Measuring Purchase-decision involvement

Naser Azad* **and Amir Hassanjani Roshan**

Department of Management and Accounting, South Tehran Branch, Islamic Azad University, Tehran, Iran

C H R O N I C L E	A B S T R A C T
	Nowadays, increasing competition is forcing businesses to pay more attention on customer satisfaction providing strong customer services. Increased competition has also increased marketing activities. This paper presents an empirical investigation to determine important factors influencing purchase decision involvement in food industry in city of Tehran, Iran. The study designs a questionnaire in Likert scale, distributes it among 270 experts in food industry and, using principle component (PCA) analysis, extracts important group of factors. The questionnaire consists of 27 questions, which is reduced to 23 questions because of sensitivity of the PCA to Skewness of data. Cronbach alpha is calculated as 0.81, which is well above the minimum acceptable level. The results indicate that there were four factors including individual differences, product validation, triggers and dependent behavior influencing purchasing decisions.

1. Introduction

Nowadays, increasing competition is forcing businesses to pay more attention on customer satisfaction providing strong customer services (Vukasovic, 2010; Manjeshwar et al., 2013; McCutcheon et al., 2013). Increased competition has also increased marketing activities. Hahn and Kean (2009) explored the relationships between self-construals and decision-making styles of Korean college students. They reported that Korean college students' decision-making styles could vary based on their self-construals. Kavkani et al. (2011) identified seven decision-making styles influencing customer satisfaction including perfectionism consciousness, novelty and fashion consciousness, recreational and hedonistic consciousness, confused by over choice, impulsiveness and carelessness, price and value consciousness, and brand loyalty. Baoku et al. (2010) determined Chinese peasant consumers' decision-making styles. They reported three consumer segments including confused by over choice peasant consumer; fashion and impulsive peasant consumer; and perfect peasant

consumer. Anic et al. (2012) studied decision-making styles of young consumers in Bosnia and Herzegovina by examining the applicability of Sproles and Kendall's Consumer Style Inventory (CSI). They also segmented young consumers based on their decision-making styles (CDMS), profile consumer segments, and explore differences in gender and household income among segments. They reported that young consumers in Bosnia and Herzegovina could be classified into five segments based on their decision-making styles. Young males were detected to be impartial, middle ground consumers, while females were more hedonistic-oriented consumers.

Razzaque and Chaudhry (2013) investigated the effect of religious commitment of Muslim consumers in a non-Muslim country on their purchase decision-making process and developed a broad-based taxonomy of these consumers based on that. They used responses obtained from a convenient sample of Muslim consumers living in different suburbs of Sydney metropolitan area, who were the main grocery buyers of their respective households. They reported that food and personal hygiene products, generally viewed as low-involvement products in the non-Muslim cultures, were actually high involvement products to religious Muslims. Chang and Kukar-Kinney (2011) compared and built two kinds of shopping aids, namely; research-supporting and solution-oriented shopping aids, and tested their effectiveness, considering both consumer and situational factors. In their survey, knowledgeable consumers and less time-pressed consumers ought to benefit from research-supporting shopping aids. Lysonski and Durvasula (2013) measured psychological variables with established instruments with adequate reliabilities. They reported that four of the eight decision making styles changed statistically between 1994 and 2009.

2. The proposed study

This paper presents an empirical investigation to determine important factors influencing purchase decision involvement in food industry in city of Tehran, Iran. The study designs a questionnaire in Likert scale. In our survey, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is equal to 0.734 and Bartlett's test of Sphericity yields a Chi-Square of 1657 with P-value = 0.000. These statistics validate the overall questionnaire. Table 1 demonstrates the results of communalities.

Table 1
The summary of Communalities

Variable	Description	Initial	Extraction
VAR00003	Perfectionism consciousness	1.000	.591
VAR00004	Brand consciousness	1.000	.661
VAR00006	Novelty and fashion consciousness	1.000	.743
VAR00007	Habitual and brand loyal orientation	1.000	.524
VAR00008	The confused by over choice	1.000	.576
VAR00009	Enjoy choosing products and shopping	1.000	.709
VAR00010	The confused by over choice	1.000	.629
VAR00011	Perfectionism consciousness	1.000	.651
VAR00012	Cultural heritage	1.000	.591
VAR00014	Family values	1.000	.717
VAR00015	Quality of product	1.000	.585
VAR00016	Lifestyle	1.000	.719
VAR00017	Cognitive and affective	1.000	.564
VAR00018	Orientations	1.000	.376
VAR00019	The differences in national cultures	1.000	.703
VAR00020	-	1.000	.631
VAR00021	-	1.000	.580
VAR00023	-	1.000	.677
VAR00024	-	1.000	.611
VAR00025	-	1.000	.688
VAR00026	-	1.000	.719
VAR00027	-	1.000	.559

As we can observe from the results of Table 1, all communalities are well above 0.5, which validates the overall questionnaire. Table 2 demonstrates total variance explained.

