

The Description of The Impact of Social Attachment on Adolescence Purchase Behavior A Case Study In Tehran & Isfahan

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Abstract

One mutual aspect among Human beings is that we are all consumers. Prediction of consumers' purchase behavior is an essential need for the market owners. There are various factors affecting consumers' purchase behavior in bazaars where suppliers and consumers meet. The statistical society for this research has been the 14 to 18 year-old teenagers of Tehran and Isfahan who answered the questions in the questioner and the sample volume based on Cochran formula has been 385 individuals; the cluster sampling has been done in the schools of the two mentioned cities randomly. In data gathering, standard questioners have been used in the section of social attachment and the need to be unique (Ryvo, et al, 2008), the role of the peers (Roque, 1998), purchase according to fashion/ news (Tian & McKinsey, 2001) and enjoyable/ entertaining shopping. The results of this research indicate that social attachment, the need to be unique and the role of the peers have a positive impact on teenagers' purchase behavior (purchase according to fashion/ news and enjoyable/ impulse shopping). The results out of structural equation indicate that most of the variables mentioned in this article have inner connections with one another and among these variables, social attachment and the role of peers have the highest impact.

Key Words: Social Attachment, Adolescence, Purchase Behavior, Teenagers of Tehran and Isfahan.

Introduction

Marketing is a procedure through which consumer's need is recognized and meanwhile what satisfies this need is determined and created then the goods would be delivered to the consumers in a way that gain their satisfaction to establish a long term beneficial relationship. However, organizations and companies must always try to get competition privileges via recognition and studying the consumers' behavior so as a result they would be able to recognize the taste of the target market which is different based on various parameters such as age, income, style, education level and ...; then suitable goods or services would be provided accordingly. In general, consumer's behavior is described by studying the purchase units and exchange procedures involved in acquisition, consumption and throwing away goods, services, experiences and ideas. There are some points to be taken into consideration in assessing the consumers' behavior and one of them is exchange. Consumers are inevitably on one side of this exchange in which the resources are replaced between the two sides. Apart from goods and services, during any exchange other resources like emotions, information and social status might also be exchanged. Generally, the exchange procedure is

including a series of steps that begins with acquisition and continues with moving toward consumption and finally ends with putting away the goods or services (Moven and Mynor, 17, 2013).

The point that is always taken into consideration by marketing is that all of the consumers' behaviors as the main players in marketing arena are influenced by the culture of the society in which they are living, since consumption is a cultural issue that is severely under the influence of the culture and it, itself, has affected the culture in return (Mo'ezi, 2012, 7). Nowadays, teenagers have their own special norms, values and customs which are the root of their different behaviors. As the cultures and patterns of each society are different from the others, these would be also different from one generation to another one. Adolescence's behavioral norms and patterns are formed according to the social characteristics and statues which are in harmony with their generation background; so it is natural that adolescence's social attachment and culture would be different from that of the adults, to some extent (Ja'fari, 2009, 3). Teenagers need to know what expectation they should meet, what is correct, what is incorrect and what they should do in various situations. In order to satisfy their needs and to have interaction they are forced to do shopping and for that they have to know and assess the existing options at hand. Considering these issues, teenagers measure to do the shopping which is under the influence of different circumstances and factors including their peers and the need to be unique (Rouholamini, 2009, 28).

