

**Study of the Most Important Influential Factors in
the Selection and Purchase Decision Process of
Women Cosmetic Products (Skin Cares) in North of
Cyprus**

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ABSTRACT

Marketers in cosmetics industry are required more perfect perception about consumer's behavior as a basis for making better strategic decisions regarding definition of market and production line as well as more appropriate tactic decisions concerning to taking the certain hybrid marketing measures. This study aims at searching for what kind of factors affect the buyers' behavior. The purpose was to compare the similarities and differences in two factors (internal and external). The descriptive data analysis at first phase included tables, diagrams, and charts used for organizing, summary, description, and raw data. The descriptive analysis measures the central tendency like mean, and median. To create a model, we should present approximation and or conjecture about the values and variables and their ratios with each other. The regression have been done between Depend variable and independent variable. The value of Cronbach alpha coefficient was 0.902 in this study, the result showed that before marketing managers should respond to problem recognition generated by outside factors, they must be able to identify consumer problems, because internal and external factors effects on consumer behavior.

Keywords: External factors, Internal factors, Buying decision process, Cosmetic products

ÖZ

Pazarlama faaliyetlerini yürüten yöneticiler stratejik kararlar verirken tüketici davranışı ve algıları konusunda bilgi sahibi olmaları gerekmektedir. Ayrıca, pazarlama konusunda karar veren yöneticiler mevcut pazarın tanımı, üretim ile ilgili taktik kararlarda hybrid (karma) pazarlama ölçütlerini bilmek durumundadırlar. Çalışmanın temel amaçlarından birisi de tüketici davranışını etkileyebilecek etkenleri araştırmak ve içsel – dışsal faktörleri karşılaştırıp farklılık ve benzerlikleri ortaya çıkarmaktır. Çalışmanın ilk kısmında tanımsal veri analizlerine yer verilmiş ve toplanan verileri tanımlayan tablolar, şekiller, tanım ve ham veriler sunulmuştur. Tanımsal statistiklerde aritmetik ortalama ve medyan verilmiştir. Tüketicilerin davranışını açıklayıcı modelin ve ortaya konulan hipotezlerin test edilebilmesi amacı ile regresyon analizi yapılmıştır. Regresyon analizinde ise bağımlı ve bağımsız değişkenler arasındaki ilişki incelenmiştir. Kullanılan soruların geçerliliği güvenilirlik testi ile ölçülmüş ve 0.902 oranı ile örneğimizin güvenilir bir örnek olduğu saptanmıştır. Araştırma bulguları pazarlama konusunda karar verenlerin ilk önce dışsal faktörleri göz önüne almaları ortaya çıkmıştır.

Anahtar Kelimeler: Dışsal faktörler, İçsel faktörler, Tüketici karar süreci, kozmetik ürünler

This thesis is dedicated to my parents

For their endless love, support and encouragement

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Chapter 1

INTRODUCTION

This chapter includes a history of researches, discussion, and review on problems and objective of thesis. These studies will be continued as follows:

1.1 History of Researches

There is an interest in phenomenon and event of exploratory behavior with this dual identifying about this point that the humans and animals occasionally participate in some activities, which are biologically noticeable but basically they are valuable in the absence of the internal motives and such a behavior may serve as the outlook for attractive and new experiences in this motive that is the same as tendency to change and transformation and adaptation to meet the curiosity (Berlyne, 1978).

The application of these paradigms in important fields of consumer's behavior is quickly identified in the consumer literatures (Hansen, 1972; Howard & Seth, 1969; Venkatesan, 1973). Currently, there is a general agreement in such activities and actions like risk ability and innovative behavior pursuant to diversification, change of trade name, buying of product, amusing purchase, interpersonal relations, and searching for data about buying may be observed in process of customer's purchase as manifestation of exploratory tendencies (Raju cf. 1980).

1.2 Discussion and Analysis on Problems

Marketers in cosmetics industry are required more perfect perception about consumer's behavior as a basis for making better strategic decisions regarding

definition of market and production line as well as more appropriate tactic decisions concerning to taking the certain hybrid marketing measures. Probably, the most valuable corporate asset is the knowledge about corporate investment in primary marketing plans about the image that has been embodied about the brand in mind of consumer and it will improve the productivity of marketing. On the other hand, the consumer's behaviors in cosmetic industry are seen for several years in the market but they are usually exposed to some constraints. These studies have proposed academic science about developing the consumer's behavior regarding skin care brands and evaluated individuals' perception.

The hygienic and cosmetic industry is one of the most profitable industries in the world. High diversification and sever competition in the aforesaid industry along with food industry may be assumed as unique among other industries.

Evaluation of consumers' behavior and classification of effective factors (conditions) in selection and making decision to buy the accessorial cosmetic and hygienic items (skin care and protection products) may play important role in this competition and at the same time it is necessary in determination of corporate strategies to protect from the existing industries and influence in the new industries.

Market studies may omit some decisions, which have been made according to wrong data and or estimations. If these studies can be adjusted to the customers' knowledge toward the sent products and services by the producers, they may play determinant role in directors' decisions with proper estimation of real demands and requirements of consumers.

One of the paramount objectives for marketing researchers is the classification of evaluation conditions in buyer's decision trend and attitude toward assessment of trade names and brands by the consumers (consumers' behaviors).

These specifications may vary under different conditions, times, and cultures and at the same time they should not be assumed as similar. It necessitates considering the aforesaid factors with growing trend of manufacturers of cosmetic and hygienic products.

Alternately, being familiar with the given designs and models in decisions made by customers as well as acquaintance with the foremost scales of evaluation of various trade names may contribute to the producers and sale posts (healthcare shops and pharmacies) in northern Cyprus to develop their products and services based on customers' requirements and market.

1.3 Goal of Thesis

We are all consumers. Several items are used regularly on day by day basis and also these products are utilized according to our preferences, requirements, and power of purchase. These products may include the consuming materials, preserved items, specialized cases or industrial commodities. The competition among enterprises is intensified among those companies, which produce the similar services and commodities. The main concern in modern commercial approach is the consumer, who is becoming more important than ever. Furthermore, the consumers' behavior will be converted into a requirement for the enterprises. The human's behavior is a complex and full of contradictions and paradoxes and it no longer surprise the marketing masters and professionals. The consumers' behavior is not also an

exception to this rule. In contrast, the reduced level of consumers' behavior has been identified as the key for achievement in the contemporary marketing.

1.4 Research Question

We intend to give answers to the following questions:

- Do the external factors affect remarkably buying decision process in skin-related and cosmetic products?
- Do the internal factors affect remarkably buying decision process in skin-related and cosmetic products?

Design of studies, the relevant strategic decisions to selection of data collection techniques and further tactics about semi- structural questionnaires may clarify measurement and survey processes and samples and techniques of data analysis (Churchill, 1979). Taking approaches toward data collection always comprise of several techniques such as semi- structural questionnaires, interview, observation, focus group, and documentation analysis. They have proved that the quantitative approach is appropriate for acquisition of primary information about giving answers to polling questions. The polling studies seem to be a practical and reliable strategy to examine the research hypotheses presented in the study.

To determine the introduced theory of the issue, we will conduct the analysis and test of hypothesis. This process starts from a pretest analysis and then will propose analysis on the main study. In order for evaluating and validation the reliability of these items, the related data for internal consistency of Cronbach alpha have been encoded and analyzed by means of SPSS (v 19.0).

Phase 1: Descriptive Analysis

In The initial phase, descriptive analysis including tables, diagrams, and charts used for organizing, summary, description, and presentation of raw data is covered. In descriptive statistics investigation of central tendency of data such as mean, median, and mode, which are focused on data location, is considered. Additionally, it explores discrepancy of data like variance, square root, and standard deviation, which are focused on variability of data. And at the same time, descriptive statistics show rate of data symmetry that is measured by the aid of indices of data skewness and kurtosis and they are calculated by kurtosis index.

Moreover, at first phase, attributes of sample of respondents will be presented including type of enterprise, gender, position of the respondent, number of employees, work experience, and their demographic characteristics. And similarly at this step, mean, standard deviation, frequency techniques, and comparison of mean value of dependent variables are used. The first phase of data analysis will be focused on data collection tools and their percentage.

Phase 2: Analysis and Test of Hypothesis

we will conduct the analysis and test of hypothesis. This process starts from a pretest analysis and then will propose analysis on the main study. For evaluation of the validity and reliability of these issues, the related data for internal consistency of Cronbach alpha have been encoded and analyzed by means of SPSS (v 19.0).

1.5 Summary

Chapter 1 proposed a research plan for analysis of important and effective data in process of decision, selection, and buying the female cosmetic products (skin care) in

northern Cyprus. We implied discussion and analysis of problem and goal in this thesis and finally introduced the cosmetic manufacturing enterprises in our study.

Chapter 2

RESEARCH HISTORY AND REVIEW OF LITERATURE

2.1 Introduction

The literature review is a report prepared from evaluation of previous and relevant literature in the selected field. This review includes explanation, summary, and evaluation of this literature. The theoretical sources are employed to study and contribution to the researcher in order to determine the research nature.

In fact, review of literature is utilized to acquire information from the viewpoint of others toward the given subject comprising of identification and expression of relationship among the literature and study done by researcher.

Therefore, the goals of review this literature includes preparation of an attitude and paying attention to the researches, finding the various relevant concepts for the research and potential relation among the factors. This chapter consists of identifying the potential disciplines and hypotheses, design of previous research, and method of analysis. In this chapter, we examine and evaluate both theoretical and empirical literature within the framework of the suggested field and hypotheses of this study.

2.2 Theoretical Framework

The recent studies about buying and customer's behavior indicate that the report about the consumers' behavior signifies the appropriate attitude toward their

behavior. The primary attitudes about customer's loyalty are focused on repetition of buying or the possible repeated buying of the product.

But gradually the researchers criticized this point that the repeated buying might be as a result of lack of creating the other alternative to be selected by the customers. In response to such critiques, the researchers suggested to measure the loyalty of customers through attitudinal dimensions in addition to their behavior dimensions. In an investigation, Rook (1987) has reported about unfavorable sense of buying products among a relatively few number of customers (only 20%), but a marvelous quantity of customers (41%) reported that they had in fact good feeling of in their buying. Rook and Fisher (1995) posited and suggested a scale for measurement of buyer's tendency in this regard.

To meet some number of their requirements, the consumers may not only pay attention to their needs while some other factors also intervene in this sense. Thus, consumers may have different experiences in buying, using, and as a result in buying behavior. Many customers are not inclined to spend time and energy for buying when any buyer feels such a sense at first time.

Therefore, they ask for help from brand and trade name as a mental guidance for buying in order to be able quickly to identify their favorable products (Boone & Kurtz, 1995).

2.3 Buying Process and Consumer's Behavior

Peter and Olson express that the consumer's behavior is deemed as a dynamic interaction from recognition, behavior, and events in the environment in which human concerns with various aspects of his/ her life. The marketing task is not

fulfilled only with purchase of goods. The consumer will be satisfied with buying the product and buying behavior and or s/he may be regretted of his/ her buying behavior.

Both satisfaction and dissatisfaction behavior will be followed by post- buying behavior. This is a behavior that should be taken into consideration (Peter and Olson). The consumers use a cognitive process in decision making. In fact, the information is interpreted by the consumers and these data are integrated and completed and led to making decision (Peter and Olson, 2002).

During recent years, this claim about consumer's behavior and decision making has been shifted from social situation to psychological factors. The buying process starts with identification. The buyer identifies the problems or requirement. The requirement may originate from an internal and or external drive. It is at this marketing step that s/he should identify the conditions, which cause stimulating the requirement.

The motivated consumer may need to further information or not. If the consumer's motive is adequately strong and intensified and the satisfactory goods are available it is possible for the given consumer to buy these goods. Otherwise, either consumer restores this requirement in his/ her mind and or search and collect information by considering the intensity of this requirement. Marketer should acquire adequate information about the sources from which consumer prepares his/ her needed information.

