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Factors Affecting intention to buy of Islamic Azad University students to foreign brands of economy and clothing (case study: all students of Islamic Azad University in Tehran)

Hamid reza Saednia[1]**-***Assit.Prof & Faculty Member, Department of Business Management, North Tehran Branch, Islamic Azad University, Tehran, Iran.*
Davood Ghorbanzade- *MSc.Student, Business Management, North Tehran Branch, Islamic Azad University, Tehran, Iran*

Abstract
The present study aimed to investigate and identify factors affecting the intention to buy of Islamic Azad University students to foreign brands of clothing among the students of this university in Tehran has been carried out. In which the impact of individual characteristics (unique needs and brand attitude) and normative characteristics of students (normative influence and brand awareness) on model of cognitive - emotional intention to buy was studied. present study is kind of survey and to collect research data, a questionnaire that in combination of different sources available in research literature has been designed, was used. In order to achieve the objectives of the study, 384 students of Islamic Azad University in Tehran who knowingly bought foreign brands of clothing, was selected. To analyse the data from the tests of confirmatory factor analysis (CFA) and structural equation modeling (SEM) was used and the two software package of LISREL and PLS SMART have used. Research findings showed that the individual characteristics students on the perceived quality of foreign brands of clothing have a significant and positive impact. As well as individual and normative characteristics of students on the emotional value of foreign brands of clothing and emotional value of foreign brands of clothing also has a significant and positive impact on intention to buy of students. The other hand, the impact of normative characteristics of students on the perceived quality of foreign brands of clothing and the perceived quality also on intention to buy of students was not significant.

Key words: *need for uniqueness, normative influences, intend to buy, foreign brands of clothing*

1. Corresponding Author, Tel: 77009840 , Email Address: h_saeedniya@iau-tnb.ac.ir

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Introduction

Consumers select the products and foreign brands to get emotional benefits (for example, represents power, wealth and prestige) and functional benefits (eg, quality and low price) (Bartra & et al, 2000). In developing countries because the there is greater income inequality and mobility of situation, use of foreign brands to show social position is more prominent. (Kottak, 1990) And residents of these countries wish to have live in accordance with western culture and are searching a way to comply with performance of westerners through the purchase and use of foreign brands. (Pelton & et al, 2008) the existence of groups with different level in our country has been led to supply a variety of brand. Despite the existence of large number of people, some of them have not generally high purchasing power; tend to choosing products with foreign brands as a way to gain prestige and style for themselves. That this caused by people's willingness to be like to the people living in Western countries. It is more severe in younger consumers.

The main question is that what is intention to buying foreign brands of clothing by young consumers especially students? In this study, we seek to factors that on the intention to buy Islamic Azad University students (as an example of the young population) than the foreign brands of clothing are effective, we identify.

2. Importance and necessity of research

Textile and apparel industry as one of the largest and most important industry due to wonderful turnover and the strength of their unique employment, the attention of countries and the world's major economies of world have placed. Customs statistics show that imports of textile goods in 12 month 1391.1771 tons of all kinds of clothing to the value of 19 million dollars in the first 5 months of 2013, 948 thousand dollars of kind of clothing from China , Turkey, UAE, Italy and Spain countries has been entered the country, which has been a major brand (www.irica.gov.ir). However this statistics is apart from imported clothing to free zones and smuggling clothing that to clothing activists form about 40 to 50 percent of clothing available in market. The other hand our country as a developing country and yet young that according to the last census statistics has 34 percent (24 million) young people 20 to 35 years old (www.amar.org.ir). It is a unique market for domestic and foreign manufacturers.

3. The theoretical framework and principles of developed hypotheses

The theoretical framework for this research comes from the efforts of researchers like Kumar et al. (2009) entitled "Indian consumers intention to buying to brand of United States against domestic brands" and work of Lee and colleagues (2008) entitled "Factors Affecting intention to buying Mexican students to American brands clothing". That we deal to explain it.

3.1 individual characteristics

Individual characteristics variable in this study consists of two dimensions, need for uniqueness and attitudes toward the foreign brands of clothing.

3.1.1 Need for uniqueness

Based on researches of Tien and his colleagues (2001) need for uniqueness of consumers is the theoretical basis of uniqueness of Snyder and Frumkin (1980). This need as "Following individuals for important goods that distinguish them from others" is appeared. Need for uniqueness of consumers in the three types of consumer behavior is appeared.

