Print ISSN: 2321-6379
Online ISSN: 2321-595X
DOI: 10.17354/ijssJunel/2017/03

Original Article

Hedonic Purchasing among Young Adult Consumers in Iran

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Abstract

The purpose of this paper is to identify the main factors that explained the shopping motivations among young adult consumers. They have 18 to 35 years old. identify these factors can be sensitive marketers and retailers to behavioral history mostly and provide predictability with regard to the factors described behaviors. In some market these factors can change result of buying by consumers and sometimes we can improve these factors for better result and enjoyable buying. Result of this paper in different places is different. Somewhere consumers have cost effective behavior, by this factor they focus on special items in shopping, another hand some people focus on value behavior.In recent decades, researchers have studied buying experience based on addictive behavior. Definition of compulsory consumer behavior as a logical approach that is cost-effective and not fun. Addictive buying is related to the person's satisfaction and desire, and it is expressed by experience. According to this, saving and pleasure are opposite to each other. Nevertheless, the buying process can be both economic and pleasureful. The researcher in this study categorizes youth groups in term of buying incentives, as well as geographic and age group classification. We can improve loyalty program by attention to these factors of buying motivation. For better result we should focus on target market and target consumers, and after targeting we should know behavior of society about buying motivation andcontinuously buying from one provider and we know in these years old, people can make money and pay it for their needs.

Key words: Consumer behavior, Shopping, Motivation, Hedonic, Young adult

STATEMENT OF PROBLEM

The nature of the buying is changing. The focus of the buying of essential supplies that would meet the individual's physical needs moves towards the consumer's use of the goods as a special asset, or in the setting of emotions or gaining a social status. In the modern society today, there are people who increasingly use the items as a way of displaying and creating their personal identity and their social status. Gradually, consumption becomes a social, leisure and lifestyle standard, which is essential, easy and accessible, and encouraged by the community. People's attitude towards money is guided by active consumers.

The purpose of this paper is to identify the affecting factors on buying incentives. Understanding that consumers are being stimulated by buying on the basis of what they are doing, and enjoy the pleasure of buying.

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Month of Submission : 00-0000
Month of Peer Review : 00-0000
Month of Acceptance : 00-0000
Month of Publishing : 00-0000

CONDUCTED RESEARCH

Addictive Buying

The first definition of addictive buying dates back to 1982, which emphasized the product than consomer. In 1962, Stern provided the basis for addictive buying that created the opposite category: planned buying and unplanned buying with pleasure. Based on this categorization, in the buying behavior with planning, the time to use the information sought is determined and follows a rational decision, but unplanned buying refer to all buying without pre-set scheduling and addiction is also included in this category. In addictive buying, decision-making process takes place at a higher rate, (Hausman, 2000)

Addictive buying is an unplanned buying that is characterized by two factors: the first factor is relatively quick decision making in the buying, and the second factor is a subjective suspicion about the quick possession of the goods. Addictive buying is a buying that is influenced by excitability and less as an explicit buying. Mostly, addictive buyers tend

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to think and contemplate in their buying practice and are more emotionally absorbed into the goods and quickly meet their desires. These consumers often show less attention to the potential negative consequences that may be the result of their actions. Recent research shows that in the United States and Britain, many factors affect the addictive behavior, including the emotional and environmental conditions of consumers. Several studies have shown the impact of the environmental situation and the consumer's emotional state on addiction behavior (Kacen & Lee, 2002)

Essential Buying

An essential buying is value-based, which is a rational, rational, and task-oriented approach, with the ultimate goal of achieving the product or service needed, which is the acquisition of a product or service. So buying is rational and rational to meet the need for a particular product or service (Babin et al, 1994)

The essential buying depends on the amount of the buying. This means that a product is purchased in a freely and efficient manner. Value-based buying is a reflection of buying as an intellectual task. It may be said that this reflects the black buying aspect. Therefore, another concept for evaluating buying trips is to: evaluate the performance of the buying as a task. Another definition of value-based utility is that buying is for consumers as a job or mission, which makes it happy to end it (Babin et al., 1994)

Value of Buying

Consuming and buying concepts are worthwhile. Value as one of the strongest forces in the market for consumer behavior and understanding can be determined (Holbrook, 1996)

Value is the sort of contrast between what the customer receives and what he is paying for the acquisition of advantage, and therefore as a general judgment of the consumer in balancing between the benefits obtained in contrast to lost is defined. Value plays a very important role in predicting customer choices and their future buying. As a result, value judgments will result in consumer preferences, and these preferences will contribute to the buying process and subsequent attention (Overby & Lee, 2006)

Zeitamel (1988) defines the value of the customer as the overall customer assessment of the perceived product desirability of what he has received and what he has lost.