The common attitude toward consumer's behavior is based on a rational assumption (Pellemans, 1971; Erasmus, Boshoff, and Rousseau, 2001; Gibler, Nelson, 2003). The assumption for creating this theory is based on this point that the buyers possess the required information about the given product and its use and examine the various probabilities accurately and at last select the product that could maximize their profit.

Nonetheless, this approach was exposed to some critiques since it is important to notice this fact that human's behavior is very complicated and it could not be summarized only in a certain model (Simonson, Camron, Dhar, Drolet, Nowlis, 2001). The other result signifies that this model is employed under several conditions without any adaptation (Erasmus, Boshoff, and Rousseau, 2001). In addition, the researchers express their doubt and suspicion about this theory and logical analysis on the existing choices in the market by the consumers. This basic paradigm is that the consumers utilize some principles under title of 'Exploratory analyses' at any process of decision- making. Given the restricted potential and sensitivity of data-processing, reducing complexity and selection of choice are simple tasks. When the buyers intend to act rationally to make their decisions they are inclined to reduce their own cognitive effort to achieve the better decision making as well (Timonen, NIVA, 2001).

Whereas the consumers, memory of consumers, and their cognitive potentials are limited thus they can consider all of probabilities equally in order to select a choice with maximum amount of benefit and profit (Bettman, Luce, Payne, 1998). This approach indicates that the settings for complex and or new situations are separately done for any case and they are necessarily stored in their memory. One of the other

justifiable features of this theory is the strong dependence on settings and difference in state.

The other models have been developed by Peter and Olson (2002) in theory of data processing and cognitive processing model. These authors indicate that decision making process of consumer should be observed as an object- oriented problem-solving process. The review on the existing theoretical effort shows that the psychological and social decision- making factors are effective on consumer's behavior.

Nonetheless, even the recent models could not calculate the behavioral aspect of consumer: unconscious processes, role of requirements, goals, and feelings (Bargh, 2002). Similarly, regarding the focus of this study on consumer's behavior considering a very special product, the empirical studies about durable goods are required the searching and support by the existing theoretical knowledge.

The existing problem in human's behavior is in that the processing, which has been done by the brain, is not visible. It can be implied only that this drive (stimulant) is converted into certain behavior by a series of intervening variables. The psychological theories suppose these variables inside the given person and separated from his/ her living environment while the sociological theories assume these variables as dependent on personal environment and the place where the people live there. Some of psychological theories, which adapted in marketing, are as follows:

Processes of perception, learning, memory, personality, emotion, attitude, and lifestyle (Hempel, Punj, 1999).

What the customer understands from the functional and psychological feature of the product or service is called perception. Human has the greatest brain among other animals but this brain could not record all of the drives, which it receives via its senses per se. Perhaps brain needs to the volume of one light year- cubic meter in order to record all of the information that it receives only from eyes. Therefore, human's brains ignore many derives and stimulants.

Nonetheless, more than any other animal, human can receive several drives and stimulants and this property is used in marketing for design of product, promotion, way of arrangement and placement of goods in shops, design and packing, and many other cases. For instance, human pay more attention to novel and new things. Thus, marketers emphasize on new commodity, new package, and any other factor that is related to word of new and they try to be the first ones, who introduce this new goods and or activity. The persons may forget most of information they encountered except those data, which have been supported by their own attitudes and beliefs. Due to selective retention in brain, we remind of the positive points of our favorable goods but we forget the positive points of the rival commodity. Approximately any activity that human does, is due to learning. Learning denotes change in behavior where this change is created as a result of experience and or observation.

The marketer can create demand for a certain product by motivational implications and improving the positive aspect by means of learning theory.

All of information and experiences to which the individuals are exposed during their lifetime are stored in their long- term memory. Based on this model, the consumer's knowledge about the current market may be considered as a group of current market

in to which a lot of imaginations are related. The market imaginations include the relevant thoughts, emotions, perception, subjective images, experiences, ideas, and attitudes to the current market, which are linked to a group of current markets (Bayus, Carlstrom, 1990).

A person has a lot of requirement at certain time. Some these needs are biologic. Some others are psychological. A need is converted into a motive after it is stimulated adequately. A motive is an urgent need that compels the person to act.

Buying decision process includes a process thereby a man decides if he buys, where, when, and how to buy goods and services, which have made available for him by the organizations. Therefore, making decision for buying is not a momentary and immediate decision but it is a process (Hempel, Punj, 1999).

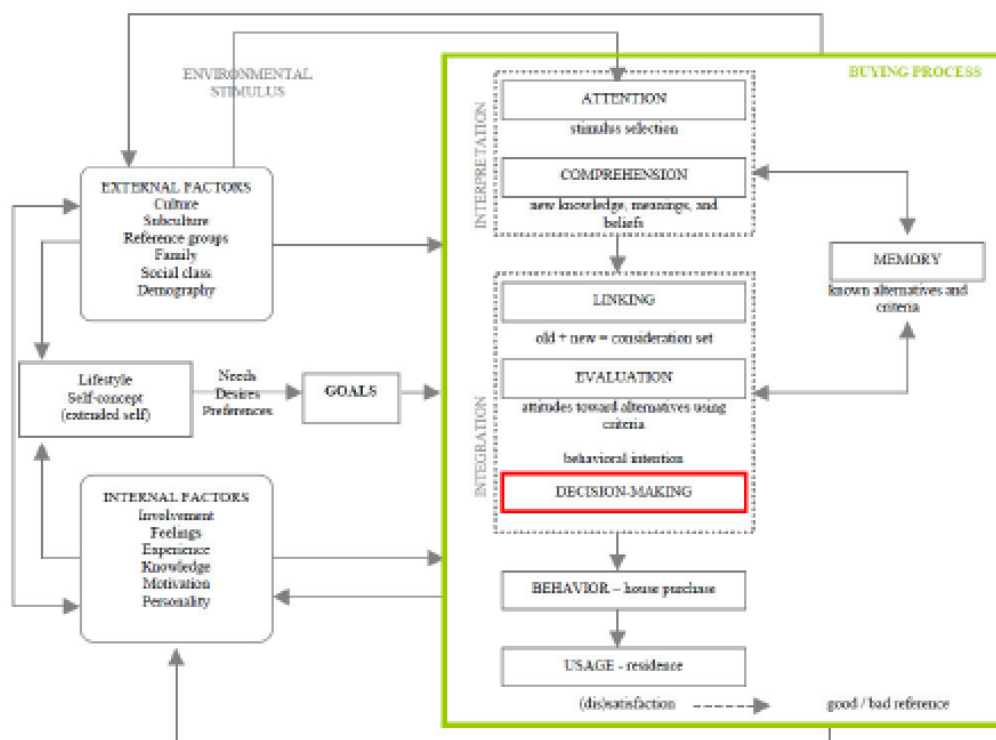


Figure 2.1: Buying process and consumer's behavior (Gibler, Nelson, 2003)

As it shown in Figure 2.1, a background of buying process has been indicated in right column at Figure 2.1, including two groups of effective factors in lifestyle of a buyer and concept of one's requirements, requests, interests, and preferences and determinant goals in buying behavior.

A group of internal factors comprise of motive level, personality, emotions, attitude, perception, knowledge, learning, and memory. Some examples of external factors include for example the effect of some characteristics of buyer's culture, the social level and micro culture, household features of buyer, his/ her reference group, and demographic factors.

2.4 General Concepts of Consumers

Marketing starts with customer's requirements and it is ended with his/ her satisfaction. As all of factors are dependent on the customer therefore study on consumer's behavior becomes necessary (Khan, 2007). It is the theme in modern marketing that the customers should pay attention in selecting their choices and marketer should consider customers' requirements in order to have effects essentially on their purchase. Marketers should study the consumer's behavior in order to encourage the consumers. The factors, which may have effect on the consumer's behavior, are clustered in items such as social factors, individual factors, cultural factors, and psychological factors (internal factor). The consumer is someone, who consumes the produced items and services.

Consequently, the consumers may play a remarkable role in economic system of a country and for this reason under the conditions when an efficient demand does not emerge the system of economic game practically collapses. A specific customer for a

certain individual, enterprise, and or other institute may buy the goods and services, which have been produced by other person, enterprise, and or institute (Jablonski, Durmaz, 2012).

The consumer's behavior may be as follows:

The mental and emotional and physical activities of persons are involved in this process upon selection and purchase (Priest, Carter, & Statt, 2013).

2.5 External Effective Factors on Consumer's Behavior Marketing

The major part of information of consumers is provided by advertisement, information, label or the present marks and brands.

This information is acquired by the consumers. To meet the expectations, the consumer selects the product and buying and making decision and tendency to payment along with other factors.

The promotional campaigns may affect on consumers' expectation from the quality and various more important constructive aspects (Verbeke & Ward, 2006).

During two recent decades, many organizations have found the importance of their own customers and this point that maintenance of the existing customers is simpler task than attraction of new customers to great extent. Therefore, enterprises should always observe and look for interaction among oneself and customers and through identifying and proper perception of the considered requirements and values of customers in order to present goods and services with their evaluation and to create loyalty in them by satisfying them.

Today, the factor of customers' satisfaction is no longer adequate and enterprises should not be only sufficed with their customers' satisfaction but they should be insured that their customers are loyal.

In this paradigm, it is aimed at establishing the long-term and mutual relations with interest groups, especially customers so that we can maintain greater number of customers and to lose the minimum number of them (Verbeke & Viaene, 1999).

There are mainly two methods of promotion for products and services, which are practically used.

They are mass marketing and direct marketing. In mass marketing no discrimination is exerted among the customers inside a group and information is delivered to the customers in one of these forms.

In this technique, the organizations present their new products and services to all of customers the difference among customers is ignored like distribution of ads and promotions by radio and TV, installation of promotional billboards, and advertisements in magazines and newspapers.

This technique is followed by a lot of cost for the organizations and at the same time it may not probably too efficient as well. Often, new services and products will be followed by a lot of costs for the organization but by means of this method lesser percentage of customers may be attracted while a little profit can be acquired from the customers versus the costs of great promotions. For this purpose, the organization should search for new strategies and solutions.

Direct marketing is one of the strategies and solutions in the today competitive environment. The direct marketing is an efficient and effective method for customers' relationship.

With respect to the high competition challenge, high costs of marketing, reduced rate of response as well as lack of the rate of customer's relationship; direct marketing can be deemed as an appropriate strategy to lower the marketing cost and acquisition of customer's satisfaction. Direct marketing is a type of marketing interactive system (one- by- one) that becomes measurable by means of advertising media to produce response or contract. Choosing target customers or the customers, who respond to an offer for product or service is considered as the paramount subject in direct marketing (Reicks et al, 2011).

Some of studies showed that the price was the foremost factor compared to security, quality, and capacity (Du Pleissis & Du Rand, 2012). The other research indicated that the price was the minimum efficient feature for intention of purchase. The price shows the perceived value of product in seller and customers. Price is the tangible element of product that leads to purchase or non- purchase of product and directly affects on the acquired profit margin.

Most of economics may consider the pricing as only relevant to elasticity of demand, but pricing is affected by a lot of factors.

The production cost, quality of product compared to rivals, price of the alternate products, value, period and quality, relationship among enterprise and customer, corporate pricing general policy are considered as the effective factors on price. The

appropriate price is a type of price that most of demanders of product can afford for it and it can be competed at market and it is followed by rational profit for the organization (Fonti, Furnols et al, 2011; Realini et al, 2013).

AS Corcoran et al (2001) reported that the base price is even more important for some of consumers while it was less important for the others.

Hence, although it seems the price is not the foremost feature at time of purchase, the lower price is usually preferred and probably this applies especially to some of consumers with low power for buying.

