

Determination of the Impact of Consumer Lifestyle based on VALS Approach Mental Attitude toward Decision on Purchase Intention Mobile Phones

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ABSTRACT

The rapid growth of mobile communication and usage of mobile devices in recent years has provided a great opportunity for creating a variety of mobile services. A mobile service is a term used to describe software that runs on mobile devices. Mobile services are designed to educate, entertain and assist users in their daily lives. Although there are now a large number of mobile services on the market, the adoption of many advanced mobile services has been slower than expected in China (Gao, Zang, & Gopalakrishnan, 2012). As lifestyle might have a fundamental effect on how users perceive mobile services, the appropriateness of a

mobile service for a lifestyle segment may not be appropriate for other lifestyle segments. Purchasing of smartphone has been increasing among the consumers in the recent time. There has been rapid growth and competition among the mobile handset manufacturing companies (Anderson, 2006). Our attitude towards our own life style in event we determine is the type chosen. Attitude of the concepts used in social psychology, which was popularized in the 1950s. However this study does focus on consumer behavior towards smartphones. VALS is a way of viewing people on the basis of their attitudes, needs, wants, beliefs and demographics. By using psychology to analyze and predict consumer preferences and choices, the VALS system constructs a link between personality traits and buying behavior. This study segments consumer market of smart phones based on VALS framework which provides a better understanding of consumer psyche.

Problem statement

Concerning the objects of people and ideas seems certain that the result of the information we have, how we feel about them and our desire to do something about them, these reviews often even dictates how we deal with objects, people or ideas host. The combination of cognition, Emotion and behavioral attitude towards a certain thing one thing to say about it. Park (Park) for attitude 4 features the following states:

- Attitude after a certain bias and from this perspective, goals and values with simple reflections is different.
- Attitudes in no way, spontaneous and not everyday practice. On the contrary, even when hidden tensions will appear.
- Attitudes is different intensities. Sometimes dominant, dominant and others are relatively ineffective.
- Attitudes , rooted in experience. So not only is a social instinct.

One of the recent theories about attitudes, defines it this way. "The feeling that one is about a stimulus (Samadi)

Attitude is to organize long-term processes of motivational, emotional, cognitive and perceptual according to some aspects of the environment in which it is located. Accordingly, the attitude of a person represents a way of thinking, feeling and that his reactions to their surroundings, for example, to a store, product or TV program(Hawkins). Yale Arzyabgranh a "To study consumer behavior, attitudes can be defined so that the consumer towards or against any element within his market, his approach to form. (Samadi)

Attitude involves three basic elements: Cognitive component (personal beliefs), The emotional (feelings), Component behavior (behavioral reactions and responses).In short, the attitude components (components of cognitive, emotional and behavioral) often work together. Or is this, the compliance or compatibility between the recognition criteria, feelings and behavior under the influence of some factors is reduced. In addition, it is necessary to remember that behavioral component in principle, willing person to react and respond in a position, not his own, and the final answer. (Hawkins).

Attitude change strategies: Change in attitude is due to manipulation of the marketing mix. **Marketers are trying to behave:** Consumers change to create or desire to change people's response.

One of the common approaches and efficient to make changes in attitude focus on the cognitive component of attitude.

Marketing strategies to make a difference in the cognitive structure of consumer attitudes to work are as follows: Change in attitude: This strategy involves changing people's beliefs about the performance brand of the product as an invoice or any of the other features of the product. In fact, any marketing efforts to change the belief people often takes shape in the minds of some people passing judgment upon the performance of the product.

- Change in level of importance to many consumers some of the features of a product are more important than other characteristics.

Each company's marketing effort to convince consumers that their trade names are properties that are more important.

- Add beliefs: Another approach is to modify the cognitive elements that add new beliefs to the structure of consumer beliefs and new beliefs are instilled in him.
- The Ultimate Strategy for change in the cognitive component of attitude, a change in the name of the business or location is ideal for harvesting. (Hawkins, pp. 310 and 309)

Complex decision (wide) by purchasing high involvement and high involvement with the product): first as complex decision process, which occurs when high complexity and decision making occurs. With this background that "anything to think about it". Learning theory is that best explains the process, learning and cognition. Cognition is the process in which it is necessary to expand a brand's customer characteristics and details of the evaluation. The complex decision, consumers Mar reservoir to be examined in detail and in a defensive mode things work. More information can be searched and brands than other types of decision situations are evaluated. (Insulating, 199).

