

### The impact of situational factors on consumer behavior

Mohammadipour Pamsari Mojtaba – MA of marketing management, payame noor university, rey branch, Tehran, Iran.

Minavand chal Elham. MA student of International trade management. Shahid beheshti university, Tehran, Iran.

Mohammadipour pamsari Masoome. MA student of International trade management. Shahid beheshti university, Tehran, Iran.

**Abstract:** This study examines the influence the situational factors on consumer purchasing behavior. In this research consumer behavior was studied in a sample of 200-students, which were randomly chosen from the university student in Tehran (Iran). Data were gathered through questionnaire and the method for testing the model was operational analysis. As the results show, given the importance of “Temporal perspective”, indexes such as “the lack of time while buying”, “the attractiveness of the design of website” and “online purchase” will have the most influence on the consumer behavior. According to the noticeable expansion of Internet and online purchases, by paying more attention to the indexes of this factor, sellers can increase their influence on consumer behavior.

[Mohammadipour Pamsari Mo, Minavand chal E, Mohammadipour pamsari Ma. **The impact of situational factors on consumer behavior.** *J Am Sci* 2013;9(5s):14-23]. (ISSN: 1545-1003). <http://www.jofamericanscience.org>. 3

**Key words:** consumer behavior, situational factors, characteristics of the store, temporal perspective

#### Introduction

Nowadays, most of the companies and organization have accepted the new concepts of marketing and act through its principles. They have found that focusing on the consumers’ needs is the main assumption of marketing. Thus, studying and discovering the consumers’ needs and analyzing the process of consumers’ behavior and the priority of factors that affect this process, is the major task of marketers. As a result of this process. the taste of the market will be defined through different parameters like age, income, sense of taste, the level of education,... and suitable goods or services will offered (Maleki, 1383). Knowing the correct methods of studding consumer behavior and predicting related behaviors of shopping makes it possible to offer goods better which at last concludes to increasing in sales and consumer satisfactory. Study about consumer behavior helps companies and organizations to improve their marketing strategies by correct understanding of consumer’s affairs (Biabani, 1389). consumer behavior is an attractive area for study because everyone as a consumer has real experiences in this field. This area is a new field of study and the first text books in this field were written in 1960s. the study of consumer behavior is the study of people, groups, organizations or the process they use for sure and useful choose of products, services, experiences, opinions, ideas to meet the effective needs on consumer behavior and the society. Consumer behavior includes so many activities. Every consumer has numerous opinions, feelings, programs, decisions and purchases. Simple attention to purchase activity is like neglecting most of related activity to that. While the marketers should explore a vast area of the consumer activities like

thinking about the product, getting information, paying attention to the advertisements, purchase and using this process to satisfaction and purchasin again. Consumer behavior concludes the mental, emotional, physical activities which people use for the satisfaction of their requirements and desires while buying, using, and throwing out that the product and services. In other words, consumer behavior includes a collection of mental and physical processes which started before the purchase and continues until after the consumption (Maleki, 1383). Retailers and producers are so much interested in understanding the way of making decisions by buyers. Especially, they want to know that when and why a buying workflow process concludes to a real purchase. This information is vital for formation of the marketing strategies and retail planning.

Marketing literature shows the fact that so many factors like personal and psychological characteristics, culture, social and environmental variables and sale promotion strategies may have effect on buying decisions of the buyers. Also, we can distinct between situational and non-situational variables in the consumer behavior area. Belk (1975) states that situational factors like incentives and motivation to buy, physical and social environment, Temporal perspective and Antecedent states, may have important role in the sales opportunities so it deserves an especial attention from the marketers. So, the main goal of the present research is the examination of the situational factors which have effect on consumer behaviors. Effective situational factors are all of the factors and special factors of a time or place which don’t follow up the general knowledge of a person of personal characteristics and stimulus and have especial influence on the present

behavior of the person. In other hand, a situation is a collection of external factors taken personal behavior or characteristics of a stimulus (a product or and advertisement) which the consumer react to that in an especial way like buying a product or watching a advertisement (Rusta, Bathae, 1385). Some of situational characteristics effect on consumers' behavior. Five main situational characteristics are studied and for each one of these main factors consider subsidiary variables which help us to identify the outcomes of the effects of situation on consumers' behavior better. These factors are:

