Investigating the Role of Self Confidence and Self-Image Proportion in Consumer Behavior

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Abstract

This research was conducted in 2013, to explore the role of self-confidence and self-image congruence in consumer behavior, among house hold appliances consumers of Refah chain stores, inIsfahan city.

This study used a field-survey research method, an applied objective, and a descriptive research type. This means that the theoretical framework was obtained from books, articles, websites, and databases. A standard questionnaire, including 3 sections of personal information (5 questions), "self confidence in consumer behavior" questionnaire (29 questions), and self-image congruence questionnaire, containing 6 questions, were used to gather required information. The reliability of the questionnaire for the 2 self confidence and self image congruence were measured as respectively, 082 and 0.88. Besides, the content related and faces reliability, were confined by experts and scholars. Data analysis was conducted by the T-TEST and ANOVA tests. Sample was calculated to be 75(n=7). The samples were chosen among the consumers of house hold appliances from two branches of Refah chain stores in Isfahan city, through a random classification form.

Results indicated the self confidence average in consumer purchase behavior was higher than the tested number 3 and all hypotheses were confirmed; in the self-image congruence section, the only confirmed variable was the brand name, and the other two hypotheses, regarding the retailing and satisfaction, wererejected.

Keywords: self-confidence, self-image, consumer behavior

1. Introduction

Purchase decision making, exists in people's everyday lives. Most people may not purchase, under the influence of social factors, such as (reference groups or culture, or situational factors, like (time and place of purchase); in these cases, we find out the significant role of psychological factors.

The concept of consumer in self communication is his/her attitudes' reflection toward him/herself. Such attitudes, whether positive or negative, will guide consumer to make most of their good and services purchase decisions. Buying goods and services can enhance the person's self confidence or can be considered as a gift to him/her. Thus, most decisions in the process of buying goods and services, are made I the basis of the perceived similarities between the person's personality and goods' features.

You may enter a supermarket and choose your favorite item; you don't think about the high influence, that self-confidence and self-concept have on your selection.

People have frequent and various daily purchases. However, they might encounter purchases, in which they must bring the image they deduce from the product, into proper relation with the image they have in their mind. Or, may encounter valuable and important purchases, in which their self confidence level and purchase risk taking ability can be understood.

Consumers buy products and brands they believe to process symbolic image similar and/or complementary to their self-image, that is, to achieve image congruence (Heet & Scott, 1988). Also strong supporting evidence show self-image congruence explains and predicts different aspects of consumer behavior (Hay & Mukherjee, 2007).

Loy (1959) conclude that people don't buy things not only for what they do (benefits). But also for what they

mean to them. Product consumption is a symbol of personal characteristics, incentives and social patterns.

Most marketers use concepts, which are related to personality. Personal imagination or self-images are examples of such concepts. In fact people's properties, express their identity. In other words; we are what we posses. Therefore, marketers should firstly gather requires information about the relation between consumer's self-image and possessions. Thus, if a person knows herself/himself as creative and active, he/she will buy a camera, which expresses such characteristics. Therefore, if a particular company has introduced a special camera only for creative and active people, the created mindset for this brand is in congruence with persons' self-image.

So we should note that when a person buys a pair of shoes or pants, he\she is not only buying those , but those products are a manifestation of his/her self confidence, self-concept and self-image. Thus, self concept and self-image is a guideline for what we do, if we change this image, our personality will change consequently.

Besides, according to conducted studies, little research has been done measuring the role of self-confidence and self-concept in consumer purchase decision so far, and that's why, studying this issue is of high value.

Current research, has surveyed the role of self-confidence and self-image congruence in consumer purchase behavior, of house hold appliances consumers of Refah chain-stores, throughout Isfahan city.

2. Theoretical Framework

2.1 Self-Confidence

Self-confidence means how we feel about ourselves, and also, how we appraise ourselves; which is based in how we communicate with the world. A person of high-self confidence feels good about him/her and thinks he\she can deal with most things he\she faces, successfully (Prino, 1996). The more self-image and ideal-image coincide, the more self confidence will be (James, 1984).

Self-confidence is composed of a few main components, including social self confidence, independence of peer, self confidence related to situation, status and physical expression (Sullivan, 2009).

