

Impact of environment and cultural index to development of the desired model buying habits: A case study among Iranian customers

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Abstract

Buying behavior in this study refers to the consumer behavior toward the type of the selected product, time, repetition and condition of buying or not buying a product by someone. In other words, the buying behavior is the buyer's decision-making process on selection or not selection of products according to behavior without further research. It is understood that there are some effective factors in the consumers buying behaviors such as environmental factors, whether minor or macro, such as economic, politic, social, cultural and technological factors. Therefore, there is a major difference in the people buying behaviors through the world. Whereas no study has been done on the buying behaviors in Iran, this research deal with the buying behaviors of the other nations and effective indices in them and more important indices which are more common were extracted. These indices were, then, examined by using the experts' points of view in this field (University Lecturers, managers of Ministry of Commerce, religious authorities and etc) and Delphi method in order to extract the indices which are more similar to the Iranian's national and religious culture, specially, the citizens of Tehran and develop a certified desired model for the buying behaviors of the citizens of Tehran.

Keywords: Buying behaviors, model of buying behaviors, indices of buying behaviors, consumer purchasing behavior, consumer buying behavior

Introduction

The customers are the most critical elements of each commercial organization. Therefore, their main behavior in purchasing the goods or service is very important and plays a critical role in wealth and marketing successful experiences. By any means,

consumer purchasing behavior can be different and too complicated; therefore, forecasting and managing it are difficult. Consumer purchasing behavior is an interesting subject for the research and study of most of the economic and university group .

The study on the consumer behavior is important because it is the repetition of a central characteristic in daily life. 45% of the people behavior repeats every day in the same field and purchasing and consuming repeat in the similar way. The consumers desire to purchase the same brand of products in different times and to purchase the same quantity of a product from certain retail stores in different references and they eat similar types of food during different days. In addition, the importance of recognition of repetitive behavior of the consumers is also for the financial reasons and different brands. There is a relation between increase in repetitive purchase and consumption and increase in the market share of a brand, consumer value in life and his out-of-pocket share. Therefore, repetition and, specifically, habits may indicate the characteristics of an important part of the consumer behavior which are related to the main results of marketing .

After related studying, the results show that there has been no research on leading the consumer purchasing behavior of Tehran according to the Iranian and Islamic culture for purchasing the Iranian goods in our countries up to now. But in most of the other countries such as South Korea, Japan, America, Republic of Czeck, etc, this subject has been dealt with in detail and the obtained results are made available to the tradesmen.

Performing this research, specifying the indices effective in purchasing behavior in Tehran and developing the purchasing behavior model of people in this city provide the tradesmen or people who are going to start an economic activity in the field of daily consuming goods in Tehran with valuable information so they can be acquainted with these indices, understand the

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related model, fall their marketing strategies and behavior in the line of consumer purchasing behavior and use these information in order to obtain more success and supply their customers demand properly.

There are also some indices related to the purchasing behavior which are specified by reviewing the studies records in the other countries. These indices change from one nation and culture; therefore, specifying the indices effective on consumers of Tehran may be a effective step in making a good and purposeful relation between suppliers of goods and services to the customers.

Definition of Words

Behavior: behaviors are specified form of the automatic act in which reactions are directly motivated by the environment or a particular situation (such as previous actions or place). Behaviors are the dominant and powerful acts which are quickly activated against the options and their influences are slowly removed from the memory. In daily life, tendency to the act according to habit combine with daily demands and pressures such as lack of time, distraction and deficiency in self-control (Wood & Neal, 2009). Behaviors, after forming, preserve the current status which encourages the repetition of the previous behavior in the future purchasing and consuming. The consumers are, however, free to act as it is desired for them or seek diversity and change by avoid their habits. But most of them fail to leave the past and do a new work (Simonson, 1990).

In individual level, the acquired habit is similar with accepting of a particular behavior or doing an action by repetition of an act. The behavior requires a permanent consideration and tendency to doing an action in a similar manner with a special ease and without direct intervention of will, reason and awareness. The social behavior consists of the readiness acquired by the members of a society for fulfilling the similar behaviors during a long period of time. In general social models, the formal and, somewhat, objective aspects of similar behaviors are described and social behavior become a general social model due to entering to the daily life. Therefore, regarding the fact that the behaviors are divided into two groups of individual and social, allocating a behavior to the individual aspect as it is stated by some of the authors is an unacceptable statement. However, it is seen in the individual level significantly.