A. Creative Selection

B. Non-celebrity Selection (non-public)

C. Avoiding homogeneity and similarity

Need for uniqueness severely the consumer purchase decisions are affected. Amaldoss and Jain (2005) came to the conclusion that consumers who need for uniqueness level is high in them, in comparison with consumers who this need in them is at a low level, have more willing, for rapidly acceptance of new brands or products. In addition, Zimmer and his colleagues (1999) found that perceived quality

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and brand image perception (eg, excitement and stimulation) compared to foreign brands by need for uniqueness of consumers to be affected. Knight et al (2005) described in a research on young Japanese consumers, about American brands of clothing, avoidance of homogeneity and similarity, non-celebrity selection (non-public) and creative selection in relation to brand's perceptions.

This shows that the brands with excellent image and value, for expression of uniqueness and individualism (individuality) among the younger generation of Japanese consumers are important. As well as need for uniqueness on personal values of Thai female students is effective and has strong and significant relationship with their purchase intentions. This entry luxury fashion brands strategies at Thailand implicitly has been stated (Tovikkai, 2010). Later, Phau and Marchegiani (2010) need for uniqueness and consumption situation to four factors of avoidance of homogeneity and similarity, non-celebrity selection, creative selection and consumption situation have classified. They found that all of these factors with the exception of non-celebrity selection factor are as positive predictors for brand judgments about luxury of clothing.

As a result, the researchers found that there is no a direct relationship between need for uniqueness and intention to buy and these two indirectly are associated with each other.

3.1.2 Attitude toward foreign brands of clothing

According to Solmon, et al. (2006) There are two types of consumers who buy their products, a series are those who products because of its quality (eg, price, country of origin, brand image) and other series products based on its emotional value (eg, hedonism, self-esteem, showing the position) are purchased.

Okonkow (2007) states that individuals are applied goods by a complete set of intangible benefits for emotional, mental, social levels of themselves. He also mentions, a way that consumers think, act and live, by their perceptions on brand both directly and indirectly are affected.

In a research that on the consumption of luxury goods, the interview that was conducted with store managers about the consumers of luxury brands. This result was obtained that all store managers agree that the consumers of luxury brands have high awareness of quality and for them high quality has great value (Patel, 2010). Consumers tend to buy foreign brands; in addition to a cognitive component has an emotional component as well. Which includes the emotional value that consumers make it through the experience of entertaining and enjoyable of purchased product is obtained (Holbrook, 1986).

The emotional value as the benefits obtained from expression of feelings and emotions (eg, joy or happiness) that creates a product is defined (Sweeney & Soutar, 2001). Many researchers have shown that consumer perception of from a country where the product comes there can be associated with emotional state. In a research that on "Hindi consumer's intention to buy about American brands against domestic brands" has been done, shows that Hindi consumers understand American brands as brands with high quality and emotional value and in front of domestic brands understand as high quality brands and low emotional value (Kumar et al, 2009).

3.2 Normative characteristics

In this study, normative characteristics variable in the form of two variables of normative influences and brand awareness will be explained.

3.2.1 Normative influences

When people are under the influence of others to develop attitudes, interests, norms and their buying behavior, this situation is described as normative influences that help to people for conform to the norms of their community (Bearden & et al, 1989).

A study on Mexican students aimed to evaluate the effects of consumer normative variables (normative influences and brand awareness)

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and brand-specific variables (perceived quality and emotional value) on intention compared to buy American brands of clothing had been done. Research results showed that the effect of interpersonal normative has positive and direct relationship with brand awareness and intention to buy has indirect relationship with effect of interpersonal normative (Lee & et al, 2008).

Shaheen (2009) and Syed Iqbal Shah and his colleagues (2012) in a study that had on purchasing behavior relationships identified that normative effect has impact on intention to buy through brand awareness, perceived quality and emotional value.

Also there is a significant relationship between normative influences and brand awareness that this relationship suggests that the Pakistani students in order to meet the social expectations buy the foreign valid brands of clothing.

3.2.2 Brand awareness

Consumers of brand awareness, most likely, purchase the branded goods. They usually through the buying new goods or goods that are different from others are in the pursuit of new experiences (Lee & et al, 2008). Consumers may be enjoy the purchased goods and new experiences to make for them emotional value. When the consumers enjoy from the products purchased by them, purchased product can give them benefits. Therefore, the value is derived sense of emotional states (Sweeney & Soutar, 2001).

