 70 questions in pilot phase and conclusively by applying 350questionnaires distributed randomly in two major cities of Tehran and Hormozgan; The method of drops off/pick up, both used for data gathering . The questionnaire structure is designed on   five points Likert-scale that 1 indicated very poor and 5 indicates very good.

Table – 1
Construct Attributes in Proposed Model

Consumption		Communication	
Q1	Following fashion	Q11	Impact of fashion on communication
Q3	Spending for fashion	Q12	Accept following fashion to membership on group
Q6	Traditional versus fashion covering	**Thinking**	
Q12	Affect of society on covering	Q2	Association between culture and new fashion
Communication		Q7	Traditional coverage conflict with being modern
Q10 -1	Impact of friends on promoting fashion on promoting fashion	Q8	Agree with family on covering
Q10 -2	Impact of gentry on promoting fashion	Q9- 1	Importance of offering beauty on following fashion
Q10 -3	Impact of educational behavior on promoting fashion	Q9- 2	Importance of offering capturing others attention
Q10 -4	Impact of parent behavior on promoting fashion	Q9- 3	Importance of offering enjoying
Q10 -5	Impact of advertising on promoting fashion	Q9- 4	Importance of offering alignment with progressive world

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Q10-6	Impact of famous person behavior on promoting fashion	Q9-5	Importance of offering growth and progress
Q10-7	Impact of fashion show on promoting fashion	Q9-6	Importance of offering freedom & choice
Q10-8	Impact of sales person on promoting fashion	Q9-7	Importance of offering natural tendency

Measurment

After designing questionnaire, reliability and validity measurement of questionnaire id done by face and content validity . cronbach's alpho technique is used to measure the interna l consistency of each factor in iranian fashion cultural model . the result proved tht the ingetrnal consistency is greater thean 0.7 which is considered as cut-off.

Table – 2
Reliability Analysis

Variable	Numbers of items	Cronbach`sAlpha
Consumption	4	0.718
Thinking	10	0.739
Communication	10	0.703
Total	24	0.799

Data Analysis and interpretation

Respondent Profile
Table presents the characteristic which is addressed to personal profile. As result declared 57.3% of respondent were female and 42.7% of them were male which majority of respondents are place in the range of 21 to 28 years old. .it is also interesting to know thatmajority of respondent are holding and could be categorized in above average monthly income for this research.

Table – 3 Profile of Respondents

Variable	Percentage	Variable	Percentage
Gender		Education	
Man	42.7%	MA	59.3%
Woman	57.3%	BA	33.1%
Age		Level of monthly income	
21-28	78.8%	Moderate	26%
		Good	43.2%

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As depict in table4,there is a strong relationship between dependent and in dependent variable with more than 0.93 values for R square and directed us to confirm the proposal model that is addressed in figure 1.