1. physical surrounding
2. social environment
3. Temporal perspective
4. Task definition
5. Antecedent states

**Literature review and research hypotheses**

Situational variables are those factors that demonstrably and systematically have influence on consumer behavior. These variables are particularly refer to time and place factors that do not follow from knowledge and attributes of individuals (Belk, 1975). This topic have been the subject of many researches such as Belk (1975) who was the first person began to research on this subject (Nicholls et al, 1996). Situational factors are some variables including physical surroundings, social surroundings, temporal perspective, task definition and antecedent states. (Guijun et al, 2006)

**Physical surroundings**

Are those geographical and location factors that surrounding an object. The location of store, the color and decor of store, assortment of goods in shelf, the music broadcasted in the environment, atmosphere, weather, lighting and other visible configuration of materials that exist around and object are some examples of Physical surrounding. (Guijun et al, 2006).

The influence of physical surroundings on shopping behavior has been examined in many

researches. Simonson and winer (1992) said that purchase behavior can be influenced from the way in which commodities are ordered. Authors have considered different features in their researches as Physical surroundings. For example The location of the store (Babin and Babin, 2001), The color of the background (Bellizzi and Hit, 1992), The height of a product on a shelf (Hit, 1996), Visual (décor) and Auditory (music) stimuli (Bruner, 1990). The assortment of merchandise (Stassen et al, 1999), Neat and spacious atmosphere, and Scent (Bone and Ellen, 1999). The role of music and auditory stimuli on purchasing behavior is examined in many researches. As a result of these researches it is proven that in some circumstances the music has to increase the effectiveness of communication especially in advertisement. In other situations it may decrease the effectiveness that its reason is not obvious. (Alperta et al, 2003). Atmospheric features can affect the responses and behavior of consumers by some ways that are related to the design of an environment. Some of these attributes are temperature, sounds, lighting, and the color of store. (Yildirim et al, 2006). Mehrabian (1976) proposed that the combination of delighting, motivating and penetrating can affect consumer behavior in particular situations. He suggested that lighting was the most important factor that has influence on behavior because “brightly lit rooms are more arousing than dimly lit ones” (Summers & Hebert, 1999). About the wait expectation when customers see more employee in the store they find positive expectation from the store because they expect from the employees to help them in buying and checkout process. In contrast when the store is crowded and there aren't enough employee, the customers find negative expectation of the wait. in this situation men have more negative expectation than women. As a result when the wait expectation of customers is negative their assessment of stores atmosphere is low. (Grewal et al, 2003).

Table 1: Indicators of physical surrounding factors

|  |   |                                    |                            |
|--|---|------------------------------------|----------------------------|
| (Babin and Babin, 2001),<br>(Bellizzi and Hit,1992)<br>(Hitt, 1996)<br>(Alpert and Alpert,1990;Bruner, 1990)<br>(Alpert and Alpert,1990;Bruner, 1990)<br>(Stassen et, al, 1999 )<br>(Koelemeijer and Oppewal 1999; Bone and Ellen, 1999)<br>(Yildirim et al,2006)<br>(Grewal, 2003 ) | <ol style="list-style-type: none"> <li>1. Geographical and location features of stores</li> <li>2. color which used in the background of store</li> <li>3. Highlight a product on store shelves</li> <li>4. Décor Status of Store</li> <li>5. Auditory stimuli and the music inside the store</li> <li>6. arrangement o Merchandise within the stores</li> <li>7. atmosphere within the store</li> <li>8. the scent within the store</li> <li>9. lighting of the environment</li> <li>10. number of employee</li> </ol> | <p><b>physical surrounding</b></p> | <p><b>First factor</b></p> |
|--|---|------------------------------------|----------------------------|

: according to above Explanation the first hypothesis is:

H1: the physical surrounding have influence on the purchase behavior of consumer.

### Social surroundings

Social surrounding simples as the attendance of other individuals, their features, roles and reactions between individuals. (Guijun et al, 2006). It is valuable to investigate the effect of presence of others on the purchasing behavior of customers and its effect on after purchase satisfaction. Some researches have indicated the influence of presenting others on individual's buying behavior (Dahl and Manchanda, 2005). For example Argo (2005) in a study on buyers behavior in the book store found that students arranged their self-presentation behaviors

more when there were more buyers rather than when they were alone (Grewal et al, 2003).