As well as research on Mexican students showed a positive relationship between brand awareness and emotional value for the American brands of clothing, and states that students who are aware to brand, have a positive attitude towards American brands and them as brands that provide a high emotional value are considered (Lee & et al, 2008).

The above issues form the basis of the third and fourth research hypotheses.

3. Normative characteristics of students have a positive impact on perceived quality of foreign brands of clothing.

4. Normative characteristics of students have a positive impact on emotional value of foreign brands of clothing.

3.3 Perceived Quality

Yoo et al (2000) perceived quality as a subjective judgment made by the consumer about the overall superiority or great achievements from a brand have defined. Also Ziethaml (1988) defines perceived quality as consumer perception from overall quality or superiority of product or service compared to the other options. And he indicates that perceived quality is a component of brand equity. Hence high perceived quality guides consumer into choosing a trademark to competing brands.

In a research that in Mexico on 256 college students was conducted, researchers found that perceived quality has negative relationship with intention to buy. However, the perceived quality could have indirectly and through emotional value with intention to buy a positive relationship because the there is a positive relationship between perceived quality and emotional value (Lee & et al, 2008).

Previous studies showed that consumers to brands in the process of decision-making in two cognitive styles (perceived quality) and emotional (emotional value) are respond (Keller, 2001, Morris, 2002). The above issues form the basis of fifth research hypothesis.

5. Perceived quality of foreign brands of clothing has a positive impact on intention to buy of students.

3.4 Emotional value

Supphllen (2000) introduces emotional value as emotional reactions to the brand. Feelings about the brand can be expressed as mild, severe, and the positive or negative (Keller, 2001). Most importantly Morris and his colleagues (2006) reported that feeling can be act as a vital predictor of intention to buy. A consumer in addition to the qualitative aspects of a particular brand pays attention to its emotional value, to meet its emotional needs. Emotional value

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than a brand to positive emotions (eg, feeling happiness and joy) resulting from application of that brand is concerned, emotions that increase intention to re-buy of that brand in the eyes of consumer. In other words, consumers who have good feeling about a brand and enjoy of buying it may be buy it again, even when they are facing with other options (Kumar & et al, 2009). Sweeney and Sutar (2001) agree with this issue that emotional value compared to a brand for the person before taking the decision to buying luxury brands of clothing is important.

The above issues form the basis of sixth research hypothesis.

6. The emotional value of foreign brands of clothing has a positive impact on intention to buy of students.

4. Conceptual model

5. Research Methodology

The present study, in terms of purpose, is applied research. And in terms of data collection, descriptive research is type of Cross-sectional survey. Data gathering tools is as questionnaire. In present questionnaire 5 Likert scale has been used that in a range between "strongly agree" to "strongly disagree" has been defined. For check the validity of the content, the questionnaire confirmed by experts and respective professors, and reliability of the questionnaire also through Cronbach's alpha coefficient in the pre-test (a sample of 30 numbers) was approved. Table (1) shows name and type of variable, along with the abbreviation signs of them the number of questions and also resource extraction of questionnaire.

5.1 Statistical population

Statistical population of present study is all students of Islamic Azad University in Tehran.

5.2 Sampling Method

As the population of this research are students of Islamic Azad University of Tehran. And given that the Islamic Azad University of Tehran has 8 units (Science and Research, North of Tehran, East of Tehran, South of Tehran, West of Tehran, center of Tehran, Pharmaceutical Sciences Branch and Medical Unit). With the use of combined sampling method at first With the use of non-probability sampling method - available, four branches, Science and Research, North of Tehran, center of Tehran and south of Tehran, from 8 academic branches selected and in the next stage 4 Faculty, technical and engineering (Science and Research), Basic Sciences (south of Teh-

