Why is Young Consumers' Purchase Intention toward Foreign Luxury Good? Presenting Framework for Young Consumer Purchase Behavior Case Study: Mobile Consumers in Iran

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ABSTRACT

This study of Iranian consumers' examines the effects of individual characteristics (i.e. consumer's need for uniqueness) and brand-specific variables (i.e., perceived quality and emotional value). On the other word survey the effects of social characters (Fashion innovativeness & materialism) on purchase intention foreign luxury goods. A total of 172 young consumers in Iran participated in the survey. Using Structural Equation Modeling (SEM), this study finds that Iranian young consumers' need for uniqueness positively effect perceived quality & emotional value of foreign luxury good. Therefore positive effect of brand specific variable on purchase intention is proved on foreign luxury good. Materialism & fashion innovativeness are important factors influencing purchase intention toward foreign luxury good.

KEYWORDS: Foreign Luxury Goods, Purchase Intention, Young Consumers

1. INTRODUCTION

Consumers in developing countries have increasing choices to select between local and foreign brands. In this competitive environment, both foreign and local retailers must understand why and how consumers in these markets make their brand choices. Several studies on consumer attitudes toward local and foreign brands are limited to consumers from U.S., U.K, and more recently from China (Beaudoin et al., 2000; Wang et al., 2004). Consumers choose products and brands to receive emotional benefits (e.g., display of status, wealth, and prestige) as well as utilitarian benefits (e.g., quality and low price) (Batra et al., 2000). Using foreign brands to exhibit one's social standing is more prominent in developing countries where higher income disparities and status mobility exist (Kottak, 1990). Wishing to lead a life similar to Western cultures, consumers in developing countries often seek to emulate Western practices by purchasing foreign brands (Batra et al., 2000; Kinra, 2006).

Young consumers are increasingly becoming familiar with foreign brand names and products, especially in the area of fashion as a globalized consumption ethic rapidly has been picked up by young consumers, who are far more fashion-conscious than the older and more frugal generations (Yoon, 2003). Young consumers have become trendsetters as their spending power increases and their Western cultural reference points broaden (Louis, 2002).

Gluck (2002) reported that younger generations in Korea want to buy clothes in which they could express themselves to make them unique in a rather uniform society. The report indicated that young Korean consumers' uniqueness is often expressed through expensive foreign brands with scarcity value, contributing to the recent surge of demand for imported luxury brands. Second, since luxury goods are globally characterized by recognizable styles or designs as well as the visibly demonstrated self images and social status, consumer manifestations of uniqueness motivation may be exhibited by acquiring or wearing luxury fashion items, which may help individuals establish a unique personal identity as well as a unique social image.

Attitudes serving the social-identity function facilitate the acceptance of a person in a particular social setting (Katz, 1960). The attitudes, operationalized by the object, facilitate the image the person wants to portray. As the social-identity function facilitates the acceptance of a person in a particular social setting, the person is likely to adopt innovations in that domain. Thus, we expect the social-identity function to positively influence innovativeness. Under the influence of a globalized consumption ethic created by transnational companies’ global marketing efforts, people around the world are increasingly sharing the ideal of a material lifestyle and valuing well known brands that symbolize prosperity (Solomon, 2004). With their market doors widening to the globe together with disposable income on the rise, Young consumers are also increasingly pursuing a material lifestyle. In this relation, Wong and Ahuvia (1998) suggested the need to study the relationship between the public consumption of luxury goods and materialism proposing that Southeast Asian consumers, who are influenced by collectivism as much as their counterparts in East Asian countries, place more emphasis on the public meaning of luxury consumption than did Western consumers. Consumers may have a variety of attitudes toward brands, the most important in terms of purchase intention relates to perceived quality, particularly for unfamiliar brands (Hoyer and Brown, 1990). Yoo et al. (2000) also found that the perceived quality of a brand positively related to the level of brand equity, supporting Zeithaml’s (1988) contention that perceived high quality
drives consumers to choose a particular brand over competing brands. Consumers' perceived “emotional value” refers to their affective reactions to a brand (Supphellen, 2000).

