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Investigating the factors affecting utilitarian and Hedonic Shopping in Iran

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Abstract

The purpose of this study is to investigate the effect of factors affecting utilitarian and hedonic shopping. This research is applied, based on nature and method, is descriptive and from correlation type. One of the results of this research is that brand loyalty and brand sensitivity affects utilitarian shopping. As a conclusion, the price level and the value obtained from it affect the type of purchase of two cities, and we found that the two cities do not differ in the price level in the hedonic and utilitarian purchase.

Key words: loyalty, purchase intention, seller reputation.

Investigando los factores que afectan las compras utilitarias y hedónicas en Irán

Resumen

El propósito de este estudio es investigar el efecto de los factores que afectan las compras utilitarias y hedónicas. Esta investigación aplicada, basada en la naturaleza y el método, es descriptiva y de tipo correlación. Uno de los resultados de esta investigación es que la lealtad a la marca y la sensibilidad de la misma afectan las compras utilitarias. Como conclusión, el nivel de precios y el valor obtenido de él afectan el tipo de compra de dos ciudades, y encontramos que las dos ciudades no difieren en el nivel de precios en la compra hedónica y utilitaria.

Palabras clave: lealtad, intención de compra, reputación del vendedor.

1. INTRODUCTION

Culture, what man learns and how he behaves. It should be said that culture is a phenomenon that derives from natural demands and social forces. Previous research has determined ways for consumers' decision-making: in the typology of consumers, they are categorized based on their support from retailers. Sub-culture can be defined as a more detail part of the national culture, which is based on rough equalization. Consumers' decision-making includes research on psychology, sociology, marketing and consumer behavior, computer science and artificial intelligence associated with computational modeling of social networks (Zhang and Zhang, 2007). The decision-

making style returns to the mental direction that represents the decision to purchase.

The characteristics of consumers emphasize the effective and cognitive trends of purchase in consumer decision-making, according to which consumers tend to have cognitive tendencies for determining the decision-making style. Three methods have been proposed for decision-making style, which includes lifestyle approach, consumer typology and consumer characteristics. The consumer decision-making style is a steady pattern of effective and cognitive responses that affect culture. National culture has a significant impact on individual values and attitudes. Culture and personality influence consumer behavior in different stages of decision-making. Culture is an important variable in consumer behavior and as a source of information that illustrates the differences between markets.

National culture affects consumers' decision-making style and, on the other hand, subcultures are part of the national culture. By reviewing the history of research in Iran, the impact of subculture on research decision has not been made and researches conducted have been on the impact of family structure or the effect of purchasing tendencies on consumer decision-making style. Consequently, with regard to the statement of the problem, Iran is a country with several ethnic identities and thus has different subcultures and religious minorities. Therefore, it is decided to research in this regard. The model of this research measures the impact of the indicators that Sproles and Kendall stated in 1986 and the reputation of the retailer,

which influences consumer perceived quality and consumer purchasing, and, on the other hand, examines how the impact of the sub-cultures on the decision-making style of consumers, and in the end, the results can help domestic producers and suppliers to produce goods in accordance with the needs of customers and lead to loyalty and satisfy them.

Due to the multiplicity of ethnicities in Iran, there are different sub-cultures in Iran. There is no consensus on the number of ethnic groups in Iran. According to the most famous narrative, Iran has six main ethnics, Fars, Turk, Kurd, Lore, Baluch and Arab. Considering the role of different cultures in the decision-making process, the main issue of this research can be mentioned. How extent is the impact of different subcultures on utilitarian and hedonic shopping style?

2. THEORETICAL FOUNDATIONS

Consumer behavior is defined as the behavior of customers which are shown in the search for the purchase, use, evaluation, and disposal of a product or service to meet their needs (Schiffman & Kanuk, 2007). Consumer behavior involves the mental, emotional, and physical activities that people use when buying, using, and disposing of products and services that meet their needs and desires. In the following, we examine the variables used in this study:

2.1. Utilitarian and hedonic shopping style

The decision-making styles of consumer purchasing are defined as the model of his cognitive mental tendency to buy, which represents consumer choices. These styles can be presented and predicted and talk about the persistent personality of consumers, and they are similar to the general notions of human personality in psychology (Zhou et al., 2010). The consumer decision-making style is a constant model of effective and cognitive responses, and national culture has a significant impact on individual values and attitudes Hofstede (1984) and has a significant impact on consumer decision-making. (Leo et al., 2005).

One of the cultural values is long-term attitude, which is strongly related to the style of utilitarian shopping style. Saving than spending as inevitably is associated with long-term vision (Read, 1993). Utilitarian value is in relation to the task-related and rational performance of the goods and generally reflects the consumer task-oriented, while the utilitarian value is due to enjoying the consumer from the shopping experience due to the creation of a hobby, achievement of playfulness or fantasy goods. Researchers have found that the value of the perceived purchase by the consumer would repeat a consistent purchasing behavior from him (Babin and Attaway, 2000). Utilitarian value is an inherent task-oriented and cognitivist, but the hedonic value is tied to the emotional aspects of the shopping experience. Thus, the consumer receives utilitarian value through the purchase of essential products while the simultaneously utilitarian

value is associated from enjoying the shopping experience (Carpenter, 2008).