Zeitamel and Beitner (1996) put forward four interpretations of value as follows:

1. Value, whatever I want from a product or service.
2. Value, all that I gain, against what I lose.
3. Value, low price.
4. Value is the quality I get in return for paying the price.

From Zeitamel et al. (1996), the perceived value of the customer reflects the exchange of the quality or the benefits that he received, at a price that he or she achieves.

As with other behaviors, these two types of value are useful in explaining buying rewards, many researchers have acknowledged that buying experiences can actually have value-based, cost-effective value. (Fischer & Arnold, 1990)

Research Hypotheses

Miller (1998) identified two different categories of buying, compulsory buying and addictive buying. Compulsory buying is a daily buying where the incentive is necessary and linked to saving and coercion. Saving can also be defined as a short-term victim of current consumption to meet long-term goals.

Research Methods

The present research is descriptive-survey research. Descriptive research addresses phenomena that occur naturally and do not involve any experimental manipulation.

In this research, two library forms and a questionnaire were used to collect information and data.

Descriptive Statistics

Inferential Statistics

Therefore, in this research, in order to analyze the collected data, at first descriptive level, using statistical indices (mean, standard deviations, etc.), the descriptors of the research variables are described and then at the inferential level, for verifying the model and the validity of the research tool, a "Structural Equation Model" model and, in particular, a confirmatory factor analysis and a T-test and a Friedman rank analysis have been used. Version 2 of the SmartPlay software is used to compile structural equation modeling and SPPS version 22 for T-test and Friedman rank analysis.

Descriptive statistics

Descriptive Test of demographic characteristics

Descriptive statistics are referred to as a set of criteria that can provide a general description of the data collected to the researcher. Note that descriptive statistics can not be generalized to the results, but only to provide a general view of the research of these criteria.

Table (1-4): Descriptive results of respondents' gender

	Frequency	Percent
Gender		
Men	114	57
Women	86	43
Total	200	100

Table (2-4): Descriptive indexes for all research variables

Variable	Size of sample	Average	Mean	Standard deviance	Skewness	Kurtosis
Pleasure and satisfaction in the buying	200	3.208	3.167	0.869	–0.047	–0.475
buying purpose	200	3.178	3.333	0.999	–0.159	–0.569
Group buying	200	3.347	3.333	0.875	–0.293	–0.112
Role Playing in buying	200	3.732	4	0.874	–0.851	0.805
Value of buying	200	3.283	3.333	0.783	0.123	–0.058
Success in buying	200	3.919	4	0.678	–1.175	2.699
Buying efficiency	200	3.443	3.5	0.943	–0.39	–0.025

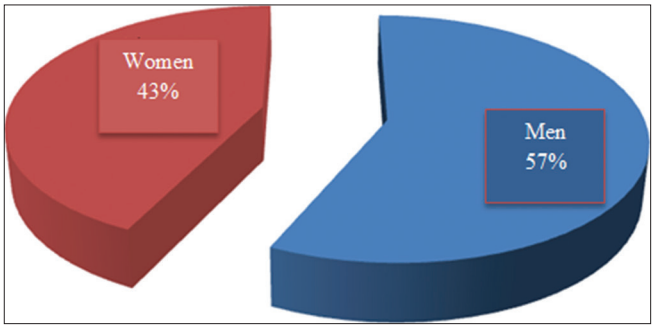

Diagram (1-4): Circular Diagram (Percentage by Gender) of Respondents

According to the chart above, 57% of the sample were male and 43% were women. Therefore, the majority of statistical samples are men.

Descriptive test of variables

To evaluate the descriptive scores recorded for each of the variables, central criteria and dispersion criteria have been evaluated.

In this research, 200 people were selected as sample and data collected from the questionnaire.

In this research, seven variables (pleasure and satisfaction in buying, buying purpose, group buying, role playing in buying, value of, success in buying and buying efficiency) are selected based on a conceptual model. It is important to describe the variables from that for which the research hypotheses test results are derived based on the data and indicators of these variables.

Inferential Analysis of Research Findings

Testing the Normality of the Data

The Kolmogorov-Smirnov test was used to examine the parameters of the dimensions of the model and the statistical hypothesis was as follows.

H0: Data is normal. (Data comes from normal society.)