Consumer Buying Behavior: in individual level, the acquired habit is similar with accepting of a par-

ticular behavior or doing an action by repetition of an act. In other words, the buying behavior is the consumer behavior toward the type of the selected product, time, repetition and condition of buying or not buying a product by someone.

Islamic and Iranian Culture: includes a collection of beliefs, thoughts, morals, values, behavioral models, customs and habits which stems from Quran and Prophet's tradition and inspires from history, literature, art and custom of the Iranians (Eivazi, 2011).

Consumers Buying Behavior according to the Islamic and Iranian Culture: include buying behavior in the Iranian customers which stem from Islamic orders and Iranian Cultural customs.

This question is brought up that when consumers may act as their behaviors and when they may act in a new method? Since activation of an assigned habitual reaction quickly happens in the mind and the impact of behavior change slowly to the new experiences, a cognitive and motivative effort is needed to react unlike the habits. To act in an uncommon way, the consumers should make decision to do a new work and overcome the habitual reaction available in the mind. Therefore, the behaviors may decrease the working mind and other cognitive resources in two aspects. Regarding the nature of decision-making and overcoming resource, the consumers can do according to habit in facing the daily life pressures, distraction and regular erosion which decrease the cognitive resources (Wood & Neal, 2007).

A field study show that those buyers who face with lack of time in case of being in a familiar store will successfully buy the intended items that implies reliance to the habits. In the familiar stores, the buyers rely on the buying behavior of the usual items. Potentially reliance on the useful behaviors increases while the people are buying from a supermarket (Park, Lyer & Smith, 1989).

Method of forming the consumers' behaviors

a) Gradual repetition of an experience can be effective in forming the behaviors

b) Rewards and forming the behavior: when buying and consuming are rewarded, the persons have more tendencies to repeat it in future. In the first levels, the behavior forming of more rewards lead to more yields.

c) The intent of behavior in behavior forming: the consumers sometimes buy the goods and services because they intend to do so (wood and Neal, 2009).

Marketing is studying on the customer and consumer. Studying the behaviors and models of customer’s buying provide good information for finding a proper and profitable market for the marketers. By using this information, the marketers can deal with recognition of potential and actual customers of the organization products and they can prepare useful information for the organization strategic planning by recognizing the market opportunities and then reduce the organization activities risk (Jackob, 2010).

As stated by Arenburg, “the different behaviors of buying repetition follow a regular model which involves a wide variety of trading marks, products, period of time and other conditions.” The experimental documents of this repetition are data which has recognized the study of periodical models in the customer buying and consuming. There are also some reports from buying repetition. For example, Batman and Zeith (1977) understood that about one fourth of the household women from the supermarkets is repetition of their last selection. The tendency to repeat the previous buying include a wide variety goods and services such as potato chips, brad, and machine washing powder, catch-up sauce jeans and restaurants (Quinn & Wood, 2005).

Environment

Environment has a wide domain and anyone has a definition depending on the field he works. To classify the environment, there are different theories. German Hellpach, one of the establishers of

environment psychology, has criticized irregular spread of the school of Wundt (structuralism) and laboratory researches and studied the impact of environmental conditions on behavior about hundred years ago. He has divided the environmental data in to three groups:

1. Natural environment: such as soil, weather, light and etc which affect human being and his behavior and will be change by human.
2. Social environment: is the subject of psychosociologist discussion.
3. Cultural environment: include books, rules, buildings and etc. the cultural environment is stabled by human being and reflect the history.

Others define four types of environment:

- Skeletal environment: includes physical and artifact environments
- Social environment: people, groups and etc
- Psychological environment: happens in the mind of individual
- Behavioral environment: a series of factors to which an individual react (Lang, 2002).

The main point of these similar classifications is the difference in the actual or objective world around of human and the world of phenomenology which consciously or unconsciously affect the behavioral models and mental reactions of people. This discussion refers to the introduction of Gestalt psychology. KurtKoffka, one of the founders of Gestalt School (1935) divides the environment into two types of geographical and behavioral environment. The former refers to an environment which exists objectively and the latter is used as it is experienced by the individual.