2.2. Ideality and sensitivity to the quality of goods

Quality includes features and specifications of goods and services that indicate the ability of the product to meet the needs and satisfaction of consumers. Product quality means suitable for use or meeting needs (Russell & Taylor, 2006). The importance of perceived quality is due to its beneficial effect on purchasing intentions. Some researchers support the positive effect of perceived quality on purchase intention, while others argue that both relationships exist.

2.3. Sensitivity to the price and value exchanged

Price sensitivity refers to consumer responses to price levels and price changes for products and services; in other words, price sensitivity reflects how consumers react to price changes. Consumers are different from the aspect that they are willing to have an excuse for each product. The price has a significant impact on consumer purchasing behavior, and consequently on sales and profits of companies.

2.4. Consumer confusion due to many choices

Confusion occurs when consumers are in trouble in understanding and interpreting products and services (Turnbull, 2000).

As a result, this leads to inadequate purchasing decisions. This concept is important for marketers because consumers' confusion leads to reduce sales and reduce product satisfaction, and effective communication with consumers.

2.5. Tendencies without planning and previous intention (immediate purchase)

Immediate purchase behavior is immediate, encouraging and pleasurable behavior that prevents attention and information and other choices when making a decision (**Bayley and Nancarrow, 1998**). In both definitions, it is stated that immediate purchase is an unprocessed purchase and the result of ignorance and spontaneity which is not necessarily outside the shopping list, and both definitions have confirmed that the nature of this type of purchase is complex.

2.6. Sensitivity to brand

Sensitivity to the brand is a style of purchase decision in which buyers are looking for famous and expensive brands. Consumers in this style believe that the more the price is higher; the quality is better (Leo et al., 2005).

2.7. Sensitivity to being new and fashionable

The sensitivity to the novelty of goods means that the buyer is looking for new products. It is also an incentive to update with the new market styles and fashion trends (Leo et al., 2005). Past research has shown that consumers heavily consider fashion of goods (Nam et al., 2007). Being fashionable in a social perspective is defined by the value of the products and the requirements that they create in their daily lives (Schrank and Gilmour, 1973).

2.8. Habitualism and loyalty to a brand

This kind is a decision style for shopping in similar stores and the desire to buy similar brand names at each purchase. Loyalty in the brand is used about consumers who make purchases from habit and loyal to buying their brand names and stores. This kind of decision-making style is a risk reduction strategy (Leo et al., 2005).

2.9. Retail reputation

Past research has found that there is a relationship between consumer attitude and consumer behavior. Consumers who are interested in a store are more likely to support the shop and buy from it, while those who have an inverse attitude do not seek to support it (Moye and Kincade, 2003). Consumer attitude has a positive effect on

purchase intention of consumers (Chen, 2007). Consumer behavior of purchase is indicative of their support from retailers. Supportive behavior is a kind of buying behavior that measures the importance of consumers to specific retails. Researchers have defined consumer protection behavior in different ways.

3. BACKGROUND OF RESEARCH AND DEVELOPMENT OF HYPOTHESES

3.1. Background research

Heidarzadeh and Irani (2011) in their research, are seeking to investigate the effect of consumer modernism on their purchase decision-making styles by using Park and et al's model, in which the relationship between the two types of consumer modernism (emotional and cognitive) and their decision-making styles was examined. To test the relationship between cognitive and emotional modernism of consumers and different styles of purchasing decision-making and data analysis, Structural Equation Modeling has been used in LISREL software. Finally, among the eight research hypotheses, only four hypotheses are confirmed. The research findings show that cognitive modernism has a direct relationship with the decision-making style of purchase sensitive to excellent and perfectionist quality and emotional modernism with the decision-making style of sensitive to the brand, novelty seeking and fashionable and seeking entertainment. These

findings help managers to have a deeper insight into the development and marketing of new products. Marketing communications and management of brand and marketing of new products should be based on the absorption of two different types of innovative (cognitive and emotional) consumers and different styles of the decision of their purchase. The findings also help marketing managers to adopt a more effective approach to targeting a specific group of consumers.

Heidarzadeh and Irani (2011) examine the middle role of value based on the utilitarian and hedonic of purchase as factors affecting the satisfaction of purchasing experience in relation to consumer mental contention and consumer purchasing trends, including a tendency to diverse, unwanted and funny purchases, and price sensitivity among clothing buyers. According to the analysis of the findings of this study, through the structural equation modeling, by the increase of mental involvement of clothing buyers (dress and shirt), the tendency to diverse, unwanted and funny purchases has increased and these buyers have less price sensitivity. On the other hand, the tendency towards diverse and unwanted purchases and having low price sensitivity to clothing increases the value based on the utilitarian and hedonic purchasing; therefore, it can be concluded that the degree of satisfaction with purchasing these buyers is affected by the relationship of mental conflict, consumer purchasing trends and value based on utilitarian and hedonic of purchase.