Iran as a young and developing country has got, favorable potentials to promote the level of purchasing for young people consuming world-wide product. In this research, it was attempted by the use of specific components, to study the effect of each of these on the purchase behavior of young consumers and the quality of their tendency towards purchasing universal foreign brands. This knowledge would help domestic producers to produce the products which satisfied domestic consumers’ taste and compete with similar foreign products.

2. THEORETICAL BACKGROUND

Tian et al. (2001, p. 52) defined the need for uniqueness as “the trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one’s self-image and social image”. Consumers seek self and social image enhancements through utilizing the symbolic meanings of the products they purchase, and thus product categories, brands, and versions or styles are used for satisfying consumers’ needs for uniqueness (Tian et al., 2001).

The concept of CNFU is based on Snyder and Fromkin’s (1977) theory of uniqueness. According to this theory, people find a high level of similarity to others unpleasant and seek to make themselves different, at least to some extent (Snyder and Fromkin, 1977). Because need for uniqueness (NFU) is envisaged as a trait, it varies across individuals and is likely to induce counter conformist behaviors. Counter-conformity can be defined in reference to conformity, which represents the tendency to comply with group norms (Burnkrant and Cousineau, 1975).

Even though the need for uniqueness seems to be particularly related to purchasing fashion items, which are considered as the most manifest way to express self and social images in public, only a few studies have been conducted to identify its influence on purchasing fashion goods. Workman and Kidd (2000) found that the need for uniqueness is a significant variable in identifying consumer behavior relative to fashion. Younger generations (e.g., teenagers and college students), in particular, have a strong desire to be unique and express their individuality through personalized products such as clothing and accessories (Solomon, 2004).

To avoid similarity with others, consumers may develop a variety of strategies. For instance, they may purchase discontinued styles, shop in vintage stores, or combine apparel in unusual ways. The need for uniqueness can have a significant effect on a consumer’s purchase decisions (Simonson and Nowlis, 2000).

Researchers have concluded that consumers’ with a high need for uniqueness tended to adopt new products or brands more quickly than those with a low need for uniqueness (Amaldoss and Jain, 2005; Zimmer et al., 1999). Moreover, Zimmer et al. (1999) found that perceived quality and brand image perceptions (e.g. excitement) toward nostalgic brands were influenced by the consumer’s need for uniqueness. In a study of the effects of social needs on conspicuous consumption, Amaldoss and Jain (2005) found that consumers tended to purchase high-quality products not because of their desire for uniqueness but despite it. The results of those studies support the idea that consumers' brand perceptions are related to their need for uniqueness. A review of the relevant literature led us to the following hypotheses.

H1: young consumers’ need for uniqueness is positively related to perceived quality of a foreign luxury goods.
H2: young consumers’ need for uniqueness is positively related to emotional value of a foreign luxury goods.

3. COGNITIVE-AFFECTIVE

Several researchers recognize that cognitive and affective states influence purchase behavior (Li et al., 1994). This recognition relates to the basic understanding that consumers are rational and emotional as well (Hirschman, 1984; Zajonc and Markus, 1982). This understanding extends to the cognitive–affective model of buying intentions, in which both cognitive response (perceived quality) and affective response (liking) influence willingness to buy (Li et al., 1994). Li et al. (1994) model utilizes price, brand, and country-of-origin as influential factors of cognitive and affective responses. This study investigates the direct influences of both perceived quality (cognitive component) and emotional value (affective component) on Iranian consumers' purchase intention (buying intention) toward a foreign brand. Holbrook and Hirschman (1982) suggest that individual differences have an effect on cognitive and affective factors, which in turn affect behavior. Need for uniqueness is a trait or personality characteristic that is inherent in a person (Tian et al., 2001), while consumers learn attitudes over time (Wells and Prensky, 1996) and become more susceptible to marketing efforts (Roper, 1966). In the cognitive–affective model, researchers recognize perceived quality as a cognitive response to a product, which influences product purchase. Some authors associate perceived quality with a brand's country of origin. Cordell (1992) finds that U.S. consumers perceive products originated from industrialized countries such as England and Canada as higher quality than those from less developed countries such as Indonesia and Bolivia. Affective components include the emotional value that consumers obtain from fun and enjoyable experiences (Holbrook, 1986). Sweeney and Soutr (2001) define emotional value as the benefit derived from the feelings or affective states (i.e., enjoyment or pleasure) that a product generates. The consumers’ perception of the country that products come from can also link with this affective state. In developing countries, individuals associate foreign brands with having symbolic meanings (e.g., wealth and status), which enhances the emotional reward such as a sense of pleasure and happiness upon using these brands (Batra et al., 2000; Bhat and Reddy, 1998; Kinra, 2006). In the cognitive–affective model, both perceived quality and emotional value influence consumers’
buying behavior, or purchase intention. Purchase intention refers to a consumer tendency to purchase the brand routinely in the future and resist switching to other brands (Yoo et al., 2000). Consumers may purchase a brand when they perceive the brand offers the right product quality or features. The perception of high quality may lead consumers to recognize the differentiation and superiority of a particular brand and thus encourage them to choose that brand over competing brands (McConnell, 1968b; Yoo et al., 2000). This positive relationship between quality and purchase intention should apply regardless of whether the product is foreign brand or a local brand.