H1: Data is not normal. (Data is not from normal society.)

As shown in Table 4-3, since the level of significance in all the criteria except the pleasure and satisfaction of the buying is

Table 3 and 3: Results of Kolmogorov-Smirnov test for research variables

Variables	Z	Sig	Result of normality
Pleasure and satisfaction in the buying	0.762	0.607	Normal
buying purpose	1.481	0.025	Not normal
Group buying	1.523	0.019	Not normal
Role Playing in buying	1.987	0.001	Not normal
Value of buying	1.62	0.011	Not normal
Success in buying	2.075	0	Not normal
Buying efficiency	2.111	0	Not normal

less than the error value of 0.05, then the zero assumption is rejected, that is, all the variables except pleasure and satisfaction in the buying are not normal. Therefore, due to lack of normality in some research variables and the multi-levelness of the model, the partial least squares method (PLS) has been used to validate the model using CFA. The estimation method of PLS determines the coefficients in such a way that the resulting model has the highest power of interpretation and explanation; that is, the model can predict the final dependent variable with the highest accuracy. The least squares method, which is introduced in the regression modeling with PLS, is one of the multivariate statistical methods which allows it to be used in spite of some limitations such as: the uncertainty of the distribution of the response variable, the presence of a low number of observations or the existence of self-correlation Seriously, between explanatory variables, one or more response variables are modeled simultaneously for several explanatory variables.

Results of Three-Factor Confirmation Factor Analysis (Measurement Models)

In the factor analysis, the underlying assumption is that each factor is associated with a subset of variables. The minimum requirement for the confirmatory factor analysis is that the researcher has a certain default on the number of model factors before the analysis, but at the same time the researcher can also apply his expectations of the relationships between the variables and the factors in the analysis. slow. Other applications of confirmatory factor analysis are:

- Determining the validity of a factorial model;
- Comparison of the power of two different models made from similar data;
- one-factorial loading significance test;

Table 4 and 4: Results of First, Second and Third order factor loads

Factor	Third order factor load	Criterion	Second order factor load	Sub-criterion	First order factor load
Addictive buying	0.958	Pleasure in buying	0.814	a1	0.796
				a2	0.746
				a3	0.801
				a4	0.713
				a5	0.654
				a6	0.769
		Purpose of buying	0.772	b1	0.897
				b2	0.929
				b3	0.842
		Group buying	0.636	c1	0.817
				c2	0.788
				c3	0.777
		Role playing in buying	0.593	d1	0.834
				d2	0.851
				d3	0.796
		Value of buying	0.346	e1	0.689
				e2	0.717
				e3	0.813
Essential buying	0.638	Success of buying	0.965	f1	0.749
				f2	0.808
				f3	0.768
				f4	0.610
		Buying efficiency	0.468	g1	0.881
				g2	0.750

- Testing whether the set of factors is correlated with each other?
- Testing relationships between two or more factors

In confirmatory factor analysis, the goal of the researcher is to determine the specific factor structure. In fact, in exploratory factor analysis, we are looking for the dimensions and factors of an unknown domain, but in the confirmatory factor analysis, we seek confirmation of these domains with their related factors.

Composite reliability, according to Forner and Larker (1981), should be 0.7 or higher, indicating the adequacy of internal consistency. The following formula is used to measure composite stability or structural stability.

First question: What are the components, criteria, and indicators of a valid buying model for young consumers?

Results of Factor Loads

Factor load: is the correlation between principal variables and factors, if the values of factor loads are squared, indicate that a few percent of the variance in one variable is explained by that factor, indicating that the extent of the variables of the indices by the variable itself is explained. The value of this index should be greater than 0.5 and significant at a confidence interval of 5%. Significance of this indicator is obtained by bootstrap or jackpot. As shown in the table below, all factor loads are 0.5 times higher, and the value of t for all indices is larger than 1.96. Therefore, we can confirm the significance and permissibility of all indicators. Any indicator with a larger load factor can be said to have a larger weight in measuring the corresponding variable.

Good of Fitness Index (GOF)

This indicator shows consistency between quality of the structural model and the measured model and is equal to: Where and are mean of AVE and R2. The high GOF than 0.4 shows fit of the model. The value of the fitting index is equal to 0.618, and is 0.4 times larger, indicating fit for the model. Simply, the data of this research is appropriate to the structure of the research and the theoretical basis of the research, which indicates that the questions are consistent with the theoretical variables.