Ebrahimi et al. (2012) increase the retail value, revenue and profitability of retailers by protecting retailers from rivals. The mental

image of the store is based on the value of the retailer. Based on empirical evidence, this literature suggests the mental image of the store as a predictor for retail value. In this paper, we study the empirical and theoretical basis that illustrates the impact of the dimensions of the selected store subjective image on retail value. In a conceptual framework based on the fact that store subjective image with three dimensions of retail value includes retailer awareness, the association of retailers 'meanings and related retailers' perceived quality, and these dimensions are related with loyalty to the retailer. Using empirical tests of structural equation model, we examined the research hypotheses. The results show the positive impact of the dimensions of the store subjective image including convenience, perceived price, physical facilities, employee services and institutional factors on retail value dimensions, the dimensions of the store subjective image as a prediction of retail value.

Purohit and Srivastava (2001) investigate how consumers evaluate product quality when faced with multiple signs. The cognitive framework here is to assess the reputation of the retailer, the manufacturer, and the goods guarantee. In this study, the signs are divided into two categories: high-range signs and low-lrange signs. Signs with high-level cannot be changed over time continuously (reputation of retailers and manufacturers) and signs with low range are signs that change over time (change in price and product guarantee). The reputation of the retailer and producer is an important factor in evaluating quality of product. Guarantee of product, on the other hand, has a low range. 164 students who have not graduated have

responded to the questionnaire of this research. The results of this study showed that product guarantee does not affect product quality judgments when the producer of the goods has poor reputation and sells goods directly to consumers or sells by retailing with poor reputation. While the same manufacturer sells goods through reputable retail, at that time, product guarantee is used in product quality assessment.

Lim and Ang (2008) explores the impact of cultural conditions, product types, and attitude toward profit and understanding of brand personality among consumers of societies that became conditional in utilitarian consumption. Consumers who have little time will prefer foods that can respond to their traditional consumption value, even if they spend more time. Perception of advertising influences culture. In Taiwan, there has been a shift in advertising and instead of using utilitarian; hedonic is used that shows people have learned how to use utilitarian products. The study was conducted in two cities of Shanghai, China and Singapore, which have similar Confucian values and are economically advanced and have high economic growth rates. The results of the study show that Shanghai consumers prefer to promote ads that promote utilitarian products to hedonic products. They also said that utilitarian products are more honest, exciting, and more sophisticated and desirable than hedonic products, if Singaporeans prefer hedonic products more, but they do not consider the products in the brand personality different from the utilitarian products.

Zhou et al. (2010) state in their research that China is an important market for consumer goods, but the differences in shopping styles in the various regions of China remain unknown. As a result, from the cultural perspective, they have examined the influence of materialism on the decision-making style. The study states that coastal consumers are both globalized and individualized than central consumers because of their historical background, geographical location, and industrial level. Coastal consumers have not abandoned their Confucian view, but they have internalized some of the Western values in this perspective and influenced it. As a result, they are influenced by a combination of Confucian and Western ideas, but central consumers are those who strongly adhere to the Confucian notions. In addition, the study is based on eight Sproles's decision-making styles that divide them into two utilitarian and hedonic groups. The results show that marketers should use innovation, fashion, and entrainment sense and hedonism, and these factors are more valuable in coastal areas than in the central regions, and utilitarian and hedonic consumers do not have different in getting high-quality goods. Coastal consumers do not pay much attention to the central consumers and even immediate purchase at price and value. Totally, consumers in the market of two regions do not differ in utilitarian purchasing but are different in the hedonic purchase. Marketers must understand these differences in the markets of different regions.

3.2. Development of hypotheses

Considering the widespread background of the research and the interest of researchers, each researcher, in accordance with the conditions prevailing on the industry studied and based on previous evidence and studies, has chosen the hypotheses in proportion to his research. Therefore, the hypotheses of this research have been selected according to the conditions of the research community. Table 1 shows the background of the selected hypotheses.