**H3.** As the perception of a foreign luxury brand's quality increases, young consumers increase their intention to purchase the foreign luxury brand.

While consumer purchases of a particular brand may be driven by quality, an increasing number of consumers purchase brands to satisfy their emotional needs as well. Consumers who feel good and pleased with the purchase of a brand may repurchase the same brand even when provided with other options (Gobe, 2001). Emotional value toward a brand relates to positive feelings upon using the brand, which increases consumer loyalty toward the brand (Stauss and Neuhaus, 1997). As a result, young consumers' intention to buy a brand increases as their emotional value increases toward the brand. This positive relationship between emotional value and purchase intention should apply whether a foreign or local brand is chosen.

**H4.** As the perception of a luxury brand's emotional value increases, young consumers increase their intention to purchase the foreign luxury brand.

4. **INNOVATIVENESS**

Consumer researchers (Hirschman, 1980; Midgley and Dowling, 1978; Robertson, 1971; Rogers, 1983) view innovativeness as a personality trait that is possessed by all individuals, since everyone adopts some objects or ideas that are new in the context of their individual experience. Therefore, the degree of consumer’s receptiveness to new products, new services, or new practices, that is, consumer innovativeness, is crucial to the ultimate success of a new product or service for marketers. Two main types of innovativeness – open-processing or general innovativeness and domain-specific innovativeness – are used in defining or measuring consumer innovativeness (Citrin et al., 2000). Open-processing innovativeness or general innovativeness refers to a cognitive style that is open to new experiences (Citrin et al., 2000). Cognitive style influences the ways in which an individual reacts to new products, sensations, experiences, and communications within their environment (Citrin et al., 2000). However, some researchers (Hirschman, 1980; Goldsmith and Hofacker, 1991) have found that domain-specific measures of innovativeness yield more useful predictions of the adoption of innovations by consumers.

This is supported in part by researchers (Goldsmith, 2000; Goldsmith and Stith, 1992; Goldsmith et al., 1995) who found that the propensities of consumers to adopt new fashionable clothing are determined by their innovativeness toward fashion. This is also supported by some researchers (Park, 2003; Park and Koh, 1998) using Korean subjects. Park and Koh (1998) found that fashion innovativeness significantly influences brand variety seeking behavior. Regarding purchasing foreign fashion goods on the internet across national borders, Park (2003) found that Korean internet shoppers are more likely to believe that they can enjoy more variety and scarcity values by shopping online. Thus, this study adopted fashion innovativeness as one of the domain-specific innovations related to the purchasing product.