The development of studying consumer's behavior is the result of marketing philosophy trend turning from production to sale and then the marketing report. There are also other factors, involved in the development of studying consumer's behavior, which are as follows: the high speed of introducing new products, shorter product life cycles, the increase of movements supporting consumers by private groups and public policy makers, attention to the environment and the growth of marketing services (Lohsabizadeh, 14, 2009). In such an atmosphere, having authentic realization of the consumers and the consumption procedure has various privileges including helping the managers to decide, supplying a cognitive foundation via analyzing consumers' behavior, helping the legislators and the regulators to ordain laws related to sale and purchase goods and services and finally helping the consumers to make better decision. Consumer's behavior plays a vital role in planning advertising campaigns. The appropriate media and message can be chosen by knowing how the audience would react; besides studying consumer's behavior can help us to understand the factors related to social science influencing Human being's behavior and accordingly, analyzing consumer's behavior is also a vital and necessary issue regarding cases such as mixed marketing planning, market segmentation, product positioning and differentiation (ibid, 14). Having general knowledge about the consumer's behavior has a personal value as well. Each person can turn to a better consumer by being familiar with the factors influencing his/her own consumption. Moreover, this helps consumers to be able to distinguish strategies companies use to sell their goods while they are shopping (Ashuri, 112, 2008). On the other hand, it must be known that different factors affect consumer's behavior; one of these factors is the culture and subcultures inside it. Different age generations of consumers have the same values, needs and behavioral patterns which form subcultures that can create more important sections of market. One of these age generations, whose needs are taken into consideration nowadays, are the teenagers (Ashuri, 112, 2008).

Literature Review

In a study under the title of "the effect of intercultural values on the style of consumers' decision making", Leo Vebineat (2005) compares decision making styles among people in Australia and Singapore using Hofstede cultural values theory. The five dimensions of cultural values are: (individualism, avoiding uncertainty, futurism, democracy, authority distance). The researcher has first assessed the level of these values and their importance and then compared eight shopping styles (Brand-oriented, Variability, Hedonism, Arousal, Quality-oriented, Price-oriented, Confusion in shopping and loyalty) in the two mentioned countries. The research method was descriptive survey using questionnaires and the data was analyzed using ANOVA test. Simple random Sampling was used and the volume of the sample included 352 Australians and 182 Singaporean. The hypothesis have been expressed as follows: 1- There is a

significant difference between the level of quality-orientation of Australians and that of Singaporeans. Australians are more quality-oriented. 2- There is a significant difference between the level of brand-orientation of Australians and that of Singaporeans. Australians are more brand-oriented. 3- There is a significant difference between the level of variability of Australians and that of Singaporeans. Singaporeans are more variable. 4- There is a significant difference between the level of hedonism of Australians and that of Singaporeans. 5- - There is a significant difference between the level of price-orientation of Australians and that of Singaporeans. Australians are more price-oriented. The outcomes of this study expressed the issue that in two different countries with cultural differences, the style of decision making in purchase behavior would be different as well. Authority distance and futurism was higher among Singaporeans than those of Australians and the level of avoiding uncertainty, individualism and feminism was higher among Australians. In a country with higher authority distance, quality-orientation and brand-orientation is higher and in the one with high avoiding certainty, variability and loyalty are low and arousal is high. In individualist societies, variability, brand-orientation and price-orientation are high while confusion and loyalty are low. Hypotheses 4, 3 & 2, were confirmed and hypotheses 5 & 1 were rejected.

Iren et al (2012) assessed purchase behaviors in a study under the title of “impulse buying behaviors among Turkish university students via hedonism and materialism values”. The goal of this research was to clarify the relationship between the values of hedonism and materialism with impulse buying behaviors. Research hypotheses: 1- There is a significant relationship between hedonism and impulse buying behaviors among Turkish university students. 2- There is a significant relationship between materialism and impulse buying behaviors among Turkish university students. This research is a descriptive survey which was conducted using questionnaires and to analyze the data path analyzing method was used. The statistical society was Turkish university students among which 861 individuals were selected randomly. Independent variables are hedonism and materialism and the dependent variable is impulse buying behavior. The results of the study indicate that there is significant relationship between hedonism and materialism, and impulse buying behavior which mean both hypotheses were confirmed.

In her thesis conducted in 2006 and titled “intercultural study of clothing fashion behaviors: special situations and introvert differences between working women in international cities”, Tindana Piemfongsant reassesses the difference/similarity of clothing fashion in the western and eastern cultures, and joins special situations and bonding. This thesis expands its study to job categories and gets to the result that being different / similar to the others on the basis of clothing fashion is the same among working women in the western and eastern societies. But wearing cloths is different among various job categories. Using partial least square analytical method made it possible to quantitatively analyze the phenomena of being different / similar to the other in the very complicated cloths fashion market so that a very deep understanding of the subcategories in the eastern and western culture was achieved.