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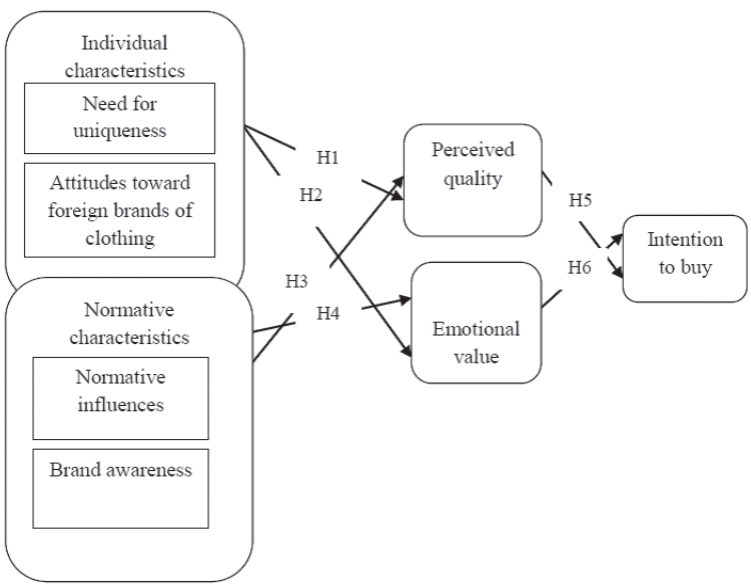


Figure 1. Conceptual model of research

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Variables	Number of questions	Variable type	Cronbach's alpha coefficients	Source
Individual characteristics (INC) need for uniqueness (NFU) Brand attitude (ATB)	6 3 3	Exogenously Exogenously Exogenously	0/80 0/83 0/79	Kumar et al. (2008) Lim and colleagues (2011)
normative characteristics (DOC) normative influences (NI) Brand awareness (BC)	3 3 3	Exogenously Exogenously Exogenously	0/80 0/75 0/76	Lee et al. (2008) Nasir Shaheen (2012) Syed Iqbal Shah and colleagues (2012)
Perceived Quality (PQ)	3	Endogenously	0/86	Wang et al (2004) Lee et al. (2008)
Emotional value (EV)	3	Endogenously	0/97	Kumar et al. (2009) Pelton et al. (2009)
intention to (buy INT)	2	Endogenously	0/78	Wang et al (2004) Lee et al. (2008) Kumar et al. (2009) Pelton et al. (2009)

Table 1. The number of questions, types of variables, resource extraction and Cronbach's alpha coefficient

ran), psychology and social sciences (center of Tehran) and management and Social Sciences (North of Tehran) by simple random method (type of lottery) were selected and in each of these schools to reaching students for respond to the questionnaire available method has been used. Figure 2 depicts the sampling method of present study.

5.3 Sample size

According to the being infinite statistical population of research list (preparing the list is not possible), size of research sample, according to Cochran relation 384 people were considered. In order to maintain a safety margin, 400 questionnaires were distributed, of which 384 questionnaires for analysis was approved.

6. The method of data analysis and hypotheses testing

To analyse the data collected in this study, initially descriptive statistics that examine the demographic variables of research includes gender, age, educational level and etc. With the use of SPSS software was examined. After that inferential statistics will be raised. In inferential statistics of this study was conducted by using LISREL and PLS softwares, the following should be achieved:

A) Calculation of measurement equations model for construct validity of each of the main structures by using confirmatory factor analysis (CFA) in LISREL.