Social self-confidence let us remain honest to ourselves, while interacting with individuals or small group. Independence of peer enables you to maintain our position, even though it is opposed to general opinion. Situational self-confidence let us deal with each person in a similar manner, regardless of their social class.

Status expression enables us to remain ourselves, while others are carefully monitoring us. Physical expression let us show ourselves with no tension. This factor also propels others to listen, obey and confirm us (Sullivan, 2009).

Several factors are involved in measuring individual's self-confidence such as values, attitudes, tendencies, familial factor, social factors, and the job type, the person is doing (Brandon, 1991).

The concept that how much a person shows his/her ability feeling and confidence by self-esteem and respecting his/her behaviors in the market, shows self-confidence in consumer behavior (Brandon, 2001).

In fact, self-confidence stems from individuals' fundamental characteristics, like: self-esteem, self-understanding and self control. Moreover individuals' market experiences show that self confidence is independent of their income and age (Sangenberg, 1991).

Consumer self-confidence, as it is obvious from its name; deals more with consumers rather than general self-confidence. Consumer self-confidence is multi-dimensional and consists of two factors; preservation and self-confidence in purchase (Brandon, 2001).

Self confidence in decision making refers to the ability of consumers to make effective decisions, by acquisitive and applied information. Preservation in decision making involves with clients' capacity in self-preservation against commercial messages, aiming at misleading, deceiving them, and against unfair behavior towards them.

Consumer self confidence, consists of six micro-indices at the individual-level, in these two dimensions: access to information, considering collection of brands, personal consequences of decision, persuading knowledge, existing relations in market. In this research we have used five dimensions of these six scales.

These dimensions show that Consumer self-confidence is based on the ability to acquire and process market information, in order to identify selecting options, attracting other's positive reactions about purchase, and effective exchange of this process, by self-preservation against misleading or unfair behaviors towards them.

Self-confidence is considered as an effective factor in searching external information for purchase; although earlier surveys show that knowledge and involvement have reduced the stress of purchase, most consumers believe that selecting a product is hard, unpleasing and time consuming (Engel, 2001; Vels & Pernski, 1996).

It has also been reported that self confidence is under the influence of person's mental knowledge regarding a product. The more people have further information about the product they are going to buy, the more consciously they will act (Park, Moderberg, & Fik, 1994).

Note that the role of self-confidence is different in various product categories, and we should distinguish between the people who are buying and making purchasing decision for the first time, and those who have had such experience before.

Moreover self-confident and emboldened buyers are more likely to complain in consumption. Because complaint expresses dissatisfaction; and this is totally opposed to the self confidence and decisions made by self-confident individuals at market (Richmond, Helen, & Kong, 1997).

Besides, self-confidence is related to purchase risks, such as functional, social, economical and mental risks of product purchase (Davlin & Stalin, 1994; Li, 2005; Palmer, 2001). For instance, product use duration or taste (for consumable goods) can be considered as product functional aspects. Or the economical risk of purchase is the expenses we incur to buy them; which (the risk) has been measured in highly confident people. In this regard self-confident consumers tend to rely on their experiences and observations. Or may try new products or new packing designs, therefore they become customers of newly released products (Brandon, 2001).

2.2 Self-Concept

The word "self-concept" refers to people's thought and emotions toward themselves. However it has been defined as a self-system inflicted with conflict. Behavioral theory construes the self as a bundle of conditioned responses. Other views such as organismictheory treat the self in functional and developmental terms.

Specifically, self attributes are as below:

a) Self grows up out of the interaction with organism.

b) It strives for stability

c) Organism behavior is compatible with person's self.

d) Experiences, not compatible with the structure of self, are considered as a threat.

e) And, self may alter as a result of maturation and learning.

There's a consensus on the independent impact of at least 2 motivational self-concept, which are self-esteem and personal stability (Epstein, 1980). Self-esteem incentive comes from the tendency to experiences that enhance self-concept in individuals; and personal stability is based on the tendency that individuals behave wisely towards themselves, according to their points of view.

People evaluate their experiences in terms of self-confidence. And generally want to behave in a way which is compatible with their self-concept and not compatible with feelings, which cause sadness and anxiety.

