

An Empirical Study of Iran's Hand Woven Product Market

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ABSTRACT

The production of carpets has been an economic pillar of Iran for more than four hundred years. In time that the carpet industry was booming because of the reputation and demand for Iranian carpets in worldwide market and also because of the development of the Iranian urban carpet workshops, Europe's tendency toward this industry revolutionized the organization of production. Albeit, Iranians handwoven has been still keeping its first and foremost position in the global market. Therefore, this work tries to investigate the purchasing intention of Iranian's handwoven Persian Carpets from customers' standpoint.

In this study, the primary data are under consideration in such a way that questionnaires are structured as a paper questionnaire that respondents complete all alone. When the questionnaire is arranged and structured by shrouded steps in the past segment, it is separated into twelve sections. The first section of the questionnaire guarantees that the correct respondent will continue through the survey. A group of 50 respondents have been chosen aimlessly from the population to pre-test the questionnaire. Finally, 300 respondents from the population had been chosen by chance and were presented the questionnaire to respond.

The most generally utilized software for statistical examination is PLS and IBM's SPSS. Totally, 10 hypotheses were developed to be investigated in this study so as to indicate the association between attitudes as functions and consumer's purchasing intention. The result of the analysis and collected information from previous studies are consistent with each other.

All in all, we found out that attractiveness of a product not only has a positive effect on consumers' attitude but also the relationship between attractiveness and mediator perceived value is a full mediation. Additionally, the results of our study revealed that both utility and originality play a part as partial mediators between perceived value and attitude toward purchasing Iranian carpets.

Keywords: Coolness, Attractiveness, Utility, Originality, Perceived Value, Purchasing Intention, Iranian Carpet.

ÖZ

Halı üretimi dört yüz yıldan uzun bir süredir İran için ekonomik bir sütun olmuştur. Halı endüstrisinin dünya pazarındaki İran halılarına olan itibarı ve talebi ve aynı zamanda İran kentsel halı atölyelerinin gelişmesi nedeniyle patladığı zaman, Avrupa'nın bu endüstriye eğilimi üretim organizasyonunda devrim yarattı. İranlılar el dokuması da olsa küresel pazardaki ilk ve en önemli konumunu koruyor. Bu nedenle, bu çalışma İran'ın el dokuması İran Halılarının satın alma niyetini müşterilerin bakış açısından araştırmaya çalışıyor.

Bu çalışmada, birincil veriler, anketlerin katılımcıların tek başına tamamladıkları kağıt anket şeklinde yapılandırıldığı şekilde değerlendirilmektedir. Anketin ilk bölümü ankete doğru katılımcının devam edeceğini garanti eder. Beş puanlık bir öncüye sahip Likert ölçeğinin yapısı seçilir ve referans formları anketi şekillendirmek için birleştirilir. Anketi önceden test etmek için 50 katılımcıdan oluşan bir grup amaçsızca nüfustan seçilmiştir. Son olarak, popülasyondan 300 katılımcı tesadüfen seçilmiştir ve cevap vermek için anket sunulmuştur.

İstatistiksel inceleme için en sık kullanılan yazılım PLS ve IBM SPSS'dir. SPSS kullanarak, Pearson ilişki katsayısının iki faktör arasındaki doğrusal ilişki ilişkisinin gücünü ölçtüğü Pearson korelasyon katsayısı testinin yapılması düşünülebilir (Sedwick, 2012).

Bu çalışmada, işlev olarak tutumlar ile tüketicinin satın alma niyeti arasındaki ilişkiyi göstermek amacıyla toplam 10 hipotez araştırılmak üzere geliştirilmiştir. Analiz sonuçları ve önceki çalışmalardan toplanan bilgiler birbiriyle tutarlıdır.

Sonuçta, bir ürünün çekiciliğinin sadece tüketicilerin tutumu üzerinde olumlu bir etkiye sahip olmadığını, aynı zamanda çekiciliğin ve arabulucunun algılanan değeri arasındaki ilişkinin tam bir arabuluculuk olduğunu, bağımsız bir değişken olduğunda arabuluculuğun çağrıldığını bilerek öğrendik. aracı değişken yoluyla bağımlı değişken (ler) üzerindeki etkiler. Ayrıca, çalışmamızın sonuçları, İran halılarının satın alınmasına yönelik algılanan değer ve tutum arasında hem fayda hem de özgünlüğün kısmi aracılar olarak yer aldığını ortaya koymuştur. Bununla birlikte, çekiciliğe kıyasla, algılanan değer çekiciliğe aracılık ettiği ölçüde fayda ve özgünlükten daha fazla olduğu belirtilmiştir.

Anahtar Kelimeler: Serinlik, Çekicilik, Fayda, Özgünlük, Algılanan Değer, Satın Alma Niyeti, İran Halı.

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Chapter 1

INTRODUCTION

1.1 Introduction

The production of carpets has been an economic pillar of Iran for more than four hundred years. The time period between sixteenth century (Safavid era) and nineteenth (Qajar era) was an exceptionally rich period during which a considerable development happened from traditional and national economies to the global economy. During the greater part of this time, the final users of carpets were the honorable classes both inside and outside Iran. Nowadays, the income earned as a result of exporting Iranian carpets falls just behind the income received resulting from the export of oil (Iran Chamber of Commerce, 2000).

Carpets do not exist only in the lobbies of the affluent consumers anymore; by just a brisk walk into any furniture store, most of the middle-class families throughout Europe and North America will be able to embellish their living room floors with luxurious carpets, handmade in Iran. As soon as they are bought and set in private spaces they take on new implications for the owners. Marx (1977) and Miller (1987) specifies "*commodity fetishism is the result of the separation of the costumer from the secret of production*". Costumer goods emerge as the unknown results of capital accessible via trading money which in turn are an abstraction instead of being made by human.

The art of producing carpets and the stories woven into them does back to a spatial time period starting beforehand, existing at the present time, and continuing into the future. The development of narrative and artistic creations across the generations of rural family carpet-weaving matches my professional life as an Iranian carpet designer. The quality of such mass-created carpets is incomparable to that of handmade ones. At the present time, machine-spun yarns are utilized in the creation of a bunch of handmade carpets; however, the traditional handicraft methods are still utilized and are frequently welcomed by consumers.

Iran is known by Multiculturalism such that there is no unified social tradition since every ethnic group owns its own cultural codes. Transition of Iranian carpets have been done through the Silk Road from Turkey to Beijing for many years. Over the Safavid era, regarded as the highest level in terms of innovation and transformational period for carpet art, wonderful masterpieces of carpet were made. The Safavid-era painters who created the designs used by carpet weavers as templates introduced innovative and durable motifs such as cypress trees, floral designs, hunting scenes and locations, as well as a wide range of marginalia which set off the central motifs.

In time that the carpet industry was booming because of the reputation and demand for Iranian carpets in worldwide market and also because of the development of the Iranian urban carpet workshops, European's tendency toward this industry revolutionized the organization of production.

Albeit, Iranians handwoven has been still keeping its first and foremost position in the global market. Therefore, this work tries to investigate the purchasing intention of Iranian's handwoven Persian Carpets from customers' standpoint.

1.2 Theoretical Background and Functional Attitude Model on Purchasing Intention

Purchasing intention has been characterized by the American Marketing Association (AMA) as a particular item or service buying plan that is arranged with the aid of a choice/decision method. It is arranged as a behavioral intention through which a choice/decision method showing the repercussions of the buy or action, an intellectual conduct is arranged. As indicated by Berkman et al, (1999) any conduct is reverberated by almost steady attitudes.

The interpretation is that the buying goal is described by attitude-conduct consistency. Several consumer factors (resource, experience, state vs action orientation), situational factors (intervening time, unpredictable events, repletion of message, and social impacts), and measurement factors (level of specificity and timing of measurement) play a crucial role. Moreover, all mentioned factors seem to powerless against marketing strategy (Ikechukwu, 2012). Simonson and Maushak (1996) maintained that via the following methodologies, quantifying attitude would be possible:

- Self-reports: In this methodology the individuals in a gathering directly mention their own perspectives. As it was mentioned before, the self-reports embrace the whole methodologies by which a member is asked to report about his or her own attitude.
- Reports of others: In this methodology others' report will be included perspectives of a person or the whole gathering. In case that individuals whose perspectives are being explored cannot express information accurately, others must be addressed, interviewed, and surveyed.

- Sociometric procedures: In this methodology members of a gathering notify of their perspectives toward each other. Sociometrics ought basically to be performed while the researcher is seeking for an exemplification of the patterns inside a gathering.
- Records: In this methodology records as characterized beforehand, are orderly accounts of regular events. Attendance reports, sign-in sheets, library checkout records, and inventories are some of the examples. Records are necessarily useful while including information related to the attitude zone in research.

The inescapable and defiant effect of perspective on purchase of Persian Carpets is considered as the main goal of this research. Additionally, (1) product coolness regarding sub-culture, attractiveness, utility, and originality of the carpet, (2) perceived value regarding both hedonic and utilitarian values are different elements of this research.

The background and foundation of the model are completely detailed in the second section of this research.

1.3 Aim of Research

In the scope of this thesis, the primary objective is to comprehend particular determinants that cause perspective on purchasing aim in Persian Carpet consumers.

Persian carpet is on demand, as it is the resembling icon of Iran. The expansion in the market demand for this item over the past decade has grabbed researchers' attention.

Understanding elements requires an examination with a guide from models. Hypothetical contribution regarding this topic are rare; therefore, in this thesis a combination of model with mediating factor is proposed.

1.4 Sampling and Data Collection

A survey based questionnaire was prepared and distributed and a non- probability sampling technique carried out with 302 respondents. This questionnaire is partitioned into three fundamental parts:

- Part 1: A filter question to omit respondents without experience of buying a Persian Carpet.
- Part 2: Questions related to product coolness (attractiveness, utility, originality), perceived value (hedonic value, utilitarian value), attitude and purchase intention are asked from respondents.
- Part 3: Demographic questions to assess respondents' relationship with the desired topic.

1.5 Research Hypotheses

Totally, in this study we intend to test ten research hypotheses. They are addressed in the table below:

Table 1: Proposed Hypotheses

	Definition
H1a	Attractiveness has a positive effect on Attitude towards Purchasing Product.
H1b	Utility has a positive effect on Attitude towards Purchasing Product.
H1c	Originality has a positive effect on Attitude towards Purchasing Product.
H2a	Attractiveness has a positive effect on Perceived Value.

H2b	Utility has a positive effect on Perceived Value.
H2c	Originality has a positive effect on Perceived Value.
H3	Perceived Value has a positive effect on Attitude towards Purchasing Product.
H4a	The effect of Attractiveness on Attitude towards Purchasing Product is mediated by Perceived Value.
H4b	The effect of Utility on Attitude towards Purchasing Product is mediated by Perceived Value.
H4c	The effect of Originality on Attitude towards Purchasing Product is mediated by Perceived Value.

1.6 Structure of Thesis

This study contains six main chapters as follows:

Table 2: Thesis Outline

Chapter 1	Introduction
Chapter 2	Literature Review and Framework
Chapter 3	Conceptual Framework
Chapter 4	Methodology
Chapter 5	Analysis and Discussion

Chapter 6	Conclusion and Recommendations
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Chapter 2 embraces the literature review containing in-depth explanation on the dependent and independent variables that come into play about attitude towards purchasing Persian Carpet. Coolness and sub-categories of attractiveness, utility and originality, along with Perceived value with a cover of hedonic and utilitarian factors are discussed in this chapter.

Chapter 3 includes the conceptual framework. In this section, hypotheses which are supposed to be investigated in the coming chapters are defined accordingly.

Chapter 4 comprises methodology which in turn includes research design, sampling method, sampling technique, sampling size, and data collection procedure, as well as scales used in questionnaire design.

Chapter 5 comprehends the analysis which is composed of descriptive analysis, with correlation analysis report, independent samples t-test on gender, principal component analysis and partial least square (PLS) analysis.

Chapter 6 involves the discoveries and executions, constraints and future examination recommendations.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

The handwoven business has a long history in Iran. It was one of the fundamental and core industries in certain regions for a long time in a way that most parts of Iran's export belonged to carpets and rugs before the revelation of oil. Albeit, Iranian handwoven is still the pioneer in the world market. Therefore, this thesis attempts to explore the elements that impact an attitude on purchasing aim of Persian Carpet from customers' point of view.

Persuasion can be given a definition as an endeavor to affect a person's attitudes, aims or conducts (Gass et al., 2015). From marketing point of view, persuasion is considered as the process during which a change in individual's attitude or conduct toward goods and services occurred with the aid of some techniques ranging from written or verbal words to visual incentive. In this manner, purchasing goal can be characterized as a succeeding purposed method to buy particular goods or services.

Dodds et al. (1991) recommends that a person changes purchase goal because of the situations and perspectives signifying: (1) individual inclination to others (2) compliance with others' desire (3) unforeseen circumstances. More precisely, Kotler (2000) finds out that purchase goal is affected by singular perspectives and unusual circumstances. In addition, goals are fulfilled once attitude are flourished in people

(Katz, 1960, Herek, 1987) and the whole perspectives are more likely to serve this elementary function to a certain extent. Besides, attitudes researchers found some other stimuli (Shavitt and Nelson, 2002).

Even though these factors are essential to learn all together, nevertheless, these aspects are not supposed to be discussed in this study; therefore, for additional information referenced articles can be studied. In this thesis, the concentration is on elements such as Product Coolness and Perceived Value that make an Attitude towards the Persian Carpet purchase. First of all, the model of the research is presented.

2.2 Model of Study

There are two main determinants of an item namely Coolness and Perceived Value that lead to an attitude. With respect to these two elements, the effect of Product-Country Image is also investigated in this research.