Akan Aksay conducted a research in 2012 in Pennsylvania under the title of “being unique” among students in Kutztown University of Pennsylvania. He assessed the following hypotheses: 1- unfollowing the group via creative selection 2- unfollowing the group via unusual selection 3- avoiding similarity. 250 questionnaires were distributed among university students which were assessed using SPSS software. He concluded that those who need to be unique would follow all the three hypotheses. They like to be different in comparison to the others and their goal is to make a better picture of themselves in other people’s mind and to be in the center of their friends’ attention.

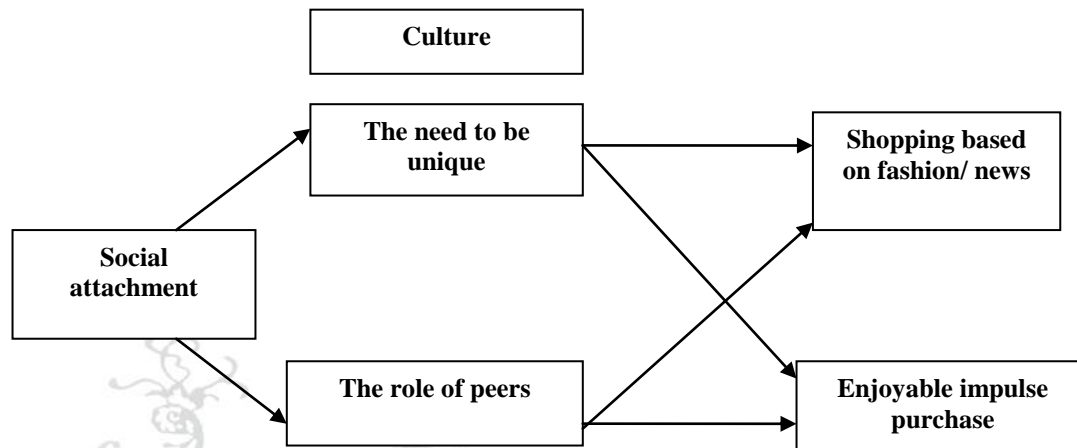
In 2005, Ying Fan studied the impact of color on teenagers’ shopping habit in a research titled “the effect of color on teenagers’ purchase behavior” in Lincoln University. He chose 300 students between 15 and 18 years of age as statistical data and assessed buying cloths, sneakers and cellphones among girls and boys. Using SPSS and correlation test he concluded the followings: 1- There is a significant relationship between the color of goods (cloths, shoes, sneakers and cellphones) and buying them. 2- In comparison to boys, the color of goods has more impact on girls buying them.

Year	Author	Title	Variables	Results
2012	Iren	Impulse buying behavior among Turkish university students via hedonism and materialism values	Dependent variable: students' purchase behavior Independent variable: hedonism and materialism values	The result of the study indicates that there is a significant relationship between hedonism and materialism, and Impulse buying behavior
2012	Akan Aksay	"being unique" among students in Kutztown University of Pennsylvania	Dependent variable: being unique Independent variable: unfollowing the group via unusual selection, avoiding similarity	Those who need to be unique would follow all the three hypotheses. They like to be different in comparison to the others and their goal is to make a better picture of themselves in other people's mind and to be in the center of their friends' attention.
2006	Tindana Piemfongsant	intercultural study of clothing fashion behaviors: special situations and introvert differences between working women in international cities	Dependent variable: Cultural behavior Independent variable: Intercultural differences, similarity in cloth fashion	Being different / similar to the others on the basis of clothing fashion is the same among working women in the western and eastern societies. But wearing cloths is different among various job categories.
2005	Leo Vebineat	the effect of intercultural values on the style of consumers' decision making (a comparison between Australians and Singaporeans)	Dependent variable: Decision making style; Brand-oriented, Variability, Hedonism, Arousal, Quality-oriented, Price-oriented, Confusion in shopping and loyalty Independent variable: intercultural values; individualism, avoiding uncertainty, futurism, democracy, authority distance	In two different countries with cultural differences, the style of decision making in purchase behavior would be different as well. Authority distance and futurism was higher among Singaporeans than those of Australians and the level of avoiding uncertainty, individualism and feminism was higher among Australians. In a country with higher authority distance, quality-orientation and brand-orientation is higher and in the one with high avoiding certainty, variability and loyalty are low and arousal is high. In individualist societies, variability, brand-orientation and price-orientation are high while confusion and loyalty are low
2005	Ying Fan	Assessment of the effect of color on teenagers' purchase behavior	Dependent variable: teenagers' purchase behavior Independent variable: the effect of color	In comparison to boys, the color of goods has more impact on girls buying them