Another influential social environment factor is the family structure. Foster and clshavsky(1989) have examine the influence of family structure on decision making. They have study the effect of family structure on the process of choosing a restaurant. They found that restaurant decisions were most frequently wrap up when all family members joined in the decision process, rather than fewer, as an example in a hierarchical structure (Guijun et al, 2006).

Tble2: tested indicators of social environment factors

|   |  |                         |                      |
|---|--|-------------------------|----------------------|
| (Grewal et al,2003)<br>(Guijunet al,2006) | 1. presence of others during purchase<br>2. family structure | social environment ment | <b>second factor</b> |
|---|--|-------------------------|----------------------|

Therefore this hypothesis concluded that :

H2: social environment has influence on purchasing behavior of consumer

### Temporal perspective

Temporal perspective is a situational dimension that is related to the time. It is varying from time of day to the season of the year. This factor can considerably chang purchasing behavior (Guijun et al, 2006). For example Lack of time may decrease both scheduled and unscheduled shopping and repetitious customers, who are more attuned to the store's layout, may make less unscheduled purchases (Park et al., 1989). But lack of time can cause the consumer to buy online and so in this regard Huang&Oppewal started a study in this field to find out how various situational factors have an influence on consumer behavior.in the way that consumers buy online their grocery or traditionally in stores (Huang &Oppewal, 2006). Grewal and Levy (2007) in their

research have revealed the impact of web design on online customer behavior and said that this area is a potential field in retailing research due to the lack of studies in this area. Recent studies have demonstrated that many viewers of web sites do online shopping because of stimulus and Attractive Websites (Ganesh et al. 2010). According to this fact, web sites are the first interfaces that customers are encounter with, if the customers dislike the interface they may not be interested in continuing their online relation, Although online shopping may have several advantages such as cheaper prices, analytical support, and faster delivery(Summers & Hebert, 1999). So the excitement of the design of website can have an influence on consumer behavior to buy online with using that.

Table 3: tested indicator of temporal perspective

|   |  |                      |                     |
|---|--|----------------------|---------------------|
| (Oppewal& Huang, 2006 )<br>(Levy and Grewal, 2007)<br>(Levy and Grewal : 2007 | 1. lack of time during shopping<br>2. attractive web sites<br>3. online shopping | Temporal perspective | <b>Third factor</b> |
|---|--|----------------------|---------------------|

Therefore the third hypothesis is:

H3: Temporal perspective has influence on consumer behavior

### Task definition

Task definition refers to situational attributes such as tools for selecting and gathering information about a special purchase or other requirement needed for shopping. One of the important variables in determining the activity goal is buying motivation. Many researches have been conduct to investigate the influence of situational factors on shopper's purchasing behavior. For instance, studies reveal that individuals have different reasons for buying: some of them for utilitarian goals

and others for Pleasure and delightment (Arnold andReynolds, 2003). These various motivation and goals affect the consumer behaviors. It has been shown that utilitarian shoppers, strongly motivated by purchase considerations, are more likely to buy than hedonistic shoppers (Kenhove et al., 1999). Guijunet (2006) said that purchases may be planed or unplanned; individuals with purchase plan are more likely to buy rather than those who don't have any plan.

Table 4: tested indicator of task definition.

|  |                                       |                        |                     |
|--|---------------------------------------|------------------------|---------------------|
| (Arnold and Reynolds, 2003; Babin et al., 1994; Batra and Ahtola, 1991; Baumann et al., 1981; Kenhove et al., 1999; Engel et al., 1995; Kollat and Willet, 1967; Holbrook and Hirschman, 1982) | 1. different intention and motivation | <b>Task definition</b> | <b>forth factor</b> |
|--|---------------------------------------|------------------------|---------------------|

Therefore the fourth hypothesis is:

H4: Purchasing intent and motivation is influential on purchasing behavior

#### Antecedent states

So people's mood can be one of the main effective variables on consumer buying behavior. Antecedent states are some emotional and mentally factors such as acute, anxiety, pleasantness, hostility, cash on hand, fatigue and illness that affect the buyer's attitudes. (Guijun et al, 2006). Therefore it has been proved through many researches that shoppers emotional and mentally status have an influential role on shopping purpose and perceived shopping value (Babin and Babin, 2001). For example Knowles (1993) suggest that happy shoppers may have bought more than unhappy buyers (Alperta et al, 2003). Consumer behavior theorists have conceptualized how consumers' attitudes, affective states, and behaviors have been impacted by moods under central and peripheral processing, as well as affect and behavior conditioning. The association between mood states and affective responses, judgments, and behavior can be seen as both direct and indirect (Alperta et al, 2003).