In evolutionary situations, people who grew up in a fully positive environment; i.e., everyone respects others, even if they have some unpleasant attributes, adapting the self with environment is more probable.

In mid-nineties, James had a vast series of writings about spiritual, social, and moral selves; that led to establish a strong connection about the future of the theories relate to self-concept and consumer's behavior.

In consumer behavior researches, consumer' personality describes the product he/she consumes (Toker, 1957). Therefore, marketing view of self-concept study is very significant; because the self-image people have, mostly is related to their purchase behavior pattern (Heet & Scott, 1998).

According to earlier researches, self-concept perception is associated with the gradual growth of personality. So, self-concept is a general ideal state of how a person sees him/her self. And it currently is well established in consumer's behavior (Malotira, 1988; Maslow, 1954).

In consumer behavior literature, self-concept can be a perception, which is used as a motivational foundation to achieve the ideal self, which is in the social or private context of individuals (Chaundhry, 2006, Ovens, 1989). Thus there's a relation between what we are and what we should be (Belk, 1989; Frome,1976).

Self-confidence in consumer behavior is an extensive concept, containing some dimensions. Researchers like Sirgy (1982) believe that self-concept can be classified in **4** primary types:

1. Actual-concept ("me as I am"), how a person sees himself or herself; **2.** I deal self-concept ("the good me"), how a person would like to see himself or herself; **3.** Social self-concept, how consumers think others see them; **4.** Ideal social self-concept, how a person would like to be perceived by other people.

However, as a consumer, real and ideal self, play fundamental roles in market. In fact, when a consumerpersonality interacts   with the personality of products, service, and brand's name, the real self plays a fundamental role; and when he/she tries to establish an adaption between the product, service and brand's personality and his/her favorite goods, the ideal-self plays a significant role.

By the way, consumers have shown to have different selves and act differently in different times. For instance, "today I prefer the blue color and tomorrow I'll choose the black one…".

This research, studies the role real self in consumer purchase behavior. In the following 3 dimensions: brand name, retail and satisfaction.

2.3 Self-Image

Self-image, is the result of experiencing, teaching, thought, illusion and hallucination about "self" and phenomenon's in the mind (of living creatures specially humans). Self-image can be close to reality, be coincident with it, or be far from that. Self-image is not necessarily a personal issue; and groups, organization and societies (legal persons) that metaphorically have an organism, due to their dependence on humans, can also possess self-image and self-concept. Self-image occurs both, positively and negatively.

Our self-opinion and self- mentality, in which we believe, forms our mental image. Each person has a unique of his/her identity, abilities, values, and other related items, and is trying to answer the following question:

"How I feel about myself?". If the answer is accompanied with a congruent self-image, then it will lead to self-confidence. Moreover, it can propel him/her to have a worthy and worthwhile life. However, on contrast, if the answer is negative, it will change him/her to a distressed, depressed and disabled person.

In fact, self-image is an internal necromancer. This means that if it is negative, it will cause consistent failures, by making disorders in thoughts, habits, and proper behavior. And if it is positive and ok, it will bring a successful, happy and pleased life.

Congruent self-image was studies in 1980 (Sirgy, 1982); and it paved the way for the researches in consumer behavior, in conditions that individuals' self-perception and product perception, are balanced and appropriate. Basically, when there's a competition between self-concept and the perceived image of the product, congruent self-image occurs (Kersman et al., 2006).

Congruent Self-image is recognized by its influence on the preferences and purchase behavior of individuals, who are in search of coordination between their self-image and their consumed product (Monty, Pero, & Lioy, 2004). According to Maslow (1954)'s explanations, consumers' highest need level is self-actualization, and this is equivalent to searching for symbolic self completion (Vickland & Glitters , 1982); and this means, trying to do activities that develop and increase your personality and self-confidence (Foksal, Goldsmith, & Brown, 1998). The consumer behavior literature establishes that people consume products/brands/services/ for both functional value and symbolic meanings (Belk, 1998; Li & Haymon, 2008; Lig & Gamble, 1992; Solomon, 1983). Person's personality characteristics are in relation with the preferred and chosen product, in terms of functional features, such as price and quality; therefore appearance (physical features) is not the only effective element (Sirgy, 1985; Chan, 2005; Folk & Custer, 2007; Walchli, 2007).