He concluded that the color of goods is very important for teenagers and they do most of their shopping according to that; this was a mutual characteristic among girls and boys. So both hypotheses discussed in this research were confirmed.

The conceptual model used in this research has been adopted from the article written by Doctor Elodie and Doctor Raphaelle.

In Doctor Elodie's conceptual model illustrated below,



Research Methodology

The method used in this research has been shown which is practical considering the goals and essence of the study. A practical research is the one in which the findings of fundamental studies are used to solve various issues in different fields; the method used regarding data collection in testing hypotheses is casual-descriptive method.

Variable is something that can be changed and accepts different numerical values and can have variance (frequency), so every existing thing is a variable if the researcher can observe, control or manipulate them (Khaki, 2009, 40)

In this research, the independent variable is cultural factors including social attachment, the need to be unique and the role of peers. The dependent variable is shopping according to fashion/ news and enjoyable/ impulse purchase.

The statistical data in this research is the female teenagers of Tehran and Isfahan; to ease the availability of the teenagers, the whole schoolgirls between the ages 14-18 were considered which were 5564 students in Isfahan according to data revealed by department of education of Isfahan city (statistical bureau, the department of education of Isfahan province, 2012) and the number of schoolgirls between the ages of 14-18 in Tehran is 7823 (statistical bureau, the department of education of Tehran province 2012).

City	Students' age	The number of students
Isfahan	14 to 18 year olds	5564
Tehran	14 to 18 year olds	7823

The following formula has been used in the current research to calculate the volume of the essential sample with 95% certainty and 5 % estimation error:

$$n = \frac{N \frac{za^2}{2} \times P(1-P)}{\varepsilon^2 (N-1) + \frac{za^2}{2} P(1-P)} = \frac{13387(1/96)^2 0.5(1-0.5)}{0.05^2 (13387-1) + (1/96)^2 0.5(1-0.5)} = 385$$

Considering the volume of schoolgirls' society aged between 14 to 18 years old in Isfahan that is 5564 individuals, the volume of statistical sample in Isfahan was determined 160 teenagers of the age group and the corresponding volume in Tehran considering 823 individuals which is the number of schoolgirls' society aged between 14 to 18 years old in Tehran, the volume of statistical sample in this latter city was determined to be 225 teenagers.

Cluster sampling method has been used randomly in the current study. The random cluster sampling is used when the statistical society is large. In this study, Isfahan is divided into two districts – one and two – on the educational basis, then it was divided into two bunches and later the existing schools in each mentioned district were numbered; two girls' high schools and one guidance school were chosen in each district randomly and in each of the schools some classes were selected randomly and the questionnaires were distributed among the students in these classes. The same procedure was followed in Tehran. The city was divided into two bunches whose schools were numbered in the mentioned districts. In district one, two girls' high school and one guidance school were chosen randomly while in district two, three girls' high school and one guidance school were randomly selected as well and in each of the schools some classes were chosen randomly and the questionnaires were distributed among the students in these classes.