B) Evaluation of structural model fit indices

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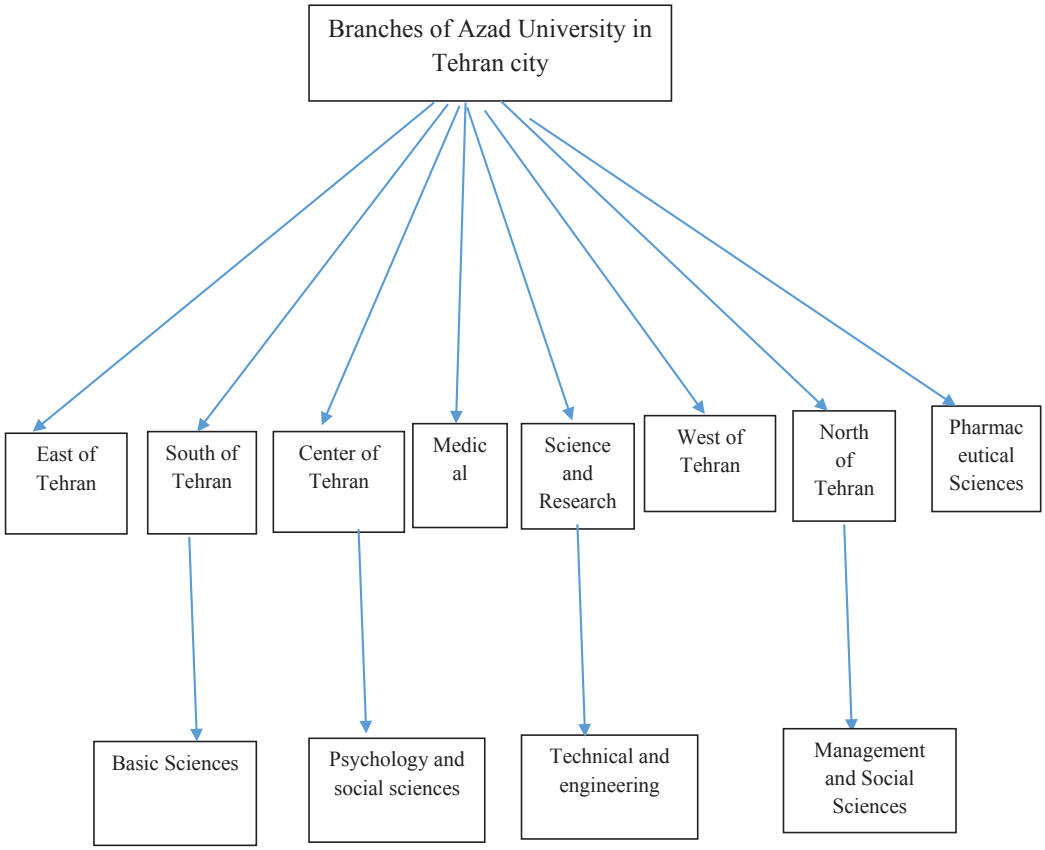


Figure 2. sampling method of research

has been obtained from the LISREL software.

C) Providing an alternative model.

D) Hypotheses testing software PLS.

6.1 Confirmatory factor analysis (CFA)

In measurement model, relationship of markers or the questions of the questionnaire, with structures will be studied. In fact if not be prove markers or that questions of the questionnaire, as well as hidden variables have measured, cannot be tested relations. So in order to prove this that the concepts were measured as well, from the measuring model and confirmatory factor analysis is used; In this way, if the load factor of each marker with its structure has the higher value than 1.96 then this marker has accuracy required for measuring of that value or latent trait. Results obtained showed that all the markers have formed appropriate operating structure. Therefore markers have accuracy required for measuring latent traits of research. In this study, two variables of Individual characteristics and normative characteristics are type of second order variables. In the second order variables a concept or structure to components and components to items (questions of the questionnaire) are classified. Namely in this case for defining a concept initially broke down it to dimension, then we design for index of dimensions or statements. But in variables of first order a variable is defined only once time (Ramin Mehr and Charsetad, 2013).

6.2 Evaluation of model fit indices

6.2.1 Estimation of model

For structural equations modeling, numerous fit tests have been proposed. But each of the indexes obtained for model only are not reason for being model fit or lake of model fit, it is necessary that these indexes together and with each other be interpreted. Figure 3 shows the results of the structural model in the standard estimation.

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Structure of research	Sign in model	Load factor	t-value	p- value
Individual characteristics need for uniqueness Brand attitude	NFU ATB	0/78 0/60	12/41 9/30	P <0/000
	NFU1	0/88	-------	P <0/000
	NFU2	0/78	14/58	P <0/000
	NFU3	0/35	6/53	P <0/000
	ATB1	0/79	-------	P <0/000
	ATB2	0/74	12/22	P <0/000
	ATB3	0/66	12/34	P <0/000
normative characteristics normative influences Brand awareness	INC BC	0/50 1/03	5/86 12/43	P <0/000
	NI1	0/59	-------	P <0/000
	NI2	0/53	5/95	P <0/000
	NI3	0/53	5/95	P <0/000
	BC1	0/85	-------	P <0/000
	BC2	0/79	17/14	P <0/000
	BC3	0/80	17/53	P <0/000
Perceived quality	PQ1 PQ2 PQ3	0/81 0/91 0/80	18/42 22/83 18/19	P <0/000
Emotional value	EV1 EV2 EV3	0/89 0/91 0/83	21/96 22/65 19/70	P <0/000
Intention to buying	INT1 INT2	0/82 0/84	17/98 18.67	P <0/000