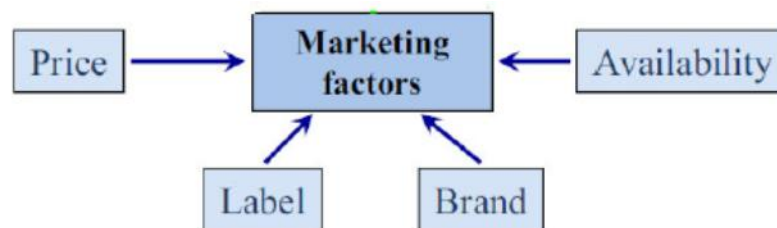


Figure 2.2: Marketing factors affecting on consumer's behavior (Mitsumoto, 2006)

2.6 Family

The family is assumed as a reference group since it is both subjected to the first reference group and the member reference group that influences in buying behavior of a person. Moreover, during his/ her lifetime, the consumer is affected by the family in different forms so they can be distinguished into primary and secondary families.

The primary family is a type of family in which a person has grown. In fact parents invest on children and family is not only aimed at generation of a child (Geary, Hill 2000; Hurtado, 1996).

In the modern world, the people still consume a lot of amount of time, energy, and financial sources to look after their family and children. For instance in USA, that cost averagely includes 205, 960 USD to 475, 680 USD paid as monthly tuition for a child and this figure is excluded from college costs (Lino, 2010).

The majority part of individual's personality forms in families. Certainly if a buyer has no longer related to his/ her family s/he is unconsciously under its influence.

The secondary family includes the wife and husband with the affiliated children that are affected by more direct influence on buying behavior of consumer and most of the marketing studies have been done for this type of family in which the marketers tend to identify the relative effect of husband, wife, and children regarding goods and services. The buying behavior is mainly focused on children (Sprengelmeyer et al, 2009; Glocker et al, 2009). Most of products and services contribute to fulfillment of requirement for taking care of relative from the child including baby napkin, bottle, cup, cloth of the newborn baby, dolls, and baby-sitters , and when the baby grows older the larger cloth and dolls are needed and s/he may need to summer campuses and bicycle and afterwards when s/he becomes older needs to making decision about single- instructor colleges and perhaps to contribute to a wedlock ceremony and honeymoon for a child and after those various choices of produced commodity to buy them as purchase for the grandchild.

Few studies have been so far conducted on effect of motive for taking care of relatives and their behavior (Park & Schaller, 2005).

2.7 Demography

Some these cases were discussed in demographic analysis like the country where the audience is currently living. The demographic factors are concerned with this country in which the subject has spent the major part of his/ her life there and other features like ethnicity, age, and gender. Similarly, it is referred to population- related cases including the country that audience lives there at present and or the country where/ s/he was living the major part of his/ her life.

Demographic attributes describe the population in terms of size, distribution, and structure of population, inflation, and consumption behavior (Kivett, 1985).

2.7.1 Size of Population and Distribution

The marketers often describe their own economic sector and markets based on size and distribution of population and using the related information to select the appropriate media for promotion and developing the efficient and effective advertisement for this purpose (Lino, 2010).

Job: It is a sign the widely determines the occupation and income status in individuals. In addition, it identifies type of business that directly affects on value, lifestyle, all of aspects of consumption process (Daly & Wilson, 1988).

Education and training: The education and training may be related with determination of individual's income and his/ her buying. Likewise, education indicates how a person thinks and makes decision (Hawkins, 1980).

Income: The family income level along with its accumulated wealth indicates the buying power in a family. Most of purchases are identified according the solvency of a person and finally by current and past income of the given person (Hawkins, 1980).

Age: The age is deemed as an appropriate factor for a lot of important products. The age factor has been defined by culture, norms, behaviors, and attitudes. It affects on lifestyle (Hawkins, 1980).

2.7.2 Reference Group

Although, some of animals live individually, human always tends to a group. Our ancestors made effort for coalition with others to survival and or success (Hill & and Hurtado, 1996; Lancaster, 1978).

2.7.3 Primary Groups

It is a small reference group in which the members are related together vis-à-vis. Family is considered as most salient type of these groups.

The marketers try to identify the reference groups of their customers. Overall, the reference groups affect on individuals in various forms.

One of studies indicates that both reference groups influence in selection of goods on buyers of automobile and also goods brand on consumers. The goods life cycle curve for effect of reference groups varies in consumer at several phases.

When a product is delivered to the market for the first time the reference groups play essential role in consumer's decision for buying but they have no effect on selection of their trade name (brand). Others also remarkably affect both in buying product and choosing the brand of product at market growth stage.

Only selection of trade name and brand of product is effective by reference groups at product maturity phase while at decline stage the other factors have weak impact on consumer both in buying the product and choosing product brand (Mead, Baumeister, Stillman, Rawn, & Vohs, 2011). The motive of reference group is to improve friendship and motivation. For example, the reference group may improve consumption and use of a certain commodity (Mead, Baumeister, Stillman, Rawn, & Vohs, 2011). The reference groups are the only class like this type, which is employed for Face Book and they are used for finding new friends and or maintenance of social relations or finding clothes and cosmetics and consuming electronic devices (Tversky & Kahneman, 1981).

2.8 Culture

It is noteworthy that the culture affects on the purchase relevant factors. The culture includes language, heritage and tradition, social relations, and lifestyle (McConatha, 1993). Culture exerts the deepest effect on behavior of consumers in various communities. In fact, the culture of a community essentially determines the requests and behavior of that community compared to other communities. The culture can be defined as a group of the trained behavioral features, which are common among members of a community (Rook & Weinberg 1987; Gottwald, 1982). Therefore, culture is acquisitive and it is transferred by education and learning from one generation to another. The values and attitudes, which are considered as a part of culture in a community, form at early life of an individual and they are more resistant than the cases, which are learned later in life. In any case, it should be noticed that the culture of a community is dynamic and it is constantly adapted to economic, political, social, and technological conditions of the given community. However, the cultural differences occur very slowly, many evidences are available that signify that

the ever-increasing changes have caused creating remarkable cultural changes in various communities.

Any culture is divided into smaller groups called micro culture. This classification is based on religion, race, and or geographical zone whereas any micro culture consists of some different requirements and requests thus most of these micro cultures can create appropriate target markets for the marketers. Children also look for culture (Ho, 1994).

2.9 Social Status

Humans tend to social life. The social classes include some parts of a community in which any part is composed of members and groups with similar attributes and these attributes make them distinguished from other units of the community. The behavior of individuals in the same social class in a certain community is similar to each other compared to the members in different social class. The direction of this trend may be different in change from a social class of a community to the other community (Nelissen & Meijers, 2011).

In addition to effective external factors on buying decision, the following internal factors can be efficient in customer's behavior as well.

Generally, human's behavior is created by a drive (stimulant).

In other words, we suppose the effect of stimulant as an input or individual's data where behavior is assumed as output. The drive is in fact considered as the trigger that creates motion.

For example, after an achievement, it is important that the people look for a product that creates further motive to indicate their status compared to others (Griskevicius, Tybur et al, 2009). The people tend directly to change the status by luxurious products and well-known marks. For instance, activation of motive and change in status may cause the people to become less sensitive to price (Johnson & Fowler, 2011; Anderson, Brion, Moore, & Kennedy, 2012). Perceiving the human's behavior is formed in this way that the processing trend by brain is invisible.

2.10 The Effective Internal Factors on Consumer's Behavior

The prosperous business is successful in quality of various effective factors on buying behavior of consumer and efficiently in market for its products and maximization of sale. The studies show that there generally seven major factors exist, which play significant role in buying behavior of consumer.

These factors include attributes such as cultural factors, social factors, individual factors, and psychological factors. The internal factors may affect individual's decision for buying and they mainly depend on motivation, perception, learning, beliefs, and attitude (Callwood, 2013).

2.11 Motive

Motive is an internal need to activation of behavior to meet the given requirement. Therefore, motive can be act as a stable, strong, and continuous parameter for internal motion that leads to stimulation and direct behavior toward certain and determined and defined goals (Trehan, 2009).

The start point of buying process begins from identifying the need of which the buying process will start. The buyer identifies the problem or requirement. The

requirement may originate from the internal and or external drive. At this step in marketing, the conditions, which have caused stimulation of requirement, should be identified.

The stimulated consumer may need to further information or may not. If the motive of the consumer is adequately intensive and strong and the satisfactory commodity is also available, it is possible that the consumer buys the commodity (Smoke, 2009).

2.11.1 Maslow Pyramid

Abraham Maslow suggests to regulate human's needs within an open-ended hierarchy of most essential needs and higher level requirements.

The hierarchical pyramid of Maslow includes the orders of requirements, which Maslow briefly explained in the theory of Abraham Maslow as a theorist of classic management that concerned with the human basic and essential needs.

This theory was crucially important among the insights resulting from human relations movement in management coincided with the great economic recession and it was assumed as a fundamental theory.

This theory is considered as one of the content related theories about motivation.

The content theories explain the nature of the motivated behaviors and they are mainly concerned with what it occurs inside a person or the environment and strengthens the individual's behavior; in other words, these theories give an insight to the director concerning to the personnel's requirements and contribute the director to know that for what things the personnel appreciate as the reward of business and or

satisfactory factor while procedure theory describes how and why the personnel are motivated. According to Maslow's viewpoint, the human's needs enjoy a hierarchy that affects on personnel's behavior at certain moments at the highest level.

When meeting of needs starts the change that will occur in individual's motivation is in such a way that instead of the previous requirements, the other level of needs becomes important and will motivate the behavior.

The requirements will be promoted in this way up to the end of hierarchy of needs and then met and quenched so there is another turn for the next one (Johnson, 2010).

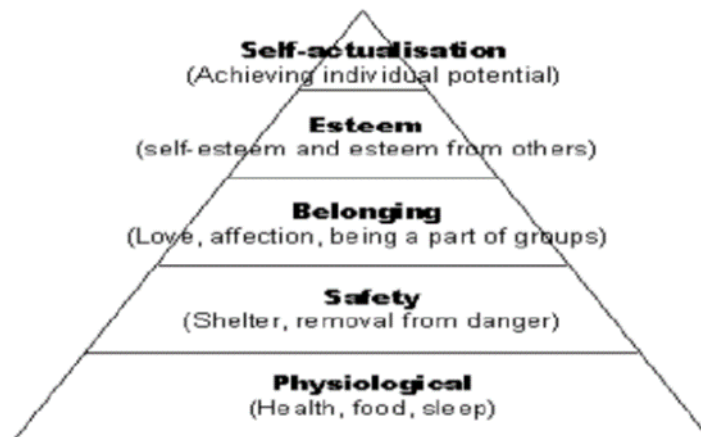


Figure 2.3: Maslow's hierarchy of needs (Jasso, 2013)

Table 2.1: Description of Maslow’s Hierarchy of needs (Jasso, 2013)

Factors	Description
Physiological needs	These needs are the basic needs such as food, water, sleep, warmth.
Safety needs	People need to feel safe in a particular environment.
Social needs	Human beings want to be loved and to be accepted by others. They want to attend groups, unions and contact with others.
Esteem needs	People want to be admired and respected.
Self-actualization needs	People who have all other needs below the pyramid want more and more. These needs show how you regard yourself and how you are regarded.

2.12 Balance Theory

The balance theory seems to be as cognitive stability theory and it indicates how the attitudes of individuals contradict and creation of motive for being convinced where the people determine the attitude toward (relations of emotions) and linking to other persons (relations of unit), objects, ideas of events and quality of the organized relations and or they have been balanced (Gorman, 2004).

2.13 Reduction Theory

According to theory of reduction, behaviors approach toward reduction of tension and conflict (Hull, 1943) where this reduction is related to meeting of requirements (Lake, 2009).

2.13.1 Perception

Perception serves as the energy that causes us to be aware of the surrounding world. Any human perceives the world differently. Several people have no similar idea about certain event. No one could have the same sense (100%) like other one. This is always surprising that why people buy certain products. All of these issues are about the perception.

Perception signifies how the consumers perceive based on the information they receive by their senses. In response to stimulants, the consumers unconsciously evaluate personally the needs with their own values and expectations and then they use them for selection and organization and interpretation of stimulants (Connolly, 2010).