Convergent Validity and Reliabiliy

Figure 4-2 shows a three-factor confirmation factor analysis model in the case of estimating standard coefficients. All research variables are classified into two distinct categories. The explicit (rectangular) or observed variables are measured directly by the researcher, while implicit variables (ellipses) or unobserved variables are not directly measured, but they are deduced from the relationships or correlations between the measured variables. The implicit variables represent a set of theoretical constructs, such as abstract concepts that are not directly visible and are constructed and viewed through other variables.

In turn, the latent variables are divided into two types of endogenous and exogenous or current variables. Each

variable in the structural equation modeling system can be considered as an endogenous variable as well as an exogenous variable. The endogenous variable variable is influenced by other variables in the model. In contrast, an exogenous variable is a variable that does not affected by other variables in the model, but also affects others. In this chart, numbers or coefficients are divided into two categories. The first category is called measurement equations, which are relations between hidden variables (ovals) and obvious variables (rectangles).

Diagram 4-3 shows the true model in a meaningful state of the coefficients (t-value). This model tests all the measurement equations (first, second, and third order factor loads) using t statistics. According to this model, the factor load at the 95% confidence level is significant if the t-off value of the range is -1.96 to +1.96 psi. According to the results of t test, all factor loads were significant at 99% confidence level and played a meaningful role in measuring their variables. Therefore, the results of factor loads confirm the validity of the model.

Second question: What is the relationship between model factors?

One kind of relationship between hidden variables in a structural equation model is based on correlation. Correlation is a relation between two variables in a model but non-directional and the nature of this kind of relationship is evaluated by correlation analysis. Table 4-7 shows Pearson correlation coefficients for examining the relationship between hidden variables in two to two. On the main diameter of this matrix, there is a number 1 in such a way that each variable has its own complete correlation with itself. Some coefficients are significant at 99% confidence level (meaning that the value is less than 1% and are marked with **)

Some of the coefficients at 95% confidence level are meaningful (meaning that the level of significance is less than 5% and are marked with *) and the coefficients without the * sign are not significant at 95% confidence

Table 4 and 5: Validity, Reliability and descriptive index

Latent variable	AVE	Composite reliability	R^2	Cronbach alpha	$\sqrt{AVE}$	$\sqrt{R^2}$	GOF
Pleasure in buying	0.56	0.884	0.663	0.841	0.791	0.716	0.566
Purpose of buying	0.792	0.92	0.596	0.868			
Group buying	0.631	0.837	0.405	0.71			
Role playing in buying	0.685	0.867	0.352	0.769			
Value of buying	0.55	0.785	0.12	0.606			
Success of buying	0.544	0.825	0.93	0.715			
Buying efficiency	0.67	0.801	0.219	0.717			
Addictive buying	0.595	0.874	0.919	0.846			
Essential buying	0.585	0.776	0.407	0.659			
Pattern of buying	0.646	0.875	0	0.85			

Table 4 and 6: Results and analysis of validity and reliability indicators

Kind of validity	Index	Explanation of index	Result
Internal consistency	Cronbach alpha (CA)	This measure measures the simultaneous loading of latent variable or structural variables at the time of the increase of an obvious variable.	For all variables in the research, more than 0.7 was considered, and the reliability of the research variables could be accepted.
Internal consistency	Composite reliability	This index is in fact the ratio of the total factor load of the variables to the total factor load plus the variance of the error. Its values range from 0 to 1 and is a replacement for Cronbach's alpha. The value of this index should not be less than 0.7. This indicator also refers to the Dillon-Goldstein ratio.	For all variables in the research, more than 0.7 was considered, and the reliability of the research variables could be accepted.
Convergent validity	Average variance extracted (AVE)	Measures the variance of a variable that derives from its indexes.	For all variables in the research, more than 0.5 is considered, and convergent validity can be accepted for all variables in the research.
Divergent validity	Fornell-Larcker Criterion	According to this variance index, each latent variable should be more relevant to its indexes than other indicators. To determine this, we first compute the root AVE of the variable, and then compare the result with the correlation values that this variable has with other variables. The output of the AVE should be greater than the values of correlations. We also repeat this for other variables.	The correlation coefficient for all variables in the AVE Root research has been increased.

