

عنوان مقاله:

Effective Factors in Changing the Buying Behavior of Iranian Apparel Consumers

محل انتشار:

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خلاصه مقاله:

Given the slogan for Iranian years ۱۳۹۷ and ۱۳۹۸ “supports the national production” and “production boom”, the impact of Iranian consumers buying behavior in their country’s economy has become an important issue. In this research, the Hacoupian Clothing Corporation has been selected as our case study to investigate this issue in the Iranian apparel industry. First, the effective variables and factors in changing the consumer buying behavior are identified by exploratory factor analysis method. Second, the impact of these variables and factors are analyzed on the Iranian apparel consumption by confirmatory factor analysis method and finally, a comprehensive model is presented to promote Iranian domestic consumption. Research findings reveal five prioritized effective factors that are changing consumer buying behavior toward Iranian apparel consumption. These factors are: ۱. identity factors, ۲. product differentiation, ۳. consumer orientation, ۴. marketing techniques, and ۵. consumer relationship channels

کلمات کلیدی:

Iranian goods, Consumer Behavior, apparel industry, domestic consumption, Factor analysis

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