The perception of market from a trade name or industry is crucially important and for this reason the great marks and brands are responsible for very difficult task.

As a result, some enterprises like Gillette choose David Beckham for advertisement so Gillette Company can possess good perception of trade name (Taylor, 2006).

Learning denotes change in individual's behavior into their experience that occurs. Under any condition, our perception from our previous experience is like a group of basic items of learned materials.

From individual view, learning is the access to information and perceiving it and acquisition of skills.

From organizational point of view, learning denotes acquisition of traditions, attitudes, strategies, and transferring the focused knowledge that of course in both attitudes the learner is accompanied with innovation, recognition, creativity, and creation of new knowledge.

Organizational learning includes several definitions.

Fayo Lolayles assumes organizational learning as discovery of error correction.

The organizational learning is a long- term activity that converts conditions into useful competitive conditions (Blythe, 2008).

According to marketers, the importance of learning can make stronger the demand for the product and create motive by means of learning signs and lead to loyalty in buyers (Lamb, 2010).

According to Lee 2007 there are two types of learning: (Lee, 2007)

- 1) Empirical learning: The empirical learning is said to occur when the given behavior is changed based on an experience.
- 2) Conceptual learning: The conceptual learning is acquired via direct experiencing.

2.14 Beliefs and Attitudes

The thinking is defined by Cutler opinion as a description that a person has in his/ her mind about something and attitude is deemed as stable evaluation of a favorable person based on cognitive aspect, emotional feelings, and tendencies to some objects

or ideas. The individuals may have several beliefs and attitudes about special products and services (Sarangapani, 2009).

The marketers, who are interested mainly in people's beliefs, take certain attitude to special products and services since beliefs in trade products creates several images from customer's behaviors. If some these beliefs are wrong they may prevent from purchase that should be evaluated in a campaign. The consumers are inclined to develop a group of beliefs about attributes of products by these beliefs and within the format of a special trade name (Lee, 2007).

2.15 Attitude

The people may be affected about religion, policy, cloth, music, food, and consumer's behavior. If the consumer's attitude to product is favorable this may have positive effect on consumer's behavior and they try to keep it (Hoyer & Deborah, 2008).

2.16 Personality

Among the proposed definitions about personality, some of them noticed the biochemical aspects, and some others dealt with the tangible behavioral reactions while some other one considered unconscious processes of human's behavior and also a group has dealt with the mutual relations among persons and the roles they play in the community and defined the personality based on the same paradigm.

Therefore, domain and scope of definitions ranges from internal processes in organisms to tangible behaviors caused by conflict among persons.

Personality is a certain model of specific thoughts, emotions, and behaviors, which causes distinction an individual from another and it emerges in various times and places (Hawkins, 1980).

2.17 Multi-Trait Approach

The five- factor model about the bargaining aspects and compulsory behavior and buying with complaint is shown in the following (Hawkins, 1980).

Table 2.2: Multi-trait Approach Personal (Hawkins, 1980)

Core Trait	Manifestation
Extroversion	Prefer to be in a large group rather than alone Talkative when with others Bold
Instability	Moody Temperamental Touchy
Agreeableness	Sympathetic Kind to others Polite with others
Openness to experience	Imaginative Appreciative of art Find novel solutions
Conscientiousness	Careful Precise Efficient

2.18 Single- Trait Approach

Theory of single- trait denotes the focus on a personality trait as a feature for perceiving a certain group of the relevant behaviors. This theory only emphasizes on one trait as a certain group of the relevant behaviors.

2.18.1 Single- Trait- Like Approach

(Racialism of consumer indicates the individual difference in consumers for tendency to buy the foreign products in this comparison).

Requisite for identifying individual differences in consumers and tendency to participate and enjoy them require recognition of their traits (Hawkins, 1980).

2.18.2 Emotions

The consumers can exercise the predictive emotions like fear, anxiety, and despair before making difficult decisions (Lowenstein, Weber, Hsee, & Welch, 2011). When the customer was informed about the existing adverse and unhappy emotions about purchase, the created eager and enthusiasm from those emotions should be under control. Do not extremely motivate your own or do not compel you to do an inappropriate behavior.

It is aimed at achieving a status in which one could think properly and make decision easily and to do in such a way that the given requirements are met (Camron, Wertenbroch, 2003; & Zeelenberg, 2003). Most of people imagine that customers make decision by taking a logical attitude and analysis of details (e.g. financial facilities and affairs) while this is completely wrong. The studies show that more than 50% of these decisions are latent in feelings and emotions. The emotions play essential role in forming attitudes, decision- making, and behavior (Luce et al, 1999).

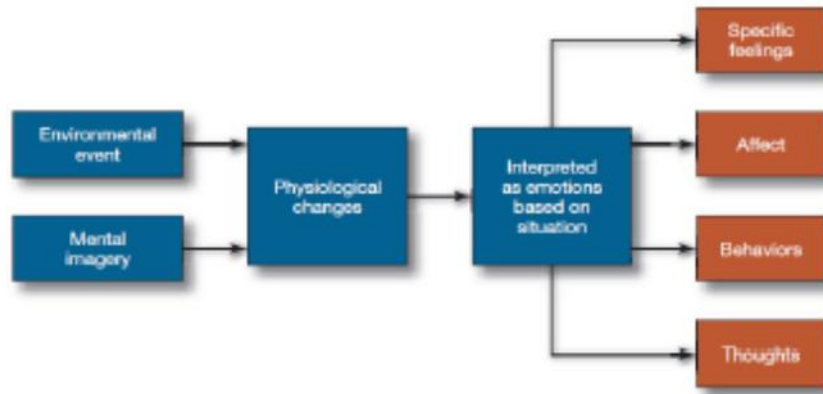


Figure 2.4: Emotions factors (Hawkins, 1980)

The emotions are accompanied with physiologic changes like (1) dilated pupils, (2) rising transpiration, (3) faster breath, (4) rising activity of heart and hypertension, and (5) and hyperglycemia . Types of thoughts and capabilities of us are different for logical thinking with different type and degree of emotions. The emotions are related to behaviors while there are several behaviors in individuals in different time and situations. At last, the emotions include subjective feelings. In fact, they are that part of our emotions, which generally refer to the time when we employ our emotions. Sadness and grief, happiness, anger, fear, and other feelings are extremely different (Hawkins, 1980).

2.19 Customer's Satisfaction in Buying Decision

A group of studies have claimed that the customer's satisfaction is generally linked to certain products and services with specific features of these products and services. Specific aspect such as price, services to customers, feature of product, and or a composition of these aspects are vital to explain customers' satisfaction.

According to Anderson et al, customers' satisfaction is the outcome of activities of marketer, which it may act as relationship among several phases of customer's

buying behavior. For instance, if customers are satisfied by means of certain services they will more probably repeat their purchase.

The satisfied customers also probably talk to others about their own experiences as a result they are involved in positive mouth-to-mouth advertisement (oral- verbal).

In contrast, the unsatisfactory customers probably stop their relation with the given enterprise and they are involved in negative mouth-to-mouth advertisements.

In addition, some behaviors like repeated buying and mouth- to- mouth promotions directly affect on survival and profitability of an enterprise (Sullivan, 1993; Parasuraman, Berry, and Zeithaml, 2008; Kim and Lee, 1998; Bloemer et al, 1991).

Customer's satisfaction is defined as an attitudinal feeling of the customer to a product or service after use of it.

Measurement of the customers' satisfaction has become very important in today world. Customer's satisfaction is an emotion and it should be converted into a quantitative parameter to improve it. The models of customer's satisfaction parameter are a strategy to this conversion process (Keiningham and Colleagues, 2007). The customer's satisfaction is a result of customer's perception from a value contract or relationship so that the price is equal to ratio of quality of the given services to customer's costs.

There is no alternative for producers in the intensive competition market remained except customer's viewpoint.

The customer is assumed as an effective active member in all of the trade transactions in today trade environment since if the goods and services meet the expectations of customer they can create sense of satisfaction in him/ her and the customer will play essential role in growth and survival of the enterprise with his continuous buying and introducing the given service to others.

Inversely, if the quality of goods or services does not fulfill the customer's expectation it is led to dissatisfaction of customer and continuance of dissatisfaction will be followed by reduced purchase and negative promotions and at last decline and dissolution of the given enterprise (Woodruff & Jenkins, 1987).

Moreover, most of the case studies indicate various results about customers' satisfaction in which the satisfaction is a function of customer's profitability (Anderson, 2006; Fornell, Mithas, Morgeson III, and Krishnan, 1997; Fornell and Rust, Gruca and Rego, 2005).

Therefore, when the customer has acquired higher level of satisfaction about trade name and positive inclination to the given enterprise this possibility will be strengthened that the customer to remain as loyal customer for the enterprise. In other word, additionally corporate survival extremely depends on customer's satisfaction and then customer's loyalty. The customer's satisfaction is considered as a vital condition for maintenance of customer and supporting from economic goals like income, profit, and financial turnover (Zeithaml and Colleagues, 1990).

There are two major classes of criteria:

The market- based criteria and customer- centered parameters (Fornell et al, 1996; M.D. Johnson et al, 2001). These items are focused as market- based traditional criteria in various financial aspects like profitability, market share, and focused profit margin as well as pivotal criteria based on intangible and or perceptual parameters such as quality of services, buying intention and customer's satisfaction. Due to increase in paying more attention to Customer's Relationship Management (CRM), (Schweitzer, 2010) has suggested to update the traditional criteria , which were employed by CEOs to evaluate and measure their products and services in the market and certain changes to be exerted in customer- oriented parameters (Schweitzer, 2010).

2.20 Consumer's Buying Process

Many authors describe consumer's buying process as a sequence of several phases (Johnson et al, 2001). The consumer's behavior has been always posited as an important subject in marketing. The consumer's decision- making process is based on 5 steps in the following:

- Identifying the problem
- Search for information
- Evaluation of alternatives
- Decision for buying
- Post- buying behavior

The consumer should have access to various types of information at any phase of buying in order to achieve the information at next step and this is possible through

several communication channels (Zeithaml, 2006). Now, we examine them one by one.

Identifying of problem:

Overall, problem identification process is done either by the given person and or the other give information to the person about the existing requirement or problem. At this step, the buyer feels some difference among his/ her real status and ideal status.

Searching for information:

Rising attention: It includes milder search and further interest and attention to ads and so forth. The information sources are as follows:

Personal sources, commercial sources, public sources, and empirical sources

Evaluation of alternatives:

The consumer tries to meet his/ her requirement and or thereby s/he intends to certain and specific advantages.

S/he looks at the given commodity as a group of certain attributes, which are cable to propose various advantages to meet the given requirement.

Decision for buying:

The ideas and factors of predicted status are involved among buying intention and decision for buying it.

Upon taking intention for purchase, any consumer also usually makes decision about other case including trade name of seller, time of buying, quantitative decision, and payment method (Zeithaml, 2006).

Post buying behavior:

It is determined with respect to emotions and general way of thinking of the person regarding a bought product. The consumers are involved within a certain process of evaluation of the products, which they buy (Cravens, 2003).