Table - 4Statistical Inferences for Proposed Model

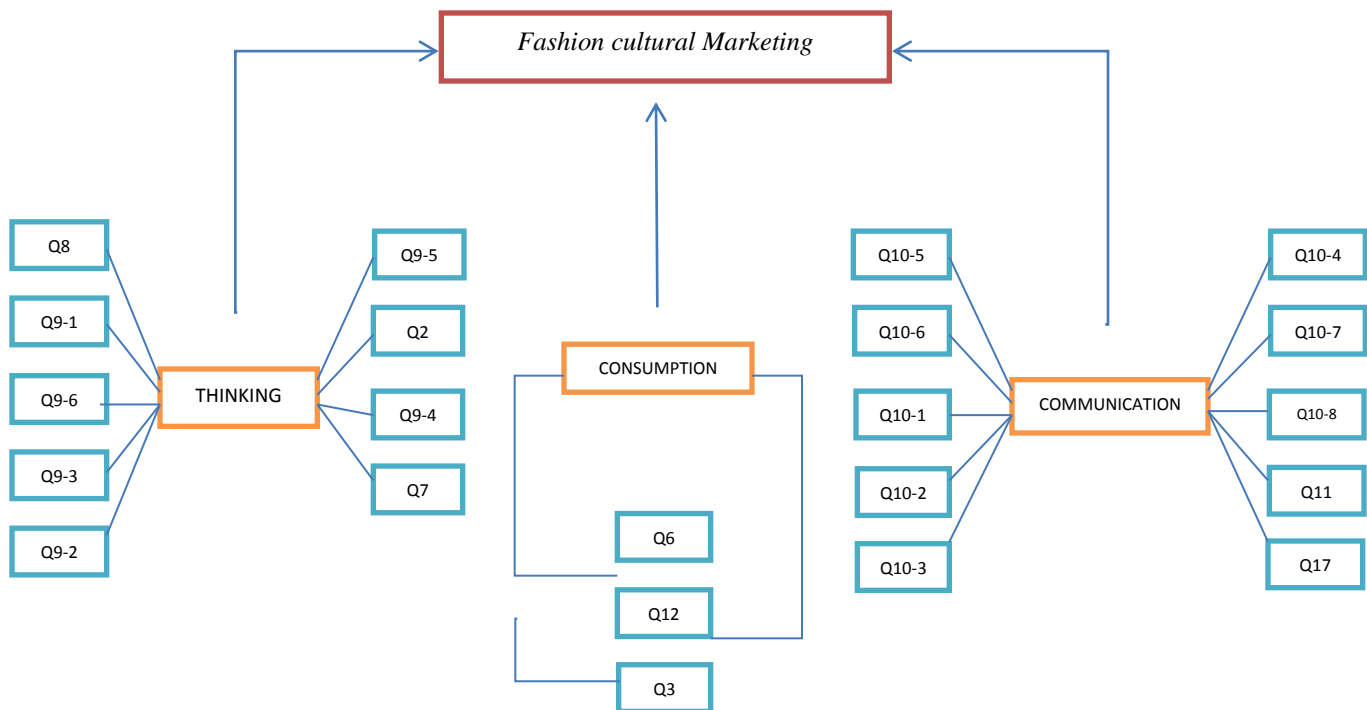| Indexes	Durbin Watson	N	Mean	R	R square	Std.dev	Sig	Accept	Reject
Hypothesis 1	1.461	350	1.36	0.967	0.936	0.996	0.00	✓	
Hypothesis 2	1.851	335	-1.72	0.987	0.973	0.986	0.00	✓	
Hypothesis 3	2.047	346	2.047	0.983	0.966	0.986	0.00	✓	

[7]

Figure1: Framework of Fashion Cultural Marketing influence on Thinking,Consumption, and Communication

Furthermore the result of Friedman   statistical test indicated that there is a different priority for each cultural dimension and its related attributes as it is presented in table 6.

Table – 5:
Friedman test On Consumption, Thinking, Communication

Variable	N	Chi-square	Asymp.sig
Consumption	350	386.587	.000
Thinking	333	287.351	.000
Communication	342	342	.000

Table - 6
Priorities of importance index on cultural Marketing

Ranking	Consumption	Mean Rank	Ranking	Communication	Mean Rank
1	Traditional versus fashion covering	3.28	9	impact of fashion on communication	5.23
2	Extent of fashion following	2.85	10	accept following fashion to membership on groups	4.63
3	society effect on covering	2.16	**Ranking**	**Thinking**	
4	spending for fashion	1.70	1	Agree with family on covering following fashion	6.89

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Ranking	Communication				
			2	Effect of beauty on following fashion	6.24
1	impact of advertising on promoting fashion	6.86	3	Effect of freedom on chooses on following fashion	5.93
2	impact of famous person behaviour on promoting fashion	6.85	4	Effect of enjoying on following fashion	5.79
3	impact of friends on promoting fashion	6.77	5	Effect of capturing others attention on following fashion	5.75
4	impact of gentry on promoting fashion	6.02	6	Effect of growth & progress on following fashion	5.58
5	impact of educated people on promoting fashion	5.66	7	Effect of culture on following fashion	5.25
6	impact of parent behaviour on promoting fashion	5.36	8	Effect of alignment with progressive word on following fashion	5.00
7	impact of fashion show on promoting fashion	5.36	9	Effect of natural tendency on following fashion	4.57
8	impact of sales person on promoting fashion	5.25	10	Traditional coverage conflicts with being modern	3.99

Table - 7

ANOVA test results

Variable	sig	Accept	Reject
Association between Gender & Level of income spending on fashion	0.000	✓	
Association between Age& Level of income spending on fashion	0.004	✓	
Association between Education& Level of income spending on fashion	0.668		✓
Association between Level of Income& Level of income spending on fashion	0.518		✓

The ANOVA test applied to understand whether there is any association between the nominal variables of gender, age, education and level of income and extent of expenditure on fashion that revealed positive association between gender and age with amount of spending on fashion .As illustrate on figure 2 the respondent that are placed in range of 21 to 28 or older spend more money on fashion item that other age group.