Table 1. Support table of hypotheses

Number	Hypothesis	Source
1	Consumers in Sanandaj and Khorramabad do not differ in brand loyalty that leads to utilitarian purchase.	
2	Consumers in Sanandaj and Khorramabad do not differ in attention to brand that leads to utilitarian purchase.	
3	Consumers in Sanandaj and Khorramabad do not differ in confusion resulting from several choices that leads to utilitarian purchase.	
4	Consumers in Sanandaj and Khorramabad do not differ in attention to modernism and fashion that leads to utilitarian purchase.	
5	Consumers in Sanandaj and Khorramabad do not differ in quality perfectionism that leads to utilitarian purchase.	
6	Consumers in Sanandaj and Khorramabad do not differ in playfulness purchase that leads to utilitarian purchase.	
7	Consumers in Sanandaj and Khorramabad do not differ in immediate purchase that leads to utilitarian purchase.	
8	Consumers in Sanandaj and Khorramabad do not differ in price and value level that leads to utilitarian purchase.	
9	Consumers in Sanandaj and Khorramabad do not differ in attention to retailer's reputation that leads to utilitarian purchase.	
10	Consumers in Sanandaj and Khorramabad do not differ in brand loyalty that leads to hedonic purchase.	
11	Consumers in Sanandaj and Khorramabad do not differ in attention to brand that leads to hedonic purchase	
12	Consumers in Sanandaj and Khorramabad do not differ in confusion resulting from several choices that leads to hedonic purchase.	
13	Consumers in Sanandaj and Khorramabad do not differ in attention to modernism and fashion that leads to hedonic purchase.	

Number	Hypothesis	Source
14	Consumers in Sanandaj and Khorramabad do not differ in quality perfectionism that leads to hedonic purchase.	
15	Consumers in Sanandaj and Khorramabad do not differ in playfulness purchase that leads to hedonic purchase.	
16	Consumers in Sanandaj and Khorramabad do not differ in immediate purchase that leads to hedonic purchase.	
17	Consumers in Sanandaj and Khorramabad do not differ in price and value level that leads to hedonic purchase.	
18	Consumers in Sanandaj and Khorramabad do not differ in attention to retailer's reputation that leads to utilitarian purchase.	

The following model is a combination of (Zhou et al., 2010; Purohit and Srivastava, 2001). Based on the hypotheses, the theoretical model of research is presented in Fig. 1.
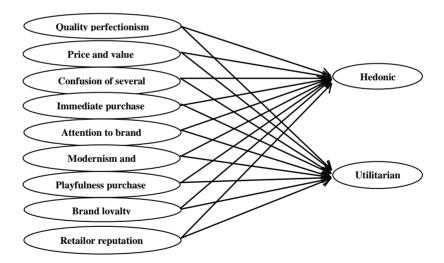

Figure 1. Theoretical model of research

4. METHODOLOGY OF RESEARCH

This research is a developmental and applied research objectively because it seeks to test the relationship between new variables and also, based on the model test in a particular industry, it is paid attention to the applied dimension of the research. Regarding the data collection method, it is a descriptive correlation type based on the structural equation model at the customer level. Content validity of the questionnaire was studied by three faculty members of the university and five experts. The statistical population of the study consisted of citizens of Khorramabad and Sanandaj cities who referred to the shopping centers for the purpose of buying clothing. Considering the unlimited statistical population and according to Cochran formula, 384 people were selected as the sample of this study. By distributing 500 questionnaires, 350 questionnaires were used (participation rate of 70%). Cronbach's alpha method was used to examine the reliability of the research, which is calculated based on 40 people of sample size and summarized in Table 2. According to Table 2, it can be concluded that the designed questionnaire has good reliability. SPSS22 and AMOS22 have been used to analyze the data.

Table 2. Operational definition of research variables

Variable	Questions	Index	Source	Alpha from initial sources	Cronbach's alpha of sample
Brand loyalty	1	Continuing shopping	Arnold et al. (2005)	0.70	0.72
	2	Brand affiliation			
	3	Visit the same stores			
	4	Brand change			
Sensitivity to brand	5	Good goods in good shop	Wesley et al. (2006)	0.70	0.73
	6	More			

		advertisements, better goods			
	7	Purchase from the best-selling brand			
	8	Purchase from national brands			
	9	Brand personality similarity			
Confusion due to many choices	10	Sense of confusion from selecting brand	Ravindran et al. (2009)	0.83	0.75
	11	Difficulty in choosing a shop			
	12	More goods, harder choice			
	13	More info, more confusion			
Fashionable goods	14	Having the newest goods	Ravindran et al. (2009)	0.84	0.86
	15	Being stylish			
	16	Diversification			
	17	Entertaining			
Ideality and sensitivity to the quality of goods	18	Getting the most quality goods	Ravindran et al. (2009)	0.87	0.79
	19	Buy the best option			
	20	Trying to buy the best quality			
	21	Selecting quality goods			
Hedonism and tend to purchase as entertainment	22	Enjoyable purchase	Ravindran et al. (2009)	0.89	0.74
	23	Performing a quick purchase			
	24	Wasting time of shopping			
	25	Playfulness of purchase			
Purchases without previous planning	28	Purchase without previous thought and motivation	Irani et al. (2009)	0.95	0.75
	29	A sense of regret after instant purchase			
	30	Pay attention to the money spent for shopping			
	31	Purchase based on instant sense			
	32	Purchase with detailed planning			
Sensitivity to price	33	Purchase at auction	Irani et al. (2009)	0.94	0.80
	34	Purchase goods at the lowest price			
	35	Purchase based on income			
	36	Pay attention to the			