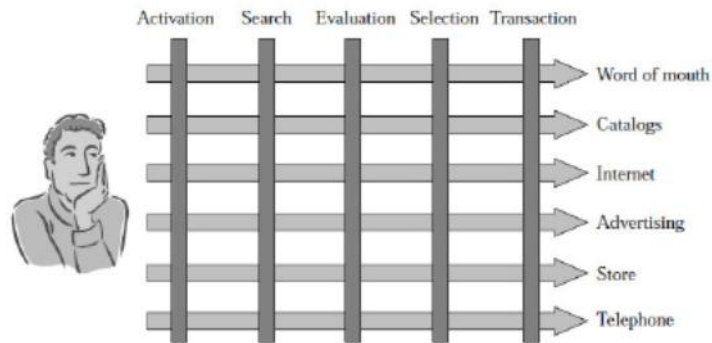


Figure 2.5: The consumer buying process (Zeithaml, 2006)

2.21 Hypotheses

Based on the above literature review, the following conceptual model and the hypotheses are presented :

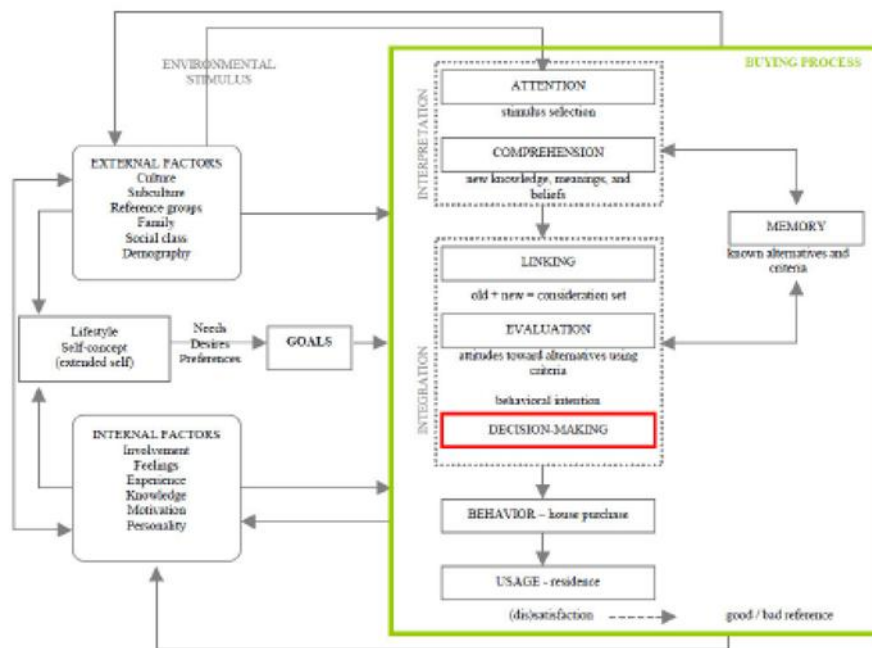


Figure 2.6: Buying process and consumer’s behavior (Gibler, Nelson, 2003)

- H1: External factors have positive effect on the Decision buying process in skin cares product
- H2: Internal factors have positive effect on the Decision buying process in skin cares product

2.22 Summary

The consumer is located at the center of marketing strategy in concept of marketing.

The enterprises take several strategies and techniques in modern marketing to create distinction among their own products from the rivals'. The marketing strategies are the tools whereby the goals are achieved.

These strategies are related to this question that how to make the objectives practical.

The achievement of marketing project depends on marketing strategy. The strategy may be determined for each of the elements involved in marketing (Goharian, 2006: 56). In fact, marketing strategy includes several variables, which may be controlled by the enterprise and or they may be adapted to uncontrollable variables in order to achieve their goals appropriately.

That group of variables, which deemed as controllable, is related to facilities and powers inside the enterprise and the other group that is uncontrollable consists of environmental variables including demand, competition forces, distribution structure, marketing rules, non- marketing costs.

The controllable variables of marketing strategy include product, price, location, distribution, personnel, physical assets and facilities, and the process.

Customers' satisfaction is assumed as environmental variables, which should control them by presentation of marketing strategies (Eskandari, 2006: 57).

During two recent decades, many organizations have found the importance of their own customers and this point that maintenance of the existing customers is simpler task than attraction of new customers to great extent. Therefore, enterprises should always observe and look for interaction among oneself and customers and through identifying and proper perception of the considered requirements and values of customers in order to present goods and services with their evaluation and to create loyalty in them by satisfying them.

Today, the factor of customers' satisfaction is no longer adequate and enterprises should not be only sufficed with their customers' satisfaction but they should be insured that their customers are loyal.

In this paradigm, it is aimed at establishing the long-term and mutual relations with interest groups, especially customers so that we can maintain greater number of customers and to lose the minimum number of them (Sadeghi, 2009:69).

To become successful, the enterprise should be able to meet better the given customers' satisfaction with respect to the rival enterprises.

The requirements of consumers as well as strategies of the rival enterprise should be noticed in marketing strategies.

With respect to size and position of an enterprise in the given industry, the enterprise should determine how it can achieve the further advantage versus these enterprises. The project of competitive marketing strategies starts with analysis on rival enterprises. Strategic marketing project of a product should indicate market demand and competitive status of the given product.

But competitive conditions and demand vary over the time and they should be changed with respect to conditions and viewpoint of customer to create further loyalty.

We examined the concepts of consumer's behavior and general model of consumer's behavior that was composed of external and internal factors, which affect decision making process.

Similarly, we implied the relationship among consumer's behavior and process of decision making for buying.

Chapter 3

METHODOLOGY

The present research is intended to examine the conceptual model; thus, in order to describe this method practically in this chapter, the statistical population and reasons for their selection, the statistical sample and way of choosing it, technique of data collection from the given sample, technique and type of data collection, and the method of collection of data have been implied in details to analyze the results of data.

3.1 Data Collection

In order to acquire the required data in the study, the researcher should employ the tools proportional to the research and then test the hypotheses with processing analysis and conversion of them into data.

3.1.1 Sampling Process

Regarding to purpose of this research, the author attempts to study the relationship between factors that can affect on the women consumers and skin care products in Cyprus market. The study is concentrated in Cyprus's market only instead of the global market due to time limitation and point's focusing. The sample size is 120 women respondents. All the questionnaires distributed directly to the respondents. Most of respondents are EMU university's students, some of them are university's employees and minor group is other occupations. The sampling method is of random sample type. We have used Cochran's formula as follows where the size of population and sample size are 180 and 120, respectively.

$$n' = \frac{N \times (Z)^2 \times (P \times (1 - P))}{(N - 1) \times d^2 + (Z)^2 \times (P \times (1 - P))} \Rightarrow$$

N=Population size

Z= Statistics for a level of confidence

P= Expected proportion

D= precision

N'= Sample size

3.1.2 Questionnaire Design

The questionnaire is employed as one of the very frequently used in conducting researches and it includes a group of the purposeful questions, which measures the attitude and view and insight of a respondent by benefitting from various scales.

The questionnaire is a group of pre-formulated questions, which the respondents select their answers out of domain or some certain choices in it.

When a researcher knows really to what information s/he needs and also knows the way of Measurement of his/ her considered variables as well, the questionnaire is assumed as an efficient and useful tool for data collection. The questionnaire consisted of 2 parts; personal data and consumption data. . Personal data started from question number 1 to5. All questions in personal data part asked about age, marital status, Education, Family size and occupation.. In consumption part, it started from question number 1 to question number 43. In that part, all questions consist of consumption habits; reasons why respondent buy skin care products, factors that affect purchasing decision and feeling toward their using skin care products. All the questions are directly aligned with the purpose of this study. The questionnaire can be seen in appendix. The following table presents the measures.

Table 3.1: Questionnaire details

Questionnaire	factors	references
Questions :16-32-35-36-15-37-38-39-40-4-6-23-28-1-10-31-34	External Factors	Moungkhem,C.,Surakiatpinyo,J.(2010). A Study of Factors Affecting on Men’s Skin Care Products Purchasing, Particularly in Karlstad, Sweden.Master thesis , Karlstad University.sweden.
7-29-8-20-21-25-26-12-17-27-33-2-3-9-11-41-42-5-43	Internal Factors	Kokoi, I.(2011)female buying behavior related to facial skin care products.bachelor thesis,HAAGA-HELIA,university of applied sciences. Mutlu,N.(2007).consumer attitude and behavior towards organic food.master thesis, university of HOHENHEIM,Germany.
19-22-24-30-13-18-14	Buying Decision	

Advantage of using interval (distance) scale of questionnaire is in that it may allow the researcher to achieve exploitation from various types of statistical techniques including computation, standard deviation, correlation, and other statistical methods, which are usually taken in marketing studies. It requires descriptive and inferential analysis to acquire the given results.

3.2 Data Analysis

Data analysis in this study will be conducted in two phases of this technique comprising of analysis of descriptive and inferential data.

3.2.1 Phase 1: Descriptive Data Analysis

The descriptive data analysis at first phase includes tables, diagrams, and charts used for organizing, summary, description, and raw data. The descriptive analysis measures the central tendency like mean, and median. Moreover, it shows data discrepancy such as variance, the related square root, and standard deviation, and at the same time the descriptive statistic and it indicates what the rate of information symmetry that is measured by skewness index. Furthermore, at first phase the attributes of a sample of respondents will be presented including marital status, education level, age, family size, job, and their demographic traits.

For this purpose, the demographic data are usually shown by means of frequency tables and diagrams of tendencies, circular charts, histogram charts, and the relevant agreed tables.

3.2.2 Phase 2: Inferential Data Analysis

To create a model, we should present approximation and or conjecture about the values and variables and their ratios with each other. This type of inferential analysis of parameters is often employed for direct marketing interpretations (e.g. market potential and or price elasticity).

For example, this a simple model: $Y = A + BX$

It can be implied that the regression analysis is the most frequently used method among the statistical techniques.

A general and summarized schema from a regression analysis is simply shown as follows:

Initially, the analyst guesses that there is a type of relationship among two variables. In fact, s/he guesses there is a linear relationship among two variables between these two variables and then collect the quantitative data from both variables and draws these data as some points and numbers in a diagram.

If a diagram shows that the data are dispersed approximately (not necessarily precise) along with a straight line then the analyst's conjecture will be confirmed and this linear relation is displayed as follows:

$$Y = ax + b$$

Where, symbol (a) denotes intercept and (b) indicates slope of this line (Lilien & Rangswamy, 2007).

3.2.3 Regression Target

We intend to estimate A and B in regression and to acquire the product of Exp. $Y = A + BX$.

- B or line slope is importantly used in regression equation.
- B- Value shows amount of variance of Y per one unit increase in X.

Often, in order to calibrate this system, least square regression equation is used. In fact, if we take a number of observation X (namely 1X, and 2X) and observation from Y (called 1Y, and 2Y etc), the regression approximation of A and B includes the values, which may minimize those values (Lilien & Rangswamy, 2007).

3.2.4 Validity and Reliability in Research Design

After analysis of the elements in the suggested model, this study should include reliability of scale. Cronbach alpha coefficient was invented by Cronbach and it is one of the most commonly techniques for measurement of reliability and or reliability of questionnaire.

The reliability of a questionnaire means that if the measured attribute is evaluated with the same measurement tool and under the similar conditions in various times again so the approximately similar results will be derived by the repeated measurement.

Cronbach alpha coefficient is employed for measurement of the one-dimensionality of attitudes and ideas.

In fact, it is intended to see to what extent the impressions of respondents have been the identical about the given questions. This coefficient is based on the scales. The scale denotes a class of numbers on a continuum, which are devoted to certain participants, objects, and or behaviors for quantization of the qualities. The most common scale that is used in social researches is Likert scale. The Likert scale is based on this fact that the questions have the same weight. As a result, the certain score is allocated to any question (for instance, from 1 to 5 in Likert five- scale spectrum) where a sum of scores of any participant will indicate their tendency in test. The Cronbach alpha coefficient should show a score greater than 0.7 (Kaplan, 2009; Kline, 2005). The value of Cronbach alpha coefficient is 0.902 in this study.

$$\alpha = \frac{k\bar{C}}{\bar{V} + (k-1)\bar{C}} \text{ or } \alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k S_i^2}{\sigma^2} \right)$$

Where in this formula, k denotes number of questions, S_i is variance of ith question, σ^2 as variance of sum of questions, and \bar{C} is mean of covariance among questions, and \bar{V} as mean variance of the questions.

3.3 Summary

Some issues were proposed in this chapter about methodology, research spatial range, and also about way of sampling and determination of their size.

Then, it was dealt with data collection in this study and some quantitative and qualitative techniques were introduced and used in this thesis for this purpose.