**H5.** Fashion innovativeness promotes a positive attitude toward purchasing foreign luxury goods.

5. **MATERIALISM**

Belk (1984, 1985) defined materialism as a personality-like trait that distinguishes between individuals who regard possessions as particularly essential to their identities and lives and those for whom possessions are secondary. Richins and Dowson (1992) also defined materialism as “a set of centrally held beliefs about the importance of possessions in one’s life”, focusing on the value placed on the acquisition of material objects. These authors also pointed out that materialism influences consumption arenas such as the type and quantity of goods purchased. Richins and Dowson (1992) found that materialism influences the type of goods purchased. Richins (1994) also found that highly materialistic consumers’ orientations toward possessions concern appearance and status. Based on these findings, it can be assumed that materialism spurs consumers’ purchasing of foreign fashion goods.

Considering the ongoing changes of Iranian consumers’ lifestyles under the influence of global consumer culture pursuing materialism, it would be meaningful to explore whether materialism is directly related to Iranian consumers’ purchasing global luxury brands, which are viewed as symbols of prosperity.

Some studies (Fournier and Richins, 1991; Richins, 1994; Wong, 1997) have shown materialism has a direct positive effect on conspicuous consumption or status or success-oriented consumption. Fournier and Richins (1991) reported that two important motivations for materialism are status display and self-affirmation through ownership of status-oriented possessions. Richins (1994) found that highly materialistic people are more likely to value expensive and publicly displayed possession items, which signal success and social status. As young Iranian consumers consider global luxury brands as status-oriented possessions, it could be hypothesized that materialism promotes their purchasing intentions toward showy global luxury brands. As an effort to meet this need, this study explored whether materialism positively influences young Iranian consumers’ purchasing intentions toward global luxury brands. Park
and Lim (2002) also found that those who are more likely to purchase imported clothing are more likely to be engaged in conspicuous consumption. Based on the aforementioned discussion, the hypothesis established as follows:

H6. Materialism promotes a positive attitude toward purchasing foreign luxury goods.

**Fig. 1: Conceptual Model**

### 6. METHODOLOGY OF RESEARCH

**Research Plan and Statistical Model:** In order to study the factors influencing on the purchase intention of the foreign expensive mobile phones among Iranian teenage and young people, it was chosen a random model group consisting of 172 buyers in the age range of 18-35. It has been done the collection of the information in the shopping centers situated in different areas of Tehran City. The questioners were responded to buy the young consumers who had bought the mobile phones APPLE and Galaxy SIII.

This research has been done by the correlation method of the type of structure equation models and the relationships among the research variables, based on the conceptual model by means of the structural equation models (SEM) method to determine the behavioral pattern of their purchase intention. For the basic assumption of the structural structure equation models including the adequacy of the model volume, the normality of the distribution and the linearity of the relationship among the studied variables and the lack of linearity among the exogenous variables, it was used the partial least squares method. In order to study the conceptual model, it was used Visual Soft Ware Package and the XLSTAT 2011.

| Table 1: The results of the frequency and the percentage of frequency of the individual and demographic characteristics of the research statistical model |
|---------------------------------|----------------------|------------------|------------------|
| **Cumulative Percent** | **Percent** | **Frequency** | **Sex** |
| 53.5 | 53.5 | 92 | Male |
| 100.0 | 46.5 | 80 | Female |
| 52.3 | 52.3 | 90 | 18-25 |
| 87.2 | 34.9 | 60 | 26-30 |
| 100.0 | 12.8 | 22 | 31-35 |
| 4.7 | 4.7 | 8 | Less than High School Diploma |
| 19.8 | 15.1 | 26 | High School Diploma |
| 32.6 | 12.8 | 22 | Junior College Diploma |
| 80.2 | 47.7 | 82 | Bachelor's Degree |
| 100.0 | 19.8 | 34 | Master's Degree or Higher |
| 39.5 | 39.5 | 68 | Less than 5000.000 Rials |
| 84.9 | 45.3 | 78 | 5000.000 to 10.000.000 Rials |
| 100.0 | 15.1 | 26 | More than 10.000.000 Rials |

We have focused, for the perceptive study and analysis, on two parts of measurement and structure. In the measurement part, it was studied and tested the relationships among the observed variables together with the considered structure and in the structure part, the relationship between effective and affected structures, according to the research conceptual model.