Table 3. Results of confirmatory factor analysis

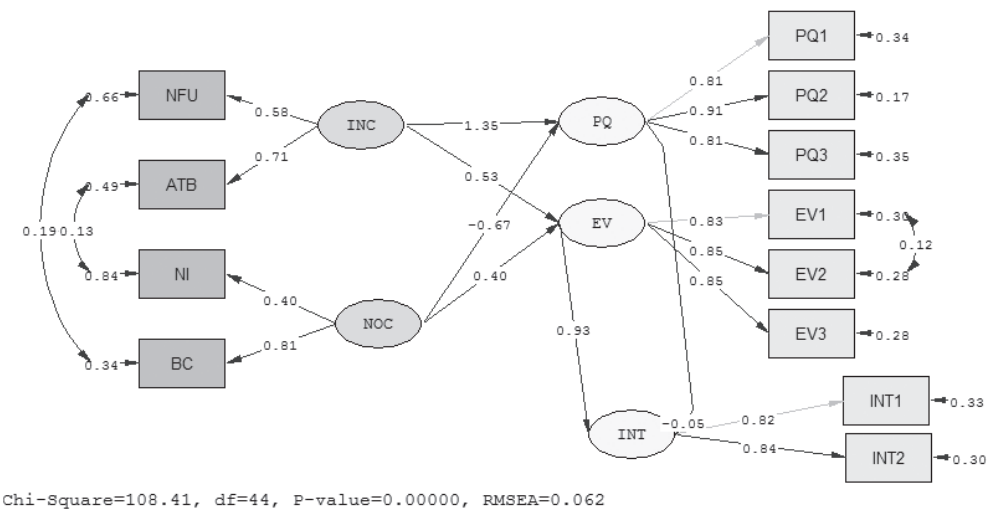


Figure 3. The results of the structural model in the standard estimation

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Index name	χ2/df (Chi-square on degrees of freedom)	RMESA (Square root of the variance estimation of approximation error)	CFI (Comparative fit)	IFI (increasingly fit)	NFI (Normed-fit index)	NNFI (Not normed-fit)
Calculated value	2.46	0/062	0/99	0/99	0/98	0/98
Allowed value	Less than 3	Less than 0.08	Higher than 0.9	Higher than 0.9	Higher than 0.9	Higher than 0.9

Table4. Fit indexes of structural model

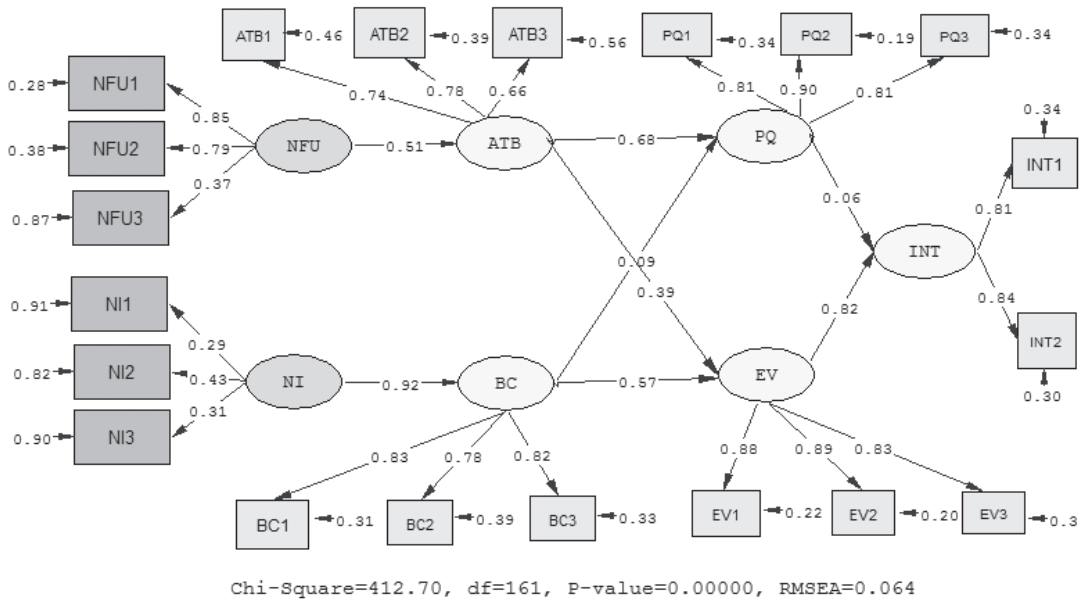


Figure4. Alternative Model of research in standardized coefficients

6.2.2 Model fit indexes

In Table 4 a summary of the most important features of model fit has been presented. The results presented in the table indicate that the model in terms of explaining and fit has the appropriate and acceptable situation.