Chapter 4

DATA ANALYSIS

4.1 Introduction

In section we will analyze demographic data, it will then the regression between Depend variable and independent variable. Finally, conclusions will be made.

4.2 Pretest Analysis

Piloting can be done either together in focus groups or individually in informal As indicated, the pilot study was conducted to clarify major dimensions identified by the literature. this pilot study was designed to be exploratory, and a qualitative method was selected. We tested 30 of them with pre questionnaire, then the we modified the questionnaire with their views.

4.2.1 Sample Description

The demographic profile presents a clear picture of the characteristics of respondents and allows assessment of the representativeness of the sample to be made.

4.2.1.1 Age Range:

22 number of sample are Less than 20 years old(18.3%),13 number of sample are Between 20 and 25 years old (10.8%),39 number of sample are Between 26 and 30 years old (32.5%),46 number of sample are 30 and above old (38.3%), as a result most of population sample are 30 and above old (38.3%).

Table 4.1: Frequency of age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 20 years	22	18.3	18.3	18.3
Between 20 and 25 years	13	10.8	10.8	29.2
Between 26 and 30 years	39	32.5	32.5	61.7
30 and above	46	38.3	38.3	100.0
Total	120	100.0	100.0	

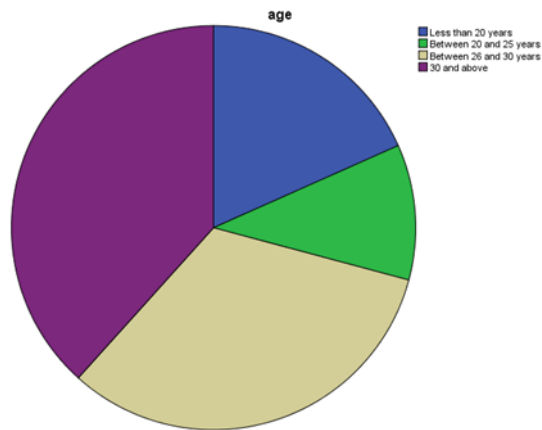


Figure 4.1: Pie chart of age factor

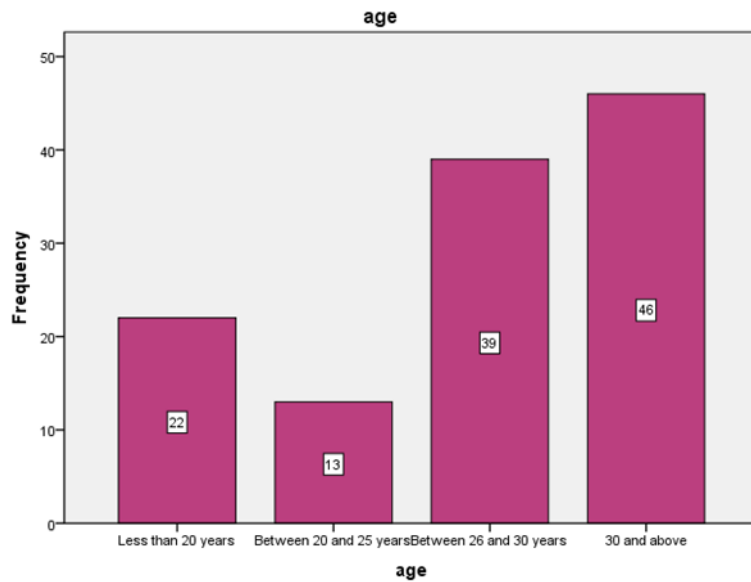


Figure 4.2: Bar chart of age

4.2.1.2 Marital Status

70 number of sample are Single (58.3%), 50 number of sample are Married (41.7%), as a result most of population sample are Single (58.3%).

Table 4.2: Frequency of Marital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	70	58.3	58.3	58.3
	Married	50	41.7	41.7	100.0
	Total	120	100.0	100.0	

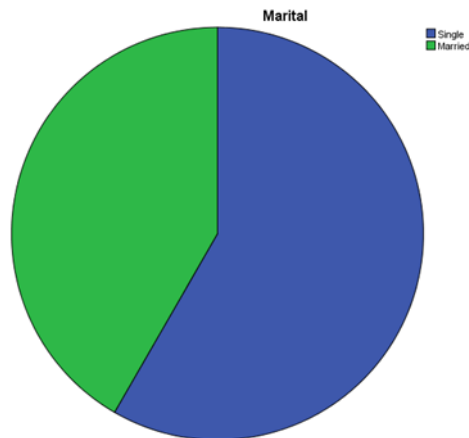


Figure 4.3: Pie chart of Marital factor

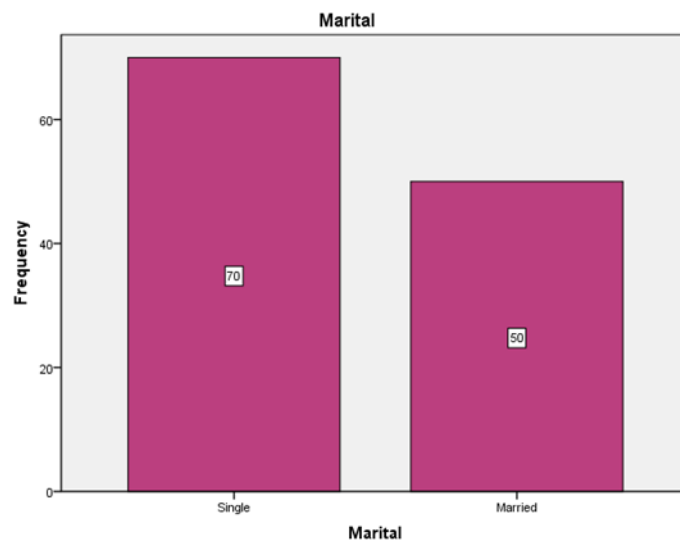


Figure 4.4: Bar chart of Marital factor

4.2.1.3 Education

12 number of sample are Diploma (10.0%),51 number of sample are Bachelor (42.5%),42 number of sample are Master (35.0%),15 number of sample are PhD (12.5%), as a result most of population sample are Bachelor (42.5%).

Table 4.3: Frequency of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	12	10.0	10.0	10.0
Bachelor	51	42.5	42.5	52.5
Master	42	35.0	35.0	87.5
PhD	15	12.5	12.5	100.0
Total	120	100.0	100.0	

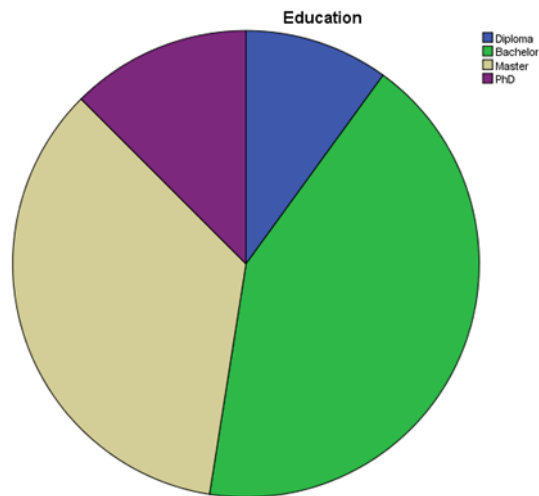


Figure 4.5: Pie chart of Education factor

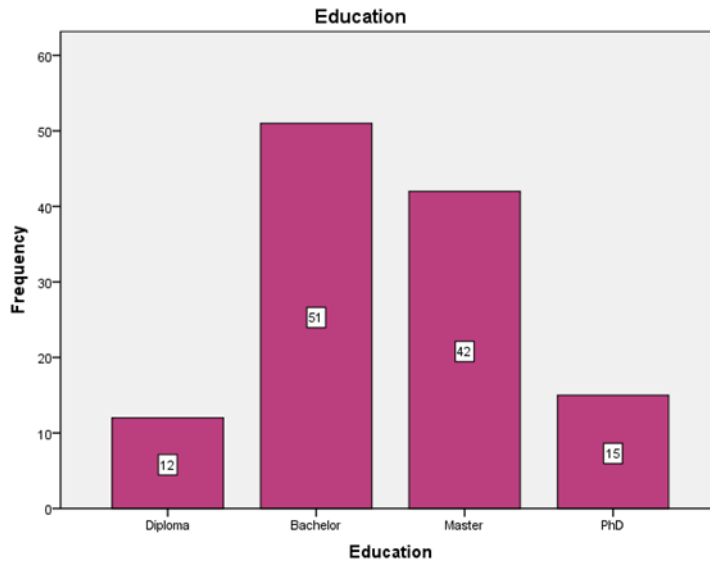


Figure 4.6: Bar chart of Education factor

4.2.1.4 Family Size

86 number of sample are 1-3 number size (71.7%), 22 number of sample are 4-5 number size (18.3%), 10 number of sample are 6-7 number size (8.3%), 2 number of sample are 8 and more number size (1.7%), as a result most of population sample are 1-3 number size (71.7%).

Table 4.4: Frequency of Family Size

	Frequency	Percent	Valid Percent	Cumulative
Valid 1 – 3	86	71.7	71.7	71.7
Valid 4-5	22	18.3	18.3	90.0
Valid 6-7	10	8.3	8.3	98.3
Valid 8 and more	2	1.7	1.7	100.0
Total	120	100.0	100.0	

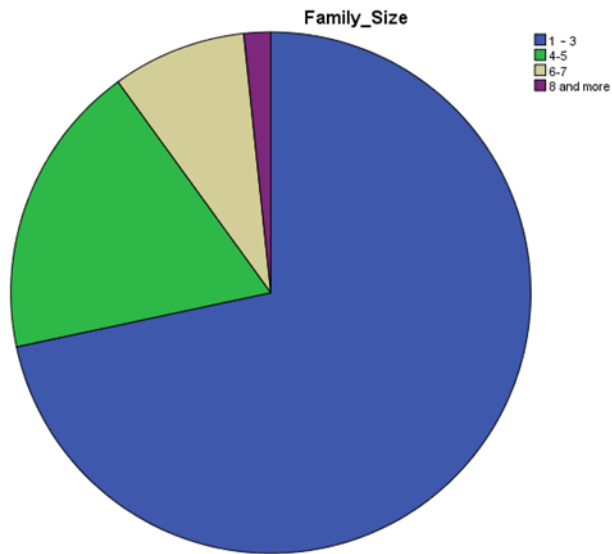


Figure 4.7: Pie chart of Family Size factor

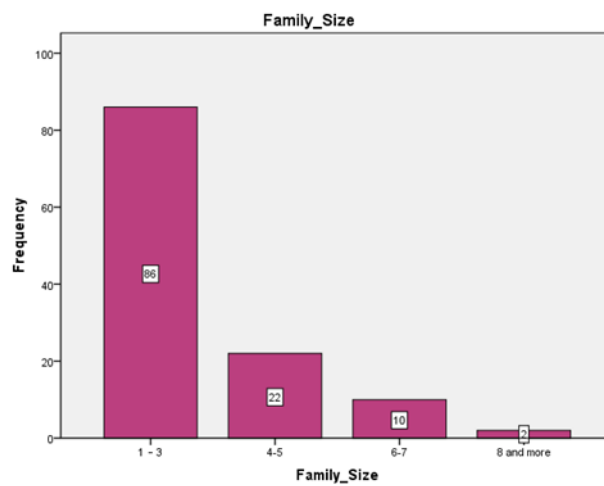


Figure 4.8: Bar chart of Family_Size factor

4.2.1.5 Occupation

13 number of sample are House Wife (10.8%), 59 number of sample are Paid Employment (49.2%), 33 number of sample are Business (27.5%), 15 number of sample are Retired (12.5%).