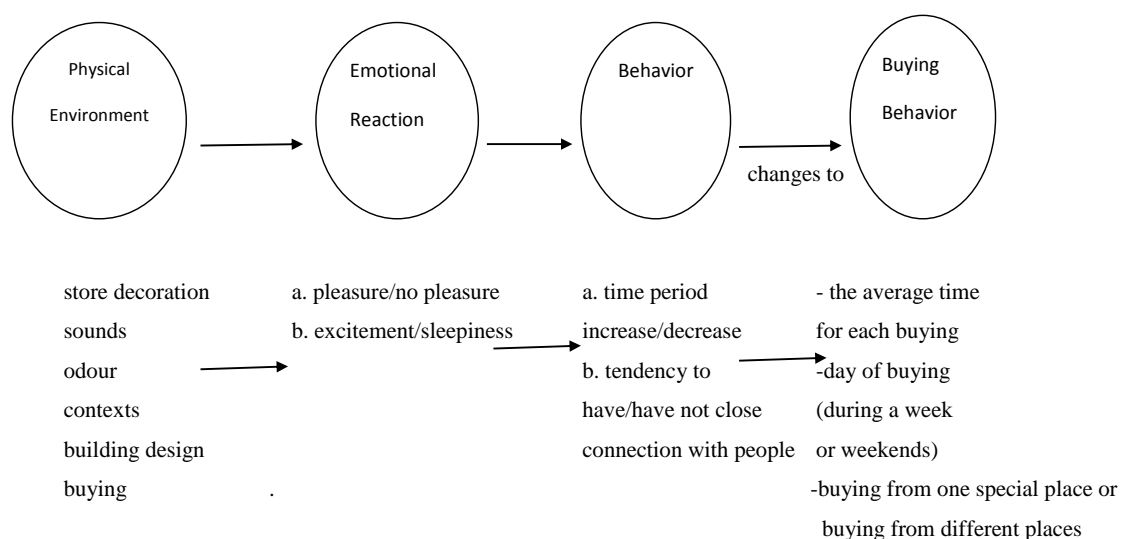


Figure 1. Process of influence of physical environment on consumer’s behavior and habits (Donodan, 1982)

Different types of environment affecting on consumers

Physical environment: Physical environment of tangible spatial and physical aspects are related to the environment which include the consumer's activities. Stimulus such as color, sound, light, weather and the order of people and objects may affect the consumer's habits and behavior (Donodan, 1982).

Market (Marketing) environment: Since the market is an open social system, it has relation with political, economic, social, competitive, technologic and continental environment, i.e., it exchanges material, energy and information with them. Any kind of the government's decision or policy making in different areas, regulations, import and export, monetary, financial and tax system, rationing, tariff and currency system, breaking off political relations, changing consumption model resulted from currency or value system, staggering changes in technology which affect replacement of the old material with the new one, reducing the material consumption and innovation, competition, population, income, weather, climate will affect the market system and its components including consuming (Rusta, Venus, and Ebrahimi 2011).

Different types of marketing environment

Environment is divided into two layer of general or macro and specialized or micro.

- **General or macro environment:** include macro forces which indirectly affect the organization activities. Generally, it can be said that the general or macro environment consist of a series of factors which affect the organization and is out of the organization control. The most important elements in the macro environment include the economic, social, cultural, technical, political, legal and global factors. The factors of the macro environment can propose in the national and international levels. For example, we can consider the economic variables and factors in the world like formation of Europe Union and also in the national level like the protuberance increasing rate.

- **Micro Environment:** The micro environment includes the groups or the elements that affect on the company directly. The micro environment includes the persons that have a counter-communication with the consumer regularly. Such persons include the manufacturer, labor union, governmental

institutions, and competitors, financial brokers in the interior and international levels. This environment is different from the macro environment; the macro environment is mostly impressionable by the consumer.