As an example, consumer may want to become more attractive and consequently she will buy cosmetics, confirmed by famous, attractive people; because fame is compatible with how consumers want to see themselves.

Researches have shown that consumers buy and consume goods, if they observe a convergence between their self-image and the applied image of the brand (Sirgy, 1982). It has also been specified that the accordance of applied image of brand and self-image, influences the consumers' incentives to purchase the brand, and eventually, this will lead to loyalty (Sirgy et al., 1997).

This research is investigating if consumer's self-image is in congruence with product features or not. If self image is congruent with product features, then how much this issue influences various post-consumption variables, such as satisfaction and loyalty.

3. Background of Research

In 2005, Perry, Morris and colleagues, in a paper titled "the role of self-perception, knowledge and income in explaining consumer financial behavior", concluded that high self-confidence is relevant to purchase decision making, by creating good and conscious planning.

In 2001, Braden and Hardest Verz, conduced a research about "perception reform and measuring consumer

self-confidence. They concluded that the meaning of self-confidence criterion is two high-level dimensions, to which, sufficient attention has been paid. One dimension reflects perception ability of people in making effective decisions in consumption, including: information seeking, identifying acceptable alternatives and satisfactory personal and social decision making. The other one indicates the consumers' perception ability in preserving themselves, against the marketers' persuasion techniques. Moreover, it includes the expression of consumer's rights in market.

Braden and Hardesty Verz (2001) also indicated that consumer's demographic characteristics have a close relation with self-confidence and be replaced with that. This assumption is based on self-confidence literary findings, including some related demographic characteristic such as: age, gender, population, marital, educational and marital status, and income.

In 2009, Dickman and Batte, in a paper titled "consumer self-confidence in purchase information seeking" studied the multidimensional concept of consumer self confidence, to find out how self-confidence is effective in information seeking. Empirical findings, confirmed the multidimensional self-confidence criterion for predicting and explaining the consumer behavior; moreover it offered methods to boost self-confidence, in order to create positive market experiences.

In 2012, Barber and Ismail, investigated label clarity influence on consumer self-confidence and the results showed that a consumer of high self-confidence, pay attention to the provided information on labels, on contrast, to those of low self-confidence, traditional items on labels, like color, is important.

In 2009, Hosni and Martin conducted a study. This study tested a model that included self-image congruence in cruise ship passengers' experiences, satisfaction, and behavioral intention. Results indicated that self-image congruence (real or ideal) affects passengers' experiences, but indirectly influences satisfaction levels.

In 2006, Kesrman, Sirgy and colleagues, studied the direct and indirect influence of self-image congruence on loyalty to brand. In this model, a car was utilized as the selected product, and 600 car owners were examined. Results showed that the "self-image congruence" model, directly affected loyalty to brand and indirectly, by function congruence, product involvement, and quality of the relation between brand name and loyalty to the brand, affected loyalty to the brand.

Previously published researches, have mainly concentrated on the relation between self-image congruence and pre-purchase evaluation such as, purchase intention, (London, 1974), product preference, (Dolich, 1969), and product selection (Matora, 1988). However, recent studies of consumer behavior have investigated the role self-image congruence on different variables, like loyalty (Hee & Mukerjee, 2007; Kesrman et al., 2007), perceived quality (Kwak & Kang, 2009) and attitudes (Ibrahim & Najjar).

4. Research Methodology

This study used a field-survey research method, an applied objective, and a descriptive research type. This means that the theoretical framework was obtained from books, articles, websites, and databases; moreover the self-confidence in consumer behavior questionnaire of Olsen and Thompson (2003) and the self-image congruence questionnaire of Sirgy et al. (2007) was used to gather information. This questionnaire includes three sections: demographic characteristic information, consumer self- confidence and self-image congruence. In the first section, personal information of responders was questioned by five following questions: gender, age, educational degree, occupation and income. In the next section consumer self-confidence dimensions in purchase behavior, including: access to information, considering collection of brands, personal consequences of decision, persuading knowledge, and relations with seller were asked. This section consists of 29 questions, in which the answers are designed according to Leykert scale, from "strongly agree" to "strongly disagree", (i.e. five choice questions).