Also, complaint behavior can be considered as one of the prerequisites of state variables. Many of the previous studies have emphasized on the importance of complaints system as it provide a mechanism to understanding the weak and failure point of system and would help to its provider for improving the quality of services that they offer and using from the opportunities that exist around of them. (Keaveney, 1995). That is because of some complaints disseminate between customers through negative word of mouth and it may cause an improving dissatisfaction about a company's production. Considering the negative and destructive effects of such actions, it is important to understanding the factors that cause such outcomes and planning to eliminate it. While it has been shown that complaint behavior can be influenced by situational factors such as the severity of dissatisfaction or the cost of the service failure, factors inherent to the consumer also have the potential to influence their actions (Bearden and Mason, 1984). Such factors include personality characteristics and consumer attitudes (Bodey and Grace, 2006).

In the end, four other effective variables are discussed which are consumer confidence in the

seller, earlier experiences and learning of buying, understanding consumer choice and cultural values of the client. Trust is a so important factor especially in an online situation rather than offline situation to the extent that without trust an online customer may not purchase or will never reach its full economic (Walczuch & Lundgren, 2003). We use from the substitution-in-use approach to show how situation may have impact on the importance of web site benefits. This approach suggests that the benefits that consumers needed from a product vary according to usage situation. Srivastava said that when a customer confront with a situation that need to recovery the information, because of the limited information-processing capabilities such as memory restrictions, they have rely on their previous experiences. Therefore consumers considered only the most relevant subset of benefits (Wendel & Dellaert, 2008). Understanding consumer choice is essential to effective marketing management. past studies have revealed that consumer choice is a function of consumer demo-graphics, psychographics, the consumption motives and goals, and the specific consumption situational context. Precise information on the importance of these factors makes it possible for firms to price and promote their products and services more effectively. Logit models were traditionally used to forecasting consumer choices. These models are useful for understanding and predicting brand choice behavior and examining the effects of marketing mix and demographic variables on consumers' choice of products (Shanker et al, 2007).

cultural values of consumers can have effect on his buying behavior, cultural values are linked to subjective attitudes and preferences, which in turn are used to evaluate service experiences. as Ekinci and Riley observe, consumer are even more likely to draw on their cultural value systems to evaluate service interactions as opposed to tangible goods as they are active, social players in the service delivery process. Both the expectancy disconfirmation paradigm and incongruity theory suggest that the congruity of provider recommendations with consumers' cultural value orientations will have important effects on customer evaluations of service interaction (Alden et al, 2009).

Table 5: tested indicator for Antecedent states factor

|  |   |                          |                     |
|--|---|--------------------------|---------------------|
| (Alperta et al, 2003)<br>(Blodgett et al., 1993; Keaveney, 1995)<br>(walczuch&Lundgren, 2003)<br>(Wendel&Dellaert, 2008)<br>(Shanker et al, 2007)<br>(Alden et al, 2009) | 1. consumer mood<br>2. consumer complaints<br>3. consumer thrust to seller<br>4. pervious learning and experiences<br>5. understanding consumer choices<br>6. cultural values of consumer | <b>Antecedent states</b> | <b>Fifth factor</b> |
|--|---|--------------------------|---------------------|

Therefore the fifth hypohthesis is:

H5: Antecedent states have effect on his buying behavior.