In the process of decision making shopping complex, Egypt think of for decision making five steps to complete the showcasing of the problems, research to gather information, evaluate options, purchase decision and post-purchase behavior is.(Cutler, 2000).

Decision making: involvement by buying high and low involvement product when a consumer decision-making is in a state of low complexity, limited, can be done by not take decisions. Sometimes consumers little about a product because past experiences have undertaken during the decision-making on a purchase, even if these decisions are not so complex. The decision to limit fault may occur when Egyptian consumers are looking for diversity. Sometimes in buying simple, unlike the decision-making routine purchase feature is mandatory, need to decide is limited. (Both are simple, one need to decide, and no longer requires the decision-making power. New products

changes in existing brands, pushing customer purchases routine to the purchasing decision is limited. for example, when a type of paper instead of new and thin with a series of new features to be released, the customer's attention to it attracts the product and partly to seek information and evaluation of its brands. When Customer than the product it was believed, shopped and then the evaluation. So although decision-making process includes mental, educational process for them is a passive process to a mental training. The data collection and evaluation is done passively brand. Learning theory that best describe the decision making and effective role, passive learning theory. decisions based on loyalty to a brand: involvement with buying low and involvement with the product high: when the repetitive, Egypt think of the experiences of the content of the lessons and making very low or no need to decide Mark was making the most satisfaction from it, bought it. This brand loyalty, satisfaction and great commitment to a particular brand is continuing. In this example, the FBS pitchers of forms such as buy floors methods for Nike basketball or a fortified cereals Kellogg's cited. So the customer buys the least reflective such consent prior or after a certain point, the strong commitment to the brand. In both cases not take decisions through a complex hierarchy of "belief / assessment / behavior" described, except that the marking on the process of shaping opinion and evaluation of loyalty to a brand is not required. Policy's involvement with Purchase: Order the involvement of the level of interest to the buying process due to the need of the individual to a specific purchase triggered. Therefore, the involvement to purchase a temporary state for individual or the family that various amounts mainstream and influenced by interactions between the characteristics of the characteristics of products and features exposed position. Note that the involvement Order involvement with a product similar to 1. A consumer may be conceptually with a brand or a product category has become quite involved mentally, but for reasons such as loyalty The brand or the time limit of buying those goods have little involvement. The

level of consumer engagement with the product continuum from high to low. Consumer position in the continuum depends on several factors. In general, consumers likely to be stuck with a product increases when the product is important to the customer. (Insulating, 1998). Another issue is the way of life in Egypt Fknndh. Lifestyle as simple as "How one lives" is defined. (Hawkins, clamps and minerals, (2004. lifestyle accumulation of 2 to describe three levels of an individual, a small group of people interacting and a lot of people (for example, a market segment used) (Anderson and Golden ,2005). Lifestyle concept refers to a set of ideas quite distinct personality. Lifestyle the way of life, how you spend and how to assign them time and with clear actions and behavior of consumer communication. In contrast, the standard models Yttrium describe the personality from the perspective of the consumer. From this perspective, personality characteristic pattern of thinking, feeling and understanding consumer draws (Markin, 1974) .Customer loyalty as inevitable esterification of business is considered. Traditionally, customer loyalty is defined as measuring behavior. These measures include promotion buying. Buy probability, likelihood to repurchase a product, frequency of purchase, repeat purchase behavior, purchasing process, various aspects of shopping behavior (V. Kumar & et al, 2004. Pp, 317-318). But riffs complete the loyalty that Richard Oliver (1999) has been proposed: loyalty to a strong commitment to repurchase a product or a service, superior in the future shed, that the brand or product despite the impact and potential competitors' marketing efforts , be bought. (Caroline 2002 Types of decision making based on information available:

Due to the above factors, the types of decisions based on the information about the occurrence of uncontrollable variables, it is as follows: more decisions based on mathematical models and specifications such as cost-benefit analysis (cost-benefit analysis), classical optimization models) (optimum Model, Inventory control (Gould (1987), Pp. 488-