In the final section, 6 questions, pertaining to self-image congruence in three parts of brand, retailing, and satisfaction were designed; and the answers were according to the Leykert scale too.

4.1 Statistical Population, Sample and Sampling Method

The examined population in this research is household appliances consumers of Refah chain-stores inIsfahancity. The following formula was used to determine the sample size, because this is a Leykert scale survey and the population size is infinite.

$$n = (\frac{z_{\alpha/2} * \sigma}{d})^2$$

α: probability of first type error, if the error equals 0.05, then zα/2 equals 1.96.

σ: standard deviation of the observed characteristic.

d: acceptable error in estimating the average, which equals 0.1 in this research.

The sample size is 75 (n=75). Sampling method is stratified random sampling, and questions were distributed to consumers of household appliances users of two branches of the Refah chain stores in Isfahan city.

4.2 Reliability and Validity of Research Tools, and Data Analysis Method

Cronbach's alpha coefficient is used to assess reliability of the questionnaires. The following reliability figures are assessed for each dimension of self-confidence in consumer behavior: information access 0.85- Consideration of different brands 0.8- Personal consequences of decision making 0.81- Persuading knowledge 0.83- Relations with seller 0.82.

The following figures, also, are estimated for self-image congruence dimensions: self-image congruence with brand 0.9- self-image congruence with retailing 0.86- self-image congruence with after-purchase satisfaction 0.92. Reviewing Cronbach's alpha figures, indicated that the questions, asked to measure each variable, have a high correlation and efficiency. In order for having validity in questionnaire, besides following integrity principles in translation, questionnaire was given to some marketing experts and specialists, and slight modifications were made. Inferential and descriptive statistics were used to analyze the data. Various descriptive statistics methods, such as: absolute frequency table, percentage, average and standard deviation, were used to describe demographic variables. On the other hand, in the inferential statistics section, "T-test" and "ANOVA" tests were used to assess hypotheses and results of the research.

5. Hypotheses and Results

5.1 First Hypothesis

H_0: The mean of the effect of access to the information on shopping behavior is smaller or equals than 3.

H_1: The mean of the effect of access to the information on shopping behavior is greater than 3.

Table 1. Descriptive statistics of the first hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
V1	75	3.616	.4945	.0692

As table 1 shows the descriptive statistics of the variables of the first hypothesis, the mean of the studying variable is 3.616 and the standard deviation is calculated as 0.4945.

Table 2. Statistics of T-test on the first hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
v1	10.892	74	.000	.6157	.477	.755

T-test statistics is calculated as 10.892 by 74 degrees of freedom. Rejecting H_0 hypothesis by the significance level of 5% shows that the mean of the variable of the access to the information effect on the consumer shopping behavior is greater than 3 in the studying society. Therefore, the effect of access to the information on consumer shopping behavior confidence is confirmed by the significance level of 5%.

5.2 Second Hypothesis

H_0: The mean of the effect of assuming brands on shopping behavior of consumer is smaller or equals than 3.

H_1: The mean of the effect of assuming brands on shopping behavior of consumer is greater than 3.

Table 3. Descriptive statistics of the second hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
v2	75	3.478	0.4801	.0672

As table 3, shows the descriptive statistics of the variables of the second hypothesis, the mean of the studying variable is 3.478 and the standard deviation is calculated as 0.4801.

Table 4. Statistics of T-test on the second hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
V2	8.545	74	.000	.4784	.343	.613

T-test statistics is calculated as 8.545 by 74 degrees of freedom. Rejecting H_0 hypothesis by the significance level of 5% shows that the mean of the variable of the awareness of the brands effect on the consumer shopping behavior is greater than 3 in the studying society. Therefore, the effect of awareness of the brands on consumer shopping behavior confidence is confirmed by the significance level of 5%.

5.3 Third Hypothesis

H_0: The mean of the effect of personal decision making on shopping behavior of consumer is smaller or equals than 3.

H_1: The mean of the effect of personal decision making on shopping behavior of consumer is greater than 3.