Previous studies done in different countries

In respect of the behaviors of buying by the consumers and its indexes in the various countries, the performed studies showed that the relevant indexes are different in the various countries. The researchers analyze the behavior of buying by the consumers of CzeckRepublic in the food market at the time of buying the food. The authors present the factors which have an effect on this behavior for example, price, commercial name, quality, specifications of the product, reduction of the price, advertisements, innovation and so on. The results were obtained in the frame of a pool which performed in a complex of 1074 families in Czeck by the employees of marketing and commerce sections, Agriculture University and forestry on November and December of 2006. The respondents were classified based on their annual incomes, place of residence, social group, age and education. The questions emphasized on the theories with consideration of the factors that are effective in making decision of the persons while they buy food based on behavior, specifications of the product, its price, quality, commercial name, price of the shares, packaging, advertisements and advice of the other persons or a tendency for examining the new cases.

Wood and Mindy (2008) resulted that the students of the university like the samples of the community had listed %45 of the behaviors of the volunteers; they wanted to repeat it in the similar situations. The persons can usually control their interests and also act contrary to the behaviors. Teri-andis predicts that the people do not behave like it.

Seif, Kasha and Tirmizi (2009) studied the relation between the independent variables which include the method of buying by the consumers in the process before making decision and after the decision with the attitude aspects and the motivative behaviors of buying in the paper of the motivating buying behavior in the local markets. This study tries to survey the relation between the involved variables by using the responses of 165 respondents with the higher incomes in Ravelpendi and Islamabad. The main results of the study showed total weak relation

between the independent variables and the dependent variable, but the exact analysis showed that the consumer behaviors in the process before making decision leads to the strong relation with the emotional buying behavior. There is four types of the price index in Pakistan: the consumer protuberance index (CPI), the wholesale trade price index (WPI), the price sensitivity index (PSI) and the modifier of the interior gross production which are used to calculate the protuberance. Among these indexes, the principle emphasis on the consumer protuberance index is as a criterion to calculate the protuberance. Therefore, it can be show that the purchasers who buy in Ravelpendi and Islamabad have buying with the plan, the buying method related to the buying with the plan and the process after making decision is not involved in it. The process before making decision of buying of these purchasers is related to the emotional buying or without plan and also their buying behaviors; nowadays the stores have the various products and the purchasers can interest to buy the products that attract them, while they buy the programmed list products, the enjoyment factor plays a role.

Peter Kass remarks the method of acquiring the information and buying by the consumer in the other study with the subject of the behaviors; three processes for the method of making decision of the consumer study the behavior effect on the information acquiring method, the previous information and the buying method. The behaviors of the ladies with one child or those who are waiting for a child are evaluated against the products that are special for the families with three children. The obtained information confirms the theoretical model. The resulted concepts are discussed for marketing. The objective of such paper is this subject.

The objective of this study is description of the differences between the method of buying in consideration of the behaviors and the method of buying without the behavior and at the end, this paper results that the confirmed theory is important in the process of acquiring the information. The collection of the experience of buying and the formation of the consumers behaviors decrease the search for their information and on the other hand, buying a product or a special brand are increased (Peter Kass, 2010).

John Haydo surveys the behaviors of buying of the consumers from the gardening products; the relevant paper was presented in Florida in 2002. The category of determination of situation/ comfort

was the principle reason for buying from the special store. The other categories include price, quality, services and information. 579 surveys determine 23 places in the state that the most of them were in Orlando region. The other selected information includes sex, age, education level and annual income. The convenience and determination of the situation were the most important reason to select the store of the special garden center by the consumers. These persons were the people who form the chain store garden centers and want the best price and have a little emphasis on the quality and services.

Goodhart studied repetition of the buying behaviors of people in United States and England; they compare the behaviors of repetition of buying for the valid shoddy goods in America with the determined rules of repetition of buying in England. Such rules include repetition of buying the goods or packaging while there is no change in the sale process; for example, the percent of purchasers who buy in a period and in the future are predictable and also the average rate of buying is predictable by these persons. The results showed that a repetition buying behavior of a citizen of America in 1951 and a citizen of England during the 10-15 years ago had the similar pattern.