[9]

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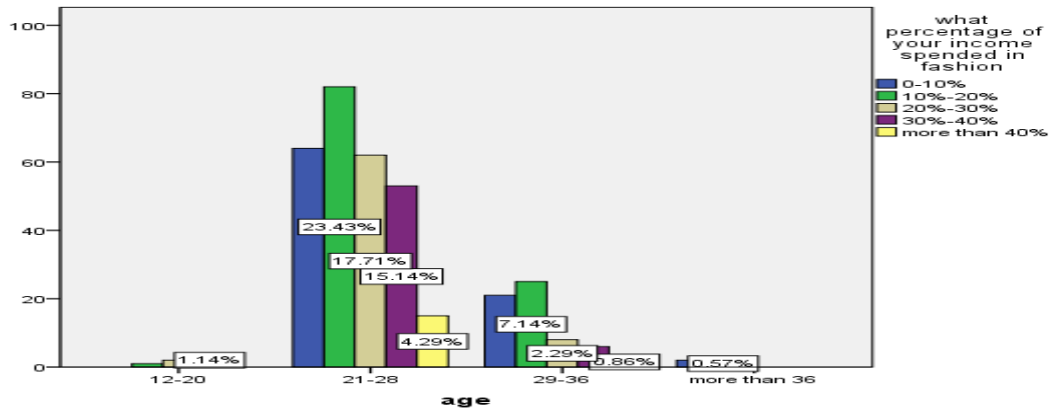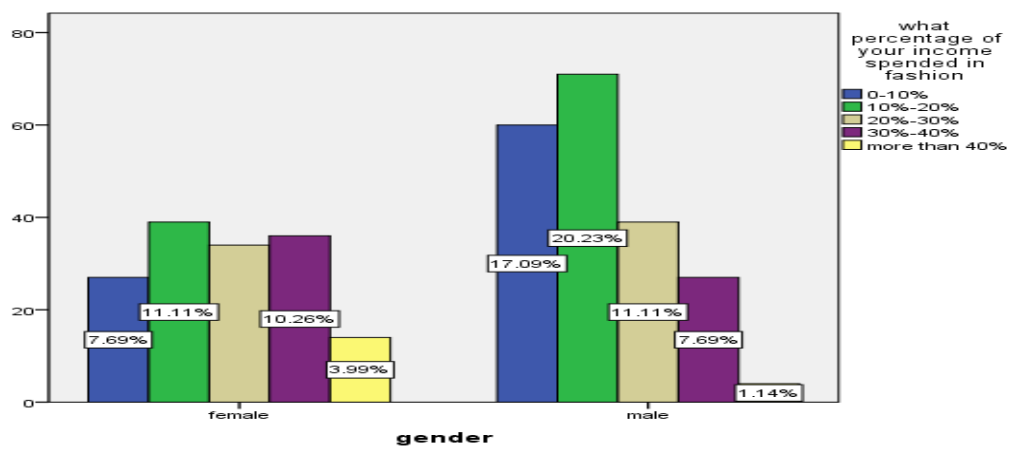Figure – 2Association between Age & Amount of income expend on fashion

Figure – 3: Association between Gender & Amount of income expend on fashion

The figure3 showed the male spend more money than female on fashion items such as cosmetic, garment, bag & shoe, Cell phone, perfume, home appliance, car and education with respect to the gender Men are more fashion follower than female.

Table – 8One-sample t-test result for different gender

Indexes	Male				Female			
	N	Mean	Std,dev	Sign	N	Mean	Std,dev	Sign
Q5 (Element Of Fashion products)								
Q5-1 (Cosmetic)	15	2.885	1.0610	0.00	20	2.703	1.1973	0.06

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	1	6	1	0	2	0	8	3
Q5-2 (Garment)	151	3.3974	.86471	0.000	201	3.4030	.83773	0.000
Q5-3(Bag & Shoe)	151	3.4040	.93935	0.000	202	3.1931	1.01597	0.000
Q5-4 (Mobile)	151	3.1325	1.12946	0.000	203	3.0049	1.21255	0.000
Q5-6 (Perfume)	151	3.1854	1.03540	0.000	202	3.3119	1.11826	0.003
Q5-7 (Home Appliance)	151	2.8742	1.16793	0.000	202	2.8218	1.06874	0.619
Q5-9 (Car & Accessories)	149	2.9060	1.2699	0.000	201	3.2537	1.1875	0.000
Q5-10 (Higher Education)	145	3.7862	1.1737	0.000	201	3.7426	1.1343	0.000

Researcher also discovered the most interesting fashion products among the Iranian respondents by considering the Mean Value .by considering the statistical result proved that the fashion item will be varies among the respondents., furthermore the researcher also revealed that the Iranian respondent considered the higher education as a luxuryitem, furthermore the Higher education Captured the first rank among the other fashion item between gender. Table 9 indicated the Priority ranking will be different between man and woman. It provides Fashion Company to penetrate the new segment by applying this information.