Table 5. Descriptive statistics of the third hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
V3	75	3.4802	.41692	.05838

As table 5, shows the descriptive statistics of the variables of the third hypothesis, the mean of the studying variable is 3.48 and the standard deviation is calculated as 0.416.

Table 6. Statistics of T-test on the third hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
V3	9.979	74	.000	.48020	.3629	.5975

T-test statistics is calculated as 9.979 by 74 degrees of freedom. Rejecting H_0 hypothesis by the significance level of 5% shows that the mean of the variable of personal decision making effect on the consumer shopping behavior is greater than 3 in the studying society. Therefore, the effect of personal decision making on consumer shopping behavior confidence is confirmed by the significance level of 5%.

5.4 Fourth Hypothesis

H_0: The mean of the effect of persuasion knowledge on shopping behavior of consumer is smaller or equals than 3.

H_1: The mean of the effect of persuasion knowledge on shopping behavior of consumer is greater than 3.

Table 7. Descriptive statistics of the fourth hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
V4	75	3.577	.5188	.0726

As table 7 shows the descriptive statistics of the variables of the fourth hypothesis, the mean of the studying variable is 3.557 and the standard deviation is calculated as 0.5188

Table 8. Statistics of T-test on the fourth hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
V4	9.648	74	.000	.5771	.431	.723

T-test statistics is calculated as 9.648 by 74 degrees of freedom. Rejecting H_0 hypothesis by the significance level of 5% shows that the mean of the variable of persuasion knowledge effect on the consumer shopping behavior is greater than 3 in the studying society. Therefore, the effect of persuasion knowledge and principles on consumer shopping behavior confidence is confirmed by the significance level of 5%.

5.5 Fifth Hypothesis

H_0: The mean of the effect of relationship with the vendor on shopping behavior of consumer is smaller or equals than 3.

H_1: The mean of the effect of relationship with the vendor on shopping behavior of consumer is greater than 3.

Table 9. Descriptive statistics of the fifth hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
V5	75	3.647	.4658	.0652

As table 9, shows the descriptive statistics of the variables of the fifth hypothesis, the mean of the studying variable is 3.647 and the standard deviation is calculated as 0.4658.

Table 10. Statistics of T-test on the fifth hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
V5	12.048	74	.000	.6471	.516	.778

T-test statistics is calculated as 12.048 by 74 degrees of freedom. Rejecting H_0 hypothesis by the significance level of 5% shows that the mean of the variable of relationship with the vendor effect on the consumer shopping behavior is greater than 3 in the studying society. Therefore, the effect of relationship with the vendor on consumer shopping behavior confidence is confirmed by the significance level of 5%.

5.6 Sixth Hypothesis

H_0: The mean of the effect of mental imagination with brand conception on shopping behavior of consumer is smaller or equals than 3.

H_1: The mean of the effect of mental imagination with brand conception on shopping behavior of consumer is greater than 3.

Table 11. Descriptive statistics of the sixth hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
V6	75	3.069	.9166	.1284

As table 11, shows the descriptive statistics of the variables of the sixth hypothesis, the mean of the studying variable is 3.069 and the standard deviation is calculated as 0.9166.

Table 12. Statistics of T-test on the sixth hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
V6	0.657	74	.595	.0686	-.189	.326

T-test statistics is calculated as 0.657 by 74 degrees of freedom. Rejecting H_0 hypothesis by the significance level of 5% shows that the mean of the variable of mental imagination of brand conception effect on the consumer shopping behavior is greater than 3 in the studying society. Therefore, the effect of mental imagination of brand conception on consumer shopping behavior is confirmed by the significance level of 5%.

5.7 Seventh Hypothesis

H_0: The mean of the effect of mental imagination with retail conception on shopping behavior of consumer is smaller or equals than 3.

H_1: The mean of the effect of mental imagination with retail conception on shopping behavior of consumer is greater than 3.

Table 13. Descriptive statistics of the seventh hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
V7	75	2.931	.8187	.1146

As table 13, shows the descriptive statistics of the variables of the seventh hypothesis, the mean of the studying variable is 2.931 and the standard deviation is calculated as 0.8187.