After performance of the general surveys about the researchers which were performed in respect of buying behaviors, indexes and the methods related to the nations and the models related to the nations and different races in the world, 41 indexes were extracted and such indexes were the subsets of six environments as follows:

- 1-Social and cultural (including the religious and value indexes, the cultural and character indexes, the indexes which are affected by the social institutions)
- 2- Physical environment (time and place of buying)
- 3- Economic environment
- 4- Political and legal environment
- 5- Competitors
- 6- Technologic environment and world environment

These six environments and the indexes related to them were extracted from literature of this study and used as the basis of the current study to compile the desired model of the behaviors of buying of people in Tehran; the mentioned six environment and the indexes are as follows:

- 1 - Buy Cash
- 2 - Using the Internet to Buy
- 3 - Purchase of goods on hand at the store

- 4 - Credit shopping (by credit)
 5 - bargain
 6 - Repeat shopping of the previous brand
 7 - day shopping
 8 - buying bulk (weekly or monthly)
 9 - buy and test new products
 10 - Buy Cheap
 11 - Buy branded and expensive
 12 - the purchase of wholesale
 13 - Purchase of vegetable fields
 14 - fashion-oriented
 15 - as buy (or more as needed)
 16 - Purchase by phone
 17 - buy in person
 18 - Buy from the nearest store
 19 - The impact of parking on shopping
 20 - visit several stores before buying
 21 - The impact of family on shopping
 22 - Spend a great time to buy
 23 - The mentally happy shopping time
 24- The purchase of troubled times
 25 - Purchase of emotional
 26 - shopping in the morning or evening
 27 - the difference between buying the first or the last month
 28 - Purchase of goods vehicle
 29 - Buy abhorrent or unlawful
 30 - the purchase of alcoholic beverages

Table 1. The results of the questionnaire in the first round

Score	Environment	Index	Row	Score	Environment	Index	Row
4.78	Social and Cultural	The impact of family on shopping	21	3.95	Economic	Cash Purchase	1
3.51	Social and Cultural	Spend a great time to buy	22	4.93	Technological	Using the Internet to Buy	2
2.83	Social and Cultural	The mentally happy shopping time	23	3.81	Physical	Purchase of good son hand at the store	3
2.66	Social and Cultural	The purchase of troubled times	24	3.59	Economic	Credit shopping (by credit)	4
2.16	Social and Cultural	Purchase of emotional	25	4.32	Social and Cultural	bargain	5
1.34	Political and legal	Pay bribes to get scarce goods and services.	26	4.32	competitors	Repeat shopping of the previous brand	6
3.97	Physical	Shopping in the morning or evening	27	4.02	Physical	Day shopping	7
2.85	Physical	the difference between buying in the first or the last month	28	4.43	Social and Cultural	Buying bulk (weekly or monthly)	8
4.88	Social and Cultural	Buy halal goods	29	4.34	Social and Cultural	Buy and test new products	9
1.36	Social and Cultural	Buy forbidden products	30	3.54	Economic	Buy Cheap	10
1.53	Political and legal	the purchase of alcoholic beverages	31	2.03	Economic	Buy branded and expensive	11
1.03	Political and legal	Shopping Under the Influence of Intoxicants	32	4.33	Physical	the purchase of wholesale	12
4.66	Social and Cultural	Buy from a store because of good communication with the seller	33	4.52	Physical	Purchase of vegetable fields	13
4.63	Technological	Updating the goods of technological changes	34	2.52	Social and Cultural	fashion-oriented	14
4.04	Social and Cultural	Influence of friends in shopping	35	4.76	Economic	buy more(more as needed)	15
4.12	Social and Cultural	Buying based on prestige	36	4.58	Technological	Purchase by phone	16
2059	Political and legal	Used to store goods	37	3.97	Social and Cultural	Buy in person	17
4.20	Social and Cultural	Shopping alone	38	4.55	Physical	Buy from the nearest store	18
2.34	Social and Cultural	Expensive deck	39	4.82	Physical	The impact of parking on shopping	19
2.11	Social and Cultural	Shopping for groceries glory	40	3.80	Physical	Visit several stores before buying	20

- 31 - Shopping Under the Influence of Intoxicants
 32 - buy from a store because of good communication with the seller
 33 - the day the goods of technological change
 34 - Influence of friends in shopping
 35 - Buy the dignity
 36 - used to store goods
 37 – shopping lonely
 38 - expensive deck
 39 - Shopping for groceries glory
 40- To pay bribes to get scarce goods and services

This index is composed of asset of Delphi experts in the field, including professors and university scholars, experts in the field of religion and culture, the number of directors and was the Department of Commerce.