525), Inventory Control An alternative model Substitution Model, assignment Work Assignment, linear programming Linear Programming(Gould, F. G., G. D. Eppen, & C. P. Schmidt; Introductory Management Science; New York: Prentice Hall, 1987, Pp. 30-93. And a number of dynamic programming is Davis (2006), Pp. 176-8). Decision making under uncertainty Decision Making under Uncertainty This part of the decision-making both in the state of complete uncertainty and decision making under risk [27] divided. Modeling for these kinds of decisions will be decided mostly by the matrix. In this case, the decision to refer the methods of intuitive or creative Robbins, Stephen, P; Managing Today; New Jersey: Prentice Hall, 2000, P. 70. Woodman, R. W .; J. e. Sawyer, & R. W. Griffin; "To ward a Theory of Organizational Creativity"; Academy of Management Review; April 1993, Pp. 293-321. For example, the design of attack scenarios during the war, a decision with risk, though a commander tries that most information about the enemy used to provide Robbins, 2000, P. 70 models used for these circumstances, the decision may be a variety of mathematical models and their potential. 600-1, linear programming, break-even analysis Break-even Analysis, Return on Investment Return if Investment (ROI), Bayesian analysis Render (1992), Pp. 628-30, distribution, queuing model Gould (1987), Pp. 550-572, analysis based on Markov chain Render (1992), Pp. 754-840- decisions branch Gould (1987), Pp. 614-669. decision in terms of conflict of Decision Making under Conflict: is when the strategies of competitors for substitute decision maker uncontrollable variables are the conditions of his decision. In this mode of game theory Render (1992). Pp. 841-56 will use to solve the problem. Waltz in 1970 by Arnold Mitchell (Futures Studies in the field of consumer behavior), to describe the changing values and lifestyles of people America was developed and formally as product research institute SRI international in 1999 entered the world of market research be. The system has been revised several times and now as the "Waltz" is used. The latest revision of this system is related to the

August 2015. VALS is formed on the basis of two main criteria that a combination of these methods determines the behavior of consumers in the market:

1) Basic motivations of consumers: The main motivation of a person, anything special about the self or the world, the main core and meaningful life management activities. Based on the waltz measures, consumers are motivated by one of the three main motivations: Perfect: consumers who are mainly motivated by ideals, principles and guided by knowledge.

Success: Consumers, who are mainly motivated by success, are looking for products and services that show their success to others. Express themselves (tendency to self): Consumers who are motivated primarily by self-expression, social or physical activity, variety, and tend risk.

2) Resource consumers: Individual desire for consumption of goods and services beyond the age, income, education level and physical resources available. Confident, open-minded, the movement's leadership, arrogance, intelligence, health, energy levels and desire to earn resources, play a major role. The personality traits associated with demographic factors, a set of resources. The available sources indicate different levels of ability to buy and they tend to increase or reduce a person's main motivation. The key to a successful marketing strategy, understanding consumers behavior. This is for businesses; non-profit organizations as well as government agencies that formulate the rules of the market are used. (Hawkins et al. 2007). particularly on the basis of a specific product are defined. (Brewer et al. 2002).

Life styles may better understand customer motivations (Jyh and Lee 2004), as well as to develop new markets and new sales technique should be used. (Davis et al. 2002). VALS at the International Institute of RSS by Michelle in 2004 contributed (Mitchell 2004). people with similar activities, VALS of psychology for personality traits of people with different uses. (Afjeh and part of the tower born 2010).

VALS basic principle is that people express their personality through their behavior. VALS in particular consumers based on personal characteristics define them. VALS into eight groups of consumers sharing, which includes not only the psychological variables, but also income, education, shopping, and other factors also adds asked. The new classification (VALS two) new eight-lifestyle division was formed: 1) personal navigation (the tendency) 2) material and psychological resources, including income, education, energy, confidence, etc.

Literature Review

Classifications of Mobile Services Mobile commerce involves mobile services, mobile technologies, and business models (Gao, Krogstie, & Siau, 2011). Lifestyle the concept of lifestyle originates from market research and research on consumer behavior (Mitchell, 2005) (Pitts & Woodside, 2005). Lifestyles are often a way for people to express their conceptions of themselves (Sarrina Li, 2013). Lifestyles can be defined as the consistent patterns that people follow in their lives, including how they spend their time and money, and they are identified through people's activities, interests and opinions of themselves and the world around them (William F. Schoell & Gultinan, 1995). Zablocki and Kanter (1976) defined lifestyles as 'a collectivity' based on shared preferences or tastes, where the people share a lifestyle as a collectivity that otherwise lacks social and cultural identity. Psychographics is the science of using psychology and demographics to better understand consumers (Kotler, 2010). Clawson and Vinson (1999) explains the significance of values in predicting the consumer behavior including consumer attitudes, degree of deliberating, product classification, and life style. According to Morgan and Doran (2003), If communication program developed based on psychographics segmentation, it will result in more effective and efficient campaigns. Hamka (2014) mentions that incorporating demographic and psychographic factors for profiling the marketplace segment established on behavioral custom furnish