Table 14. Statistics of T-test on the seventh hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
V7	-0.599	74	.552	-.0686	-.299	.162

T-test statistics is calculated as -0.599 by 74 degrees of freedom. Confirming H_0 hypothesis by the significance level of 5% shows that the mean of the variable of mental imagination of retail conception effect on the consumer shopping behavior is less than 3 in the studying society. Therefore, the effect of mental imagination of retail conception on consumer shopping behavior is rejected by the significance level of 5%.

5.8 Eighth Hypothesis

H_0: The mean of the effect of mental imagination with satisfaction conception on shopping behavior of consumer is smaller or equals than 3.

H_1: The mean of the effect of mental imagination with satisfaction conception on shopping behavior of consumer is greater than 3.

Table 15. Descriptive statistics of the eighth hypothesis variable

	N	Mean	Standard deviation	Standard Error of the Mean
V8	75	3.235	.9020	.1263

As table 15 shows the descriptive statistics of the variables of the eighth hypothesis, the mean of the studying variable is 3.235 and the standard deviation is calculated as 0.9020.

Table 16. Statistics of T-test on the eighth hypothesis

	Test Value = 3					
	T	Degrees of freedom	Sig. (2-tailed)	Average Difference of Observations	Confidence Interval of 95% for Observation Difference	
					lower	upper
V8	2.257	74	.065	.2353	-.018	.489

T-test statistics is calculated as 2.257 by 74 degrees of freedom. Positivity of upper limit and negativity of lower limit and also sig value which is equals to 0.065 shows no considerable difference between the mean and the tested value. Confirming H_0 hypothesis by the significance level of 5% shows that the mean of the variable of mental imagination of satisfaction conception effect on the consumer shopping behavior is less than 3 in the studying society. Therefore, the effect of mental imagination of satisfaction conception on consumer shopping behavior is rejected by the significance level of 5%.

6. Conclusion and Results

Studies show that hypotheses related to consumer behavior confidence are confirmed in all of the fields: access to information, assumption of the brands, personal decision making, persuasion knowledge and relationship with the vendor. It also could be concluded that in the field of mental imagination, the only confirmed variable is brand and the variables of retail and satisfaction are rejected.

in the field of access to information it can be said that since this research is held on the household appliances market and it's high consumption and very common commodity in every family, the majority of consumers trust themselves to be skilled to catch the necessary information for purchasing considered commodity, to be aware of needed information before purchase and also suitable questions to ask the vendors about the considered commodities.

Therefore in the field of brands assumption it can be said that most of the consumers know lots of things about their considered brands. Such as: where can they buy the considered brand? Which brands are suitable for their expectations? This awareness could be by the means of widespread advertisement in the household appliances brands, high importance of its commodity, and necessity of awareness of existing brands in the market.

Confirming the hypothesis of personal decision making illustrates that most of the consumers are able in the field of personal decision making, such as: not to be doubted in their purchasing decision, not to be confused regarding the alternatives redundancy, and satisfaction of purchased commodity. However, since household appliances are purchased by the consultation of family members in Iranian Family, so there is a little ambiguity in this research, because these decisions are not really pure personal.

Results of research in the field of persuasion knowledge show that the consumers are aware of vendors' methods to convince the clients. Such as: putting pressure on the customer, tricks of sailing and deceptive offers. Its reason can be chaffering habits, high awareness of considered commodity, existence of obvious market, and maybe fake self-confidence. But results confirmed the hypothesis of relationship with the vendor. Most of the consumers believe that they are able to contact the vendor such as: complain at the time of purchasing, saying "No" easily, talking to shop manager, and reporting undesirable things in the shop.

But the only confirmed variable in the field of mental imagination is the brand and consumers present themselves by the brand of interest. It's maybe because of factors existing in their arbitrary brand which they can present their "true personality" by them and according their personality to others.

Beside by implementation of ANOVA test about demographic variables, LSD test shows that there is a significant difference between people at the age 20–25 and 35–40 in persuasion knowledge. It can be because of being more

experiment in chaffering technics used by vendors and losing chaffering abilities as they get old.

Therefore, it's got clear that there is a significant difference between people with High schooldegreesor lower of education and people with Master and higher degrees in the variable of access to the information. The reasons maybe that people with higher degrees of education are familiar with different methods of access to information about the product or updating it or being skillful to catch past purchase information.

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