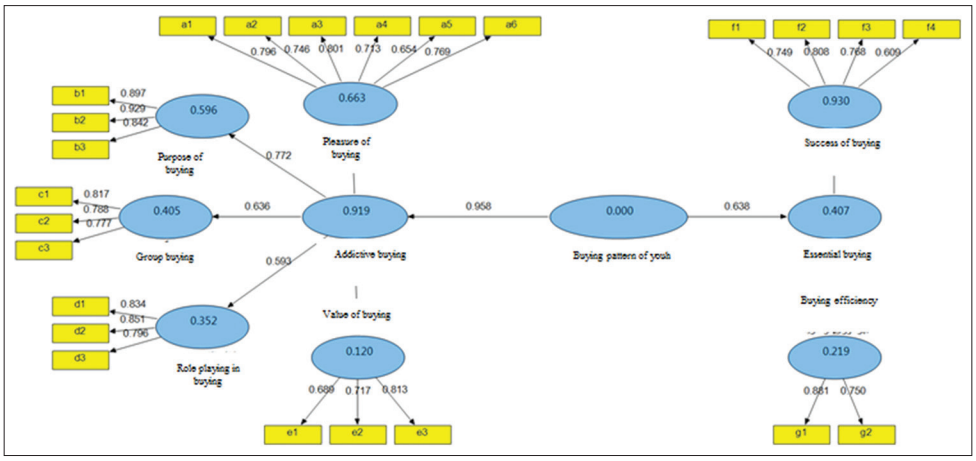

Diagram 4-2: Model in the standard coefficients mode

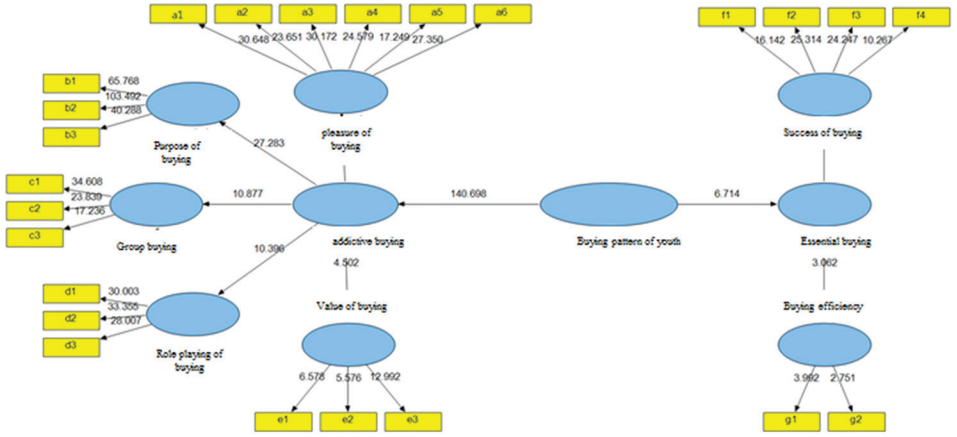

Figure 4-3: Model in a state of absolute significance (t-value)

Table 4 and 7: Pearson correlation coefficients and divergent validity index

Latent variables	1	2	3	4	5	6	7	$\sqrt{AVE}$
1-Pleasure in buying	1							0.748
2-Purpose of buying	0.502**	1						0.89
3-Group buying	0.271**	0.391**	1					0.794
4-Role playing in buying	0.300**	0.218**	0.423**	1				0.828
5-Value of buying	0.101	0.235**	0.126	0.165*	1			0.742
6-Success of buying	0.268**	0.278**	0.355**	0.328**	0.324**	1		0.738
7-Buying efficiency	–0.104	–0.129	–0.025	0.123	0.256**	0.218**	1	0.819

Table 4 and 8: Descriptive results of single T test

Variables	Average of responses	Standard deviance	T-value	Significant level	Result of H1
Pleasure in buying	3.208	0.869	3.391	0.000	Confirmed
Purpose of buying	3.178	0.999	2.526	0.000	Confirmed
Group buying	3.347	0.875	5.602	0.000	Confirmed
Role playing in buying	3.732	0.874	11.833	0.000	Confirmed
Value of buying	3.283	0.783	5.119	0.000	Confirmed
Success of buying	3.919	0.678	19.162	0.00	Confirmed
Buying efficiency	3.443	0.943	6.634	0.000	Confirmed
Addictive buying	3.803	0.512	41.516	0.000	Confirmed
Essential buying	3.775	0.599	34.265	0.000	Confirmed

Table 4 and 9: Average rank in Friedman test

Variables	Average of ranking	Ranking
Success in buying	5.23	1
Role playing in buying	4.74	2
Buying efficiency	3.95	3
Group buying	3.76	4
Value of buying	3.47	5
Pleasure in buying	3.43	6
Purpose of buying	3.42	7

Table 4 and 10: Significance of Friedman test

Statistical indices	Obtained value
Chi-square	139.540
Freedom degree	6
Significant level	0.000
Result of H1	Confirmed

level (the level of significance is greater than 5% Be The greater the magnitude of the correlation coefficient, the intensity of the relationship between the two variables is greater and stronger. Table 5 examines the correlation coefficients to divergent validity. The last column of this table shows the second-order mean of the explained variance (AVE).