The suggested model is illustrated as follows:

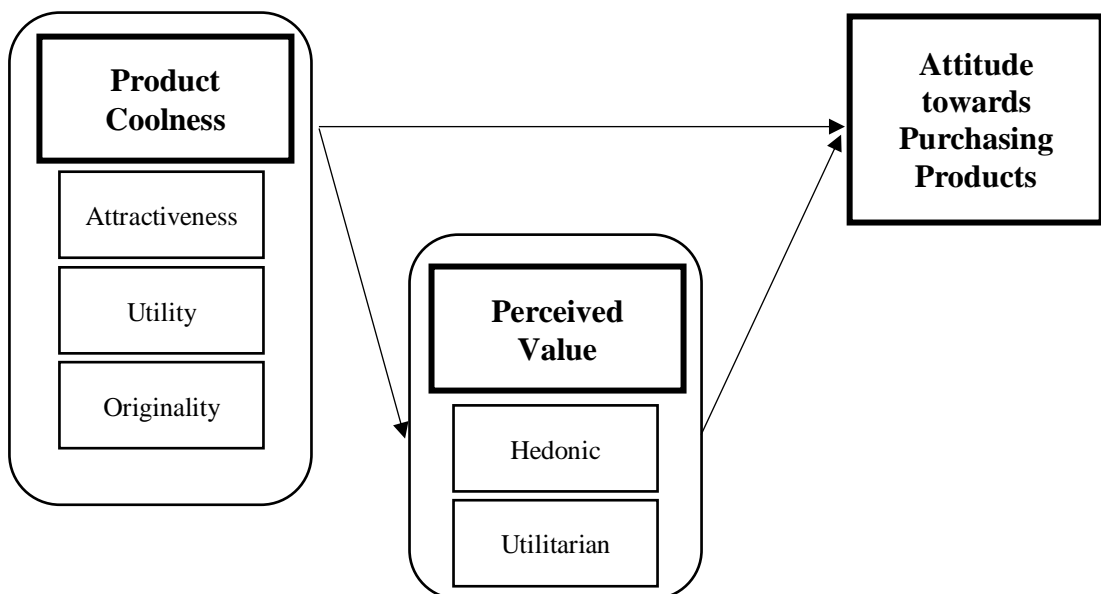


Figure 1: Model of Study

In the next parts, each of the dependent and independent variables will be discussed separately.

2.3 Product Coolness

At the present time, when we float a thought for a new item, the commendation that we crave for is “This is Cool!”. Coolness has turned to the main structure objective in the view of all experts. If we are not kidding about building Cool into our products, we ought to likewise be not kidding about also be serious about measuring it. In this regard, we carried out a scientific explanation of the idea to catch the mental essence of “coolness,” including some qualities such as utility, subculture, originality, and attractiveness (Sundar, 2014).

Coolness may mean various things to various individuals (Kerner et al., 2007) on the basis of the current circumstance and implication. Cool is commonly seen as a positive and advantageous property (Sundar, 2014). This word has been employed to depict various opinion objects. Although a couple of researchers approach it as a character quality controlled by people (Dar-Nimrod et al., 2012), many others consider it as a conventional subject (Frank, 1998; Zimmer, 2010). Some others regard it as a phase throughout everyday life (Danesi, 1994), an attitude (Pountain and Robins, 2000), and even as a psychological heuristic utilized to make quick decisions (Sundar, 2008).

Reviewing the objective of the research for designers and academicians Cool mostly involves the most powerful expressions and perceptions of the thought. It might be progressively useful to consider cool as an apparent condition, one where the term used to portray this state is irrelevant (Mu Wu, 2013). Whether the condition is depicted as cool, hot, off the chain, or sweet (Petrucci and Head, 2006), the logic

behind the statement is equivalent in explanation ahead: a positive and favorite quality utilized to portrait new ideas, be they thought or items (Sundar, 2014).

Most scientists have inclination to characterize cool by indicating the way it is employed in language (Moore, 2004; Petrucci and Head, 2006; Zimmer, 2010), pointing out items or individuals that are cool (Kerner et al., 2007), its impacts (Kerner et al., 2007; Sundar, 2008) and conceptual makeup (Levy, 2006) with no literally characterizing or measuring coolness in itself (e.g., Norman, 2004). As a straightforward definition, it sounds justifiable that something cool is considered as high quality and may fulfill a user's objectives more innovatively (Sundar, 2014).

Such implicit concepts state coolness in a way that it is an understanding which carries an evaluative segment. Psychologists concentrate on individual perceptions of coolness when it comes to rating friends by participants (Dar-Nimrod et al., 2012) and online interfaces (Oh et al., 2013). Notwithstanding, the overall scholastic talk on coolness, particularly in promoting, proposes that such individual observations are intelligent of socially tons of coolness (Frank, 1998), suggesting that cool is socially built. This has all the earmarks of being genuine particularly at the high finish of coolness. As of late, Fitton et al. (2012) discovered more prominent understanding among study members on saw coolness of elements that were unmistakably on the better quality and more noteworthy difference on the apparent coolness of less cool items and brands. As such, what one individual believes is cool is at any rate to some degree dependent in what others believe is cool (Gerber and Geiman, 2012).

Albeit, this association might not be positive all the time, specifically if the previous has a place with a subculture and sees the last as being a piece of standard culture

(Goodman, 2001). People will in general see others of their social gathering as being cooler than those of different gatherings and that a few gatherings are commonly cooler than others (Rodkin et al., 2006). Along these lines, in the event that an individual recognizes oneself as having a place with standard culture, at that point that individuals may see advanced products inside the standard domain as cooler than if the individual related to a subculture.

In the framework of ordinary utilization, cool is counted as a modifying thought that evolves every time (Grossman, 2007; Petrucci and Head, 2006). Therefore, the conclusion is that the perception of cool is transiently unsteady because of its socially built nature.

Regardless of the changing view of what is cool or not at any random time, it would be essential to keep in mind that cool does not turn by its own. A device which is viewed as cool at the present time, might not be as cool later on; however, this cannot turn the concept of cool. Coolness as an idea is steady, yet the impression of coolness in a given article is not (Sundar, 2014).

Thus, Coolness has become a significant mental model, much looked for after by fashioners, designers, and advertisers of another item. While scientists in showcasing have been attempting to comprehend the idea of Coolness for quite a while (with referrals to Nancarrow et al., 2002; O'Donnell and Wardlow, 2000).

On the basis of works by different researchers such as Kerner et al. (2007) and Levy (2006) it is conceivable to go to an understanding that there are 4 ensuing variables to a particular item's coolness.

2.3.1 Attractiveness

The first factor is called product attractiveness. There are two main elements playing part in product development: (a) the pleasant quality of an item, which depends on its plan, quality and value; (b) the customer experience of a product as long as client fulfillment and brand loyalty; these boundaries are distinguished by a client study of a specific item. In showcasing exercises, the authentic promoting information of a firm is procured to address these two significant boundaries; (c) selection from publicizing; and (d) appropriation from showcasing that are controlled by promoting viability and advertising adequacy separately (Chan et al., 2010).

Actually, attractiveness and quality straightforwardly relate to the cliché that “what is beautiful is good” (Dion et al. 1972). Specialists have demonstrated that alluring individuals are all the more positively assessed regarding social aptitudes (Goldman and Lewis 1977) and are accepted to be increasingly able and fruitful (Dion et al. 1972).

2.3.2 Utility

As indicated by Sundar et al. (2014), the utility of an item for a specific gathering of people is likewise viewed as critical to be investigated. In this way, an item can be viewed as cool in case that it is valuable for a particular gathering while at the same time demonstrating one's alliance to this specific gathering.

2.3.3 Originality

Last factor belongs to genuineness that is regularly alluded to as creativity. In view of Adler et al. (2011), Conan (2008), Kerner et al. (2007), and Levy (2006), this factor is about credibility and the earnest idea of an item. In this way, an item explicitly as fragile as Persian Carpet, of which the hidden aims of its architect are to improve the lives of its clients, is seen as original.

2.4 Perceived Value

Among different factors, perceived value and satisfaction have been distinguished as three significant pioneers influencing voyagers' conduct expectations in past investigations (Baker and Crompton, 2000; Petrick, 2004; Petrick and Backman, 2002), and ongoing examination considers recommend that apparent worth might be a superior indicator of repurchase aims than either satisfaction or quality (Cronin et al., 2000; Dodds, Monroe, and Grewal, 1991; McDougall and Levesque, 2000).

Perceived value is characterized as *"the buyer's general evaluation of the utility of an item (or service) on the basis of impression of what is gotten and what is given"* (Zeithaml, 1988).

In regard to the exchange theory in marketing, it is accepted that customer's perceived value is the requirement of purchase intention (Wong, Yeh, and Liao, 2013). Moreover, because of a trade-off assessment of the advantages and costs, a purchaser might decide if a product is worthy (Kim et al., 2008). Finally, the purchaser will utilize this as a premise for behavioral decisions such as purchase intention. This possible connection has been approved in the empirical literature, for example, Chu and Lu (2007) and Lu and Hsiao (2010) discovered that perceived value positively relates to purchase intention significantly.

A person's general attitude towards any brand has particular hedonic and utilitarian aspects (Batra and Ahtola, 1990). In general, hedonic purchasing intentions are identified with emotional necessities of people for pleasant and intriguing shopping experiences. Moreover, utilitarian purchasing incentives incorporate convenience-seeking, variety seeking, searching for quality of merchandise, and reasonable price

rate, etc (Bhatnagar and Ghosh, 2004). This subject is likewise classified as the customer purchasing choice model generally known as utilitarian and contemporary experiential model regularly known as hedonic (Holbrook and Hirschman, 1982a).

Perceived value alludes to a person's general evaluation of products or services, and costumers might see the value of services distinctively and emotionally (Kim, 2015).

In accordance with Ulaga and Chacour (2001), perceived value varies across societies, and the conduct of people from various societies based on contrasts in perceived value.

Perceived value is a late trend in scientific examination that has been attracting attentions to marketers (Wittink, Marketing Science Institute, 2001). This tendency originates to a large extent from the significance given by present-day firms to the production of value for their different target publics. The creation and transmission of value to purchaser has a competitive advantage of the first order, in environments characterized by globalized competition and by consumers who are extremely demanding (Flagestad and Hope, 2001; Ryan, 2002).

2.4.1 Hedonic Value

Hedonic shopping value is the fun and joy of the shopping experience and is regarded as the conduct of looking for happiness, dream and awakening (To et al., 2007; Kim et al., 2012). It likewise demonstrates uniqueness, originality, and exclusivity (Noh and Mosier, 2014).

As mentioned by Veryzer and Hutchinson (1998) a hedonic value concentrates on the stylish qualities of a product and generates pleasure. From a hedonic value point of

view, shoppers would like entertainment and view the buying procedure a pleasant experience with which finishing the transaction is not required (Anderson et al., 2014).

2.4.2 Utilitarian Value

Utilitarian shopping value is the level of shopping objectives achieved and is regularly seen as reasonable, goal-oriented, decision effective (To et al., 2007; Kim et al., 2012). Consumers with such perspective are guided towards dimensions of products (for example usefulness) and incline to define desire regarding functionality (Runyan, Noh, and Mosier, 2013).

Utilitarian values relate to instrumental and functional attributes of costumers' purchase and consumption conduct. The components of utilitarian values incorporate task related, rational, and universal (Holbrook and Hirschman, 1982). Utilitarian value could be even characterized as a general judgment of useful advantages and sacrifices (Overby and Lee, 2006). From a utilitarian perspective, costumers are task oriented and reasonable in their conduct (Batra and Ahtola, 1991)

2.5 Attitude towards Purchase Intention

Researchers such as Dodds et al. (1991) proposes that a person changes purchase intention because of circumstances and reasons signifying: (1) individual inclinations to other people (2) obedience to others' expectation (3) unusual circumstances. More precisely Kotler (2000) discovers that purchase intention is affected by people's perspectives and unpredictable situations.

Peter et al. (2002) views attitudes as an individual's general assessment of a subject and it can be located anywhere on the continuum from extremely negative to extremely positive. Basically, attitudes are created from individual experiences and learning via

the real world. They are additionally gotten from both direct and indirect experiences throughout everyday life. In summary, costumers' perceptions of the product and service could determine their preparation to accept and embrace the product and service.

2.6 The History of Handmade Carpets

It is hard to determine where and when the main carpet and the art of carpet extracted. The general territories where carpets may initially have been created are believed to be Persia (Iran), Turkmenistan, Central Asia, Mongolia, and China, frequently alluded to as the carpet belt (Goldenberg, Mazursky, and Solomon, 1999; Moldovan et al., 2011).

It is mentioned that the tomb of the Persian King Cyrus, who was buried at Pasargadae (Persepolis), was covered with valuable carpets. Indeed, even before his time, Persian nomads thought about the utilization of knotted carpets. With their herds of sheep and goats, they were skillful carpet makers using Turkish knots. In the provinces of Azerbaijan and Hamadan, where Seljuk influence was strongest and longest lasting, the Turkish knot is still used to this day (Griffin, 2002; Langerak and Hultink, 2006).

2.6.1 Study of Handwoven Carpet Market

Marketing can be defined as an advantageous relationship with customer (Sajadi, 2004). Studying market and performing marketing is counted as a crucial phenomenon for every industry. In fact, this is the way they will be able to use a new commercial opportunity and boost their current costumers (Amiry, Eskandary, & Pirooz, 2004). Moreover, marketing can potentially provide some information on a product's commercial status, its alternatives, and also existing components which in turn causes improvement in competitiveness and profitability. This will not be possible unless we

recognize, gather, and analyze the data which are useful and can lead to higher quality of supply and finally show us how to resolve the recession in the market of desired product (Batra and Ahtola, 1991).

2.6.1.1 Foreign Markets of Handwoven Carpets

Discussing this subject is important due to the fact that Iranian handwoven carpet has a positive effect on Iran's economy as a non-oil export commodity. Therefore, these kinds of investigations have been performed not only by institutions affiliated with carpet studies, but also by economic institutions and business research. The significance of these investigations is high because Iranian handwoven carpet is the most important export product related to Iran such that emergent components have not yet been able to take its high position (Runyan, Noh, & Mosier, 2013).

The handwoven carpet market at the international level, in terms of number of sellers and buyers is the market with a multilateral monopoly on sales. In other words, this market is simply known as a market in which non-price competition is paramount and sellers can have a positive impact on the market by improving the quality of their goods, and the performance of each seller can affect the entire market (Overby and Lee, 2006).

Experts point out shortcomings such as lack of up-to-date information on consumer demands and tendencies, lack of a strategic plan for advertising quality reduction, poor management, and absence of planning to identify the tastes of other countries and different nations. Accordingly, recognizing the customer, who in many cases does not know his or her desire and goes to the market to identify it, will be the first step (Gholipoor Solaymani, 1994).

2.7 Conclusion

This section summed up the literature review about initiatives that direct attitude to a specific behavior as in this study's case, purchasing intention of Persian Carpets. For such an issue, drivers including perceived value, hedonic and utilitarian values, and the principle value of product coolness and moderating value of Product-Country Image are discussed.

Chapter 3

CONCEPTUAL FRAMEWORK

3.1 Introduction

In this part, the hypotheses developed in this thesis are investigated. There are ten hypotheses to be explored. In part two of this research related literature and past work of researchers have been looked into. From the review and additional research, every hypothesis is precisely evaluated for further analysis.

3.2 Relationship of Product Coolness and Attitude

From the writing, Kerner et al. (2007) recommended that Coolness could mean various things to various individuals depending on the current circumstance and implication. Moreover, as per Sundar (2014) Cool commonly conceptualize a positive and attractive characteristic. But customers perceived products based on creativity, coolness, value and attitude (Im et al., 2015).

Alluding back to Sundar et al. (2014) a questionnaire for estimating coolness was presented. These researchers distinguished three key elements to gauge coolness. In the following, these three variables are secured independently.