In this study, library method including books, articles, referring to scientific sites have been used to collect data for literature review and questionnaires have been used to assess the hypotheses and data collection regarding the research questions. The questionnaires have two parts, in the first part general characteristics of respondents are investigated and information such as age, education level, residence andare collected and on the second part, some questions out of standard questionnaires have been mentioned to assess the variables. There are 30 questions in the questionnaire and how these questions have been distributed throughout the questionnaire, on the basis of hypotheses and variables, has been shown in table 1.

Table 1 the distribution of questions in the questionnaire separating hypotheses and variables

variables	hypotheses	Questions resources
First independent variable	Social attachment	Ryvo, 2008
Second independent variable	To be unique	Ryvo, 2008
Third independent variable	The role of peers	Roque , 1998
dependent variable	Shopping according to fashion/ news	Tian and Mckinsey, 2001
	Enjoyable/ impulse purchase	Beatty and Ferrell, 2005

Likert 5-option scale has been used in the questionnaires and considering the goal of the research, the replies to the questions have been formed in scales between “totally agree” to “totally disagree”. Considering the questionnaire, the maximum grade each variable can receive is 30 and the minimum is 6.

Table 2 numerical value of the questionnaire phrases

Options of questionnaire phrases	Totally agree	agree	No idea	disagree	Totally disagree
numerical value of the phrases	5	4	3	2	1

To distribute the questionnaires in girls' high schools of Isfahan and Tehran, the necessary permissions were obtained from the mentioned cities Educational Departments. Isfahan has two educational districts, to

conduct the research 80 questionnaires were distributed among students in two girls' high schools and a guidance school meanwhile the same was done in district two of the city. Tehran also has two educational districts so 105 questionnaires were distributed among students in three girls' high schools and a guidance school in district two of Tehran. It is essential to mention that the researcher has been present himself to give the necessary guides for filling the questionnaires. Finally, the information was collected and analyzed using analytic tools and the results were extracted.

The tables below show the descriptive analysis of variables related to Tehran and Isfahan base on the central indexes and frequency.

Table (3) descriptive analysis of central indexes of variables of Tehran

		Social attachment	To be unique	The role of the peers	Shopping based on fashion/ news	Enjoyable/ impulse buying
Whole	Authentic	225	225	225	225	225
	Missing	0	0	0	0	0
Median		3.36	3.36	3.40	3.40	3.60
Mean		3.33	3.33	3.33	3.50	3.40
Mode		4	3	4	4	4

According to the information in this table, the amount of central indexes is as follows:

The average value of Tehran variables including social attachment, the role of peers, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse purchase are located in amplitude of 3.33 to 3.50. The lowest mean of variables belongs to social attachment, the role of peers and the need to be unique. The highest mean of variables belongs to the shopping based on fashion/ news; though as the mean of all the five variables is higher than 3 so it can be concluded that the status of all indexes in teenagers' sample of Tehran (the sample) is higher than the mean.

The median value of the research variables is located in amplitude of 3.36 to 3.60. The lowest median value is for the variables of social attachment, the role of peers and the need to be unique. The highest median value belongs to the variable of enjoyable buying.

The mode value of the six research variables, which were social attachment, the role of peers, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse buying, is 4.

Table (4) descriptive analysis of central indexes of variables of Isfahan

		Social attachment	To be unique	The role of the peers	Shopping based on fashion/ news	Enjoyable/ impulse buying
Whole	Authentic	160	160	160	160	160
	Missing	0	0	0	0	0
Median		3.78	3.83	3.69	3.89	3.73
Mean		3.83	3.83	3.67	4.00	3.83
Mode		4	4	4	4	4

The mean value of Isfahan variables including social attachment, the role of peers, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse purchase are located in amplitude of 3.67 to 4. The lowest mean of variables belongs to the role of peers. The highest mean of variables belongs to the shopping based on fashion/ news; though as the mean of all the five variables is higher than 3 so it can be concluded that the status of all indexes in teenagers' sample of Isfahan (the sample) is higher than the mean.