		price in purchase of goods			
	37	Compare the price of brands before purchasing			
Retailer's reputation	38	The quality of the retail product	Purohit and Srivastava (2001)	0.79	0.76
	39	Sell as a store auction			
	40	Low store prices			
	41	Convenient access to the shop			
	42	Access to many items			
	43	Unique services			
	44	Simply purchasing			
Utilitarian shopping	45	Purchasing as needed	Wesley et al. (2006)	0.8	0.76
	46	Focus on purchasing process			
	47	Purchasing goods needed			
	48	Purchasing all goods from a shop			
Hedonic shopping	49	Purchase as enjoyable entertainment	Wesley et al. (2006)	0.77	0.79
	50	Excitement to see the mass of goods			
	51	Forgeting problems when shopping			
	52	Feeling adventure when shopping			
Total		-		>0.8	0.91

5. RESEARCH FINDINGS

In this section, we first investigate the demographic variables. Table 3 presents a summary of the demographic findings of this study.

Table 3. Summary of demographic research findings

	Sanandaj	Khorramabad		Sanandaj	Khorramabad
Gender			Religion		
Male	95	67	Shia	171	126

Female	126	58	Sunni	52	0
Age			Education		
18-25	85	17	Under-diploma	34	15
26-35	101	54	Diploma	63	39
36-45	28	39	Associate degree	63	38
46-55	8	13	BA	53	24
54-65	1	1	MA	9	10
65<	1	1	Ph.D	2	0

The main assumptions of using parametric statistics such as structural equation modeling are normality of distribution. A single-sample Kolmogorov-Smirnov test was used to check the normality of distribution. By performing this test, the significance level for all variables was greater than 0.05. Therefore, the null hypothesis i.e the normality of distribution of all variables is confirmed at 95% confidence level.

5.1. Path analysis (hypothesis testing)

Amos software is used to test hypotheses and to investigate the relationship between the model elements. The results of model analysis in the mode of standard path coefficients are presented in Fig. 2.

According to Fig. 2, the result of the hypothesis test is presented in Table 4.

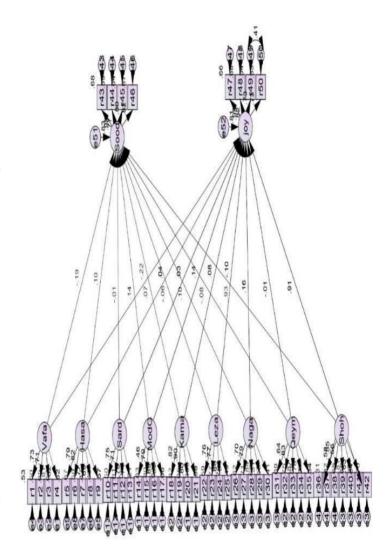Figure 2. Theoretical model of research in the mode of standard path coefficient

Table 4. Summary of research hypotheses

Number	Hypothesis from	Hypothesis to	standardized path coefficient	Non-standardized path coefficient	Standard error	Significant statistic	Sig	Result
1	Brand loyalty	Utilitarian shopping	0.195	0.205	0.034	6.103	***	Confirmed
2	Brand sensitivity		0.103	0.141	0.042	3.334	***	Confirmed
3	Confusion		-0.005	-0.005	0.032	-0.165	0.869	Rejected
4	Modernism		0.142	0.151	0.033	4.635	***	Confirmed
5	Perfectionism		0.069	0.094	0.041	2.289	0.022	Confirmed
6	Playfulness purchase		-0.059	-0.064	0.032	-1.987	0.047	Confirmed
7	Purchase without planning		0.099	0.105	0.032	3.280	0.001	Confirmed
8	Sensitivity to price		0.080	0.124	0.043	2.601	0.009	Confirmed
9	Retailer's reputation		0.927	0.915	0.051	17.842	***	Confirmed
10	Brand loyalty	Hedonic shopping	-0.216	-0.215	0.035	-6.216	***	Confirmed
11	Brand sensitivity		0.037	0.048	0.042	1.130	0.259	Rejected
12	Confusion		0.035	0.034	0.032	1.042	0.298	Rejected
13	Modernism		0.136	0.138	0.033	4.105	***	Confirmed
14	Perfectionism		0.083	0.106	0.042	2.511	0.012	Confirmed
15	Playfulness purchase		0.098	0.099	0.033	3.010	0.003	Confirmed
16	Purchase without planning		0.157	0.156	0.033	4.682	***	Confirmed
17	Sensitivity to price		-0.008	-0.012	0.047	-0.254	0.804	Rejected
18	Retailer's reputation		0.915	0.853	0.050	17.215	***	Confirmed