3.2.1 Relationship of Attractiveness and Attitude towards Purchasing Persian Carpet

The first element is product attractiveness which in certain events it is contended that it roots inside feel. The hypothetical supporting depended on crafted by Levy (2006) and Tractinsky (1997).

According to Sundar et al. (2014), as mentioned earlier to the social acceptability of a given style is important, at the same time attractiveness encompasses the externally visible aesthetic appeal. To give a superior comprehension, how about we consider a circumstance whether a particular item, for this situation a Persian Carpet, makes the proprietor look great corresponding to other people.

Generally, it is contended by Bloch (1995) and Creusen and Schoormans (2005) that buyers frequently make decisions about different product traits, including useful properties, for example, product quality, through a particular product's visual appearance.

To help this positive connection between upgrade attractiveness and product quality, Wang et al. (2011) and Richardson et al. (1996) have done broad exploration.

Alluding to work of Bloch (1995) and Crilly et al. (2004) there's sufficient proof to presume that shoppers' impression of a particular product attractiveness, straightforwardly impacts their social reactions towards a product, which are ordinarily depicted by evasion or approach.

To decipher this, a Persian carpet's attractiveness can be powerful on an attempt to buy. Subsequently, the principal speculation is:

H1a: Attractiveness has a positive effect on attitude towards purchasing product.

3.2.2 Relationship of Utility and Attitude towards Purchasing Persian Carpet

The subsequent factor is product's utility. In light of Dyllick and Rost (2017) article, the social lifecycle appraisal centers around social parts of a product and its upstream

and downstream procedures and incorporates the product utility and social acceptability of products.

Griesshammer et al. (2007) offered a recognize class between three unique sorts of product utility and value. In view of their work a product can have either a (1) viable utility, (2) representative utility, and additionally (3) cultural utility which is some of the time alluded to as public value.

At last yet critically, utilitarian products include a sensible delineation; they are viewed as less inciting in light of the fact that for the most part they give psychologically situated advantages (Hirshman, 1980). On the other hand, a key determinant of utilitarian function is argued to be pleasure, nevertheless pleasure engages the happiness and satisfaction related to product revelation, which may reflect the functional outcomes of the product's use (Ashley et al., 2016).

The subsequent theory is as per the following:

H1b: Utility has a positive effect on attitude towards purchasing product.

3.2.3 Relationship of Originality and Attitude towards Purchasing Persian Carpet

We extract other product attributes, originality that is the major product dimension identified in the literature (Cooper, 1979; Dahl, Chattopadhyay, and Gorn, 1999;

Henard and Szymanski, 2001; Im and Workman, 2004; Mishra, Kim, and Lee, 1996; Szymanski et al., 2007).

Product originality is characterized as an item's apparent freshness or uniqueness, as indicated by the customer, comparative with past contributions (Goldenberg, Mazursky, and Solomon, 1999; Moldovan et al., 2011).

Product originality is close to product innovation. Albeit, product innovation is the objective degree of newness of a new product in comparison with the rest of the market and developing firm's point of view (Griffin, 2002; Langerak and Hultink, 2006). Conversely, product originality is counted as how customers perceive product newness.

The conflicting impact of item originality on business achievement has been proposed by past examinations (Calantone et al., 2006; Kleinschmidt and Cooper, 1991). Analysts have proposed that product innovativeness or originality can be added to new item gainfulness (Langerak and Hultink, 2006). Different examinations, notwithstanding, show that item originality may have no critical direct impact on an item's money related execution (Calantone et al., 2006; Szymanski et al., 2007). Calantone et al. (2006) recommended that a significant level of imaginativeness can be negative to new item achievement since clients may not be adequately acquainted with the new item. What's more, analysts accept that item originality can prevent an item's money related execution (McNally, Cavusgil, and Calantone, 2010).

Kleinschmidt and Cooper (1991) showed that items with both high and low degrees of originality are bound to be more effective than those in the middle. These investigations concentrated on various degrees of originality however disregarded whether or not different attributes associate with originality to apply a last impact. To

fill this hole, this investigation looks at the effect of originality on consumers' intention to purchase Iranian carpet. In this manner, the corresponding hypothesis is:

H1c: Originality has a positive effect on attitude towards purchasing product.

3.3 Relationship of Product Coolness and Perceived Value

3.3.1 Relationship of attractiveness and perceived value

"Attractiveness of product quality", and "attractiveness of product design" could be assessed and appraised from internal point of view, regularly by top administration, R&D and NPD groups. Furthermore, for market rivalry and customer fulfillment, the firm in this case study is expected to improve its product continually rather than downgrade its products. Along these lines, the product attractiveness should be kept up so as to upgrade brand loyalty and level of satisfaction. In this manner, it sounds to be reasonable that new products which their attributes fall below average most likely can't encourage customer buying action. (Chan, S. L.2010).

Buyer conduct literature confirms that customers' assessment of or attitude toward a product and final choice to receive relies upon their perception of the product's value (e.g., Baker, Parasuraman, Grewal, and Voss, 2002; Bolton and Drew, 1991; Zeithaml, 1988). Since clients are in search of value that rises up out of such hedonic experiences, retailers can concentrate on giving such encounters (Hogberg et al., 2019).

Accordingly, it is conceivable to theorize that:

H2a: Attractiveness has a positive effect on perceived value.

Hedonic value is broadly viewed as a major factor as a result of the significance of the "experience economy" (Pine and Gilmore, 1999). What's more, Ang et al. (2015) conducted an adaptation study focusing on hedonic value. Based on their investigation,

mere recollection just boosts people's information about their purchases which leads to lower subsequent purchase evaluations.

In summary, product coolness is going to influence the product's perceived hedonic value and product meaningfulness to impact the item's perceived utilitarian value. Hedonic value in itself is supposed to affect attitude toward product.

3.3.2 Relationship of Utility and Perceived Value

As recommended by Cronin and Taylor (1992) utilitarian value such as convenience, price, and or availability could potentially influence behavioral intention of customers and in this regard, attitude towards purchase is a prime example. In this regard, Kim and Shim (2002) also reasoned that goal-oriented consumers are utilitarian. Likewise, Moe (2003) emphasized a constructive impact of utilitarian value on purchase attitude. All these shreds of evidences simply subscribe to the fact that a particular product purchase system is affected by a specific value. In our case, since customers are buying Persian carpet, purchase is a conduct on the placed on pillars of a desire.

In regard to per Saili et al. (2012), utilitarian value upgrades conduct activities of consumers. With regard to Anderson et al. (2014) costumers' conduct is impacted by utilitarian incentives. To join these statements, the effectuation of utilitarian value would be justifiable.

As a result, it is conceivable to estimate that:

H2b: Utility has a positive effect on perceived value.

3.3.3 Relationship of Originality and Perceived Value

Based on a study by Sulu et al. (2016), costumers purchase intention depending on product originality is profoundly investigated.

According to Lancelot et al. (2016), many aspects of products, especially product's originality has been proved to have a direct impact on stimuli evaluation. On the other side, the originality and novelty aspect of a new product, accentuate characteristics, such as the product's newness and uniqueness. Evaluating a product's novelty looks to be so simpler and faster as customers just need to know how uncommon or distinctive the product is (Rubera et al., 2010). Jackson and Messick (1965) recommend that creative products produce an exceptional arrangement of reactions such as shock, motivation, and relishing in viewers. Moreover, exposure to novel stimuli could cause a desired response (Duckworth, Bargh, Garcia, and Chaiken, 2002; Zajonc, 1968).

However, as noted in qualitative investigation to test originality and novelty effects, any effect of novelty might matter just in case the new product features are cool. Hence, evaluating a product novelty and the subsequent conceivable coolness might lead to an evaluation of the hedonic value of the product by concentrating more on the tangible and experiential aspects of the new product. So we would have:

H2c: Originality has a positive effect on perceived value.

3.4 Relationship of Perceived Value and Purchasing Product.

The idea of perceived value has been inspected broadly among marketing scientists (Cronin, Brady, and Hult, 2000; Monroe, 2002; Netemeyer et al., 2004; Woodruff, 1997; Yang, Gu, and Cen, 2011; Zeithaml, 1988). As indicated by Zeithaml (1988) perceived value is 'the purchaser's general appraisal of the utility of a product (or service) on the basis of a perception of what is achieved and what is given' (p.14). Perceived value provides a necessary attribute for the development of long-term customer relationships across multiple industries (Cronin et al., 2000; Parasuraman Grewal, 2000; Yang et al., 2011).

The thought stems from equity theory in which a customer assesses the cost of a product or service relative to the advantages that are going to be gained (financial and non-financial cash related). Purchasers ought to regard opportunity cost purchases advantageous and this in this way will influence purchase conduct in a positive way (Bolton and Lemon, 1999; Yang et al., 2011). Sheth, Newman, and Gross (1991) propose that customer value has various aspects. Traditional customer behavior surveys have focused on functional value (utilitarian), although other dimensions of value such as social, emotional, epistemic, and conditional value must be taken into the account.

Former analysts have indicated a positive connection between perceived value and purchase intention (Chen and Tsai, 2008; Cronin et al., 2000; Ryu, Lee, and Kim, 2012; Zeithaml, 1988). Higher value perceptions basically lead to positive purchase behavior in the shape of intentions and actual purchases (Chen and Tsai, 2008; Cronin et al., 2000; Zeithaml, 1988). This relationship is consistent across various product and service industries (Shapiro, S. L., Reams, L., and So, K. K. F. 2019).

In the present examination, the focus is on perceived value for the expense of the pay-per-view event, studying if the product is valued on the basis of price (Aaker, 1996; Netemeyer et al., 2004). The emphasis is actually on the value of a mediated product, which is an expansion to the traditional marketing and Persian carpet customer research on apparent value. In view of the current consumer conduct literature, we estimated that:

H3: Perceived value has a positive effect on attitude towards purchasing product.

3.5 Perceived Value as Mediating Factor

A mediator is a component by which the predictor variable impacts the criterion variable. Conversely, a moderator is known as a variable that impacts the power or the course of an association between a predictor and a criterion (Rose et al., 2004). It is sensible that the final objective of a firm is to make and convey value to its clients, thereby gaining perceived value from its customers conversely. The more extended customers are retained, the higher value they take to an organization (Chan et al., 2010).

Exactly the same story applies to a retailer, distributor, dealer, or an immediate seller of valuable products such as products.

In the part of literature review, the significance of two core determinants of Utilitarian and Hedonic values on purchasing are discussed. In this part the intention is to more exploration of their impact and all the more significantly their mediating impact resulting in attitude towards purchasing.

3.5.1 Relationship of Attractiveness on Purchasing Persian Carpet Is Mediated by Perceived Value

Customer conduct literature approves that costumers' assessment of or attitude toward a product and final choice to adopt relies upon their perception of the product's value (e.g., Baker, Parasuraman, Grewal, and Voss, 2002; Bolton and Drew, 1991; Zeithaml, 1988). In contrast with managers who commonly see a product as a bundle of features or attributes, customer perceive a product as a collection of advantages that relates to their purchase incentives. Neither theoretical discussions nor empirical investigation recommends that costumers give credit to creativity unconsciously. As a result, while

customers view a new product and evaluate its creativity, that is, its novelty and attractiveness, the evaluation will affect how they value it. Various researchers posit that consumers perceive value in both utilitarian and hedonic product dimensions (e.g., Babin, Darden, & Griffin, 1994; Chiu, Hsieh, Li, & Lee, 2005, and Dhar & Wertenbroch, 2000).

Product development includes the significance of consumer purchasing aspects on a product; product attractiveness regarding quality, design, and price; and user experience on a product regarding their brand loyalty and satisfaction degree on the consumer relationship.

In this way, it could be conceivable to hypothesize that:

H4a: The effect of attractiveness on attitude towards purchasing product is mediated by perceived value

3.5.2 Relationship of Utility on Purchasing Persian Carpet Is Mediated by Perceived Value

As indicated by per Zeithaml (1988, p. 14), perceived value is "consumers' general evaluation of the utility of a product depending on perception of what is gained and what is given." This definition gives the establishment to most investigations that conceptualize the construct which many of them adopt a unidimensional approach and measure overall customer value perceptions (e.g., Chen, 2013; Wu et al., 2014).

Utility of product is by definition the customer's perception that a product or service gives an advantage that meets his/her requirements (Dahl et al., 1999; Henard and Szymanski, 2001; Moldovan et al., 2011). It is proposed by Cronin and Taylor (1992) that utilitarian value such as convenience, price, and or availability can influence

behavioral intentions of consumers such as attitude towards purchase in this case. Likewise, Kim and Shim (2002) found out that goal-oriented customers are utilitarian. Moreover, Moe (2003) unearthed a constructive outcome of utilitarian value on purchase attitude. The results of all studies mentioned above are some evidence to comprehend that a particular product purchase procedure is affected by a certain value. In this case, consumers are purchasing Persian carpet, thus, purchase is a behavior on the basis of a desire.

According to Saili et al. (2012), utilitarian value empowers behavioral activities of customers. As mentioned by Anderson et al. (2014) consumers' behavior are affected by utilitarian motivations. To combine these statements, effectuation of utilitarian value is comprehensible.

Along these lines, it is conceivable to guess that:

H4b: The effect of utility on attitude towards purchasing product is mediated by perceived value

3.5.3 Relationship of Originality on Purchasing Persian Carpet is Mediated by Perceived Value

Product originality is characterized as a product's perceived newness or uniqueness, as indicated by the customer, relative to past offerings (Goldenberg, Mazursky, and Solomon, 1999; Moldovan et al., 2011).

Gatignon and Xuereb (1997) propose that original products vary from existing products in their utilization advanced and radical technology. Product originality is close to product innovation. Albeit, product innovation is the target level of newness of a fresh product in comparison with the rest of the market and growing firm

perspective (Griffin, 2002; Langerak and Hultink, 2006). While, product originality is defined as how customers perceive product newness. Interestingly, motivated innovative consumers buy innovative products and it is because they require to be exulted and feel satisfaction and happiness. These costumers aim to buy new and original products due to the products' uniqueness and newness. So the hypothesis is that:

H4c: The effect of originality on attitude towards purchasing product is mediated by perceived value.