It is notable that in the first round of 20 questionnaires were distributed among the population of 17experts elected questionnaires were completed and returned. Options for each indicator was based

on a Likert include “strongly disagree 1”, “2 disagree,” “neutral,” 3 “4 agree” and “strongly agree” 5 respectively. The result of this phase of the research described in the following table:

Based on the average score of more than 3 options, which were omitted from the second round questionnaire and new index by experts and respected by the community in the second part of the questionnaire had been added to the questionnaire.

Deleted indicators in this stage include the following:

- 1- Buy an expensive branded goods
- 2- Shopping with less than required in inconvenience situation.
- 3- Shopping with more than required in happiness.
- 4- Used to store the goods(in the sense of instability)
- 5- Buy more in the early months
- 6- Pay bribes to get goods and Scarce Services

Table 2. The results of the questionnaire in the second round

Score	Environment	Index	Row	Score	Environment	Index	Row
4.67	Social and Cultural	Family effect on purchase	17	3.90	Economic	Cash Purchase	1
2.09	Social and Cultural	Spending too much time to buy	18	4.88	Technological	Using the Internet to Buy	2
4.62	Social and Cultural	Buy Iranians products to support national production	19	2.53	Physical	Purchase of goods on hand at the store	3
4.70	Technological	Using E-cards for shopping	20	4.34	Economic	Credit shopping (by credit)	4
4.58	Competitors	Buy high quality products	21	4.40	Social and Cultural	bargain	5
3.76	Competitors	Buying orders to special goods	22	4.01	Competitors	Repeat shopping of the previous brand	6
3.60	Physical	Buying in the morning or evening	23	4.22		day shopping	7
4.57	Competitors	Purchase products with after sales services	24	4.50	Social and Cultural	buying bulk (weekly or monthly)	8
4.68	Social and Cultural	Buying Halal goods	25	4.55	Social and Cultural	buy and test new products	9
3.92	Political and legal	Avoid buying foreign goods	26	3.98	Economic	Buy Cheap	10
2.82	Physical	Influence of having parking place in shopping	27	4.55	Physical	Buy from the nearest store	11
4.20	Social and Cultural	Shopping lonely	28	4.26	Physical	Buying from wholesale trade	12
4.89	Social and Cultural	Shopping from a store because of good communication with the seller	29	4.81	Physical	Buying from the fields	13
4.53	Technological	Updating the product because of technological change	30	4.19	Social and Cultural	face to face purchase	14
2.36	Social and Cultural	Friends effective on purchase	31	4.56	Economic	Size of purchase (as needed)	15
4.33	Social and Cultural	Shopping for groceries glory	32	4.33	Technological	Buy by phone	16

- 7- Fashion-oriented
- 8- Costly Casing
- 9- Shopping for pride
- 10- Shopping under the influence of intoxicants
- 11- Shopping forbidden goods
- 12- Shopping of alcoholic beverages.

Added indicators in this stage include the followings:

13- Buy Iranians products to support national production (social and cultural topics).

14- Using E-cards in purchase (headlines Environmental Technology)

15- Buying goods with after sales services (chap-

ter environment Competition)

16- Buy Quality goods (Environment competitors headlines)

17- Buy customized Special goods

18- Avoid buying foreign products (the political and legal environment)

In the second round Delphi questionnaire, 17 questionnaires were distributed among selected experts, total of 15 questionnaires were completed and returned. Options for each indicator was based on a Likert including “strongly disagree 1”, “2 disagree,” “3 neutral,” “4 agree” and “5 strongly agree”.