According to the results presented in Table 5 in model under examined if the index of Chi square on the degree of freedom is less than 3 indicative of the fact that the model has acceptable fit. In this study shows the value of this index equal to 2.77. Also for model under tested whatever the index is smaller than RMSEA showed the better fit of model. The square root of the variance estimation index of approximation error (RMESA) is equal to 0.062 and represents reasonable error for approximation in the society. As well as value of comparative fit four indexes (CFI), increasingly fit (IFI), Normed fit (NFI) and not normed fit (NNFI) should also be at least 0.9 to be accepted desired model, the values of these four index for present model respectively is equal to 0.99, 0.99, 0.98 and 0.98. That shows values are in the permissible limit.

Therefore it can be concluded that all the indexes in this study show that the model has acceptable fit.

6.3 Presentation of alternative model

The above figure is the results of structural equation model on the standardized coefficients, show that the need for uniqueness (NFU) has a positive effect on brand attitude (ATB) and the effects of normative (NI on awareness of the brand (BC) also has a positive impact. in addition, the results of the research

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Index name	χ2/df (Chi-square on degrees of freedom)	RMESA (Square root of the variance estimation of approximation error)	CFI (Comparative fit)	IFI (increasingly fit)	NFI (Normed-fit index)	NNFI (Not normed-fit)
Calculated value	2.56	0/064	0/98	0/99	0/96	0/99
Allowed value	Less than 3	Less than 0.08	Higher than 0.9	Higher than 0.9	Higher than 0.9	Higher than 0.9

Table5. Fit indexes of structural model

hypotheses	From structure	To structure	Path coefficient	T statistics	Test results	Test results
H1	Individual characteristics	Perceived quality	0.512	8.485	Acceptance of hypotheses	Acceptance of hypotheses
H2	normative characteristics	Perceived quality	0.405	9.572	Acceptance of hypotheses	Acceptance of hypotheses
H3	Individual characteristics	Emotional value	0.059	0.935	Rejection of Hypothesis	Rejection of Hypothesis
H4	normative characteristics	Emotional value	0.374	8.101	Acceptance of hypotheses	Acceptance of hypotheses
H5	Perceived quality	Intention to buying	0.078	1.803	Rejection of Hypothesis	Rejection of Hypothesis
H6	Emotional value	Intention to buying	0.677	19.81	Acceptance of hypotheses	Acceptance of hypotheses

Table 6. Summarized hypotheses testing and path coefficients of the effects of structures and significant of estimated parameters and comparison with research background

hypotheses in this model is also like the original model of research. Also alternative model fit indexes suggests appropriate fit model both in the measurement model (that by using the confirmatory factor analysis is achieved) and in the structural model (that can be obtained by using structural equations model). The results in Table 5 have been presented.

As Table 5 shows the Alternative Model has a good fit and it can be argued that both Lee and his colleagues (2008) and Kumar et al. (2009) also can be integrated also as Figure (4). That testing hypotheses in both models (main and alternative) the same result, for data collected from the statistical samples of research, which represents the correct construction of both models.

6.4 Testing research hypotheses

By using the structural equations modeling to testing research hypotheses is discussed. It should be noted that hypotheses based on the path coefficient, T statistics and significance level are analyzed. In all hypotheses of H0 lack of influence among variables and hypothesis of H1 confirmed the impact and significant relationship between the variables. Results of