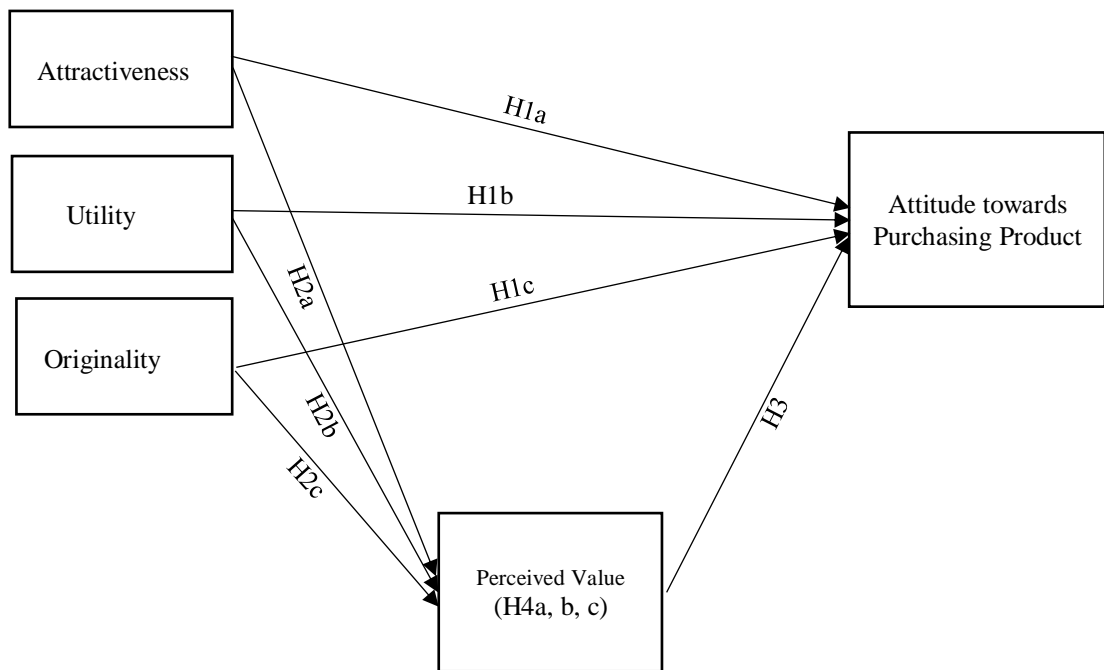


Figure 2: Illustration of the Whole Hypotheses

Chapter 4

METHODOLOGY

4.1 Introduction

The term research relates to the efficient strategy made out of the difficult affirmation, theory definition, information assortment, information examination and yielding cert ends either as arrangements towards the issue concerned or in specific speculations for some hypothetical plans (Kothari, 2004). In light of (Malhotra, 2011) "An examination configuration is a structure or outline for directing the marketing research design.

It particularizes the methods vital for applying the data expected to structure or tackle marketing research issues". A definitive goal behind the examination configuration is to test the theories and locate a potential answer and build up the data to settle on a choice. In this part itemized data in regards to the examination approach and structure of this exposition is secured alongside instruments that have been utilized for this issue. The questionnaire design and scales utilized in the questionnaire are clarified. Data analysis advancement is likewise under the consideration in this part and this section is settled with other significant parts of exploration, for example, inspecting strategy and moral issues in embraced this scholarly research.

4.2 Research Steps

Kothari (2004) characterizes research structure as the impressive issue that follows the undertaking of characterizing the exploration issue is the arrangement of the design of the research project. In regard to the definition, normally there are 6 stages to follow:

Table 3: Steps Involved in a Research Design

Step	Action
Step 1	Define the information needed
Step 2	Design the exploratory, descriptive and/or causal phases of the research
Step 3	Specify the measurement and scaling procedures
Step 4	Construct and pretest a questionnaire or an appropriate form for data collection
Step 5	Specify the sampling process and sample size
Step 6	Develop a plan of data analysis

4.3 Define the Information Needed

The target and goals of the investigation is obviously depicted in the prior sections of this proposition. This thesis is examining the determinants of Iran's hand-woven item purchasing intention. Subsequent to characterizing the issue, the kind of data should have been chosen as the targets as well as the data collection technique for breaking down the information. Malhotra (2010) clarified that there are two sorts of data: (1) primary and (2) secondary. Primary alludes to the data gathered for the issue close by and secondary data alludes to the information gathered for another preemptive issue that isn't current. In this research, primary data is gathered to survey customer perceptions of product coolness and attitude towards purchasing Persian carpets.

4.4 Design of the Research

There are three general kinds of research design as depicted Malhotra (2011) known to be: (1) Exploratory, (2) Descriptive and (3) Causal. Before proceeding onward to the second step these referenced plans are clarified as follows. The principal kind of

research configuration is exploratory. Malhotra (2011) communicates that with the exploratory examination analyst is allowed to dig a dilemma with the point achieving results. Overall, exploratory examination would make sense in any circumstance where the scientist needs more understanding to continue with the exploration plan.

The second kind of research configuration is descriptive. The third kind of research configuration is causal. Malhotra (2011) characterizes causal examination as a kind of definitive exploration where the significant goal is to acquire proof with respect to causal relationship. Causal examination is intended for the basic role of getting proof about circumstances and logical results or causal connections. Malhotra (2011) furnishes motivations to direct spellbinding examination with this contention that the significant target of elucidating research is to portray something as a rule advertise attributes or capacities. Descriptive research gives a more profound degree of discoveries by demonstrating a connection between two factors or the frequency of occurrence of an event (Churchill and Iacobucci, 2002).

With a conjoint technique attributes, for example, consumers or market regions can be recognized though in this thesis the quite certain point and focus of important gatherings are customers and their intentions towards Iranian carpet products. Second to appraise the level of units in a predetermined populace displaying a disposition, or to be increasingly exact the fundamental point of this postulation is committed to purchasing intention as an attitude. A descriptive exploration can be concentrated either as cross-sectional or longitudinal. In an exploration that any example of populace is studied just once is called cross-sectional (Malhotra, 2011). Cross-sectional structures could be segmented into single cross-sectional (otherwise called test overview) or various cross-sectional in which test reviews just one example of

respondents are drawn from the target population, and data is gotten from this example just a single time. Descriptive research can be qualitative or quantitative.

In this examination the goal is to test created hypotheses in an empirical way. To get exact outcomes it's proposed that the target population in intrigue ought to be reviewed and it requires the assortment of data from some random example of population components just a single time. The goal of this research is to comprehend the qualities of customers and explicitly their intentions towards purchasing Iranian hand-woven products. Since important data has been accumulated in the literature review, some portion of this exposition and scales utilized in survey configuration are recently made by researchers in this field, consequently qualitative research was not obligatory. Hence, this thesis is attempted on a descriptive single cross-sectional and quantitative examination approach and the choice of sample was non-probability sampling under convenience technique. In the following questionnaire design and sampling is additionally clarified.

4.5 Construction and Pretest of Questionnaire

In this area dependent on the sort of exploration picked, a descriptive single cross-sectional investigation, questionnaire structure and arrangement for the target population of customers of carpet stores and exhibitions in European countries, the United States and Canada is covered. Regularly, questionnaire is regarded as the center part of a study activity (Kothari, 2004). Thus it ought to be deliberately built and for this issue from the examination goals and the business goals, it ought to be clear what information should be gathered in detail. Therefore, initially a survey was planned and afterward dispersed for a pretest. In the section below, adequate data with respect to the questionnaire substance and configuration is given.

4.5.1 Steps in an Effective Questionnaire Design

In this area steps that are viewed as while setting up a viable questionnaire are secured on the basis of Brace (2018) questionnaire structure rule.

Table 4: Steps in Designing a Questionnaire

Step	Action
1	Objectives
2	Data Collection Media
3	Planning the Questionnaire
4	Type of Question
5	Scales
6	Writing the Questionnaire
7	Piloting the Questionnaire

4.5.1.1 Objectives

Brace (2018) characterizes the role of the questionnaire as elicitation of the data that is required to empower the analyst to answer the goals of the study. So as to accomplish this, in this thesis, the questionnaire must not be constrained to required information assortment but gathering the data in the most precise manner conceivable. Therefore, the targets are plainly characterized to gather information for three significant measures of attractiveness, utility, originality to explore the connection between item coolness and purchase intention. Then, the balance impact of all that factors will be considered on the relationship the highlights of the Iranian's hand-woven products on perceived value (intervention impact) and in turn the attitude towards the purchase intention of customers.

4.5.1.2 Data Collection Media

Data collection is ordered into two: (1) interviewer-administered; and (2) self-completion (Brace, 2018). In this exposition, questionnaires are structured as a paper questionnaire that respondents complete all alone. This kind of overview gives time to respondents to consider when addressing questions while keeping their personality unknown simultaneously. Also there are questions that are planned electronically utilizing Google Forms platform that empowers respondents to fill the questionnaire by means of their mobiles and PC gadgets. By using Google Forms, not just personal information of respondent is kept in secret, but also respondents must answer all inquiries. If we do not do so, the overview can't be recorded and it assists with moving gathered information a lot simpler for analysis.

4.5.1.3 Planning the Questionnaire

Planning as the third step is characterized as the succession of the various themes that might be discussed by the questionnaire, the request for select inquiries and the request for given reactions could show the accuracy as well as reliability of the gathered data and how they're influenced (Brace, 2018). This shows the significance of arranging before endeavoring to compose a solitary inquiry. So as to design the questionnaire, the principal segments of the questionnaire is appropriately arranged. These areas can be distinguished as recognizing questions, rejection or security questions, screening questions lastly primary inquiries. These segments are represented deeply in the questionnaire format.

4.5.1.4 Type of Question

In the scope of primary data collection, there is an assortment of techniques that are chosen dependent on the idea of inquiries posed and the way that they either require adaptability or not and different elements.

As indicated by Brace (2018) questions utilized in surveys could be ordered in various manners: (1) Open or closed, (2) Spontaneous or provoked and (3) Open-ended or pre-coded. For the principle point of this investigation, the inquiries are set up as pre-coded close-finished inquiries. As required a few inquiries are additionally as spontaneous to comprehend the attitude.

In addition, there was no compelling reason to camouflage the motivation behind the examination since the subject of attitude towards purchasing Persian carpets isn't delicate nor humiliating and individuals are open to talking about it. What's more, uncovering the motivation behind the examination is more ethical than concealing it.

4.5.1.5 Scales

The particular inquiries for estimating product coolness (attractiveness, utility, and originality), perceived value (hedonic value and utilitarian value), and attitude toward purchasing intention are extricated and custom fitted from researchers' work which is shown and set apart with writer's name and year of the exploration in the table below:

Table 5: Scales

Question	Author	Year
Attractiveness		
Persian carpets are stylish.	Sunder	2014
Persian carpets are on the cutting edge.		
Persian carpets are trendy.		
Persian carpets are fashionable.		
I have experienced the renowned authenticity and reputation of the Persian carpet.	Davoodi , Z	2018

When considering technical components, Persian carpets are unrivaled.		
Utility		
There is benefit when you choose a custom made hand-woven.	Sunder	2014
Using Persian carpets are satisfying.		
One of the best advantages of Persian carpet is that they are low maintenance.		
The premium quality of Persian carpet guarantees their durability.		
I consider Persian carpet to be synonymous with the notion of excellence.	Davoodi, Z	2018
Originality		
Persian carpets are out of the ordinary.	RoodPoshti, M	2018
Persian carpet stand apart from similar products.		
I can connect and relate well with the designs and compositions presented on Persian carpet.		
Innovations presented in Persian carpet have beneficial effects on customers.		
Innovations in Persian carpets are unpredictable and dynamic.		
In terms of innovation, indicators of change in the sale of Persian carpets are visible.		
The marketing of Persian carpet offers the innovation I have been waiting for.		

Purchase Intention		
I find purchasing Persian carpets are be worthwhile.	Lin, J. C. C.	2015
My willingness to buy Iranian's brand would be high if I were shopping for a carpet.		
I intend to continue purchasing Persian carpet products.		
I am mindful and very aware of the reasons behind my choice of purchasing a Persian carpet.	Bian, Q.,	2012
I strongly recommend others to purchase Persian carpet products.		
I have heard from others that Persian carpets are the leaders of the market.	RoodPoshti,M	2018
Customers purchase Persian carpet due to their high quality.		
Perceived Value		
Persian carpets are reasonably priced.	Hsu, C. L	2016
Persian carpet offer value for money.		
I enjoy using Persian carpet.		
I have feel that Persian carpets are elite in the global market.	RoodPoshti M	2018
In the public's view, the sale of Persian carpet is considered a pleasant commodity		

The structure of the Likert-scale with a premise of five-point is picked and the referenced inquiries are assembled to shape the questionnaire with proper arrangement and arranged for writing.

4.5.1.6 Writing the Questionnaire

There are issues that ought to be concerned while setting up a questionnaire. As per Brace (2018), these issues include:

1. Question language and style of language in which it is written;
2. Guaranteeing that there is no uncertainty in the inquiries or the answers;
3. Whether pre-codes will be utilized or answers recorded verbatim;
4. If pre-codes are to be utilized, what they ought to be;
5. The utilization of brief material and the decision among verbal and pictorial prompts;
6. Predisposition that can be brought about by the request for the questions;
7. Predisposition that can be brought about by the request for incited answers.

Target populace are the western nations, in this way, the questionnaire is set up in English as the mode of language in a manner that guarantees respondents see every one of the inquiries obviously. Each question in each area is set up in an approach to maintain a strategic distance from any ambiguity. For pre-coded questions, they are set up as mutually exclusive and as meaningful as possible to give the most exact outcomes. Prompts could be scale focuses, subsequently each scale and insight for noting each scale is unmistakably depicted for respondents. To limit bias, explanations are simplified and introduced to respondents with no level of complexity. To wrap things up, the questionnaire has a request with standardizing questions. As indicated by steps gave by Brace (2018) in this study, an assortment of information is produced with general data on how respondents give the response to questions. No response

pattern is seen. Lastly, the analysis is contrasted and comparable examinations and theory in section 6.

4.5.1.7 Piloting the Questionnaire

A group of 50 respondents have been chosen aimlessly from the population to pre-test the questionnaire. The reasoning behind the pre-test is to assess questions that are unmistakably reasonable for respondents and to check if blunders exist or not. Some minor issues because of interpretation had been discovered which were rethought and altered as conclusive survey set to be dispersed for definite questionnaire. Therefore, 30 additional respondents from the population had been chosen by chance and were presented the questionnaire to respond.

Before finishing the questionnaire, it has been tried for validity and reliability. The most generally utilized software for statistical examination is IBM's SPSS. By using SPSS, it is conceivable to run the Pearson correlation coefficient test where the Pearson relationship coefficient quantifies the strength of linear association relationship between two factors (Sedwick, 2012).

4.5.2 Questionnaire Format

When the questionnaire is arranged and structured by shrouded steps in the past segment, it is separated into twelve sections. The first section of the questionnaire guarantees that the correct respondent will continue through the survey. An opening question signaling the purchase or experience of a Persian carpet product is added where the respondent either selects "Yes" or "No", in this part only if "Yes" is selected, the respondent is permitted to continue.

The remainder of the survey is custom fitted as follows:

- ✓ Section 2: Questions measuring attractiveness;

- ✓ Section 3: Questions measuring utility;
- ✓ Section 4: Questions measuring originality;
- ✓ Section 5: Questions measuring purchasing intentions;
- ✓ Section 6: Questions measuring perceived value;
- ✓ Section 7: Personal background questions.