Table 4.5: Frequency of Occupation

	Frequency	Percent	Valid Percent	Cumulative
House Wife	13	10.8	10.8	10.8
Paid Employment	59	49.2	49.2	60.0
Business	33	27.5	27.5	87.5
Retired	15	12.5	12.5	100.0
Total	120	100.0	100.0	

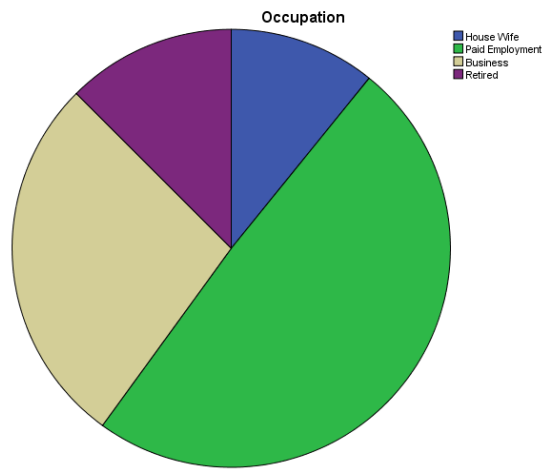


Figure 4.9: Pie chart of Occupation factor

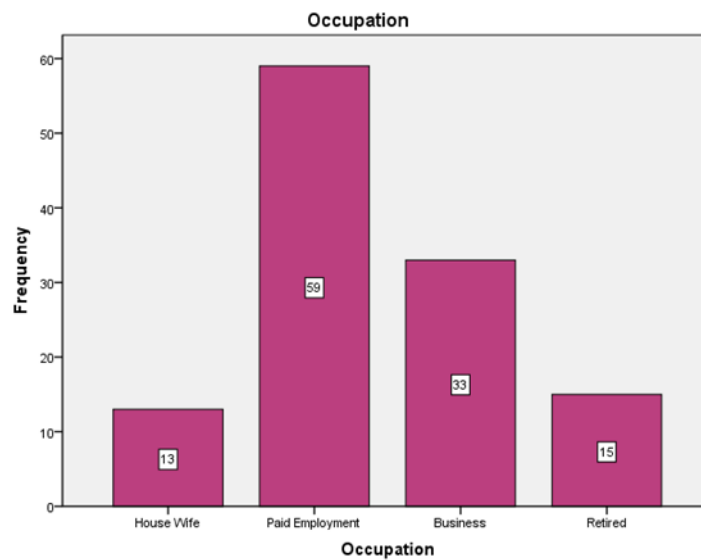


Figure 4.10: Bar chart of Occupation factor

4.2.2 Evaluating the Measurement Model of the Pretest

A scale reliability using SPSS 19.0 was computed in order to make the scales pure prior to the final testing. A reliability test was performed using the coefficient alpha to test the internal consistency in measuring results. A Cronbach alpha coefficient is generally used to measure the internal consistency and alpha values of 0.70 or greater are considered acceptable (Nunnally 1978).

Table 4.6: Reliability Statistics of two questioner
Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.902	24

The result is .902 indicates that is acceptable for continue.

4.3 Main Study Analysis

4.3.1 One-Sample Kolmogorov-Smirnov Test

The Kolmogorov–Smirnov test emphasizes more on the central part of the distribution than its tails. It is because the distribution function is tied to the values zero and one and thus it is little sensitive to deviations at the boundaries. Since this function is based on the distribution function, deviations are focused over a certain range. The average of the data should be 3, but in this table the data are the same. Because of that we have to use parametric test.

Table 4.7: One-Sample Kolmogorov-Smirnov Test

	N	Normal		Most Extreme Differences			Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
		Mean	Std.	Absolute	Positive	Negative		
Culture Subculture	120	4.1083	.46447	.163	.163	-.158	1.790	.003
Demographics	120	4.1083	.50001	.121	.077	-.121	1.321	.061
Social Status	120	4.2083	.62929	.162	.104	-.162	1.775	.004
Reference Groups	120	4.3083	.56205	.193	.116	-.193	2.111	.000
Family	120	4.3104	.44674	.112	.112	-.106	1.228	.098
Marketing Activities	120	4.1021	.56369	.128	.080	-.128	1.404	.039
Perception	120	4.2500	.60460	.210	.123	-.210	2.305	.000
Learning	120	4.1375	.53634	.157	.125	-.157	1.722	.005
Memory	120	4.0750	.59638	.126	.092	-.126	1.379	.045
Motives	120	4.1354	.59223	.135	.072	-.135	1.474	.026
Personality	120	4.1292	.69662	.210	.132	-.210	2.298	.000
Emotions	120	4.2000	.50895	.156	.078	-.156	1.703	.006
Attitudes	120	4.3333	.59173	.195	.147	-.195	2.137	.000

a. Test distribution is Normal.

The test statistics are shown in the table, Asymp. Sig are 0.05 and more, hence the data are normal.

4.4 Regression and Analysis

Multiple regression analysis is implemented as an extension of simple linear regression. It is utilized in the cases that we want to predict the value of a variable based on the value of two or more other variables. The dependent variable or sometimes, the outcome, target or criterion variable is the variable we want to predict is called. We call the variables that are used for prediction of dependent parameters, independent variables or sometimes, the predictor, explanatory or regressor variables.

Table 4.8: Model Summary of external factors

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 ^a	.808	.797	.19811

a. Predictors: (Constant), Marketing Activities, Social Status, Family, Reference, Groups, Culture, Subculture, Demographics

b. **Model** - SPSS is software which is designed for simplifying multiple models in a one **regression** command. The Model parameter is reported as the number of the models being described.

c. **R** - R is defined as the square root of R-Squared. In other word, it is a measure of the correlation between the observed values and predicted values of dependent variable. Here the result shows that correlation is 0.899.

d. **R-Square** - The total amount of relationship is measured by this variable. The R-Square parameter is the proportion of variance or variation in the dependent variable

which can be described by the independent variables. However, this variable does not imitate the extent to which any special independent variable is interrelated with the dependent variable.

Table 4.9: ANOVA b of external factors

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	18.605	6	3.101	79.006	.000 ^a
Residual	4.435	113	.039		
Total	23.040	119			

a. Predictors: (Constant), Marketing Activities, Social Status, Family, Reference Groups, Culture Subculture, Demographics

b. Dependent Variable: decision make

c. **Model** – This parameter is explained in detail in the previous paragraphs. It is the number of models which are going to be reported.

d. **Regression, Residual, Total** - Three categories i.e. Regression, Residual, and Total will be examined by looking at the breakdown of variance in the outcome variable. The Total variance is divided into two parts: the variance which can be explained by the independent variables or simply the Model and the variance which cannot be explained by the independent variables (Error).

e. **Sum of Squares** – Sum of squares are related to the three sources which are of variance, Total, Model and Residual. Again, the Total variance is divided into the

variance which can be explained by the independent variables (Regression) and the variance which is not explained by the independent variables (Residual).

f. **df** – F is a measure of the degrees of freedom associated with the sources of variance. If we suppose that the total variance degree of freedom is $N-1$, then the Regression degree of freedom is implied to the number of estimated coefficients or B values minus 1. By including the intercept, we will remain with 5 coefficients; as a result the model has $7-1=6$ degrees of freedom. The Error degrees of freedom are calculated as the difference between DF total and the DF model, which gives $119 - 6 = 113$.

g. **Mean Square** – This variable is defined as Sum of all Squares multiplied by their relevant degree of freedom.

h. **F and Sig.** - The F-statistic parameter and its related the p-value are computed here as statistical variables. The F-statistic is the Mean Square (Regression) over the Mean Square or Residual which is equal to $18.605 - 4.435 = 79.006$. The p-value is evaluated to some alpha threshold level in testing the null hypothesis that all of the model coefficients are 0.

Table 4.10: Coefficients of external factors

Model	Un standardized Coefficients		Standardized	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.072	.202		.355	.723
Culture Subculture	.045	.072	.048	.631	.529
Demographics	.094	.071	.107	1.332	.186
Social Status	.260	.039	.372	6.751	.000
Reference Groups	.131	.041	.167	3.182	.002
Family	.228	.051	.232	4.484	.000
Marketing Activities	.207	.052	.266	3.980	.000

a. Dependent Variable: decision make

c. This column lists the predictor variables which are Culture Subculture, Demographics, Social Status, Reference Groups, Family, and Marketing Activities in this study.

The first variable (**Culture Subculture**) represents the constant value. In statistic textbooks it is also referred to as the Y intercept. It could be explained as the height of the regression line when it crosses the Y vertical axis.

d. **B** - These variables are reported as the values for the regression equation for predicting the dependent variable from the independent variable. There are several ways for representing regression equation. Below is an example:

$$\text{Predicted} = b_0 + b_1*x_1 + b_2*x_2 + b_3*x_3 + b_4*x_4$$

The column of B estimates provides the values for coefficients b₀, b₁, b₂, b₃ and b₄ for this equation.

In our result, the coefficient for Culture Subculture is .045. For Demographics is 0.094, Social Status is 0.260, Reference Groups is 0.131, Family is 0.228, and finally Marketing Activities is 0.207.

e. **Std. Error** – It is obvious from the name of the variable that it is the standard errors related to the previously explained coefficients.

f. **Beta** – Betas are the normalized coefficients which are the coefficients that we would obtain if we standardized or normalized all of the variables in the regression. To have reliable Beta values we should implement the regression after normalization of the dependent variable as well as all of the independent variables. By applying normalization on the variables before running the regression, the same scale will be applied on our variables which make them comparable. Hence, we can compare the magnitude of the coefficients to rank them according to their effectiveness and the extent of being effective. It is also noticeable that the larger the Betas are, the larger t-values and the lower p-values are associated with them.

g. **t and Sig.** - These two parameters are the t-statistics and their associated 2-tailed p-values which are used in testing. Based on these criteria we can decide whether a given coefficient is significantly different from zero or not. Using an alpha or threshold level of 0.05: The coefficient for **Culture Subculture** (0.045) is concluded as not significantly different from 0 because its p-value is 0.529, which is again smaller than 0.05.

The coefficient for **Demographics** (0.094) is not again considerably different from 0 as we observe p-value is equal to 0.186, which is larger than 0.05.

The **Social Status** coefficient equals 0.260. This parameter is statistically said to be effective because it significantly differs from 0 with a p-value less than .05

The coefficient for **Reference Groups** (0.131) is also statistically meaningful. Here the associated p-value of 0.000 is less than .05.

The next coefficient for **Family** is equal to 0.228. This one is also meaningful and reliable from the statistics point of view because its p-value of 0.000 is less than .05.

Regarding the **Marketing Activities**, the coefficient (0.207) is statistically significant with a small p-value of 0.000 which is less than .05.

h. 95% Confidence Limit for B Lower Bound and Upper Bound – As it is clear from the names, these variables are the 95% confidence intervals for the regression coefficients. The confidence intervals are said to be directly related to the p-values in such a way that the coefficient will not be statistically significant or meaningful if the confidence interval includes 0 values. By looking at how much the value could vary, these confidence intervals are helpful in estimation and evaluation of the coefficient into perspective.

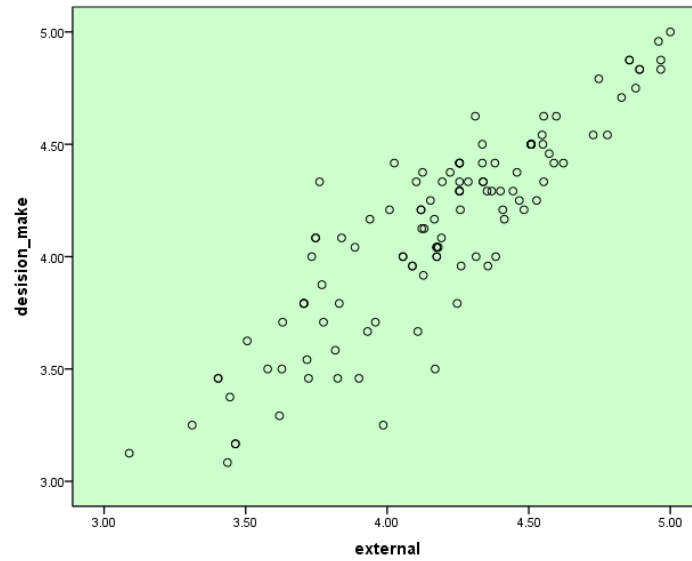


Table 4.11: Model Summary of internal factor

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 ^a	.937	.933	.11370

a. Predictors: (Constant), Attitudes, Personality, Learning, Perception, Memory, Emotions, Motives

b. **Model** – This is the same parameter that mentioned above which shows the number of models.

c. **R** – The correlation value is 0.968 in this experiment. This variable is explained before.

d. **R-Square** – As mentioned before, R-Squared is an overall measure of the strength of association.