In order to study the conceptual model, it was applied the structural equation models method and the statistical soft ware package.
7. INFORMATION COLLECTION TOOL

The information was gathered through a questionnaire comprising 24 questions. For composing the questionnaire, it was used the ones applied in the studies accomplished by Hye-Jung Park et al, 2007 and Archana Kumar et al, 2009 and then it was localized according to the Iranian culture. Before the performance, the provided questionnaire was studied by the help of a small model group and considered the necessary changes. This questionnaire consists of the indices of the six latent variables. The uniqueness variable was measured by 8, quality by 2, emotional value by three, materialism by 5, fashion innovativeness by 4 and purchase intention by 2 questions. Among the questions of the questionnaire, there is one in reverse being related to the materialism which answers were, before analyzing, directed towards the others. The indices answers of the research variables range from "strongly opposing" to "strongly agreeing" which score on a scale of 1 to 5, respectively.

8. ANALYSIS OF THE CONCEPTUAL MODEL AND THE RESEARCH FINDINGS

In the conceptual model of the research, there are three exogenous variables, two intermediary ones and only one endogenous variable. For studying the effect of the exogenous latent variables on the endogenous ones, it was used the structural equation models model with the partial least squares and then it was judged both structure and measurement parts. The index of the model appropriateness has supported the conformity of the behavioral pattern of the purchase intention in the statistical community with the conceptual model. The judgment of the model appropriateness in the applied soft ware for analyzing has got four indexes such as absolute, relative, outer and inner models. The required percent for the two first indexes seems to be %50 and for the two second indexes is estimated %90 and these are applied to the present model and their calculated statistics is more than the critical ratios.

Table 2: The results of the appropriateness indexes of the conceptual model studied in the research

<table>
<thead>
<tr>
<th>Goodness of fit index</th>
<th>GoF</th>
<th>Standard Error</th>
<th>Critical ratio (CR)</th>
<th>Lower bound (95%)</th>
<th>Upper bound (95%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolute</td>
<td>0.546</td>
<td>0.034</td>
<td>15.939</td>
<td>0.469</td>
<td>0.614</td>
</tr>
<tr>
<td>Relative</td>
<td>0.903</td>
<td>0.033</td>
<td>27.442</td>
<td>0.784</td>
<td>0.930</td>
</tr>
<tr>
<td>Outer Model</td>
<td>0.998</td>
<td>0.001</td>
<td>1436.825</td>
<td>0.993</td>
<td>0.997</td>
</tr>
<tr>
<td>Inner Model</td>
<td>0.905</td>
<td>0.033</td>
<td>27.633</td>
<td>0.789</td>
<td>0.933</td>
</tr>
</tbody>
</table>

8.1. RESEARCH MEASUREMENT MODEL

The study of the measurement model showed that the coefficients of the factor loading of each of the research indexes with the related structure are sufficient which statistical index is also higher than the critical ratio. Similarly, the Discriminate Validity (Average Variance Extracted, (AVE)) of each of the model structures is more than needed, namely %50. The composite cross-loadings also indicate that the correlation among the indexes of each of the research variables is high, but with the other variables indexes, it is less which shows the convergence validity. Therefore, on the basis of the three methods of the validity calculation, the obtained statistical indexes supported the sufficient and necessary validity for the measurement tool. For calculating the reliability of the research measurement tool, it was also used a few methods. The amounts of the Cronbach's alpha coefficients and the Dillon-Goldstein's rho coefficient are higher than needed, namely %70. Likewise, the composite reliability of the studied structures is higher than needed, namely %60 which shows that it supported the sufficient validity of the measurement tool. Also, the aken values indicated that the indexes related to each of the structures have got one essential component. On the evidence of the different methods for the validity evaluation, the research measurement tool is sufficiently valid. The appropriateness index of the outer model with %998 and the critical statistic with 1436/825 supported the appropriateness of the outer model or the model measurement part. The results of the reliability and validity of the research measurement part are shown in the tables 3 and 4.