Areas 8, 9, 10, 11, 12: In general, questions assess perspective and information about Persian carpets.

Answers to areas two to eight are planned under a five-point Likert scales as follows:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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Answers in section seven were prepared as multiple choice. In this section, gender, age, annual income level, and education level as demographics were included. Also, a question is added to know the consumers' nationality.

Answers to section eight were designed under a five-point Likert scales as following:

Very Poor	Poor	Average	Good	Very Good
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Answers in part nine were set up as multiple-choice, to estimating the degree of familiarity with the Persian handwoven.

Answers in segment ten to twelve were set up as multiple-choice, to estimating general components that impact a customer to purchase carpet.

4.6 Specification of Sampling and Sample Size

In view of a definition by Malhotra (2011) a sample is the subgroup of the components of the populace chose of cooperation in the research. In view of Kothari (2004) there are seven stages associated with a sample design: (1) Type of universe (2) Sampling unit (3) Source list (4) Size of sample (5) Parameters of interest (6) Budgetary constraint (7) Sampling procedure. In the framework of this research, steps that have been followed from Kothari's means are presented as follows.

4.6.1 Type of Universe

The target population or actually called the universe is explained in the stage ahead. Kothari (2004) characterizes the universe to be limited or unlimited. In limited universe the quantity of things is specified, on the other side, in case of limited universe, the quantity of things is endless. In this investigation, target population is the consumers of western countries and survey questionnaires have been distributed to respondents residing in these countries.

4.6.2 Sampling Unit and Source List

A choice must be taken regarding a sampling unit before choosing sample. In regard to a definition by Kothari (2004) source list is called sampling frame' from which sample is going to be drawn. It is critical for the sampling frame to be representative of the population as much as possible.

All in all, it ought to be considered that choice of complete reliable and related respondents is hard and would be impossible to make a list in which all the respondents have past purchase of Persian carpet. Nevertheless, we struggled to disperse the

questionnaires to the correct crowd and respondents by various means that clarified before, for example, the filter question and utilization of Google Forms. Note that interviewers assisting in gathering data from the sample were additionally learned about the importance of the examination to exact draw a sampling frame.

4.6.3 Size of Sample

Kothari (2004) defines sample size as the number of items to be selected from the universe to constitute a sample where it can be a major problem before a researcher, as the size of the sample should neither be excessively large nor too small. It should be optimum.

Malhotra (2011) defines a sample size as the number of elements that will be considered in research. Hill (1998) recommended the use of a sample about 10% size of the target population, with a limit of 30 to 500 respondents, therefore sample size is considered to be a minimum of 300.

4.6.4 Sampling Procedure

Lastly, in this thesis the procedure applied to test ought to be utilized where in this study, the non-probability strategy through accommodation technique is performed.

4.7 Development of Data Analysis Plan

The analysis of this thesis incorporates a few stages as follows. The software employed for this issue is IBM SPSS and Partial Least Square (PLS). The primary action is to embark on descriptive analysis of discoveries. Afterward, scales are tested for reliability and introduced in descriptive structure to inspect means and standard deviation. Next, correlation analysis is carried out to look at the relationship among factors. Moreover, tests for comparing means of variable such as independent sample t-test are performed.

In literature, Bagozzi (1980) it suggested that causal models empower scientists with four key advantages: (1) suppositions, builds, and theorized connections can be made in a hypothesis unequivocal; (2) a level of exactness to considered hypothesis can be included, since they require away from of develops, forms, and utilitarian connections; (3) a progressively complete portrayal of complex speculations is permitted and (4) a conventional structure for developing and testing the two speculations and measures can be made. Partial Least Square (PLS) is known to be one of the alternative causal demonstrating approaches. PLS has been created and utilized in business models and in the framework of strategic management. In this thesis, hypotheses testing investigation is applied with the aid of PLS analysis.

4.8 Ethics in Data Collection

With regard to the exploration techniques for business suggested by Sekaran and Bougie (2016) it has been explained that many ethical issues ought to be considered in time when gathering questionnaires occurs. Highlight ethics listed below are some of them which are followed by this thesis:

- (1) The whole data gathered from people are protected and remained carefully secreted.
- (2) The whole demographic information has remained safe and no one was asked to mention name, contact number or email.
- (3) In accordance with the idea of this investigation and technique for data collection, the subject's self-report isn't disregarded.
- (4) During the time period in which the data was gathered, all people participated in the study through voluntarily were justified about the objective of the survey.

(5) Neither data collection data analysis is exposed to any kind of infringement, distortion or control. Moreover, an evaluation by the Ethics Committee of Eastern Mediterranean University is also taken into consideration.

4.9 Conclusion

This section incorporates the whole stages essential to structure an exploration approach, questionnaire structure, sampling size, inspecting method and procedure, and data analysis method. The final questionnaire is in English and what is include in the questionnaire is accessible in Appendix I area of this thesis for additional investigation. Furthermore, the ethics rules in data collection are likewise taken into consideration in this area to guarantee the population is notified regarding the sensitiveness and anonymousness of the survey.

Chapter 5

DATA ANALYSIS AND DISCUSSION

5.1 Introduction

This part includes the analysis of the gathered data from respondents. The primary part of this chapter is the descriptive report of respondents about the demographic qualities and descriptive analysis of scales. Then, next part is an explanation on the correlation analysis in which the correlation between all factors is analyzed. The third part is the reflective measurement model, in order to establish validity and reliability, to meet the composite reliability, AVE and discriminant validity.

Afterward, in the fourth part, the assessment of the structural model recalculated the algorithm and bootstrap after the deletion of the indicators. R square, path coefficient are all completed. Now moving on to the analysis part. The goal is to comprehend whether the loading distribution of scales on factors is at least 50% and every element is loaded by at least 3 constructs. In this way, the dataset is set up for PLS investigation, and at the last stage, it is handled to discover the connection between the mediating component and independent factor and its impact on the dependent variable, and find out that which of the hypotheses of this examination can be confirmed.

5.2 Descriptive analysis

The questionnaire reviewed in this thesis is structured with a filter question as depicted in part four. This filter question enables us to access the respondents who have past experience of purchasing Persian carpet items. This inquiry additionally presents a

frequency report to see how respondents know about the existence of Persian carpet products. Most of the information was gathered through Google Forms, empowering the accuracy to constrain a respondent to fill the questionnaire just a single time and preventing any who have chosen filter question as "No" from proceeding with the study. As indicated in figure 3, from 176 online respondents, 42 chose "No" to present that 23.86% of members have no past experience of Persian carpet products. Though 76.14% has already bought this kind of product.



Figure 3: Summary of Respondents According to Filter Question (Source: Google Forms)

In this thesis, totally, 302 are regarded as a representative sample to be taken.

5.2.1 Demographic characteristics

This segment of analysis incorporates the demographic qualities of respondents which specifically speaking embraces sex, age, education level, and income level. Each finding is accompanied by a graph for more assessment.

5.2.1.1 Gender

The principal trademark to be presented is gender. There are 162 male respondents with a portion of 53.6% and 137 female respondents with a 45.4% portion as illustrated in Figure 4.

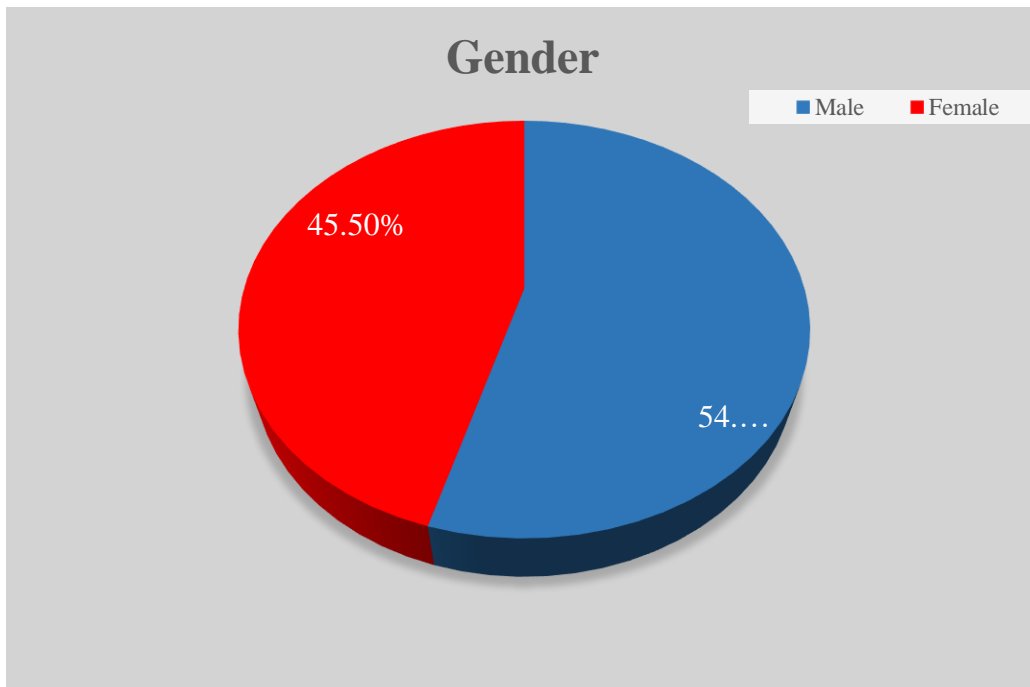


Figure 4: Gender Distribution

5.2.1.2 Age

The next quality to be argued is age. There are five age gatherings. Most of respondents are separated into two classes. Age over 51, have a portion of 28.65% with 85 members followed by 26.40% portion with 82 members somewhere in the range of 31 and 40 years old. There are likewise 76 members in the age range between 41 and 50, 55 members across the age of 21 and 30 and 4 members lower than age of 20 with in turn 24.44%, 19.10%, and 1.40% shares. Figure 5 outlines the age dispersion.

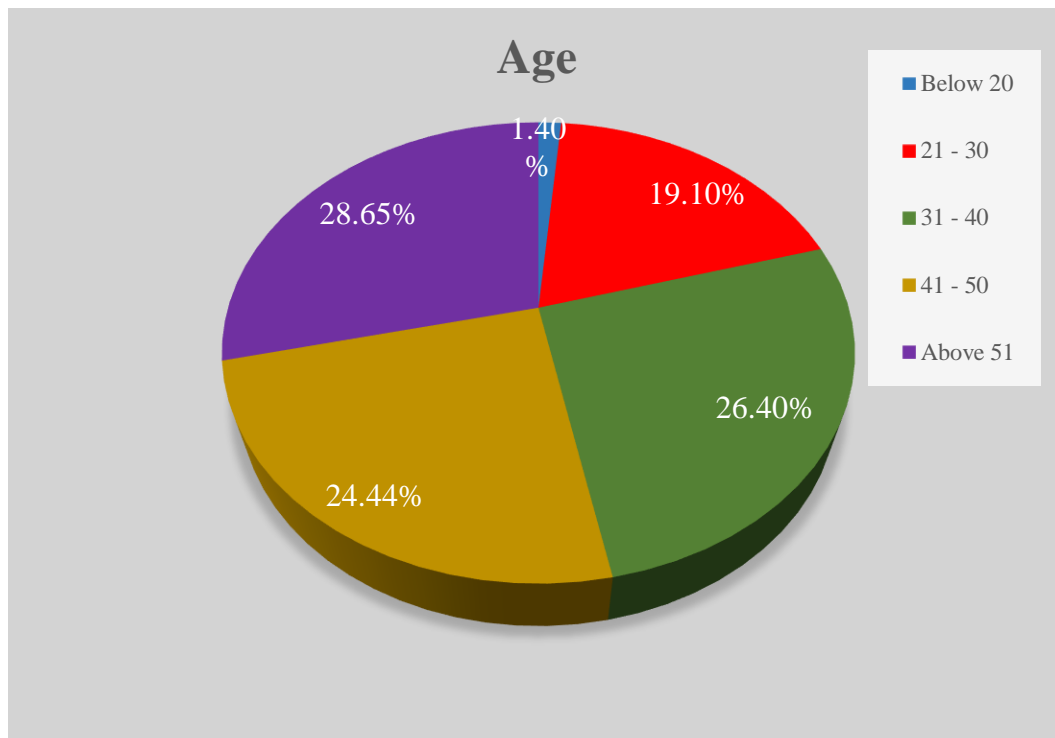


Figure 5: Age Distribution

5.2.1.3 Education Level

The following trademark to be discussed is the education level. There are four education level gatherings. Respondents with an undergraduate degree have a portion of 47.61% scoring 150 followed by respondents owning a graduate degree with a portion of 30.70% and scoring 95. There are additionally members with Ph.D. degrees scoring 37 and respondents with other types of education level scoring 19 with 12.96% and 8.73% shares respectively. Figure 6 indicates the education level.

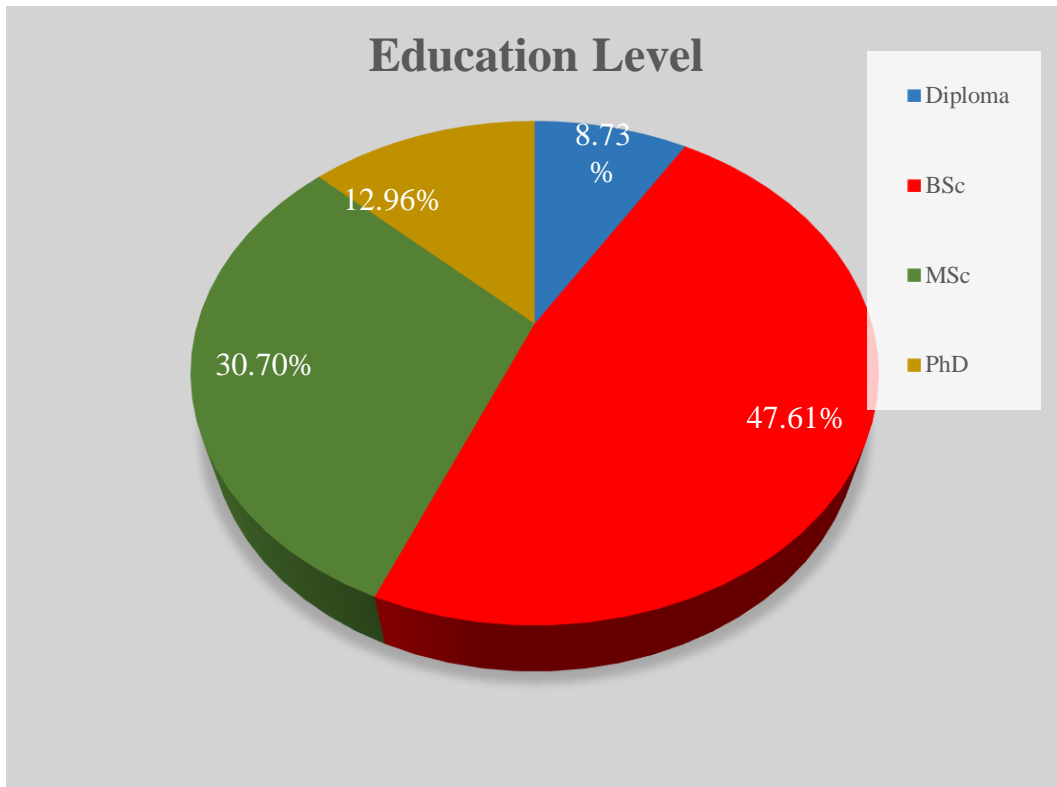


Figure 6: Education Level

5.2.1.4 Income level

The fourth trademark to be taken into consideration is income level. There are three income level types. The income level is chosen based on the lowest pay permitted by law in USA while the study is performed and with the change rate and the report is prepared as units in the US dollar. Respondents with a yearly income level somewhere in the range of \$20,000 and \$100,000 have a portion of 52.35% with a score of 162 followed by respondents with a yearly income level more than \$100,000 have a portion of 35.67% and a score of 109. There are additionally members with an income of below \$20,000 yearly income scoring 31 with 11.80% offers separately. Figure 7 delineates the income level.