Table 4.12: ANOVA of internal factor

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	21.592	7	3.085	238.611	.000 ^a
Residual	1.448	112	.013		
Total	23.040	119			

a. Predictors: (Constant), Attitudes, Personality, Learning, Perception, Memory, Emotions, Motives

b. Dependent Variable: desision_make

e. **Regression, Residual, Total** - Looking at the breakdown of variance in the outcome variable, we will examine Regression, Residual, and Total as categorical parameters. According to statistical fundamentals the total variance is partitioned into the variance of independent variables (Model) and the variance of the independent variables (Error).

f. **df** – F value described above as the degree of freedom. We know that, including the intercept, there are 5 coefficients, so the model has $8-1=6$ degrees of freedom. Here, the error degree of freedom is the difference between the total degree of freedom and the degree of freedom of the model, which gives: $119 - 7 = 112$.

g. **F** and **Sig.** - This is the F-statistic the p-value associated with it. The F-statistic defined as Mean Square of Regression multiplied by the Mean Square of Residual which gives $21.592 / 1.448 = 3.085$. For the p-value analysis we use a threshold or some alpha level in testing the null hypothesis. The null hypothesis suggests that all of the model coefficients are 0.

Table 4.13: Coefficientsa of internal factor

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.279	.099		2.804	.006
	Perception	.064	.026	.088	2.481	.015
	Learning	.109	.031	.133	3.507	.001
	Memory	.282	.026	.382	10.777	.000
	Motives	.088	.032	.119	2.775	.006
	Personality	.104	.018	.165	5.747	.000
	Emotions	.212	.035	.245	5.977	.000
	Attitudes	.069	.026	.093	2.695	.008

a. Dependent Variable: desision_make

b. **Model:** This column shows our predictor variables which are listed as Perception, Learning, Memory, Motives, Personality, Emotions, Attitudes.

The first variable i.e the **Perception** characterizes the constant, also referred to in textbooks as the Y intercept, the height of the regression line when it crosses the vertical axis.

d. **B** - The parameters for the regression equation for prediction of the dependent variable are as follows:

The coefficient for Perception is.064, Learning is.109, Memory is.282, Motives is .088, Personality is.104, Emotions is .212, Attitudes is.069.

e. **Std. Error** – In this attribute, the standard errors related to the coefficients estimation are computed.

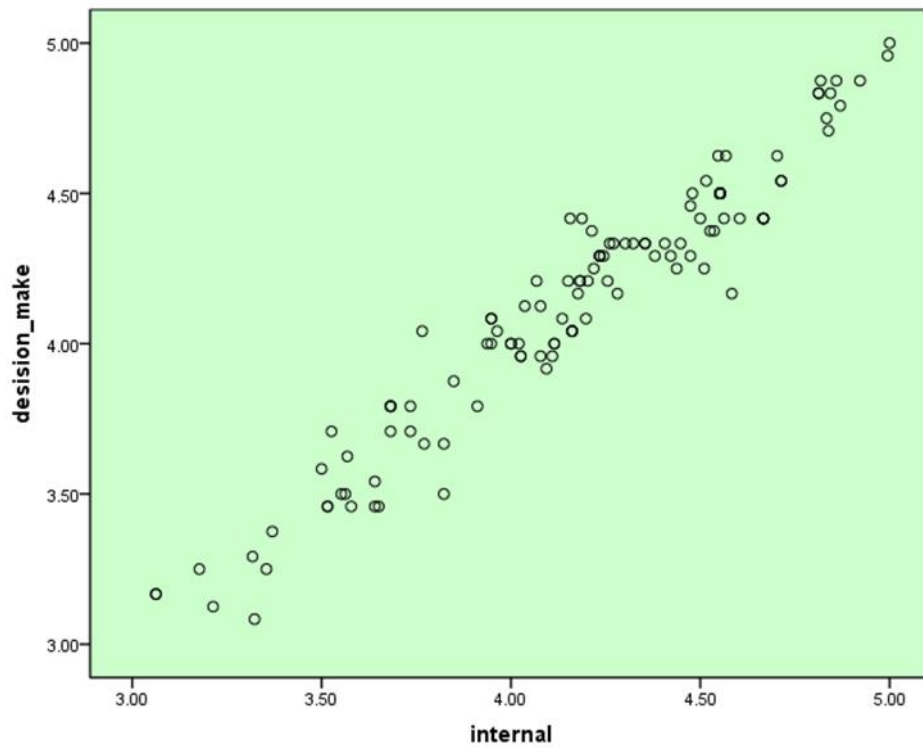
g. **t** and **Sig.** - These two parameters are the t-statistics and their associated 2-tailed p-values used in testing. These variables explain whether a given coefficient is considerably different from zero or not. By supposing an alpha equals to 0.05: The coefficient for **Perception** (0.064) is not significantly different from 0 because its p-value is 0.015, which is smaller than 0.05.

The coefficient for **Learning** is 0.109, which is not meaningfully different from 0 as its p-value is 0.001, which is drastically smaller than 0.05.

The coefficient for **Memory** (0.282) is not statistically significantly different from 0 because its p-value is 0.0000 less than .05. The coefficient for **Motives** (0.088) is not statistically significant because its p-value of 0.006 is less than .05.

The coefficient for **Emotions** (0.212) is not statistically significant because its p-value of 0.000 is less than .05.

The coefficient for **Attitudes** (0.069) is statistically significant because its p-value of 0.008 is less than .05.



4.5 Summary

In this chapter, we showed the demographic. After that the regression between variables by SPSS. As a result, H2 is confirmed completely .H1 is confirmed partially.

Chapter 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter is comprised summary of this research as a whole will be presented. The first part summarizes the empirical finding and discussion according to the objectives of the current study. The next part will address the limitation of the study and recommend future researches.

5.2 Statistical Analysis

In summary, attitude components including cognitive, affective, and behavioral issues tend to be reliable. The degree to which they are apparently consistent, however, could be affected and degraded by several factors. It is essential for marketers to incorporate these factors when they plan to develop convincing communication and strategies. The way the consumers make decisions becomes more broad and complicated as the purchase participation increases. In the lowest level of participation or involvement is a nominal decision. The procedure of purchase is like this: a problem is recognized, then long-term memory offers a single brand which is almost preferred, the brand is purchased, and after that only partial after purchase assessment occurs. On the other hand, when a buyer shifts up from limited decision making towards a more extended decision making procedure, information search increases. At the same time, alternative evaluation becomes more extensive and complicated and the post purchase evaluation becomes more comprehensive.

A number of factors beyond the control of the marketing manager can affect problem recognition. The desired state is commonly influenced by (1) culture/ subculture, (2) social status, (3) reference groups, (4) household characteristics, (5) financial status/ expectations, (6) previous decisions, (7) individual development, (8) emotions, (9) motives, and (10) the current situation. The actual state is influenced by (1) past decisions, (2) normal depletion, (3) product/brand performance, (4) individual development, (5) emotions, (6) government/ consumer groups, (7) availability of products, and the (8) current situation.

Before marketing managers can respond to problem recognition generated by outside factors, they must be able to identify consumer problems. Surveys and focus groups using activity, product, or problem analysis are commonly used. Human factors research approaches the same task from an observational perspective. Emotion research focuses on the role of emotions in problem recognition and resolution.

5.3 Limitation and Recommendations for Future Research

5.3.1 Limitation of the Research

Although the research attempts to ensure the findings of this research, but there are some limitation about it. First, the data collection method is interview with experts; as a result there is personal manner in this survey.

Second, the other mediator variables should be stronger than the current variables but we could not consider them.

Third, the scales and data sampling used in the measurement of variables were small; we should extend our data sampling.

Fourth, customers' attitudes toward the company and response rate are changeable and we could not trust to these results.

Fifth, the effects of using a experts based sampling frame and using a donation as an incentive offer may have had some impact on results.

Sixth, the modified model chosen by using overall regression measures does not imply that it represents a valid reflection of reality. What can be expected from overall regression measures is that the model indicates a good representation of relations between factors favorable results in any modeling are relative and not absolute

The above outlined limitations do not however minimize the significance of the results and the findings of this research. Instead, they are addressed for the improvement of and to future research in this area. The opportunities for future research are next discussed.

5.4 Recommendations for Future Research

The research conducted in this thesis has provided opportunities for future research. The data analysis in this research used regression which incorporated interactive effects between variables. Future research could investigate the use of more complex models utilizing this type of statistical analysis such as combination methods. on this survey we collect the date, the future research could use prepared data for data mining methods.

5.5 Summary

This research has provided an understanding the internal and external factor affects on consumer decision making. Based on the analysis of the extant literature and exploratory studies and interview with experts, a primary model of was developed and tested by regression.

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APPENDIX

Questionnaire

Respondent No:




The aim of this questionnaire is to understand the skin care products' consumption pattern. This survey is a part of thesis study prepared by Arezoo Soosan, Master student at the Department of Business Administration, Eastern Mediterranean University.




Please choose the appropriate answer.

- 1) Your Age: Less than 20 years Between 20 and 25 years
 Between 26 and 30 years 30 and above
- 2) Marital statuses? Single Married
- 3) Education Level: Diploma Bachelor Master PhD
- 4) Family Size: 1 – 3 4 – 5 6 – 7 8 and more
- 5) Your Occupation: House Wife Paid Employment Business Retired

Using the numbers from the following scale (1 to 5)

You are provided with the following statements. Using the following scale (1 – 5) please mark the number which is appropriate for you.

1	2	3	4	5
Strongly Disagree 	Somewhat Disagree	Neutral 	Somewhat Agree	Strongly Agree 

No	Statements	1 	2	3 	4	5 
1	Always take opinion of my family before taking purchase decision					
2	I feel confident on my ability to shop for products					
3	I have the ability to choose the right product for myself					
4	What you think of yourself is reflected by what you buy					
5	I do not like shopping as it wastes my time					
6	I like to lead me others					
7	I do shopping to keep up with trends					
8	I go shopping to have a look at products being considered for purchase					

No	Statements	1 ☹	2	3 ☺	4	5 ☺
9	I go shopping to make me feel better					
10	My family is the single most important thing to me					
11	I feel relaxed after shopping					
12	Shopping is fun					
13	I prefer to buy national brand-name products					
14	I try to stick to certain brands and stores					
15	I go for shopping to find value for money					
16	I go for shopping to find value for my Culture					
17	I like to have excitement & fun in doing shopping					
18	A well known brand means good quality					
19	The price of products is good indicator of its quality					
20	would discuss with others before deciding on the purchase					
21	I Check with other shoppers at the store about a new product					
22	I buy as much as possible at discount prices					
23	I like to go shopping with friends / family					
24	usually watch the advertisement for announcement of sales					
25	I like to share my shopping experiences with my friends					
26	Shopping would provide me social experiences outside home					
27	I want to get new ideas or know new product in the market					
28	I will recommend this store format to my friends and relatives					
29	I think about all aspects of my shopping					
30	Product availability is important for me					
31	The Behavior family affects on purchase					
32	The culture family affects on purchase					
33	It motivates people to provide others with social support					
34	Family events affects on purchase					
35	Customs affects on purchase					
36	Ceremony affects on purchase					
37	Population Size is important for purchase types					
38	Occupation is important for purchase types					
39	Income is important for purchase types					
40	Education is important for purchase types					
41	Environmental events affects on purchase					
42	Mental imagery affects on purchase					
43	Tendency toward a brand affects on purchase					