The median value of the research variables is located in amplitude of 3.61 to 3.82. The lowest median value is for the role of peers. The highest median value belongs to the variable of shopping based on fashion/ news.

The mode value of the research variables including social attachment, the role of peers, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse buying, is 4.

Table (5) descriptive analysis of frequency indexes of variables of Tehran

		Social attachment	To be unique	The role of the peers	Shopping based on fashion/ news	Enjoyable/ impulse buying
Whole	Authentic	225	225	225	225	225
	Missing	0	0	0	0	0
Median		0.554	0.571	0.617	0.583	0.621
Mean		0.004	-0.067	-0.159	-0.441	-0.666
Mode		0.111	-0.159	0.788	0.787	1.082

The value of indexes frequency related to Tehran is a s follows:

The amount of standard deviation of the six variables related to Tehran including social attachment, the role of peers, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse buying is located in amplitude of 0.554 to 0.630; among these variables, social attachment has the least standard deviation and enjoyable/ impulse buying has the most.

The skewness of variables of Tehran is located in amplitude of 0.004 to - 0.666, among all the variables, four of them have negative skewness or left tendency so it can be concluded that most assessed amounts are higher than the mean or in the other words, most respondents answered the questions of this study in the range of “agree” and “totally agree”. This amount is positive only in the variable of social attachment so it can be concluded that teenagers in Tehran have replied (to the questions assessing this variable) in the range of “no idea” or “disagree”.

Also the elongation (which is zero in normal form) in variables of this research is located in amplitude of - 0.159 to 1.197, among these variables only the variable of “to be unique” has a flatter curve and the rest have sharper curves since most of the replies have been accumulated around “agree” and “totally agree”.

The value of indexes frequency related to Isfahan is as follows:

Table (6) descriptive analysis of frequency indexes of variables of Isfahan

		Social attachment	To be unique	The role of the peers	Shopping based on fashion/ news	Enjoyable/ impulse buying
Whole	Authentic	160	160	160	160	160
	Missing	0	0	0	0	0
Median		0.390	0.418	0.440	0.393	0.526
Mean		- 0.179	- 0.158	0.112	- 0.516	- 0.446
Mode		- 0.686	-0.397	- 0.183	0.479	- 0.152

The amount of standard deviation of the variables related to Isfahan including social attachment, the role of peers, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse buying is located in amplitude of 0.526 to 0.390; among these variables, social attachment has the least standard deviation and enjoyable/ impulse buying has the most.

The skewness of variables of Isfahan is located in amplitude of 0.112 to - 0.446, among the variables, social attachment, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse have negative skewness or left tendency so it can be concluded that most assessed amounts are higher than the mean or in the other words, most respondents have answered the questions of this study in the range of “agree” and “totally agree”. This amount is positive only in the variable of the role of peers so it can be concluded that teenagers in Isfahan have replied (to the questions assessing this variable) in the range of “no idea” or “disagree”.

Also the elongation (which is zero in normal form) in variables of this research is located in amplitude of - 0.686 to 0.479; among these variables, the variables of social attachment, the need to be unique, the role of peers, and enjoyable buying have flatter curves and the variable of “shopping based on fashion/ news” has a sharper curve since its replies have been accumulated around “agree” and “totally agree”.

Results

Out of the total 385 teenagers participating in the current study, 225 individuals meaning 58.4 percent were teenagers of Tehran and 160 individuals meaning 41.6 percent were teenagers of Isfahan, and the most percentage was related to high school with 64.2 percent.