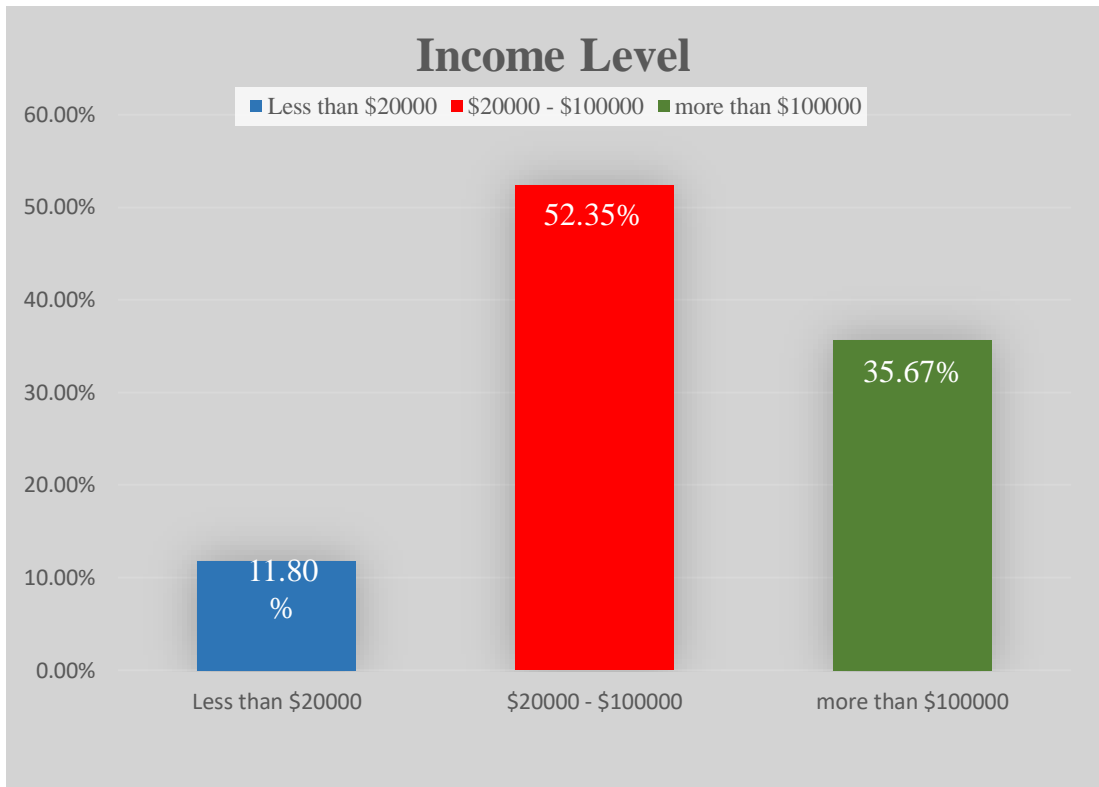


Figure 7: Income Level

The Table 6 below, shows the outline of demographic qualities that have been completely explored.

Table 6: Summary of Demographic Characteristics

		Frequency	Percentage
Gender	Male	162	54.52
	Female	137	45.48
Age	Below 20	4	1.40
	21-30	55	19.10
	31-40	82	26.40
	41-50	76	24.44
	Above 51	85	28.65
Education Level	Diploma	19	8.73

	Bachelor	150	47.61
	Master	95	30.70
	PhD	37	12.96
Income Level	Less than \$20000	31	11.80
	\$20000 - \$100000	162	52.53
	More than \$100000	109	35.67
Total		302	100

5.2.2 Scales

The Table 7 below, shows descriptive analysis of scales with their mean and standard deviation.

Table 7: Descriptive Analysis of Scales

	Mean	Standard deviation (σ)
Attractiveness	3.46	.68354
Persian carpets are stylish.	3.66	.90624
Persian carpets are on the cutting edge.	3.53	.92933
Persian carpets are trendy.	3.57	.85456
Persian carpets are fashionable.	3.68	.84714
I have experienced the renowned authenticity and reputation of the Persian carpet.	3.64	.78563

When considering technical components, Persian carpets are unrivaled.	3.60	.88709
Utility	3.61	.62924
There is benefit when you choose a custom made hand-woven.	3.65	.93870
Using Persian carpets are satisfying.	3.53	.95600
One of the best advantages of Persian carpet is that they are low maintenance.	3.50	.92386
The premium quality of Persian carpet guarantees their durability.	3.67	.93040
I consider Persian carpet to be synonymous with the notion of excellence.	3.68	.86625
Originality	3.62	.55191
Persian carpets are out of the ordinary.	3.66	.80413
Persian carpet stand apart from similar products.	3.55	.96226
I can connect and relate well with the designs and compositions presented on Persian carpet.	3.56	.96344
Innovations presented in Persian carpet have beneficial effects on customers.	3.56	.95167
Innovations in Persian carpets are unpredictable and dynamic.	3.67	.87565
In terms of innovation, indicators of change in the sale of Persian carpets are visible.	3.69	.86501
The marketing of Persian carpet offers the innovation I have been waiting for.	3.69	.83920

Perceived Value	3.65	.54568
Persian carpets are reasonably priced.	3.67	.82453
Persian carpet offer value for money.	3.67	.87565
I enjoy using Persian carpet.	3.64	.86790
I have feel that Persian carpets are elite in the global market.	3.60	.91425
In the public's view, the sale of Persian carpet is considered a pleasant commodity	3.62	.80764
Purchase Intention	3.82	.57194
I find purchasing Persian carpets are be worthwhile.	3.80	.84422
My willingness to buy Iranian's brand would be high if I were shopping for a carpet.	3.84	.95211
I intend to continue purchasing Persian carpet products.	3.90	.86877
I am mindful and very aware of the reasons behind my choice of purchasing a Persian carpet.	3.88	.97216
I strongly recommend others to purchase Persian carpet products.	3.85	.86956
I have heard from others that Persian carpets are the leaders of the market.	3.69	.76178
Customers purchase Persian carpet due to their high quality.	3.79	.69207

The attractiveness scale has a mean score of 3.46, this score indicates marginally agree and will in general signifies positive attitude of respondents towards a Persian carpet.

Next subject is utility, and as indicated by the outcomes it has a mean of 3.61, along these lines respondents are in general somewhat supportive to utility of Persian carpets. Lastly, originality has a mean of 3.62. Clearly speaking, item coolness (attractiveness, utility, and originality) of a Persian carpet is marginally concurred by respondents who have bought it.

The following scale is perceived value. It has a mean score of 3.64, indicating a propensity among respondents, as they esteem that respondents confirm that Persian carpet somewhat convey value to them.

Lastly, the purchasing intention scale, demonstrates a score of 3.82. It could be rounded up to 4 indicating that respondents are concurring with the attitude of buying a Persian carpet.

5.3 Partial Least Square

As discussed before in part four, PLS has been created and utilized in business disciplines and for the strategic administration zone. PLS model is communicated by a structural section that ponders the connections between the latent factors, and a measurement element, which indicates how the latent factors and their indicators are connected. It likewise has a third segment, the weight relations that are utilized to predict case values for the latent factors (Chin and Newsted, 1999).

To shape a connection between the dependent variables and independent variables, wherein this investigation dependent variable is Purchase Intention and independent variables are Attractiveness, Utility, Originality, and Perceived Value. PLS produces new explanatory factors, in which every segment is a linear combination of independent factors. Usually utilized standard regression methods to specify equation

regarding the components to the dependent variable. PLS is to a certain degree close to principal components regression (PCR) in which principal components shape the independent variables in a regression.

Albeit, the major distinction is that with PCR main elements are introduced only by the data value of the independent variables, though with using PLS, the values of both the dependent and independent variables impact the development of elements (Garthwaite, 1994) In the next parts, the reliability and validity of constructs are firstly estimated with the aid of PLS to give factor loadings of items and then some items will be probably omitted from examination. In this way, results and model fit is inspected to make a last and main conclusion. On the basis of final conclusion, hypotheses are reconsidered to analyze which ones are supported and which ones are rejected.

5.3.1 Assessment of Structural Equation Model

Examination of hypotheses (Figure 2) is done about the dependent and independent variables utilizing SEM-PLS. Keen PLS 3.0 was utilized to investigate the model. PLS was selected in this examination since it has a little limitation on information circulation and investigation.

The PLS-SEM way model appraisals stages are: Outer model (Measurement model) assessment to specify the reliability and validity of the model (Sanchez-Franco, 2009; Hulland, 1999). This estimation could be evaluated by looking at the individual loading of every single item namely outer composite reliability and discriminant validity (Sanchez-Franco, 2009; Chin, 1998). Inner model (structural model) assessment to survey the association among exogenous and endogenous latent factors (independent latent variables and dependent variable) in regard of variance represented by (Sanchez-Franco, 2009; Hulland, 1999). In the framework of structural model, the

hypotheses are investigated by exploring the path coefficients that are standardized betas in view of Rahman et al. (2013).

Since the whole variables are reflective, evaluation of the models is first completed regarding internal consistency, construct reliability and validity. The outcomes of evaluation are given in Table 8 as follows:

Table8: Summary of Assessment of Measurement Models

Scale item	Loading	CR	AVE	Alpha
Attractiveness (ATT)		.939	.719	.920
ATT 1	0.842			
ATT 2	0.882			
ATT 3	0.881			
ATT 4	0.858			
ATT 5	0.843			
ATT 6	0.776			
Utility (UTL)		.918	.692	.886
UTL 1	0.849			
UTL 2	0.863			
UTL 3	0.827			
UTL 4	0.857			
UTL 5	0.761			
Originality (ORG)		.921	.659	.910
ORG 1	-			
ORG 2	0.781			
ORG 3	0.820			
ORG 4	0.812			
ORG 5	0.854			
ORG 6	0.772			
ORG 7	0.829			
Perceived Value (PCV)		.854	.545	.827
PCV 1	0.919			
PCV 2	0.921			
PCV 3	0.918			
PCV 4	0.863			
PCV 5	-			
Attitude towards Purchasing Product (APP)		.933	.666	.916
APP 1	0.783			
APP 2	0.807			
APP 3	0.823			
APP 4	0.805			
APP 5	0.851			
APP 6	0.839			
APP 7	0.800			

5.3.2 Cronbach's Alpha

Internal consistency is first evaluated utilizing the Cronbach's Alpha. As indicated by Sohrabinejad and Rahimi (2015), questionnaires are commonly acknowledged as reliable when Cronbach's alpha is more than 0.7. As it is represented in the Table 8, all variables have got satisfactory Cronbach's Alpha in the scope of .827 to .920.

5.3.3 Composite Reliability

The restriction of composite reliability shifts somewhere in the range of 0 and 1; the higher values, the higher levels of reliability. It is commonly deciphered a similar path as Cronbach's alpha. In particular, composite reliability values of 0.60–0.70 are satisfactory in exploratory examination, while in further progressed phases of examination, values more than 0.70 can be viewed as acceptable (Nunnally and Bernstein, 1994). Lastly, composite reliability values lower than 0.60 show an absence of internal consistency reliability. It is discovered that the Composite Reliability values for the whole variables exceed 0.7, showing adequate convergence as well as internal consistency (Gefen et al., 2000).

5.3.4 Convergent Validity

The convergent validity is the degree to which a measure correlates positively with alternative measures of a similar construct. In this manner, the elements that are indicators (measures) of a particular construct ought to meet high extent of variance.

To check convergent validity, scientists ought to think about the outer loadings of the indicators alongside with the average variance extracted (AVE) (Sarstedt et al., 2017).

5.3.4.1 Outer loadings

The outer loading values for every one of the elements are seen as more than 0.5. As a general guideline, in the view of Hulland (1999), reflective indicators showing outer loading values below 0.4 need to be omitted. Despite the fact that indicators with outer

loadings in the range of 0.4 and 0.7 are not viewed as strong indicators, ignoring these indicators is recommended just in case that the removal expands the composite value and the Average Variance Extracted (AVE). The vast majority of the outer loadings are higher than 0.7 apart from certain things, for example, ORG1 and PCV5 that have been removed.

5.3.4.2 Average Variance Extracted (AVE)

The last stage is to evaluate estimation models under convergent validity that is by definition the degree to which a construct converges in its indicators by clarifying the items' variance. Convergent validity evaluated by Average Variance Extracted (AVE) across all items related to a construct and alluded to as commonality. Hair et al. (2014) detailed for this issue by utilizing a similar rationale as that utilized with the individual indicators. That is, an AVE value of 0.50 or higher shows that, overall, the construct indicates more than half of the variance of its indicators. Conversely, an AVE of lower than 0.50 depicts that, on average, more variance remains in the error of the items than in the variance introduced by the construct (see Table 8). The AVE values for the whole variables are discovered to be somewhere in range of 0.545 and 0.719. The values are more than the required threshold of 0.5 as variables having AVE values higher than 0.5 are considered to have sufficient convergent validity (Bagozzi and Youjae, 1988).

5.3.5 Discriminant Validity

Discriminant validity depending on Hair et al. (2014) is the degree to which a construct is a right different from other constructs following exact guidelines. In any case, setting up discriminant validity suggests that a construct is distinctive and catches situations which are not expressed to by different constructs in the model. To evaluate

discriminant validity, three proportions of discriminant validity have been listed below:

5.3.5.1 Cross loading

One technique for examining discriminant validity is to look at the cross loadings of the indicators. Particularly, an indicator's outer loading on the related construct must show more than every one of its loadings on different constructs. The existence of cross-loadings that surpass the indicator's outer loadings indicates a discriminant validity issue. This guideline is commonly regarded as to some degree liberal with respect to building up discriminant validity depending on Hair et al. (2011).