In the first hypothesis, the effect of brand loyalty on utilitarian purchase with a standard path coefficient was 0.19 and a statistic value of C.R = 6 /10 were confirmed at the level of 0.01. The effect of brand sensitivity on utilitarian purchase with a standard path coefficient of 0.10 and a significant statistic of C.R. =3.33 at the level of 0.01 was confirmed. Therefore, the second hypothesis was approved. The effect of confusion on utilitarian purchase was not confirmed with a significant statistic C.R = 0.86. Therefore, the third hypothesis was not confirmed. The effect of fashion on utilitarian purchase with a standard path coefficient of 0.14 and a significant statistic C.R = 4/63 was confirmed at the level of 0.01. Therefore, the fourth hypothesis was confirmed. The effect of perfectionism on the utilitarian purchase with a standard path coefficient of 0.06 and a significant statistic C.R = 2.28 was confirmed at the level of 0.05. Therefore, the fifth hypothesis was confirmed.

The effect of playfulness purchase on utilitarian purchase with a standard path coefficient of -0.05 and a significant statistic C.R =1.98 was confirmed at the level of 0.05. Therefore, the sixth hypothesis was confirmed. The effect of purchase without planning on utilitarian purchase with a standard path coefficient of 0.09 and a significant statistic C.R = 3.28 was confirmed at the level of 0.01. Therefore, the seventh hypothesis was confirmed. The effect of sensitivity to price on tutilitarian purchase with a standard path coefficient of 0.09 and a significant statistic C.R = 2.60 was confirmed at the level of 0.01. Therefore, the eighth hypothesis was confirmed. The effect of retailer's reputation on utilitarian purchase with a standard path coefficient of 0.92 and a significant statistic C.R = 17.84 was confirmed at the level of 0.01. Therefore, the ninth hypothesis was confirmed. The effect of brand loyalty on hedonic purchase with a

standard path coefficient of 0.21 and a significant statistic C.R = 6.21 was confirmed at the level of 0.01. Therefore the tenth hypothesis was confirmed. The effect of brand sensitivity on hedonic purchase with a significant statistic of C.R. =0.25 was not confirmed. Therefore, the eleventh hypothesis was not approved. The effect of confusion on hedonic purchase was not confirmed with a significant statistic C.R = 0.29. Therefore, the twelfth hypothesis was not confirmed. The effect of fashion on hedonic purchase with a standard path coefficient of 0.13 and a significant statistic C.R = 4/10 was confirmed at the level of 0.01.

Therefore, the thirteenth hypothesis was confirmed. The effect of perfectionism on hedonic purchase with a standard path coefficient of 0.08 and a significant statistic C.R = 2.51 was confirmed at the level of 0.05. Therefore, the fourteenth hypothesis was confirmed. The effect of playfulness purchase on hedonic purchase with a standard path coefficient of 0.09 and a significant statistic C.R =3.01 was confirmed at the level of 0.01. Therefore, the fifteenth hypothesis was confirmed. The effect of purchase without planning on hedonic purchase with a standard path coefficient of 0.15 and a significant statistic C.R = 4.68 was confirmed at the level of 0.01. Therefore, the sixteenth hypothesis was confirmed. The effect of sensitivity to price on hedonic purchase with a significant statistic C.R = 0.80 was not confirmed. Therefore, the seventh hypothesis was not confirmed. The effect of retailer's reputation on hedonic purchase with a standard path coefficient of 0.91 and a significant statistic C.R = 17.21 was confirmed at the level of 0.01. Therefore, the eighteenth hypothesis was confirmed.

5.2. Model fitting indicators

In research, various types of tests are used to determine the fitness of a model. Usually, 3 to 5 indicators are sufficient to validate the model. In this study, the values of RMSEA =0.043, NFI =0.92, RFI =0.93, TLI =0.95, IFI =0.94, CFI = 0.93 were obtained. Therefore, the data of this research are fitted with the structure of the factor structure and theoretical basis, which indicates that the questions are consistent with the theoretical structures.

5.3. Difference between Sanandaj and Khorramabad in research hypotheses

Before implementing comparing test of the model between Sanandaj and Khorramabad, we compared model fitting indicators in Sanandaj and Khorramabad to ensure the model's fitness in Sanandaj and Khorramabad. The fitting indicators of the model in Sanandaj and Khorramabad are as follows (Sanandaj: RMSEA = 0.056, NFI = 0.91, RFI = 0.90, TLI =0.93, IFI =0.92 CFI =0.92; Khorramabad: RMSEA =0.062 NFI =0.95 RFI =0.93 TLI =0.93 IFI =0.91 CFI =0.90). Then the model was implemented for both cities in which the paths of the hypotheses were freely fitted to the two groups. Then, to examine the different hypotheses, we equalize each route between Sanandaj and Khorramabad, and we judge the difference between the chi-square value between a limited model (a model that equated the routes between Sanandaj and Khorramabad) and the free model about the quality of the difference between the two citiesThe results of the Chi-square test are presented in Table 5. Figures 3