**Methodology**

The research methods used in this research is exploratory fundamentally and functional on its purpose. its goal is the examination of consumer behavior. the sample is 200 students of Beheshti University chosen randomly. data collection method in this research is questionnaire. In this research consumer behavior is studied by using Likert Scale. Since the questionnaire was administered to groups of students in a classroom situation, the return rate was close to 100%. 85 of respondents were male and 115 female. In order to evaluate the reliability using Cronbach’s alpha coefficient was calculated for the questionnaire. LISREL software was used for factor analysis. Using this method let us to decrease a collection of situational factors effective on consumer behaviors to a smaller collection of factors in some categories or groups called factors. in order to analyze the data and adequacy of the sample size at the first stage of factor analysis KMO test should be done. According to the 22 chosen variables for factor

analysis which they are shown as Q1-Q22 as following, KMO test was performed on the obtained coefficients were satisfactory (531/0 = KMO), Bartlett’s test of sphericity was significant at 1% level of error. Validity and reliability of the research questionnaire:

The composite reliability of each construct was assessed using Cronbach’s alpha. Robinson, Shaver and Wrightsman (1991) and DeVellis (2003) suggested that an alpha value of.70 should be considered acceptable. As shown in Table 7, the reliabilities of all the constructs are between.72 and.87, well within the range suggested by Robinson et al. (1991) and DeVellis (2003) (Teo,2008).

|  |                    |          |      |
|--|--------------------|----------|------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    |          | .531 |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 3483.198 |      |
|  | df                 | 231      |      |
|  | Sig.               | .000     |      |

Template 7. Relation between factors and the question of research

| <b>Cronbach's alpha</b> | <b>Consumer behavior</b>   |                      |                |   |
|-------------------------|--|----------------------|----------------|---|
| 0.87                    | 1. Geographical and locational features of stores<br>2. colour which used in the background of stire<br>3. Highlight a product on store shelves<br>4. Décor Status of Store<br>5. Auditory stimuli and the music inside the store<br>6. arrangement o Merchandise within the stores<br>7. atmosphere within the store<br>8. the scent within the store<br>9. lighting of the environment<br>10. number of employee | physical surrounding | First factor   | 1 |
| 0.72                    | 1. presence of others during purchase<br>2. family structure   | social environment   | second factore | 2 |
| 0.75                    | 1. lack of time during shopping<br>2. attractive web sites<br>3. online shopping   | Temporal perspective | Third factor   | 3 |
| 0.81                    | 1. different intention and motivation  | Task definition      | forth factor   | 4 |
| 0.76                    | 1. consumer mood<br>2. consumer complaints<br>3. consumer thrust to seller<br>4. pervious learning and experiences<br>5. understanding consumer choices<br>6. cultural values of consumer  | Antecedent states    | Fifth factor   | 5 |



**Conceptual Model of research**

Conceptual model of research which is made by researcher, examines the impact of five factors that influence consumer behavior focuses on the critical variables.

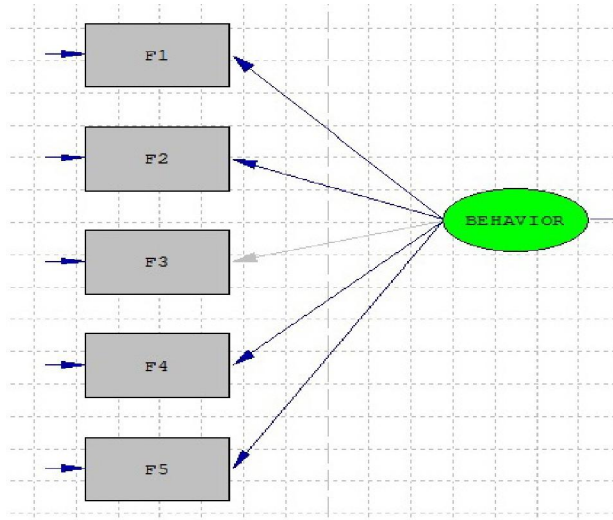
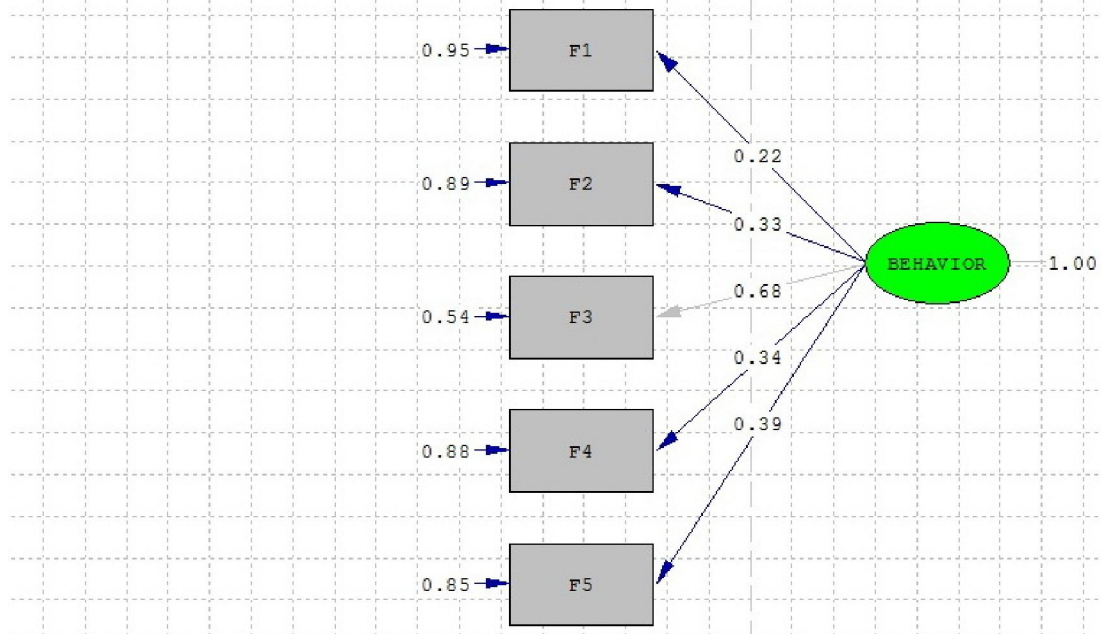