Table 2
The summary of total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative	Total	% of	Cumulative
1	4.599	20.904	20.904	4.599	20.904	20.904	2.591	11.779	11.779
2	2.097	9.531	30.436	2.097	9.531	30.436	2.169	9.857	21.636
3	1.906	8.664	39.100	1.906	8.664	39.100	2.088	9.491	31.127
4	1.621	7.368	46.467	1.621	7.368	46.467	1.966	8.937	40.064
5	1.249	5.678	52.146	1.249	5.678	52.146	1.774	8.065	48.129
6	1.184	5.384	57.530	1.184	5.384	57.530	1.624	7.380	55.509
7	1.148	5.218	62.747	1.148	5.218	62.747	1.593	7.239	62.747
8	.993	4.515	67.262						
9	.895	4.067	71.329						
10	.830	3.771	75.100						
11	.677	3.076	78.176						
12	.642	2.920	81.096						
13	.597	2.714	83.810						
14	.520	2.363	86.173						
15	.513	2.330	88.503						
16	.442	2.008	90.511						
17	.423	1.923	92.434						
18	.404	1.834	94.268						
19	.367	1.667	95.936						
20	.327	1.485	97.420						
21	.298	1.352	98.773						
22	.270	1.227	100.000						

In addition, Scree plot has been used to extract the most important groups and Fig. 1 demonstrates the results of our findings.
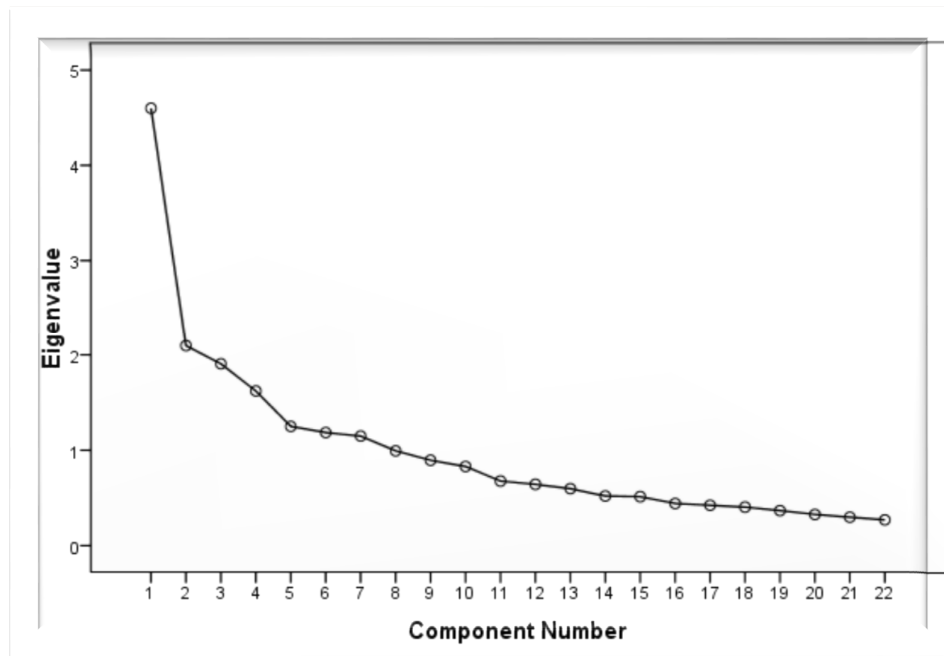

Fig. 1. The results of Scree plot

According to Table 2 a Fig. 1, there are four factors influencing on customer satisfaction and we present them in the next section.

3. The results

In this section, we present four groups of factors influencing on customer satisfaction in food industry.

3.1. The first group: individual differences

The first group is associated with individual differences, which consists of five items summarized in Table 3 as follows,

Table 3
The summary of factors associated with individual differences

Item	Factor weight	Eigenvalues	% of variance	Accumulated
Family value	0.763	2.457	49.144	49.144
Cultural differences	0.748			
Individual factors	0.713			
Religion	0.675			
Social orientation	0.593			

As we can observe from the results of Table 3, family value is the most important factor followed by cultural differences and individual factors. In addition, religion and social orientation are other important factors influencing individual differences.