Table – 9First Five Fashion Commodities Product between Male and Female

Female	Male
Fashion Item	**Fashion Item**
1: Higher Education	1: Higher Education
2: Garment	2: Bag & Shoes
3: perfume	3: Garment
4: car Accessories	4: Perfume
5: Bag & Shoes	5: Car & Accessories

Table – 10 Practical Results for Managerial Implication

Variables	Percentage	Variables	Percentage
Fashion is a way to		**Why Do You Spend So Much For Fashion**	

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Good looking	17.5%	Alignment with the first world countries	6.2%
Being complete	17.2%	**Self – confidence**	**38.4%**
Consistent with the community	11.6%	Sense of superiority	15.3%
Inner tendency to beauty	**52.8%**	Like gentry	5.1%
How do you become aware of new models		None of them	35%
Satellite dish	9%	**How often would you like a new fashion show**	
Internet	16.9%	Monthly	7.9%
Journal	5.6%	**seasonally**	**44.6%**
Society	**33.1%**	semi-annually	18.1%
Shopping centre	13.3%	annually	25.7%
Friends	21.5%		

As Table 10 depicted theInner tendency to beauty with 52.8% is considered the first crucial reason of respondent for following fashion item. The society ranked as second crucial item by 33.1% and friends considered as third important reason by capturing 21.5% that promote the fashion industryrespectively. By rely on respondent point of view sense of self-confidence and superiority is the most reasons that drive research respondent to spend more on fashion. This is a beneficial information for marketers to know that the best period for offering new fashion is seasonally therefore it could be considered as one of the vital managerial implication guideline in Iranian fashion industry , therefore fashion is playing an important role in marketing decisions, for marketing of product and/or services ,the commodities which are in demand by the majority of consumers in an establishment's targeted market because of some reasons such as gaining prestige, personnel satisfaction and other similar reasons.Here social psychology plays a more important role than individualism, in this situation fashion products of market accepted as fashion by an above-average consumer group, then other social groups conform to the majority which they take as a reference

Conclusion and Recommendation:

Fashion may refer to an element which forms a significant consumption portion decisions, residing at the center of daily happenings. The output of this study is proposing cultural marketing model as case in point being and measured the association among the nominal variable for people interested in spending the money on fashion items. Furthermore this study discovered the importance of each fashion factors and priority of fashion items in the mind of Iranian respondent respectively. It is also interesting to know the various medium for fashion

industry could be summarized by society,family, self-confidence are most drivers of fashion in this industry. Being good example in this study by dividing culture into three main group such as consumption, communication and thinking measures by consideration of culture influence on them.researchanalysis couldgrasp this fact that the main factors that mainly influence on the process of thinking is Iranianfamily members by influential precise communication channel for creating relationship to consumer and promoting fashion commodity should be emanating from them. Suffice it to say that the influence of beauty on thinking process by revealing that 52%of respondents believe in inner tendency effectiveness of Iranian on culture through society by 33.1%, friends by 21.5% and internet by 16.9%.Modern design that influence the fashion marketing on Iranian respondents that capture huge market and develop market share need to be more concentrated.to put it bluntly , the necessity of electronic commerce in developing and communicating the brilliant product in Iran . it is also interesting to discover there is no conflict between being modern and respects to the customs, therefore both traditional culture in combination with modern ones could establish huge marketing segment in Iran and modern ones could achieve good market in addition join of modern and traditional design could create a new style and trend in market.

Managerial Implications:

It is hard to escape the obvious conclusion that celebrity, positive word of mouth,precise advertising with unique selling proposition message and Sales Promotion are the best integrated marketing communication (IMC)tools for promoting fashion commodities among the Iranian respondents. The IMC should be addressed the right segment for penetrating the fashion commodity item in customer mind. This can be illustrated by Garment, Bag& Shoes and Perfume are most attractiveness fashion commodities among Iranian`s people, especially young ones, that consider as huge portion of Iranian population .

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