Figure 1: conceptual model of research

This model is examined the impact of five sector such as “physical surrounding”, “social environment”, “Temporal perspective”, “Task definition”, and “Antecedent states” on the consumer behavior.

**Findings of research**

As figure 1 shows, this model measure the impact of five factors such as “physical surrounding”, “social environment”, “Temporal perspective”, “Task definition”, and “Antecedent states” on consumer behavior.



Chi-Square=9.98, df=5, P-value=0.07593, RMSEA=0.071

Figure 2: the standard value of first model

The research model as shown was offered to the software. Other values of final model are shown as follow:

Table 9: measurement of values in final model

| Relation between concept and indicators in model               | Estimated value | Normalized value | Standard error | T      | R       | Significance level | result           |
|--|-----------------|------------------|----------------|--------|---------|--------------------|------------------|
| -1physical surrounding factor can affect the consumer behavior | 0 / 81          | 0 / 22           | 0 / 4          | 2 / 02 | 0 / 047 | P<0.05             | Factor confirmed |
| -2social environment factor can affect the consumer behavior   | 0 / 69          | 0 / 33           | 0 / 26         | 2 / 62 | 0 / 11  | P<0.05             | Factor confirmed |
| -3temporal perspective factor can affect the consumer behavior | 1 / 00          | 0 / 68           |                |        | 0 / 46  | P<0.01             | Factor confirmed |
| .4Task definition factor can affect the consumer behavior      | 0 / 51          | 0 / 34           | 0 / 19         | 2 / 67 | 0 / 12  | P<0.05             | Factor confirmed |
| -.5Antecedent states factor can affect the consumer behavior.  | 0 / 57          | 0 / 39           | 0 / 21         | 2 / 8  | 0 / 15  | P<0.05             | Factor confirmed |

The variables of estimated load factor, which is calculated by the method of maximum likelihood are shown in the figure 1. these values are idiomatically called  $\lambda$  are used in order to estimate the latent variables grades in analyzing SEM. The standardized values of loading factors show the standard relation between the indexes of measuring model. These variables are comparable, for instance the index of "Temporal perspective" is considered as the best variable marker of consumer behavior in the present model due to the loading factor. Also, the value of standard error of estimate shows the crude estimate of the error of loading factors which the smaller values (close to zero) shows precise estimate and smaller confidence interval. The T values obtained by dividing the estimated factors loading by standard error shows the significance of the estimate of factor loading (the significance of factor loading with zero). The T value between 2 and -2 shows the lack of the significant relation between indexes and related latent variables. The T value between 2 and 3 show a significant relation with more than 95% confidence among the indexes and related latent variables.

The T value equals or more than 3 shows the significant relation with more than 99% confidence among the indexes and related latent variables.