supplementary vision for every single actor to discern their target customers and suitable marketing strategy and product custom to be offered.

Hypothesis

- The lifestyle of those who were satisfied with the positive attitude of consumers toward purchasing decisions widespread positive impact.
- The lifestyle of those who were satisfied with the positive attitude of consumers toward purchasing decisions limited positive impact.
- The lifestyle of those who were satisfied with the positive attitude of consumers to make purchasing decisions based on loyalty has a positive impact.
- Lifestyle were satisfied with the positive attitude of consumers toward purchasing decisions forced positive impact.
- Lifestyle advocates on consumer attitudes towards buying decisions widespread positive impact
- Lifestyle advocates on consumer attitudes towards buying decisions limited positive impact
- Lifestyle advocates on consumer attitudes towards buying decisions based on loyalty has a positive impact.
- Lifestyle advocates on consumer attitudes towards buying decisions forced positive impact
- Recent experience lifestyle standing those on consumer attitudes towards buying decisions widespread positive impact.
- Standing those lifestyle experience on consumer attitudes towards buying decisions limited positive impact.
- Standing those lifestyle experience on consumer attitudes towards buying decisions based on loyalty has a positive impact.
- Standing those lifestyle experience on consumer attitudes towards buying decisions forced positive impact.
- Lifestyle makers on consumer attitudes towards buying decisions widespread positive impact.
- Lifestyle makers on consumer attitudes towards buying decisions limited positive impact.

- Lifestyle makers on consumer attitudes towards buying decisions based on loyalty has a positive impact.
- Lifestyle makers on consumer attitudes towards buying decisions forced positive impact.
- Lifestyle activists on consumer attitudes towards buying decisions widespread positive impact.
- Lifestyle activists on consumer attitudes towards buying decisions limited positive impact.
- Lifestyle activists on consumer attitudes towards buying decisions based on loyalty has a positive impact.
- Lifestyle activists on consumer attitudes towards buying decisions forced positive impact.
- Lifestyle believers were pleased with the positive attitude of consumers to decide khrydgstrdh positive impact.
- Lifestyle believers were pleased with the positive attitude of consumers toward purchasing decisions limited positive impact.
- Lifestyle believers were pleased with the positive attitude of consumers to make purchasing decisions based on loyalty has a positive impact.
- Lifestyle believers were pleased with the positive attitude of consumers toward purchasing decisions forced positive impact.
- Lifestyle trying to survive on a positive attitude towards consumer buying decisions widespread positive impact.
- Lifestyle trying to survive on a positive attitude towards consumer buying decisions limited positive impact.
- Lifestyle trying to survive on a positive attitude towards consumer buying decisions based on loyalty has a positive impact
- Lifestyle trying to survive on a positive attitude towards consumer buying decisions forced positive impact.
- Self-actualization lifestyle on consumer attitudes towards buying decisions widespread positive impact.
- Self-actualization lifestyle on consumer attitudes towards buying decisions limited positive impact
- Self-actualization lifestyle on consumer attitudes towards buying decisions based on loyalty has a positive impact.
- Self-actualization lifestyle on consumer attitudes towards buying decisions forced positive impact.