Table 9: Cross Loadings

	ATT	ORG	APP	PCV	UTL
ATT1	0.846	0.638	0.541	0.500	0.582
ATT2	0.886	0.602	0.494	0.478	0.489
ATT3	0.883	0.577	0.542	0.488	0.560
ATT4	0.856	0.588	0.593	0.482	0.607
ATT5	0.843	0.527	0.513	0.426	0.552
ATT6	0.769	0.521	0.550	0.395	0.575
ORG2	0.610	0.781	0.480	0.410	0.464
ORG3	0.550	0.819	0.568	0.462	0.542
ORG4	0.551	0.812	0.497	0.423	0.433
ORG5	0.540	0.853	0.523	0.416	0.488
ORG6	0.537	0.772	0.520	0.433	0.459
ORG7	0.532	0.831	0.560	0.498	0.584
APP1	0.478	0.502	0.783	0.500	0.591
APP2	0.506	0.500	0.807	0.536	0.585
APP3	0.578	0.536	0.823	0.493	0.614
APP4	0.553	0.535	0.805	0.496	0.607
APP5	0.573	0.568	0.851	0.592	0.624
APP6	0.494	0.538	0.839	0.617	0.606
APP7	0.451	0.521	0.800	0.543	0.535
PCV1	0.534	0.516	0.631	0.919	0.585
PCV2	0.569	0.541	0.639	0.921	0.564
PCV3	0.462	0.479	0.607	0.918	0.526
PCV4	0.391	0.423	0.507	0.863	0.442
UTL1	0.578	0.504	0.615	0.440	0.845
UTL2	0.570	0.541	0.606	0.502	0.864
UTL3	0.595	0.575	0.619	0.539	0.831

UTL4	0.548	0.503	0.581	0.499	0.860
UTL5	0.462	0.420	0.610	0.462	0.756

5.3.5.2 Heterotrait-Monotrait Ratio

The Heterotrait-Monotrait Ratio of correlations (HTMT) is determined for every one of the variable. The results are given in the Table 10. HTMT values lower than 0.90 shows that discriminant validity is built up between two reflective constructs (Henseler et al., 2015). As the whole values are under 0.90 as appeared in the table below, discriminant validity is set up for the model.

Table 10: Heterotrait-Monotrait Ratio (HTMT)

	AT	OR	PP	PV	UT
AT					
OR	0.749				
PP	0.691	0.713			
PV	0.583	0.591	0.713		
UT	0.731	0.682	0.808	0.642	

5.3.5.3 Fornell–Larcker test

Discriminant validity is additionally settled by means of the Fornell-Larcker basis (Fornell and Larcker, 1981). The Fornell–Larcker model is a more constructive way to deal with evaluating discriminant validity (Hair et al., 2014). It makes comparison the square root of the AVE values with the latent variable correlations. Generally, the square root of every construct's AVE ought to be more than its highest correlation with each of other construct. That is, this rule can be referenced as the AVE ought to surpass the squared correlation with each of other indicators. The technique of this method is in accordance with the thought that a construct shares more variance with its associated constructs than with other indicators (see Table 11).

Table 11: Fornell-Larcker Criterion

	AT	OR	PP	PV	UT
AT	0.848				
OR	0.680	0.812			
PP	0.637	0.648	0.816		
PV	0.546	0.544	0.662	0.906	
UT	0.663	0.613	0.729	0.588	0.832

5.4 The Goodness of Fit of the Model – GoF and SRMR

It is applied as an index for the complete model fit to confirm that the model adequately clarifies the empirical data. Tenenhaus et al. (2005) characterized GoF as the worldwide fit measure. It is the geometric mean of both average variances extracted (AVE) and the average of R^2 of the endogenous variables. The logic behind GoF is to take the investigation model into the account at the two levels which are measurement and structural model with an emphasis on the general performance of the model (Vinzi et al., 2010; Henseler and Sarstedt, 2013; Liu et al., 2016). The estimation formula of GoF is:

$$GOF = \sqrt{AVE \times R^2}$$

$$GOF = \sqrt{0.553 \times 0.607}$$

$$GOF = 0.579$$

The rules of GoF to decide if GoF values are no fit, little, medium, or enormous to be regarded as worldwide valid PLS model have been presented by (Wetzels et al., 2009).

The following table illustrate these rules:

Table 12: Value of Goodness of Fit of the Model (GOF)

GoF less than 0.1	No fit
GoF between 0.1 and 0.25	Small
GoF between 0.25 and 0.36	Medium
GoF greater than 0.36	Large

As it can be seen in within the values of GOF, the calculated GOF of our model shows large fit.

SRMR. The result of goodness of fit model indicator (*SRMR*) shows value of 0.053, which is below the threshold of 0.10 (Henseler et al., 2014).

While affirming that the construct measures are valid and reliable, is the appraisal of the structural model outcomes by analyzing the internal relations among the dependent variables. It includes inspecting the model's prescient capacities and the associations among the constructs.

5.5 Blindfolding and Predictive Relevance (Q²)

It was affirmed by Hair et al. (2014) that every data point of the indicators of a chosen reflective endogenous latent variable is deleted and afterward anticipated. Along these lines, the blindfolding system can contrast the first values and the anticipated qualities. In the event that the anticipation is near the main value (for example there is a little prediction error), the path model has high predictive accuracy. This prediction errors, quantified as the contrast between the correct values and the anticipated values alongside trivial prediction error (characterized as the mean of the rest of the information), are afterwards utilized to predict the Q² value Chin (1998), and the Q² values bigger than 0 propose that the model owns predictive relevance for a particular endogenous construct. Conversely, values of 0 and less than this amount demonstrates an absence of predictive relevance.

As indicated by Hussain et al. (2018), the blindfolding methodology is just applied to endogenous constructs that have a reflective measurement model determination alongside with endogenous single-thing constructs. Q² insights are utilized to quantify

the nature of the PLS path model, which is determined utilizing blindfolding strategies and cross-validated excess performed. The Q^2 rule suggests that the theoretical model can foresee the endogenous latent constructs.

Table 13: Results of Predictive Relevance (Q^2) Values

Endogenous latent variables	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Attitude towards purchasing products	2114.000	1272.105	0.398

5.6 Hypotheses Testing (Path Coefficient)

After making construct validity and reliability, we then test them and afterwards examine stated hypotheses by running Bootstrapping and Smart PLS's algorithm. P-values were reached by means of the bootstrap routine. The running of the PLS algorithm in Smart PLS 3.0 program acquired for the structural model associations (the path coefficients), that indicates to the hypothesized associations among the constructs as delineated in the table below:

Table 14: PLS Structural Model Results

	Path	Path coefficient	p-value	Confirm or reject the hypothesis
H1a	ATT → APP	0.145	0.022	Confirmed
H1b	UTL → APP	0.477	0.000	Confirmed
H1c	ORG → APP	0.257	0.000	Confirmed
R^2	0.607			

Based on Table 14, the obtained results from path coefficient and the sample t-test implied that success Attitude towards Purchasing Product (APP) are significantly

influenced by Attractiveness ($B = 0.151$, $p\text{-value} = 0.023$) by which H1a was supported.

Utility will have a positive influence on the Attitude towards Purchasing Product (APP) in the Iranian had-woven market. The results obtained for this hypothesis is consistent with the positive and significant coefficient ($B = 0.473$, $p\text{-value} = 0.000$). H1b was supported accordingly.

Originality will have a positive impact on the Attitude towards Purchasing Product (APP) in Iranian had-woven market. The results obtained for hypothesis are $B = 0.256$, $T\text{-value} = 0.000$. Therefore, H1c which proposed that Attitude towards Purchasing Product and Originality are positively related to each other.

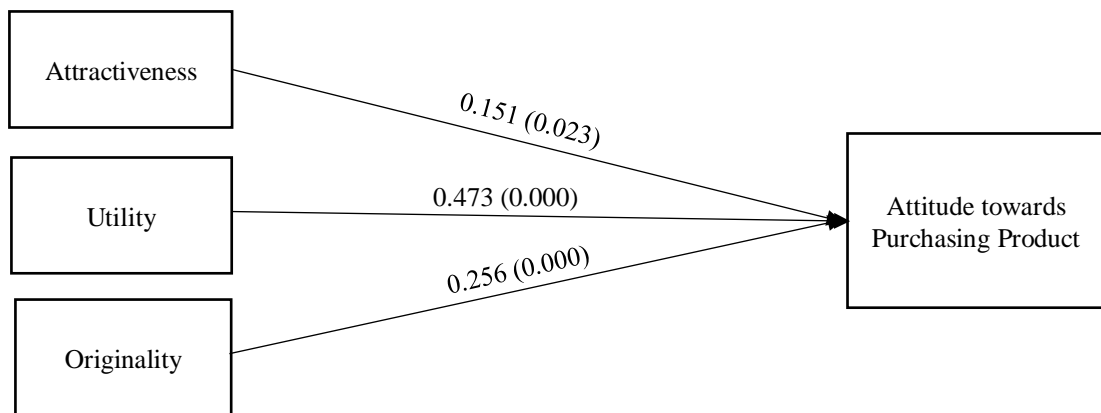


Figure 8: Model Test Results - Mediator Excluded

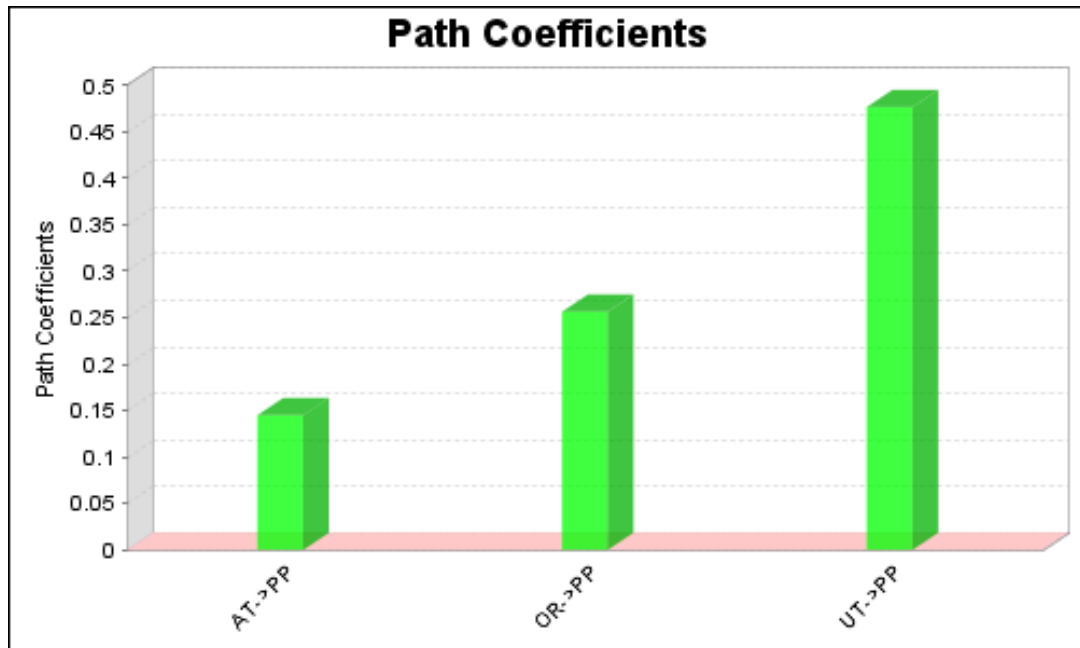


Figure 9: Path Coefficients - Bar Chart

Another significant rule for surveying the structural model in PLS-SEM is the R squared value, which is namely called the coefficient of determination (Hair et al., 2011, 2012; Henseler et al., 2009), and usually utilized measure to assess the structural model (R^2 value). This coefficient is a measure of the model's predictive accuracy and determined as the squared correlation between the real and anticipated values of a particular endogenous construct. The R-squared value indicates the extent of variation in the dependent variable(s) which could be clarified by at least one predictor variable (Elliott and Woodward, 2007; Hair et al., 2010). Needless to say that the satisfactory degree of R^2 values relies upon the survey context; however, Hair et al. (2010) and Falk and Miller (1992) suggested a R-squared degree of 0.10 as a minimum satisfactory degree. Moreover, Chin (1998) recommends that the R-squared values of 0.67, 0.33, and 0.19 in PLS-SEM can be considered in turn as fundamental, moderate, and powerless, and any R^2 values under 0.19 are not satisfactory. According to the results of Table 14, the value of R^2 is 0.607 which shows the substantial proportion of

the variance in the dependent variable (more than 60 percent) is predictable by the independent variables.

5.7 Testing Mediation

Mediation is called to happen when an independent(s) variable impacts on the dependent variable(s) through a mediating variable. A variable plays role as a mediator when it meets the situations below:

Varieties in levels of the independent variable [X] obviously indicates variations in the assumed mediator [M] (i.e., Path a). Variations in the mediator [M] clearly shows variations in the dependent variable [Y] (i.e., Path b). At the point when Paths a and b are controlled, the former significant association between the independent [X] and dependent [Y] variables [Path c in Figure 10] is not significant anymore, with the most powerful exhibition of mediation happening when Path c (Path c' in Figure 10) is zero.

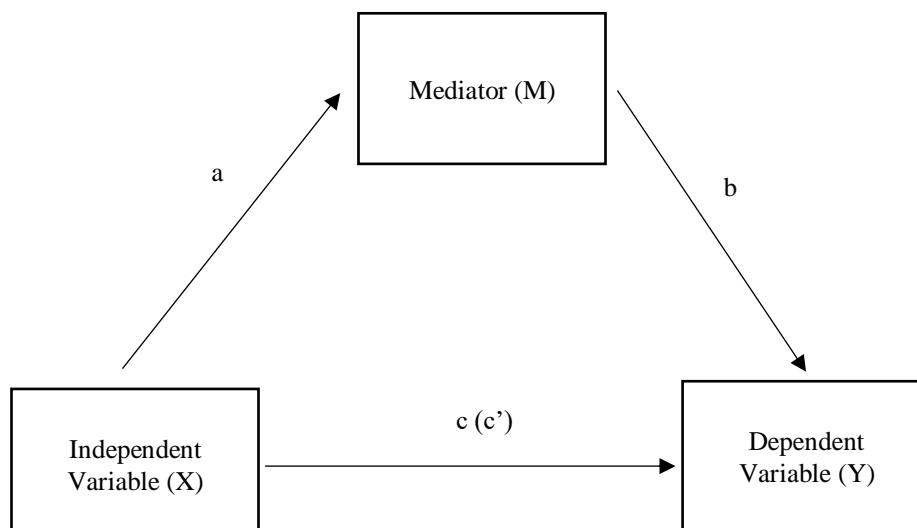


Figure 10: Diagram of Statistical Mediation.