So, as it is shown in the table all of the five factors of consumer behavior are confirmed with more

than 95% confidence. By the way, the column of the lever of significance and full description is explained.

It is noticeable to see that the not stated T value for the Temporal perspective for the consumer behavior variable is because of the related index to latent variable of SEM model which is considered as the reference variables in the analysis and shows an obvious significant relation.

Finally, the column of the variances shows the amount of variances of each index by latent variable more values. Higher value indicates the maximum one shows the more fit the index is to measure the latent variable. It is noticeable that this amount of variables is in the direct relationship with other values. as it is shown in the table, the factor of Temporal perspective with the coefficient of determination of 0.46 can measure the latent variable better. In the following table, the values of fitting indexes for the final structural equation modeling are offered.

**Fitting Model:** it means that the observed variance - covariance matrix or the predicted variance - covariance matrix should be close together by the model or idiomatically is fitted. the more the values we assume are closer together matrix model is more fitting. Model estimates in Structural equation modeling can be trusted when the model fitness is adequate.

Table10. Goodness of fit indices for the initial model

| Index title              | Acceptable range   | Value | Result    |
|--------------------------|--------------------|-------|-----------|
| $\chi^2/df$ <sup>1</sup> | $\leq 3 \chi^2/df$ | 2/008 | confirmed |
| RMSEA <sup>2</sup>       | RMSEA<0.09         | 0/25  | Reject    |
| GFI <sup>3</sup>         | GFI>0.9            | 0/98  | confirmed |
| AGFI                     | AGFI>0.85          | 0/94  | confirmed |
| CFI <sup>4</sup>         | CFI>0.90           | 0/9   | confirmed |
| IFI <sup>5</sup>         | IFI>0.90           | 0/9   | confirmed |

<sup>1</sup> Chi square divided to degree of freedom

<sup>2</sup> Root mean square error of approximation

<sup>3</sup> Goodness of fit index

<sup>4</sup> Comperation fit index

<sup>5</sup> Inceremental fit index

According to the indexes it can be concluded that the model have a relatively good fitness. In regard with the strongest of research model, the software hasn't proposed a suggestion for

improving the fitting of the model which indicates having no need to create a negative covariance between the components of the research. So, the study of the hypothesis is as follow:

Table11. Hypothesis' results

| Hypothesis  | dimensions            | Latent variable   | Significant | result    |
|-------------|-----------------------|-------------------|-------------|-----------|
| Hypothesis1 | Physical surroundings | Consumer behavior | P<0.05      | Confirmed |
| Hypothesis2 | Social surroundings   | Consumer behavior | P<0.05      | Confirmed |
| Hypothesis3 | Temporal perspective  | Consumer behavior | P<0.05      | Confirmed |
| Hypothesis4 | Task definition       | Consumer behavior | P<0.05      | Confirmed |
| Hypothesis5 | Antecedent states     | Consumer behavior | P<0.05      | Confirmed |