Table 3: The results of the validity study of the research measurement tool by using three different methods

<table>
<thead>
<tr>
<th>Manifest Variables</th>
<th>Cross-loadings (Mono Factorial Manifest Variables)</th>
<th>Correlations (loadings)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NFU</td>
<td>PQ</td>
</tr>
<tr>
<td>NFU1</td>
<td>0.799</td>
<td>0.401</td>
</tr>
<tr>
<td>NFU2</td>
<td>0.805</td>
<td>0.414</td>
</tr>
<tr>
<td>NFU3</td>
<td>0.776</td>
<td>0.515</td>
</tr>
<tr>
<td>NFU4</td>
<td>0.862</td>
<td>0.480</td>
</tr>
<tr>
<td>NFU5</td>
<td>0.755</td>
<td>0.389</td>
</tr>
<tr>
<td>NFU6</td>
<td>0.740</td>
<td>0.412</td>
</tr>
<tr>
<td>NFU7</td>
<td>0.813</td>
<td>0.395</td>
</tr>
<tr>
<td>NFU8</td>
<td>0.759</td>
<td>0.427</td>
</tr>
<tr>
<td>PQ1</td>
<td>0.489</td>
<td><strong>0.926</strong></td>
</tr>
<tr>
<td>PQ2</td>
<td>0.547</td>
<td><strong>0.953</strong></td>
</tr>
<tr>
<td>EV1</td>
<td>0.491</td>
<td>0.776</td>
</tr>
</tbody>
</table>
Table 4: The results of studying the reliability of the research measurement tool by using four different methods

<table>
<thead>
<tr>
<th>Latent Variable</th>
<th>Dimensions</th>
<th>Composite Reliability</th>
<th>Cronbach's Alpha</th>
<th>D.G. rho (PCA)</th>
<th>Eigen Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFU</td>
<td>8</td>
<td>0.930004</td>
<td>0.913</td>
<td>0.930</td>
<td>4.034</td>
</tr>
<tr>
<td>PQ</td>
<td>2</td>
<td>0.938483</td>
<td>0.868</td>
<td>0.939</td>
<td>2.114</td>
</tr>
<tr>
<td>EV</td>
<td>3</td>
<td>0.939261</td>
<td>0.902</td>
<td>0.940</td>
<td>2.375</td>
</tr>
<tr>
<td>MATER</td>
<td>5</td>
<td>0.886885</td>
<td>0.841</td>
<td>0.889</td>
<td>2.878</td>
</tr>
<tr>
<td>IF</td>
<td>4</td>
<td>0.964383</td>
<td>0.950</td>
<td>0.965</td>
<td>3.449</td>
</tr>
<tr>
<td>pi</td>
<td>2</td>
<td>0.903299</td>
<td>0.788</td>
<td>0.905</td>
<td>1.347</td>
</tr>
</tbody>
</table>

8.2. The Research Structural Model and the Relationships among the Studied Variables

Based on the conceptual model derived from the background of the research subject, it was studied the relationships among the latent variables through six paths. The appropriateness index of the inner model with the amount of %905 and the critical statistic of 27/633 supported the appropriateness of the structural model. The standardized coefficients of all six paths introduced in the model are direct which the least amount is 0.24 and the most is 0.55. The statistic t of all six tested coefficients has become more than the critical ratio of 1.96 which implies that the coefficients are significantly positive. So, all six hypotheses introduced in the research are confirmed. The discriminate coefficient for the endogenous structure showed some perceived quality and about %31 of the changes in the perception of the mobile phones' consumers is explicated by the uniqueness exogenous structure which is significant based on the index F with the amount of 75.161 and the significance level less than 0.01. The discriminate coefficient of the endogenous structure of the emotional value showed that about %22 of the changes is explained by uniqueness exogenous structure which is significant based on the index F with the amount of 48.680 and the significance level less than 0.01.

The discriminate coefficient of the endogenous structure of the purchase intention showed that about %70 of the changes is explained by the two exogenous structures of materialism and fashion innovativeness and the two endogenous structures (intermediary structures) of the perceived quality and the emotional value which are significant based on the index F with the amount of 97.925 and the significance level less than 0.01. Among the discriminate coefficients of the purchase intention, about %26 was set aside for the perceived quality, about %27 for the emotional value, about %25 for the fashion innovativeness and about %24 for the materialism. The results of the structural part of the model are shown in the table 5 and the diagram 2.