Table 3. The results of the questionnaire in the third round

Score	Environment	Index	Row	Score	Environment	Index	Row
3.98	Social and Cultural	Family effect on purchase	17	3.71	Economic	Cash Purchase	1
4.57	Political and legal	Legality in purchasing forbidden products	18	4.76	Technological	Using the Internet to Buy	2
4.48	Social and Cultural	Buy Iranians products to support national production	19	3.54	Physical	Shopping in holidays	3
4.91	Technological	Using E-cards for shopping	20	4.01	Economic	Credit shopping (by credit)	4
4.35	Competitors	Buy high quality products	21	4.51	Social and Cultural	bargain	5
3.98	Competitors	Buying orders to special goods	22	4.22	Competitors	Repeat shopping of the previous brand	6
3.81	Physical	Buying in the morning or evening	23	4.07	Physical	daily shopping	7
4.85	Competitors	Purchase products with after sales services	24	4.53	Social and Cultural	buying bulk (weekly or monthly)	8
4.92	Social and Cultural	Buying Halal goods	25	4.42	Social and Cultural	buy and test new products	9
3.63	Political and legal	Avoid buying foreign goods	26	3.70	Economic	Buy Cheap	10
4.71	Social and Cultural	Shopping for groceries glory	27	4.21	Physical	Buy from the nearest store	11
4.33	Social and Cultural	Shopping lonely	28	4.52	Physical	Buying from wholesale trade	12
4.18	Social and Cultural	Shopping from a store because of good communication with the seller	29	4.09	Physical	Buying from the fields	13
4.48	Technological	Updating the product because of technological change	30	3.95	Social and Cultural	face to face purchase	14
4.86	Political and legal	shopping in result of economic growth	31	4.67	Economic	amount of purchase (as needed)	15
				4.64	Technological	Buy by phone	16

Based on the average score of more than 3 options, which were omitted from the second round questionnaire and new index by experts and respected by the community in the second part of the questionnaire had been added to the questionnaire.

Deleted indicators in this stage include the followings:

1- Spending too much time to buy

2- Friends influence on purchase

3- Shopping on hand goods in the store

4- Influence of having parking place in shopping

Added indicators in this stage include the followings

1- Shopping on holidays

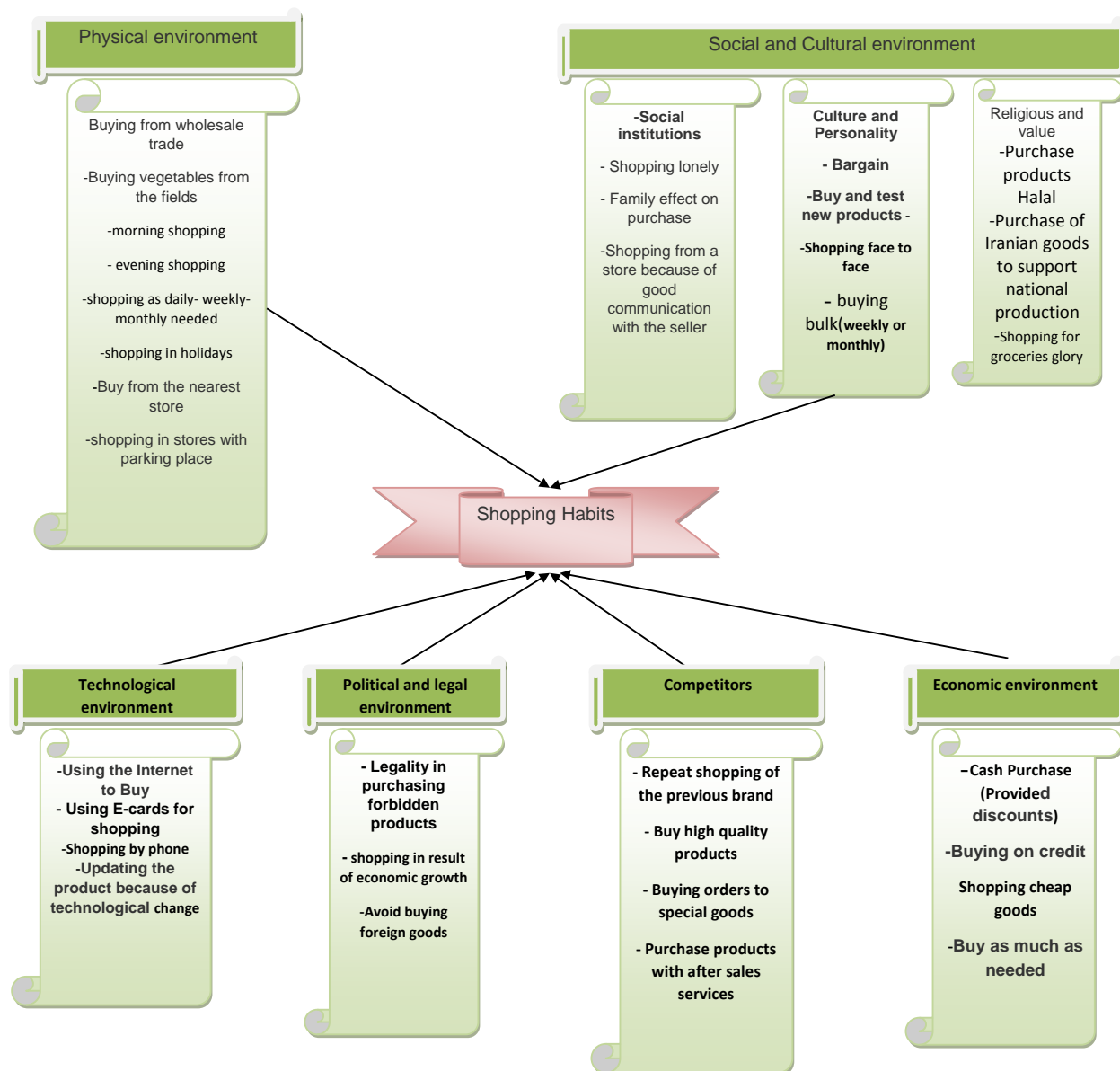
2- Observing the law in the purchasing forbidden goods