- 1- Out of the total 385 teenagers participating in the current study, 31.9 percent, the highest percentage of family income is related to a group who spend 3 to 4 hours of their time with their friends. The highest percentage of spending free-time with family is 55.1 percent which is related to a group spending 7 to 8 hours of their time with their family. The highest percentage of shopping time during the week is 28.1 percent and is related to the group of 9 to 12 hours a week; and finally the significant amount is 82 percent related to teenagers who spend more than 1 to 4 hours of their time watching advertisements every day.
- 2- In comparison to teenagers of Isfahan, teenagers of Tehran spend their free-time with friends more and this difference has been sometime even 50 percent more than the hours stated by the teenagers of Isfahan. The difference in spending time with family, which is sometimes more than 40 percent, indicates that, in general, teenagers of Tehran spend more time with their family. They also spend more time shopping; the difference is in some cases 8-times of what had been claimed by the teenagers of Isfahan and the difference of time spent on watching advertisement by teenagers of Tehran is much more than that of the teenagers of Isfahan and has been stated to be 3-times more.
- 3- In table (3) descriptive analysis of variables (social attachment, the role of peers, the need to be unique, shopping based on fashion/ news and enjoyable/ impulse buying) related to Tehran have been expressed according to central indexes (mean, median & mode) based on which the average amount of variables in Tehran is located in amplitude of 3.33 to 3.50; the lowest mean has belonged to social attachment, the role of peers and the need to be unique, and the highest mean amount belongs to shopping based on fashion/ news. Considering the mean of every variable which is higher than 3 (theoretical mean), it can be concluded that the status of all indexes in the sample of teenagers of Tehran has been higher than the mean margin, meaning they had mostly answered “agree” and “totally agree” to the variable items. The median amount of variables is located in amplitude of 3.36 to 3.60 and the highest median amount belongs to enjoyable buying and the lowest is related to the following variables: the need to be unique and social attachment. The mode amount of the variables in Tehran is 4.
- 4- Table 4 indicates the descriptive analysis of Isfahan according to the central indexes (mean, median & mode) based on which the average amount of variables of Isfahan is located in amplitude of 3.67 to 4; the lowest mean has belonged to the role of peers and the highest has been related to shopping based on fashion/ news. Considering the average of every variable which is higher than 3 (theoretical mean),

it can be concluded that the status of all indexes in the sample of teenagers of Isfahan has been higher than the mean margin, meaning they had mostly answered “agree” and “totally agree” to the variable items. The median amount of variables is located in amplitude of 3.61 to 3.82 and the lowest median amount is related to the role of peers and the highest belongs to shopping based on fashion/ news. The mode amount of the variables in Isfahan is 4.

- 5- Descriptive analysis of variables of Tehran according to frequency indexes (skewness, standard deviation & elongation) has been expressed in table 5. The standard deviation amount of variables in Tehran is located in amplitude of 0.630 to 0.554; among these variables, social attachment has the minimum standard deviation while enjoyable shopping has had the maximum. The skewness amount of variables in Tehran is located in amplitude of - 0.666 to 0.004. Variables have negative skewness or left tendency so it can be concluded that most of the assessed amounts were higher than the mean margin, meaning most respondents have been agreed and totally agreed with the items, and the elongation is located in amplitude of - 0.159 to 1.197.
- 6- Descriptive analysis of variables of Isfahan according to frequency indexes (skewness, standard deviation & elongation) has been expressed in table 6. The standard deviation amount of variables in Isfahan is located in amplitude of 0.390 to 0.526; among the variables, social attachment has the minimum standard deviation while enjoyable shopping has had the maximum. The skewness amount of variables in Isfahan is located in amplitude of - 0.449 to 0.112 and this amount is positive only in the variable of the role of peers so it can be concluded that the teenagers of Isfahan have given responses in the amplitude of “no idea” and “disagree”, and the elongation in the variables of Isfahan is located in amplitude of - 0.686 to 0.479.

Summary & Conclusion

In this article, first the findings of other researches were described (in literature review) and then the findings out of descriptive data were assessed. The discussion and general conclusion of the current study was another issue which was taken into consideration. The statistical society of the study to answer the questions in the questionnaire included teenagers of Isfahan and Tehran who were between 14 to 18 years old. The volume of the sample was determined 385 individuals based on Cochran formula and sampling was done according to the cluster sampling in the schools of the two mentioned cities randomly. The results of the research indicate that social attachment, the role of peers, the need to be unique has a positive impact on adolescence purchase behavior (enjoyable buying and shopping based on fashion/ news).

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