Fig. 2: The results of studying the research conceptual model and the research hypotheses test
Table 5: The indexes of the relationships among the variables in the structure part of the research conceptual model and the discriminate coefficients

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Latent Variables and Path Coefficient</th>
<th>Value</th>
<th>Standard Error</th>
<th>t</th>
<th>Pr &gt;</th>
<th>R²</th>
<th>F</th>
<th>Pr &gt; F</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Need for Uniqueness Perceived Quality</td>
<td>0.554</td>
<td>0.064</td>
<td>8.670</td>
<td>0.000</td>
<td>0.307</td>
<td>75.161</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>Need for Uniqueness Emotional Value</td>
<td>0.472</td>
<td>0.068</td>
<td>6.977</td>
<td>0.000</td>
<td>0.223</td>
<td>48.680</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>Perceived Quality Purchase Intention</td>
<td>0.244</td>
<td>0.077</td>
<td>3.171</td>
<td>0.002</td>
<td>0.701</td>
<td>97.925</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H4</td>
<td>Emotional Value Purchase Intention</td>
<td>0.266</td>
<td>0.072</td>
<td>3.702</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td>Supported</td>
</tr>
<tr>
<td>H5</td>
<td>Fashion Innovativeness Purchase Intention</td>
<td>0.257</td>
<td>0.056</td>
<td>4.601</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td>Supported</td>
</tr>
<tr>
<td>H6</td>
<td>Materialism Purchase Intention</td>
<td>0.256</td>
<td>0.053</td>
<td>4.833</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
<td>Supported</td>
</tr>
</tbody>
</table>

Model 1 \( PQ = 0.55369457825719^{*}NFU \)

Model 2 \( EV = 0.471813338987568^{*}NFU \)

Model 3 \( \pi = 0.244055392^{*}PQ + 0.265812749^{*}EV + 0.265499750^{*}MATER + 0.257166786^{*}IF \)

9. DISCUSSION

This study demonstrates that Iranian consumers' NFU, attitudes toward foreign products, and emotional value are direct and indirect antecedents of purchase intention.

The need for uniqueness among the Iranian young consumers has created a highly perceived quality of foreign luxury products as well as a better emotional value as compared to the domestic known brands for the consumers which can meet the needs of those looking for uniqueness. Also, the tendency towards consuming foreign luxury products having the perceived quality and the emotional value for the foreign mobile phone brands (Apple, Galaxy), supports the previous findings that the consumers positively evaluate the quality (eg: cordell, 1992; Jaffe and Martinez, 1995) and the emotional values of the developed countries' products. (eg: Kinra, 2006). On the other hand, the Iranian consumers having more positive perceptions of foreign products, consider that the domestic brand has got a lower quality and emotional value. In the past findings, for instance (Li et al., 1994; Yoo Donthu, 2001), it was determined a positive relationship between the perceived quality and the purchase intention which also conforms to the findings resulted from this study. On the contrary to the previous findings, in the study accomplished by (Kumar, et al., 2009), it was observed a negative relationship between the perceived quality and the purchase intention for American products as compared with the Indian ones which shows that the effect of the external factors such as price as well as functional aspects like easy maintenance, convenience or even the more availability of the domestic products against the American ones. (Kumar, Lee and Kim, 2009). The relationship between high price and high quality strongly appeals to the young consumers so that due to the relationship between price and quality to perceive the high quality, they look for high price for a product. (Gabar & Granger, 1966; McConnell, 1968a). The Iranian consumers consider a high price to be the result of a high quality and on top of that, they believe that it would increase their prestige. The emotional value is considered as a remarkable prediction about the purchase intention of the Iranian consumers. This finding supports the one of (Chaudhuri and Holbrook’s, 2001) that the emotional response due to a brand, affects the repurchase intention of that brand. Also, it supports the finding of Shina, 2003 that Indian consumers while purchasing, have more tendency towards the emotional value than the functional value. This study clearly demonstrates that the emotional value plays a critical role in creating the purchase intention among Iranian young consumers. The creation of a positive and effective relationship between fashion innovativeness and materialism is an expression of the strong relationship of these two components with the purchase behavior of Iranian young consumers which supports the findings of (Park, Davis Burns and Rabolt, 2006) and it shows that somehow, the Iranian consumers believe foreign products to be more optimal than their own domestic ones as far as the fashion innovativeness is concerned and they would prefer to consume this sort of products. Showing off the fortune and the materialism have demonstrated another positive aspect for consuming foreign products in this research which is conformed to the previous studies (Shukla, 2008).