and 4 provide free models for Sanandaj and Khorramabad. According to Table 5, there is a significant difference in the relationship between brand loyalty, brand sensitivity and purchase without planning with utilitarian purchase between customers in Sanandaj and Khorramabad. In the above-mentioned relations, Khorramabad was more than Sanandaj. In other hypotheses, no significant difference was found between Sanandaj and Khorramabad.
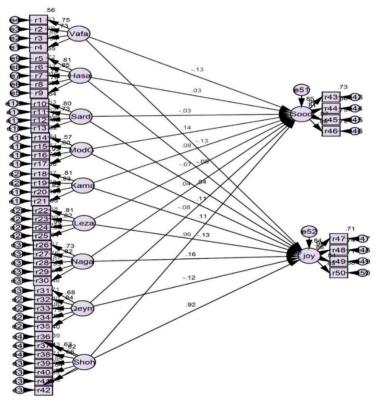

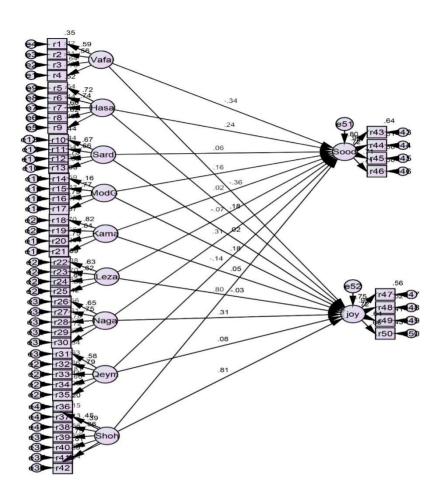Figure 3. Theoretical model of research in Sanandaj

Figure 4. Theoretical model of research in Khorramabad

Table 5. Chi-square test results

Number	from	Hypothesis to	path Standardj (224 people)	Standard coefficient Korra mland (126 people)	Comparison of the two groups (Not limited) λ²₂₃₁₅ limited	Δλ²₁₆	Sig	Result
1	Brand sensitivity	Utilitarian shopping	-0.128	-0.341	7705.992	*4.396	0.036	Khorramabad>Standards
2	Brand sensitivity		0.033	0.235	7706.466	*4.570	0.027	Khorramabad>Standards
4	Modernism		0.136	0.359	7709.146	**7.55 0	0.006	Non-significant
5	Perfectionism		0.079	0.016	7701.676	0.080ns	0.777	Non-significant
6	Enjoyable purchase		-0.071	-0.072	7701.602	0.006ns	0.938	Non-significant
7	Purchase without planning		0.041	0.307	7705.307	*3.711	0.054	Khorramabad>Standards
8	Price sensitivity		-0.079	-0.145	7701.997	0.401ns	0.526	Non-significant
9	Retailer's reputation		0.961	0.796	7702.362	0.766ns	0.381	Non-significant
10	Brand sensitivity		-0.128	-0.358	7704.785	3.189ns	????4	Non-significant
13	Modernism	Hedonic shopping	0.107	0.181	7705.451	1.885ns	0.169	Non-significant
14	Perfectionism		0.115	0.043	7701.657	0.091ns	0.762	Non-significant
15	Enjoyable purchase		-0.130	-0.030	7702.031	0.435ns	0.509	Non-significant
16	Purchase without planning		0.163	0.314	7702.283	0.657ns	0.407	Non-significant
18	Retailer's reputation		0.922	0.807	7704.216	2.620ns	0.105	Non-significant

6. CONCLUSION

According to the results of previous research, brand loyalty has a positive effect on purchase decision and stimulates consumers to buy this product, and in this study we also found that brand loyalty has a positive effect on utilitarian purchase. Also, hedonic purchase and cultural difference in Khorramabad have had a greater impact on consumer purchase decision. Purchasers' awareness has recently increased and this awareness leads to direct buyers to known brands and spent money on them, so it is imperative for businesses to create attractive brands that have better situation than their competitors. Therefore, brand awareness is a fundamental factor affecting consumer purchase decisions and intention. In this research, it has also been proven that brand sensitivity has a positive effect on hedonic or utilitarian purchase in two cities, and the cultural difference in Khorramabad has had a greater impact on consumer purchase decision. Confusion occurs when consumers find it difficult to understand and interpret products and services. As a result, this leads to incomplete purchase decisions. This concept is important for marketers because consumers' confusion leads to reduce sales and reduce product satisfaction, and effective communication with consumers. Regardless of cognitive abilities, consumers tend to get more information for better decision-making. That is why consumers prefer larger stores with more variety to smaller stores and less variety. According to analysis in this study, consumers in two cities are different in the confusion variable due to several choices, thus the third hypothesis is rejected in this study.