3.2. The second group: Product validation

The second group of factors is associated with product validation with three components, which are summarized in Table 4 as follows,

Table 4
The summary of factors influencing on product validation

Item	Factor weight	Eigenvalues	% of variance	Accumulated
Genuine package	0.796	3.301	58.301	58.301
Standard sign	0.781			
Reputation	0.711			

The results of Table 4 show that genuine package is number one important factor followed by standard sign and product reputation.

3.3. The third group: triggers

The third group of data is associated with triggers with three factors summarized in Table 5 as follows,

Table 5
The summary of factors influencing triggers

Item	Factor weight	Eigenvalues	% of variance	Accumulated
Psychological effects of purchase	0.733	1.455	48.513	48.513
Stimulate purchases	0.731			
Purchases pleasure seeking	0.619			

According to the results of Table 5, "Psychological effects of purchase" is the most important factor followed by "stimulate purchases factors" and "purchases pleasure seeking".

3.4. The fourth group: Dependent behavior

Dependent behavior is the last group of factors affecting purchase intention in food industry, which consists of five factors summarized in Table 6 as follows,

Table 6
The summary of factors associated with dependent behavior

Item	Factor weight	Eigenvalues	% of variance	Accumulated
Market penetration	0.701	2.029	40.576	40.576
Costs of major symbols	0.659			
Propensity to buy custom	0.639			
Advertisement	0.592			
Market share	0.587			

According to Table 6, market penetration is number one priority followed by costs of major symbols, propensity to buy custom, advertisement and market share.

4. Discussion and conclusion

In this paper, we have presented an empirical investigation to determine important factors influencing purchase decision involvement in food industry in city of Tehran, Iran. The results indicate that there were four factors including individual differences, product validation, triggers and dependent behavior influencing purchasing decisions. In terms of individual differences, family value has been recognized as the most important factor followed by cultural differences and individual factors. In addition, religion and social orientation were other important factors influencing individual differences. In terms of product validation, genuine package has been number one important factor followed by standard sign and product reputation. Influencing triggers are the third groups of the influencing factors with three components including, psychological effects of purchase was the most important factor followed by stimulate purchases factors and purchases pleasure seeking. Finally, dependent factor is the last group where market penetration was number one priority followed by costs of major symbols, propensity to buy custom, advertisement and market share.

Acknowledgement

References

Anic, I. D., Rajh, E., & Bevanda, A. (2012). Decision-making styles of young consumers in Bosnia and Herzegovina. *Young Consumers: Insight and Ideas for Responsible Marketers*, *13*(1), 86-98.

Baoku, L., Cuixia, Z., & Weimin, B. (2010). An empirical study on the decision-making styles of the Chinese peasant consumers. *Journal of Consumer Marketing*, *27*(7), 629-637.

Chang, C. C. A., & Kukar-Kinney, M. (2011). The effects of shopping aid usage on consumer purchase decision and decision satisfaction. *Asia Pacific Journal of Marketing and Logistics*, *23*(5), 745-754.

Hahn, K. H. Y., & Kean, R. (2009). The influence of self-construals on young Korean consumers' decision-making styles. *Journal of Fashion Marketing and Management*, *13*(1), 6-19.

Kavkani, S. A. M., Seyedjavadain, S., & Saadeghvaziri, F. (2011). Decision-making styles of young Iranian consumers. *Business Strategy Series*, *12*(5), 235-241.

Lysonski, S., & Durvasula, S. (2013). Consumer decision making styles in retailing: evolution of mindsets and psychological impacts. *Journal of Consumer Marketing*, *30*(1), 75-87.

Manjeshwar, S., Sternquist, B., & Good, L. K. (2013). Decision making of retail buyers: perspectives from China and India. *Qualitative Market Research: An International Journal*, *16*(1), 38-52.

McCutcheon, E., Bruwer, J., & Li, E. (2009). Region of origin and its importance among choice factors in the wine-buying decision making of consumers. *International Journal of Wine Business Research*, *21*(3), 212-234.

Razzaque, M. A., & Chaudhry, S. N. (2013). Religiosity and Muslim consumers' decision-making process in a non-Muslim society. *Journal of Islamic Marketing*, *4*(2), 198-217.

Vukasovic, T. (2010). Buying decision-making process for poultry meat. *British Food Journal*, *112*(2), 125-139.