10. CONCLUSIONS AND IMPLICATIONS

Using the cognitive-affective model as the framework, this study demonstrates an impact of affective component (emotional value) on purchase intention for foreign brands. This study also responds to the existing call for more studies on need for uniqueness (Workman and Kidd, 2000). This study finds that need for uniqueness informs attitudes toward foreign products among Iranian consumers. This study also provides valuable strategic implications for both Iranian retailers and foreign retailers who plan to enter the Iranian market.

The results suggest that consumers' NFU has a positive influence on purchase intention for foreign mobile brand. Thus, foreign retailers could focus on the unique and emotional aspects of foreign brands in order to appeal to Iranian consumers, especially the younger generation. Advertising campaigns could impart emotionally-appealing messages stressing the uniqueness of using foreign brand. In a retail setting, stores can convey the feelings of enjoyment and
pleasure and deliver the experience of fun by offering a wide assortment of products and an appealing ambience. Considering that positive perceptions of quality and emotional value are important for the long-term success of a brand (Yoo et al., 2000), Iranian retailers need to reshape their consumers’ attitudes toward local brands through marketing and promotional campaigns. Although established consumer attitudes are not easy to alter (Aaker, 1996), Iranian retailers may benefit from employing aggressive marketing strategies to improve consumer perception of their brands in terms of quality and emotional appeal. For instance, endorsements of brands by Iranian celebrities in advertisements may create positive consumer attitudes toward the advertisement and the brand itself. Other possible strategies for Iranian retailers to improve Iranian consumers’ perception toward local brands include strategic alliances, licensing agreements, and joint ventures in order to sell under foreign brand names associated with higher status and prestige.

With partnership, local brands' weakness can be offset by foreign brands' strength. Finally, Iranian retailers should invest more in research and development and implement more stringent control for quality improvement of local brands. On the other hand, the creation of a positive and effective relationship between the fashion innovativeness and materialism for the purchase intention towards foreign products has strengthened the priority of foreign products over the domestic ones in the minds of Iranian consumers. Moreover, the tendency towards purchasing luxury and expensive private accessories is prevalent among teenage and young people, as a result of the age requirements and various needs they have. The mobile phone is one of the private accessories having different applications for people who always carry it everywhere. The increase in the tendency towards materialism and fashion innovativeness has resulted in an increase in the purchase intention of expensive mobile phones. Since in the industrialized world today, there is an increase in following social behaviors including using equipments by the youth, so producers can take an advantage of this condition to produce huge amounts of products and to make more profits. By developing some suitable strategies and enjoying the available innovations in foreign products, we would be able to design our domestic products in a way that while purchasing, it creates in people the same pleasure as a foreign product. In the market of mobile phones, a big share is allocated to foreign producers which causes the national capitals to go out of the country. During the recent years, the Iranian brands of mobile phones have come on the market but people didn't show any interest in them. In order to have a successful plan of domestic production and achieve the concerning goals, there is a need for identifying and doing more serious researches in the field of culture involved in daily life of teenage and young people. And then, based on their needs and desires, we can take actions during the stage of production designing and branding. Besides these activities, it is necessary that by means of good advertisements, we begin to accept and internalize domestic brand by the help of the youth themselves. This study has been carried out among young people and it was studied some particular components for purchasing a product. Likewise, it is recommended to study the other consumer classes of the society and other effective components in purchasing, in the future researches. Future research should utilize a sample that is more representative of the entire consumer population including other consumer groups. Also, researchers may extend this area through cross-cultural studies that compare Iranian consumers and foreign consumers (e.g., India, China, and Russia) in their attitudes and perceptions toward global brands.

REFERENCES