The concept of modernism refers to interpersonal differences and the categorization of people's response to new things. People who use cognitive modernism enjoy activities such as thinking, problem solving, table solving, and other mental endeavors. They are seeking new experiences that stimulate their mental activity. On the other hand, consumers with emotional modernism prefer new experiences that stimulate their emotions. New experiences such as fancy, daydreaming created inside and make it possible to create new emotions and adventurous activities outwardly. Innovative consumers are also an important part of the market for marketers, and the revenue generated by new products, which innovative consumers have accepted them, plays a major role for many companies. This assumption has been confirmed in previous studies as well as in the present study, and as a result, in general, consumers in the two cities do not differ in two types of shopping.

The perceived quality of the product shows a dramatic distinction between goods and services that make it a chosen brand in the mind of consumers. The importance of perceived quality is due to its beneficial effect on purchase intentions, and past research has shown that perceived quality has a positive impact on purchase intention. The ideal decision-making style is related to the quality of the goods. Consumers sensitive to quality are seeking the highest quality through a systematic and accurate purchasing process. In the past, high quality goods have been positively influenced the type of purchase. In this study, in the positive effect of understanding the product quality in the two cities, we concluded that utilitarian and

hedonic shopping is confirmed. Today, the purchase is an entertaining activity and to get rid of daily life to a transactional activity to meet material needs. The purchase is more like a kind of game that engages buyers in shopping experiences. Buyers often visit shops for spending time and hobbies. In addition, some consumers use shopping as a mechanism to free their minds from daily problems and get rid of stress and reduce negative mood. Purchase incentives are behavioral drivers that bring consumers into the market to meet their intrinsic needs. There are three basic reasons for the purchase behavior: obtaining goods, obtaining good goods and satisfying the needs that are not related to the goods and achieving the goals that are not related achieving goods. Hedonism is related to entertainment that leads to repurchase through experience and not for a specific purpose. The usual dimensions of hedonism include high arousal, high conflict, perceived freedom, and completeness, and happiness, self-engagement. Hedonism has a direct relationship with utilitarian shopping, and it has a direct relationship with hedonic shopping.

Shops offer minimum goods or distinctive pricing strategies that retailers can differentiate their shops with their rivals by linking the shop environment and the consumers' emotional state. Even if consumers are in a negative emotional state when they enter the shop, they are emotionally uplifting and spend more than they are going to buy. Immediate purchase is an unconscious purchase behavior that directs with effective forces beyond one's control. The consumer decision model reflects perceived consumers with different degrees which often reflect emotional consumers. Immediate purchase is

primarily influenced by the marketing activities of organizations and social-cultural affairs. According to an analysis conducted in this study, consumers in Khorramabad purchase without planning for utilitarian purchase. Sensitivity to price refers to consumer response to price levels and price changes in products and services; in other words, sensitivity to price reflects how consumers react to price changes. Consumers are different in that they are willing to pay excuse for each product. The price has a significant impact on consumer purchase behavior and, consequently, on sales and profits of companies. The overall reaction to the price of consumers or, in other words, sensitivity to price is how consumers feel about how to accept a price for a product. These consumers apart from the level of earnings are sensitive to the cash that they pay for the goods, especially when they feel that the prices have changed unfairly. In fact, these consumers are cost-oriented. Hirschman and Holbrooke (1982) in a research conducted point out that consumers are less sensitive to hedonic products.

In this study, we concluded that the price level and the value obtained from it affect the type of purchase of two cities, and we found that the two cities do not differ in the price level in the hedonic and utilitarian purchase. The retailer's reputation is an important factor affecting the customer's support from the store. The well-known retailers offer consumers of valuable products and behave honestly and manage well. There is a positive relationship between the favorite shop and the willingness of customers to buy. In this study, the relationship between store reputation and hedonic and utilitarian shopping was

confirmed, but cultural difference in two cities wsa not found in terms of store reputation on decision-making style.

7. PROPOSALS

Finally, according to the results of the research, the following proposals are presented:

1- Manufacturer and distributor companies of products according to the cultural differences in the country carry out separate marketing research for their products.

2. Manufacturer and distributor companies of products according to the difference in utilitarian purchase style of the two cities should use separate marketing and distribution plans for products with utilitarian features.

3. Given the new variables of retailer reputation in marketing research, it is better for manufacturer and distributor companies to incorporate this variable in their marketing plans.

4- Distributor companies should further strengthen the brand in each city in order to be able to use consumer loyalty to those variables for more sales and profits.

5- Due to the effect of the equivalence of modernism and perfectionism on the purchase of products for both cities, it should focus on providing products with distinctive features to customers in both cities.

6- Due to the difference in attention to the reputation of retailers in utilitarian purchases, it can be suggested that distributors should focus on identifying the personal norms in these two cities in order to face fewer obstacles in selling their products.

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