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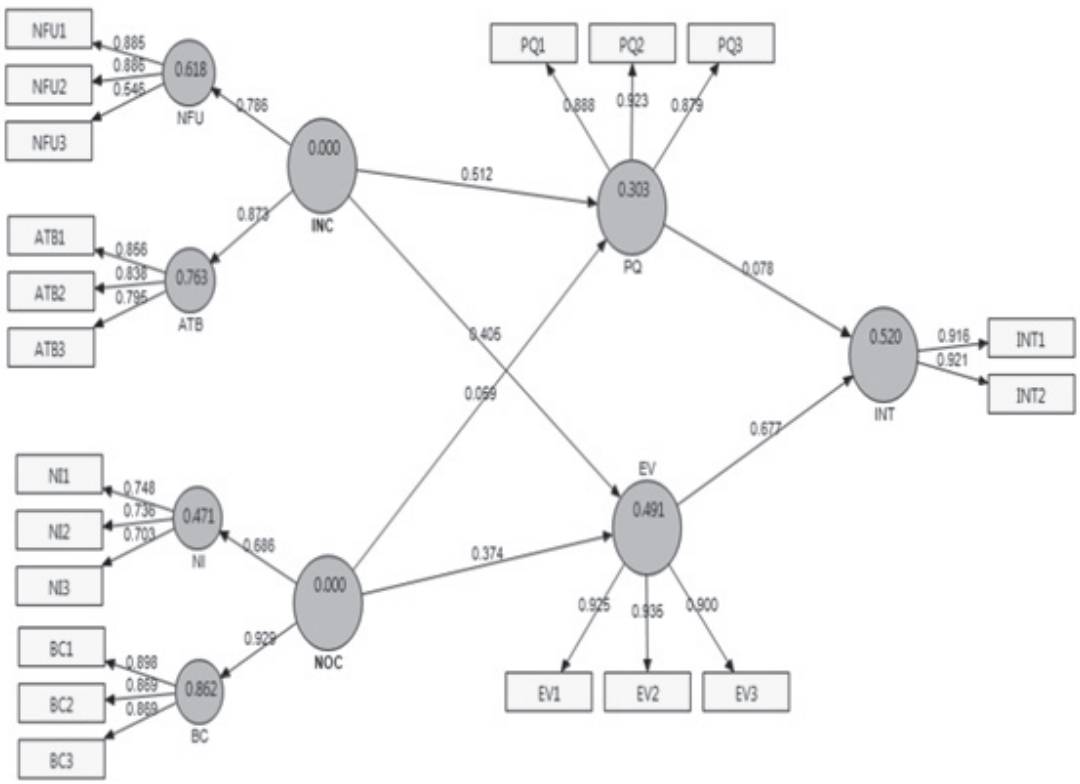


Figure 5. Model of research on the path coefficients

summarized hypotheses in the table (6) have been shown.

The results of the studying research hypotheses, on the path coefficients in Figure (5) have been shown.

7. Discussion and Conclusion

Results related to the first hypothesis: at confidence level of 95% according to the results of table (6), according to the value of T statistic is greater than 1.96. It can be said that individual characteristics of students has a significant and positive effect on the perceived quality of foreign brands of clothing by them. Also variable path coefficient between the Individual characteristics and perceived quality is 0.51 which indicates the fact that Individual characteristics variable explains the variable changes of perceived quality to the amount of 51%. Results related to the second hypothesis: according to statistical tests, it can be concluded that the Individual characteristics of students has a significant positive and impact on perceived emotional value of foreign brands of clothing. So at confidence level of 95% can be expected to increase the size of Individual characteristics, emotional value increases in a positive direction. And any weakness in Individual characteristics, the devaluation of the emotional will be followed.

Results related to the third hypothesis: Based on the table (6) the effect of normative characteristics on perceived quality has path coefficient of 0.059 that its amount of T statistics is 0.935. T value for this parameter (according to the principle of the error of five percent in the area lake of rejecting the null hypothesis for values outside the interval of 1.96 to -1.96 each parameter of model), within the interval has been calculated. Therefore it can be stated that assumption of researcher with 95% confidence is rejected, in other words, normative characteristics on the perceived quality has no statistically significant effect. Results related to the fourth hypothesis: at confidence level of 95% according to the results of table (6), according to the value of T statistic is greater

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than 1.96. It can be said normative characteristics of students has significant and positive effect on the emotional value. Also path coefficient between the variable of normative characteristics and emotional value is 0.37 that demonstrate the fact that the normative characteristics variable to the amount of 37% of the variable changes of emotional value is explained.

Results related to the fifth research hypothesis: According to the statistical analysis, it can be concluded that the perceived quality of foreign brands of clothing on intention to buy of students has no positive and significant effect. Therefore it can be stated that assumption of researcher with 95% confidence is rejected. And it can be said students of foreign brands of clothing do not buy for its quality.

Results related to the sixth research hypothesis: at confidence level of 95%, based on the results of table (6), according to the value of T statistic is greater than 1.96. It can be said emotional value has significant and positive impact on intention to buy. Also path coefficient between the variable of emotional value and intention to buy is 0.67 that indicates the fact that emotional value variable to the amount of 67% of the variable changes of intention to buy is explained.

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