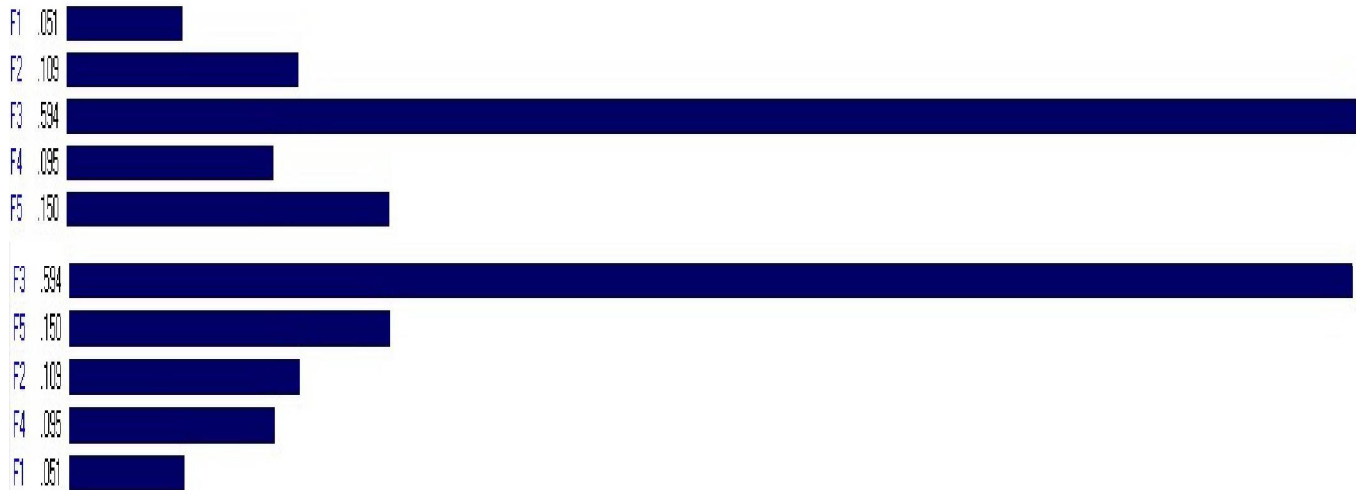
**Ranking of factors:**

For research factor ranking, Export Choice software was used to study the strongest and weakest factors technically to measure consumer behavior.

Table12. Research factors Ranking

|   | Factors | Indices               | Priority | Weight |
|---|---------|-----------------------|----------|--------|
| 1 | F1      | Physical surroundings | 5        | 0/594  |
| 2 | F2      | Social surroundings   | 3        | 0/15   |
| 3 | F3      | Temporal perspective  | 1        | 0/109  |
| 4 | F4      | Task definition       | 4        | 0/095  |
| 5 | F5      | Antecedent states     | 2        | 0/051  |

The sorting will be as follows:



In the follow the components are discussed from strongest to weakest. "Temporal perspective", "Antecedent states", "social environment", "Task definition", and finally "physical environment" are ranked as the weakest component.

**Conclusions and implications**

In the present research the main purpose of the researcher is the examination of situational factors which have impact on consumer behavior. so,

after library studies and technical interviews, 22 factors which have influence on consumer behavior was obtained. by using the factor analysis 22 indexes divided in 5 factors. These five factors were entered in to LISREL software after stability examination. According to being strong of the proposed model in the first stage the software doesn't have any suggestion for improving the fitting model. Thus creating a negative covariance between the



components was carried and the model is strong. In the follow operational Analysis about the result of research is discussed.

According to the level of importance of the “Temporal perspective” component, “the lack of time in buying”, “attractive design of website “and “online sale” will have the most effect on the consumer behavior and in regard with the noticeable expansion of Internet and online purchases by consumers, paying more attention and consideration on the indexes of this component, the amount of influence on consumer behavior can be increased, too. The next component is “Antecedent states” so for improving this component the indexes of “consumer moods while buying”, “consumer complaint”, “consumer confidence in the seller”, “earlier learning an experiences of consumer”, “understanding consumer choices” and “cultural values of consumer” should be controlled and pushed for better quality. “Social environment” component the indexes of “the presence of others when buying” and “family structure” should be paid attention. the next component is “Task definition” which the only index of “Different intentions of the person for buying” was considered. in the end, the weakest component of research model which is “physical environment” the indexes of “geographical situation and the place of the store”, the background color used in the store”, “highlight a product on store shelves”, “decoration of store”, “auditory stimuli and the music inside the store”, “order of goods inside the store”, “the atmosphere inside the store”, “the aroma of the inside of the store”, “lighting of the environment of the store”, and “the number of personnel of the store”. So, these indexes have less effect on consumer behavior consequently however, these components are still certain communication will follow on consumer behavior. So, the organizations can use the result of this research in different ways according to the matter that time component is the first priority and it is suggested that the organizations for compensation of the lack of time while buying distinct the facilities of catalyzing for buying like facilitate and accelerate the process of buying online more important. Also, designing an attractive website for product sales causes that people spend more time for searching in the related page and increases the possibility of buying. In addition, cultural values of consumers, confidence by providing effective services and creating enjoyable lasting experience in the consumer’s mind, which are the indexes of the component of the previous moods, are in the next priorities. According to shopping in automobile industry considers has the high cost buying and less suddenly feelings involve in that it is suggested to

perform the upcoming research in another industry like clothing or in a shopping center.

Also, we suggest to use statistics samples of inside of shopping center and not the student for future researches. by the way, this present research can be done in other industries and its results can be compared to the present research.

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