Research model

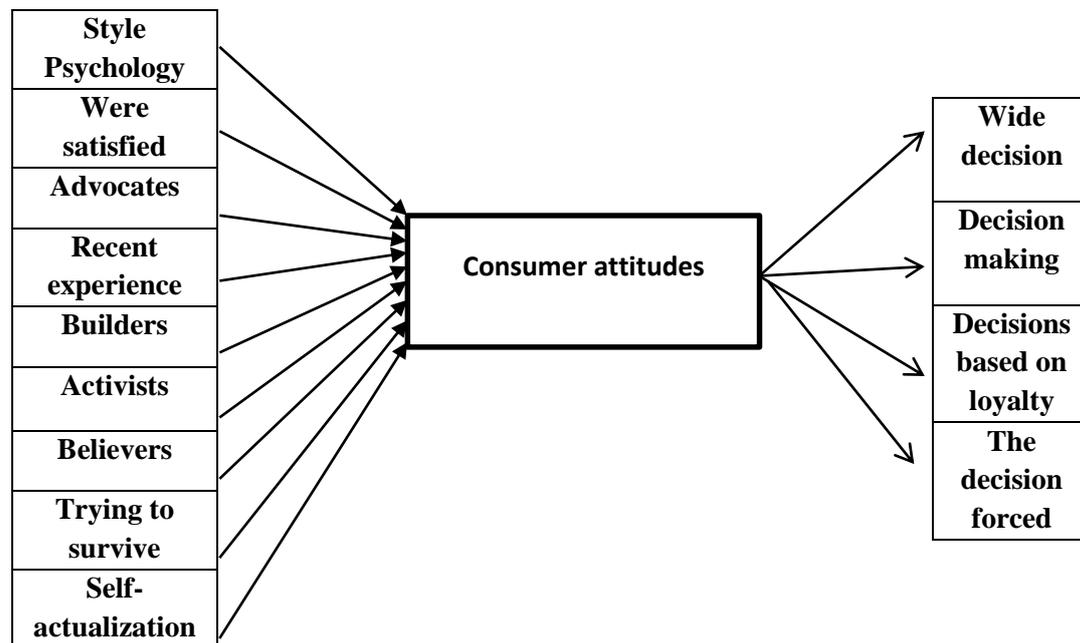


Figure 1: Model lifestyles and consumer attitudes Book Hawkins
(Source: Assael, Henry, (1998), "Consumer Behavior and Marketing Action", 5th ed. South - Western College Publishing, P.148).

Research method

In this study, the test of independence is used. The most common use of the distribution chi - square hypothesis test, there are two criteria for classification of data independence, in if the criteria applied to the same set. If one of the criteria for classification regardless of distribution. The other standard distribution occurs, we say that the two criteria for classification Are independent from each other. The sampling unit as per this study is young Iranian mobile phone users who are in the age group of 18-38. Convenience-sampling method has been adopted under the non-probability sampling technique and about 384 samples have been collected for the study. Descriptive research has been adopted which provided data about the population being studied. Survey method is used

to collect the data required. Cluster analysis is used to segment the customers into eight different segments based on VALS framework. The questionnaire is developed based on VALS inventory contains 44 questions developed by Strategic Business Insights, US. Based on their responses, 44 questions are finalized to capture lifestyles through Likert -scale (1- Strongly Disagree- Disagree, 3-Neither Agree nor Disagree, 4- Agree, 5- Strongly Agree) The following Objectives are designed for the study. To profile the consumers using psychographic segmentation mainly VALS framework .

Results And Discussion

Cluster analysis is used to segment the respondents into eight groups based on their responses to thirty statements derived from VALS framework which captures their values, attitudes and Lifestyles. Table 1 Represent the distribution frequency of gender.

Table1: The gender distribution of respondents

Sex	Frequency	Percent
women	195	51%
Man	189	49%
Total	384	100%

Cluster 1: Strivers

Consumers in this segment do like lot of variety in their lives. Consumers who fall in this category looked to others to find out what to do or what position they are in. The strivers are those who enjoy their motivation and accommodating others. To achieve any situation day and night work and money for them means success. They at times show off about themselves to others. They love trying new things instead of routine life.

Cluster 2: Thinkers

Consumers who fall in this category are thoughtful people who are disciplining and knowledge are valued. Others do not care for their

mental imagery. As consumers are conservative people and are looking for performance and quality. . They would like to be in charge of a team and to lead them. These set of customers always crave for excitement. They believe in their ability.

Cluster 3: Experiencers

Consumers in this segment are not interested in theories. Consumers experienced most of the people that are around you affect tangible ways .Recent experience its more pragmatic approach through experience outside their homes used. Recent experiences for that consumers who are young and enthusiastic, interested and feel the need to risk their wealth. They would just love spending a year or more in a foreign country.