3- Buying to result of economic growth

In the third stage Delphi questionnaire, 17 questionnaires were distributed among selected experts, total of 15 questionnaires were completed and returned and the results obtained were as follows:

The results revealed that there is no expert's significant change in the index of the second stage and have not been added any new indicators.

So 31 final indices were obtained in the six named area of ideal shopping habits. The model is extracted from this study is as follows.



Conclusion

The buying behaviors are the subsets of the consumers' behaviors, having different models. The buying behaviors are affected by the various environments such as social and cultural environment, economic environment, political and legal environment, technological environment, physical environment and competition and advertisement environments. So, it is understood that, the models of buying behaviors in various countries, cultures and environments are different.

For the buying behaviors, we can conceive two models: First, the desirable model of the buying behaviors of the people of an area is regulated by the opinions of the experts (economists, politicians, professors, etc) and in this research, it is the ideal manner that the desirable model of purchase is codified together with the related indices in Iran and the other one, is a model in which the people of each area act practically and its accordance with the desirable manner.

Table 4. The results of the questionnaire in total

Row	Index	Score	Standard deviation	C.V	Rank
1	Shopping for groceries glory	4.71	0.123	0.026	1
2	Legality in purchasing forbidden products	4.57	0.127	0.028	2
3	Shopping lonely	4.33	0.125	0.029	3
4	buying bulk (weekly or monthly)	4.53	0.138	0.030	4
5	Buying Halal goods	4.92	0.155	0.032	5
6	Repeat shopping of the previous brand	4.22	0.148	0.035	6
7	Updating the product because of technological change	4.48	0.158	0.035	7
8	Buying from the fields	4.09	0.159	0.039	8
9	Buying orders to special goods	3.98	0.169	0.042	9
10	buy and test new products	4.42	0.188	0.043	10
11	Buying in the morning or evening	3.81	0.178	0.047	11
12	Purchase products with after sales services	4.85	0.268	0.055	12
13	shopping in result of economic growth	4.86	0.325	0.067	13
14	Buy Cheap	3.70	0.248	0.067	14
15	Buy Iranians products to support national production	4.48	0.358	0.074	15
16	amount of purchase (as needed)	4.67	0.358	0.077	16
17	daily shopping	4.07	0.385	0.095	17
18	Using the Internet to Buy	4.76	0.478	0.100	18
19	Family effect on purchase	3.98	0.458	0.115	19
20	Buy high quality products	4.35	0.518	0.119	20
21	Buying from wholesale trade	4.52	0.542	0.120	21
22	Buy from the nearest store	4.21	0.547	0.130	22
23	bargain	4.51	0.623	0.138	23
24	Using E-cards for shopping	4.91	0.785	0.160	24
25	Shopping in holidays	3.54	0.589	0.166	25
26	face to face purchase	3.95	0.658	0.167	26
27	Buy by phone	4.64	0.785	0.169	27
28	Cash Purchase	3.71	0.628	0.169	28
29	Avoid buying foreign goods	3.63	0.687	0.189	29
30	Shopping from a store because of good communication with the seller	4.18	0.957	0.229	30
31	Credit shopping (by credit)	4.01	1.025	0.256	31

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