In this extract, as is valid in all mediation models, X is supposed to have priority over M in time, and M is a logical reason for Y. Additionally it must be taken into consideration that stage (c) suggests that the relationship (the whole impact) among X

and Y has been checked and seen as significant. Under ideal circumstances, when the whole variables relevant to the association between X and Y are controlled, mediation is going to clarify the relationship totally between X and the Y (path $c' = 0$). Nonetheless, in real survey, Y might be clarified by more than a single X, and the whole supposed appropriate factors are not recognized, considerably less estimated and afterward controlled. In such cases, mediation couldn't be explanatory element of the relationship between X and Y (way $c' \neq 0$). Such a circumstance is called partial mediation. In other words, M just clarifies the connection between the X and Y to a certain degree (Baron and Kenny, 1986).

In our study, in order to find the indirect path coefficient, (a) should be multiply by (b). P-value of indirect effect is computed by the software, PLS 3.0. As shown in Table 15, test results with the 95% of confidence interval indicate that, perceived value has significant indirect effect in all direct relationships of the independent variables includes: attractiveness (ATT), utility (UTL), and originality (ORG) with the dependent variable which is attitude towards purchasing product (APP). It means that perceived value can play the role of mediator in our proposed model. However, based on the results of the following table, we seek that whether it can partially mediate the relations or fully.

Table 15: Mediating Test Results

Path	Total Effect	Mediator is PCV		Mediation
		Indirect Effect Independent → PCV → Dependent	Direct Effect	
ATT → APP	0.151***	0.047**	0.101	Full
UTL → APP	0.473***	0.094***	0.379***	Partial
ORG → APP	0.256***	0.060***	0.197***	Partial
R ² (model included mediator)		0.651		
R ² (model excluded mediator)		0.607		
R ² change		0.044		

Notes: *p < .05; **p < .01; and ***p < .001.

It is discussed formerly that the attractiveness, utility, and originality effect on attitude towards purchasing product can be mediated by perceived value of customer.

As Figure 11 displays, the coefficients for attractiveness, utility, and originality are significant and positive which are, (B=0.171, p-value=0.018), (B=0.341, p-value=0.000), and (B=0.219, p-value=0.001), respectively, providing support for H2a, H2b, and H2c. The perceived value effect is also positive and significant (B=0.277, p-value=0.000), and thus H3 is supported.

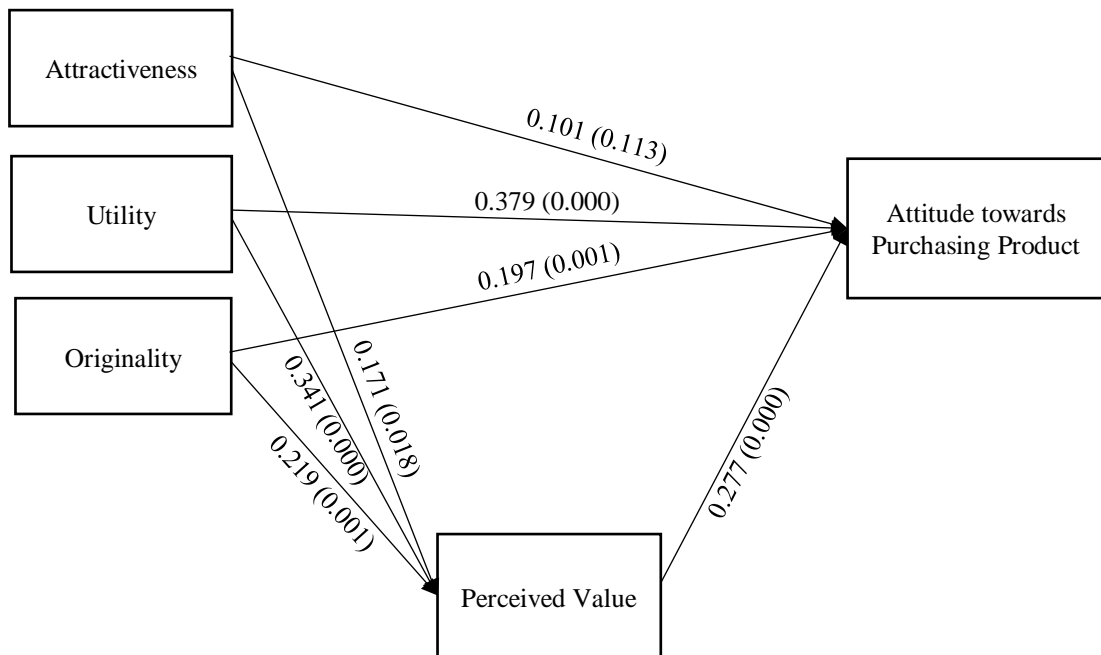


Figure 11: Model Test Results - Mediator Included

Hypotheses H4a, H4b, and H4c proposed that Perceived Value mediates the relationships between all independent variables and the dependent. However, according to the stated results in Table 15, because the direct effect of attractiveness at the presence of mediator ($B=0.101$, $p\text{-value}=0.113$) is insignificant, we have full mediating effect and H4a is supported. About H4b and H4c, because there are significant direct relationships in the model included the mediator ($B=0.379$, $p\text{-value}=0.000$ and $B=0.219$, $p\text{-value}=0.001$), we can conclude that perceived value can partially mediate those relations and therefore H4b and H4c are also supported.

5.8 Conclusion

Totally, 10 hypotheses were developed to be investigated in this study so as to indicate the association between attitudes as functions and consumer's purchasing intention. Based on the analysis performed in this section, the support or rejection of developed hypotheses are as follows:

Table 16: Result Hypotheses

HYPOTHESES	FINDINGS
H1a: Attractiveness has a positive effect on attitude towards purchasing product.	SUPPORTED
H1b: Utility has a positive effect on attitude towards purchasing product.	SUPPORTED
H1c: Originality has a positive effect on attitude towards purchasing product.	SUPPORTED
H2a: Attractiveness has a positive effect on perceived value.	SUPPORTED
H2b: Utility has a positive effect on perceived value.	SUPPORTED
H2c: Originality has a positive effect on perceived value.	SUPPORTED
H3: Perceived value has a positive effect on attitude towards purchasing product.	SUPPORTED
H4a: The effect of attractiveness on attitude towards purchasing product is mediated by perceived value.	SUPPORTED
H4b: The effect of utility on attitude towards purchasing product is mediated by perceived value.	SUPPORTED

H4c: The effect of originality on attitude

towards purchasing product is mediated

by perceived value.

SUPPORTED

Chapter 6

CONCLUSION & RECOMMENDATIONS

6.1 Introduction

The mission of this section is to report the fundamental discoveries regarding the results of testing and analyzing survey questions. This chapter reviews a short summary of past sections and then represents in-depth information on the outcomes from testing the survey questions. This part also is accompanied by a couple of recommendations in the hope that researchers may find it worth embarking on further studies.

The aim of this thesis was mainly to discover the variables impacting on the attitude of customer shopping Iranian carpets in the global market. In this regard, the survey ahead hypothesized 3 main dimensions namely of attractiveness, utility, and originality so as to find out the significance of various aspects of coolness (if any) for different types of customers. Moreover, a mediating factor namely perceived value was investigated to understand that how is impact on the expressive functions category as well as its influence on the behavior purchase intention.

6.2 Discussion of Findings

The result of the analysis and collected information from previous studies are consistent with each other such that the whole factors regarding coolness have positive significant effect on consumers' purchase intention. The results are as follows:

All in all, we found out that attractiveness of a product not only has positive effect on consumers' attitude but also as discussed in section 5, the association between attractiveness and mediator perceived value is a full mediation, meaning that attractiveness of a product or item certainly changes perceived value from consumers' point of view. Although attractiveness of a product is not directly counted as a cause of purchase, it will change the customers' perception. In fact, what determines the customer's intention will be perceived value.

Additionally, the outcomes of our study revealed that both utility and originality play a part as partial mediators between perceived value and attitude toward purchasing Iranian carpets. However, in comparison with attractiveness, it was indicated that the extent to which the perceived value is mediated by attractiveness is greater than as of by utility and originality.

It would be remarkable to note that the current year, the year 2020, will bring changes in businesses and lifestyles as a result of emergence of COVID-19 without a doubt. Since COVID-19 has caused an economic downturn across the world, the revolution in carpet industry will be also inevitable. However, what is certain is that the production of hand-woven carpets does not stop, but it will undergo some changes. Production and trade of hand-woven carpets continue but meanwhile, the value, supply, and demand chain revolve. Therefore, we must make production and trade in a smarter way than before. This means that production will be reduced under such circumstances and the producers have no choice than improving quality of products. In this regard, Iranian carpet is a luxury product and can survive with keeping its own special customers.

6.3 Limitations

Knowing that the period for sampling must be long enough to encompass all the factors affecting customers' various behaviors, due to some limitations on the years a student is permitted to finalize his or her thesis, this time period for sampling was limited in our study.

Individuals with different nationality and different cultures have got different elegance accordingly. So, the findings in this study might not be generalized to all people throughout the world.

There is a broad range of effective elements which has impact on attitude of customers shopping Iranian carpet and investigating all seems to be never-ending.

Since this thesis is a cross-sectional study, the findings does not signify a dynamic interrelations of factors over time but a stagnant picture of consumer behavior.

6.4 Implementations

With respect to the impact of advertisements by salesmen on the attitude of customer buying Iranian carpet, the salesmen are suggested to concentrates on the beauty of the carpets, especially on motives and colors.

In accordance with the effect of carpet quality on the attitude of customer shopping Iranian carpet, it would be suggested to stick informative labels on the carpets so as to present a clear image of the product quality.

In regard to the impact of carpet beauty on the attitude of customer shopping Iranian carpet, it could be suggested that in the producers of such carpets must be paid too much attention to the desires and preferences of customers and try to satisfy them.

6.5 Suggestions for Further Studies

Studying the other factors impacting on the attitude of customer buying Iranian handmade carpet.

Studying the attitude of customers buying for other Iranian handicrafts.

Studying customer shopping behavior.

Studying customer ' behavior in terms of shopping Iranian carpet and comparing it with the rival countries from the carpet production aspect.

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APPENDIX

Questionnaire

This academic project is aiming to understand purchasing intentions towards Persian carpet. Taking the time to complete the questionnaire is of high importance and your contribution is highly appreciated. Your responses will remain anonymous and be treated in the strictest of confidence. There are no right or wrong answers.

Q1: Have you ever practiced or purchased any type of Persian carpet? Yes 1 No 2
If you select "Yes" please proceed/ if you selected "No" please stop and do not proceed.

Q2: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick / circle only one box per line)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a Persian carpets are stylish.	1	2	3	4	5
b Persian carpets are on the cutting edge.	1	2	3	4	5
c Persian carpets are trendy.	1	2	3	4	5
d Persian carpets are fashionable.	1	2	3	4	5
e I have experienced the renowned authenticity and reputation of the Persian carpet.	1	2	3	4	5
f When considering technical components, Persian carpets are unrivaled.	1	2	3	4	5

Q3: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick / circle only one box per line)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a There is benefit when you choose a custom made hand-woven.	1	2	3	4	5
b Using Persian carpets are satisfying.	1	2	3	4	5
c One of the best advantages of Persian carpet is that they are low maintenance.	1	2	3	4	5
d The premium quality of Persian carpet guarantees their durability.	1	2	3	4	5
e I consider Persian carpet to be synonymous with the notion of excellence.	1	2	3	4	5

Q4: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick / circle only one box per line)

- | | | | | | | | |
|---|--|---|---|---|---|---|---|
| a | Persian carpets are out of the ordinary. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| b | Persian carpet stand apart from similar products. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| c | I can connect and relate well with the designs and compositions presented on Persian carpet. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| d | Innovations presented in Persian carpet have beneficial effects on customers. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| e | Innovations in Persian carpets are unpredictable and dynamic. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| f | In terms of innovation, indicators of change in the sale of Persian carpets are visible. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| g | The marketing of Persian carpet offers the innovation I have been waiting for. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |

Q5: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick / circle only one box per line)

- | | | | | | | | |
|---|---|---|---------|-------|----------------|---|---|
| | | Strongly Disagree | Neutral | Agree | Strongly Agree | | |
| a | I find purchasing Persian carpets are be worthwhile. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| b | My willingness to buy Iranian's brand would be high if I were shopping for a carpet. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| c | I intend to continue purchasing Persian carpet products. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| d | I am mindful and very aware of the reasons behind my choice of purchasing a Persian carpet. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| e | I strongly recommend others to purchase Persian carpet products. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| f | I have heard from others that Persian carpets are the leaders of the market. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| g | Customers purchase Persian carpet due to their high quality. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |

Q6: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick / circle only one box per line)

- | | | | | | | | |
|---|--|---|---------|-------|----------------|---|---|
| | | Strongly Disagree | Neutral | Agree | Strongly Agree | | |
| a | Persian carpets are reasonably priced. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| b | Persian carpet offer value for money. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| c | I enjoy using Persian carpet. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |
| d | I have feel that Persian carpets are elite in the global market. | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | | | |

e In the public's view, the sale of Persian carpet is considered a pleasant commodity.

1	2	3	4	5
---	---	---	---	---

Q7. Please specify below your:

a) Gender:

- 1 Male
- 2 Female

b) How old are you?

- 1 Below 20
- 2 21-30
- 3 31-40
- 4 41-50
- 5 Above 51

c) Annual Income Level

- 1 Less than \$ 20,000
- 2 \$ 20,000 - \$ 100,000
- 3 More than \$ 100,000

d) What is your academic degree?

- 1 Diploma
- 2 BSc
- 3 MSc
- 4 PhD

e) Nationality:

Q8. How do you evaluate Iranian carpet's overall quality?

- 1 Very Poor 2 Poor 3 Average 4 Good 5 Very Good

Q9. Are you familiar with any type of the following Persian handwoven?

(You can choose more than one options)

- 1 Rug
- 2 Gabbeh
- 3 Kilim
- 4 Jajim
- 5 Zilo

Q10. What element do you think is the most important when you are buying carpets?

(Please tick / circle only one box)

- 1 Brand
- 2 Price
- 3 The Position of Distributor
- 4 Advertising and Promotion
- 5 Product Quality
- 6 Design and Personality
- 7 After Sale Service
- 8 Others (please specify)

Q11. What influenced you to buy a particular brand?

(Please tick / circle only one box)

- 1 Advertisement
 - 2 Word of Mouth
 - 3 Attractive Design
 - 4 Dealer
 - 5 Shop Display
 - 6 Family, Friends, Relatives
 - 7 Other (please specify)
-

Q12. Which of the following policies affects your selection?

(You can choose more than one options)

- 1 Discount Policy
- 2 Promotional Polic