Cluster 4: Believers

Believers are those who believe traditional. Focus on the basics in life that are subject to them. They include established beliefs and traditional values such as family or religious beliefs. They believe in their ability. They love their routine life and are not interested in trying new things. They seek to follow the habits are established.

Cluster 5:

People in this category are the world in terms of what they do see. Builders are pragmatic people who create, build their skills and production. Consumers in this segment don't like variety in their life. They love making things own their own. Here the individuals don't follow the latest trends in technologies. They are not interested in leading others.

Cluster 6: Innovators

They do like lot of variety in their lives. They love being in charge of a group and to lead them. These set of consumers always crave for excitement. They believe in their ability. They indulge in doing challenges that are new to them. People who are successful in this class, active and certified. The need to respect them is intense and a lot of information at their disposal. The average age is 43 years and 91 percent of these people are educated.

Cluster 7: Achievers

Consumers in this group who are looking for a safe success in society. Achievers are successful in terms of employment and more jobs and reward activities. They are important to the stability of the super family focus. These individuals have their interests wide and unlimited. They are considered to be fashionable.

Cluster 8: Survivors

This category of people are those who have a hard life. They are low level of financial and educational level. They have no interest in foreign travel. They do not have a job or getting fired. They strive in the challenges they work for .

Makers

Table 2: VALS smooth light distribution mapping

Psychology style	frequency	Percent
Thinkers	63	16%
Achievers	57	14/84%
Experiencers	57	14/84%
Makers	46	12%
Strivers	51	13/28%
Believers	38	10%
survivors	40	10/04%
Innovators	32	9%
Total	384	100%

Table 3: Mobile phones preference based on psychology style

Psychology style	Wide decision	Decision making	Decisions based on loyalty	The decision forced	Total
thinkers	23	19	3	18	63
Achievers	38	2	4	13	57
experiencers	1	26	16	14	57
Makers	3	14	22	7	46
Strivers	12	16	21	2	51
Believers	0	21	15	2	38
survivors	2	3	19	16	40
Innovators	13	0	15	4	32
Total	92	101	115	76	384

Table 4: Mobile phone preferences based on attitude and lifestyle

	Innovators	Experiencers	Strivers	Achievers	Makers	Thinkers	Believers	Survivors	Total
Samsung	15	22	19	13	8	18	6	7	108
Apple	11	10	14	9	6	8	2	0	60
HTC	6	13	14	16	7	14	5	2	77
Nokia	0	7	4	10	16	12	17	21	87
Lenovo	0	5	0	9	9	11	8	10	52
Total	32	57	51	57	46	63	38	40	384

This study clearly reveals that brand preferences vary across different psychographic profile of customers. ‘Apple’i-phones are bought by experiencers and innovators. The apple brand is known for its design and innovation and we find early innovators who try to keep themselves abreast to the technology are using apple mobile phones. Samsung is preferred by achievers, thinkers, innovators and experiencers. Since there are various models available in this brand, Samsung addresses the need of wide range of segments. This finding clear implies how Samsung has captured the market and became the market leader in smart phones .HTC preferred by achievers, strivers, thinkers, and experiencers consumers. HTC phone is capable of processing high-quality programs that it can compete with Samsung mobile phone. Nokia is preferred by believers and survivors because of cheap phones for calls made. Lenovo also a type of phone that is usually cheap and quality in all models makes phones.Thinkers, Believers and survivors most are using this brand.

Conclusion and Recommendations

- 1) According to the hypothesis 1,5, ,17, 29 people according to their lifestyles and attitudes, it is suggested that the decision not to select a broad marketing strategy relative to consumption Starters them.
- 2) According to the hypothesis 2, 10,14,18,22, people who according to their lifestyle and attitude, decision making do not choose recommended that promotion strategy, including selling products through skilled sales force, encouraging the use of powerful arguments in the message for the consumer to create.

3) According to the hypothesis 11,15,19,23,27,31 people according to their lifestyles and attitudes, decisions do not choose based on brand loyalty is suggested that the distribution strategy including the use of a more limited distribution and exposure to ensure that trained distributors to provide outstanding service for consumers create.

4) According to the hypothesis 4,8,12,16,28,32 people according to their lifestyles and attitudes, it is suggested that the decision not to select a wide ranging review of pricing strategy price discounts, avoiding the use of common sales, negotiating prices with customers to determine the policy for the consumer to choose.

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