In order to confirm the divergent validity, the greater the root mean of the mean of the variance explained from all correlation coefficients of the corresponding variable with the remaining variables. For example, the second root of the mean of the variance explained for the variable of pleasure and satisfaction in buying (74.8%) is greater than the correlation of this variable with other variables. As indicated in the table, the root mean of the mean value of the variance explained, for all variables, is the correlation of that variable with other variables.

Results of Single-T Test

The main question of research: How is addictive and compulsory buying among young independent consumers?

Regarding Five- Likert Scale (1 to 5) for the questions of the variables of the research, it is necessary to examine the amounts received from the respondents' comments in order to clarify whether their average answers on average were 3 (normal score of this value Is there any significant difference? Due to the higher sample size of 30, the central limit theorem is used as a single-sample t test, the results of which are as follows:

Zero Assumption (H0): The average of given responses is equal to or less than 3

The opposite assumption (H1): The average of the responses given is greater than 3.

The result of the t test shows that the mean value obtained for all the criteria and the main components is more than the average (the average value of the responses is greater than 3), and given that the critical number of the single-sequence test at the alpha level is 0.05 is equal to 1.645 On the other hand, the t-value of t in all factors, criteria and indices is greater than the critical value of a single sequence. Therefore, the H1 assumption is confirmed at 95% confidence level, and as a result, all of the main factors and factors are in a favorable and satisfactory state.

Friedman Rank Test Results

Question 4: What is the ranking of factors?

Friedman test is used to rank the factors.

H0: The rankings of the same factors.

H1: There is a significant difference between the mean of the ratings of at least two components.

As seen in the above table, there is a significant difference between the index rankings. (The level of significance is less than 0.05) The Success Index has had the best and most favorable evaluation (the highest average rating) and the target score was the weakest one. (Lowest average rating.) According to this table, each variable with a higher average rank has a greater effect.

Results and Comparison with Previous Research:

In this research, we will examine the addictive and essential buying to identify the motivation of independent youth aged 18 to 35 years. In addictive buying, we examined the role of agents in buying, buying value, pleasure and satisfaction in buying and the purpose of the buying. We also examined the essential factors of success in buying and buying efficiency. Prioritization shows that the two essential buying factors (success in buying and buying efficiency) have been ranked higher. Success in first place and third-party productivity gains. This shows that independent young people pay more attention to essential buying.

In the research by Cardoso and Pinto (2010), which examines Portuguese youth, the priorities for buying for independent Portuguese youth are as follows:

1- Success in buying 2- Playing role in buying 3- Group buying 4- Purpose of buying 5- Having fun and satisfaction in buying 6- Buying value 7- Buying efficiency

The first two priorities are the same and the next priorities are different. This difference can be due to cultural and

environmental differences. It is also the factors that make up the difference, as well as the unfavorable economic conditions in Iran and the uncertainty of young people about their future and that they are more likely to have financial savings. Inflation, the economic downturn, job insecurity and rising unemployment can be among the environmental conditions affecting the youth's decision. Therefore, in post-sanctions situations, the order of these priorities can be changed and the effective factors in the buying of addiction will be the replacement of the factors essential for the buying.

Research Limitations

This research is certainly not without limitation. In this research, factors affecting the buying motivation of independent youth have been investigated. These factors are classified based on the addictive and essential buying.

Since the subjects of this study were resident in Tehran, Qazvin, and Karaj, the results of this research may be different in other cities and even in other countries, as the results of the research are based on the results of the research by Cardoso and Pinto 2010) was different.

Applied Suggestions

1. This research will be researched in post-sanctions conditions.
2. This research will be conducted in cities other than Tehran, Qazvin and Karaj.
3. Managers make decisions that are consistent with the current priorities and arrange that customers feel successful in buying.

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How to cite this article: Asghari H, Mirabi V. Hedonic Purchasing Among Young Adult Consumers in Iran. Int J Sci Stud 2017;5(3):11-19.

Source of Support: Nil, **Conflict of Interest:** None declared.