

## Capitalist Economy as a Factor on Consumer Confuse

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**Abstract:** Consumer confuses in choosing and buying products is an important issue in marketing so that considering its factors and avoiding of them will result to consumer satisfaction of buying and brand loyalty. But the importance of this issue, there has been little studies in this field. This article, investigates the effects of socioeconomic (capitalist economic) factor on consumer confuse using a sample of 386 students. With the use of SPSS, Results show that variables of culture, media and social class have direct positive relation with consumer confuse. Reference group and market environment had no effect on consumer confuse. Also, moderator variable, gender, is related to consumer confuse, so women confuse more than men. According to conceptual model of the study we use regression test which result to  $R^2 = 0.45$ , that shows independent variables declare 45% variance of dependent variables. At the end, we provide some theoretical implications for future researches and suggestions for executive managers.

**Key Words:** Consumer, Culture, Media, Socio-Economic Status.

### 1. Introduction

At the beginning of the third millennium, in a competitive environment characterized by; a plethora of choice, a surge of marketing communications, decreasing inter-brand differences, increasing complexity of information and its source which increase search costs, it is no wonder that some consumers find information processing for some tasks confusing (Walsh et al, 2007).

As Caldwell recently pointed out (2004), most people are terrible choosers. As freedom of choice is accompanied with abounding traditions and habits, one is required to get involved with the single offers in an increasing assortment tool. Years ago, for example, buying a coke was not a challenge. Today, one has to choose between 15 or more varieties.

### 2. Literature review

Michael et al for consumer confuse presented a conceptual model, which 3 elements were noticed, as similar information, much information and ambiguous information (Mitchell et al 2005). In other study (Walsh & Mitchell 2010), consumer confuses and its effect on 3 variables contains word of mouth, satisfaction and trust were discussed. Consumer confuse 3 dimensions include of similar information, much information and ambiguous information, and research assumption is based on 3 different effects of word of mouth, satisfaction and trust.

Drummond, studied consumer confuse in university higher education selection. Because to choice university supplementary education occurs only one time during life, thus it's very important that people what react against decrease or neutering astray (Drummond 2004). Lisbon and Babaix presented a statistical method format for economical problems study and measuring people confuse in market conditions. In this study 2 variables were noticed Competition and noise. results show that due to competition intensity, companies would reveal more complication, on the other side because of internal nature that noise had, companies which select high noise, made more confuse among consumers (Lisbon and Babaix 2004)? Also, Mitchell and Papavasilliou studied at consumer's indecision in clock market and ascribe it to below factors: continuously increased data, unprecedented excessive products during past decade, purchase ability from

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<sup>1</sup> See Bourdieu (1984, 1985, 1986, and 1987).

abroad markets by consumers and raised imitative strategies (copy). They tested confuse decreased strategies which comprised of 32 items in 6 class (Mitchell and Papavasiliou 1997). They also recognized 3 resources of disturbance: excessive selections among products and shops, similar products and finally, vague, astray and insufficient data which transmit through marketing communications. They also emphasized on the point that every element mixed with marketing should be studied because of recognition of confuse producing factors (Mitchell and papavasiliou 1999). Other researches were done on confuse background: consumer's indecision Study in mode, by (cheary 1997). Consumers confuse investigation in telecommunications, by Turnball leek and Ying (Turnball leek and Ying 2000).

### 3. Theoretical framework

The culture, frames created by culture identified as norms. In fact, norms are laws which identify every particular state form and or prevent to form and outbreak them. Norms raised from social cultural values.

In fact, cultural values are firm and steady beliefs which stabilize everything that interested and proper for a society (Hawkins, 2006). According to Hawkins et al view (Hawkins, 2006), cultural values are having a triple classification which include of other oriented values, environmental oriented values and self oriented values. Other oriented values: these are reflections of relations between interior society members and groups. These relations are important effects on a social marketing. Environmental oriented values; these are reflections of relations between a society and economical, technical and physical environments. Self oriented values: these values are reflects of each person of society view about life. Every one of these values has variables. in this study 6 variables selected which are more important will study : In other oriented values subject, youth / age , competitive / cooperative , And individual / collective and diversity / uniformity , for environmental oriented values , performance / status and tradition /change .Culture, defined in its broadest sense, is the totality of a society's distinctive ideas, beliefs, values, and knowledge. It exhibits the ways humans interpret their environments (Serrat, 2008).

In research on socioeconomic status and social class, these are commonly operationalized as combinations of variables such as income, education, and occupational prestige (Cohen, 2009). "Class" for Bourdieu, therefore, is a much more expansive concept, covering all inequalities in opportunities (life chances) that can be attributed to socially-determined inequalities of resources of whatever sort (Wright, et al, .2003). We may speak of a "class" when (1) a number of people have in common a specific causal component of their life chances, insofar as (2) this component is represented exclusively by economic interests in the possession of goods and opportunities for income, and (3) is represented under the conditions of the commodity or labor markets. This is "class situation."

**F 1:** Culture has positive and significance relation with consumer confuse.

**F 2:** Social class has positive and meaningful relation with consumer confuse.

Reference groups are ones that affects on others values, understandings and behaviors. Reference group necessarily are not celebrities (Venus 2006).The dominance level of counterpart groups effects on product nature. Studies show strong relation between consumer socialization and identical groups (Abdolhamid 2007). Dohlika says, interaction among counterparts can count initially irrational socialization (Chawada 2005).Counterparts communion in learning materialistic values and social incentives (Schoenbacher 1995). Effects natures of reference groups: reference groups have three effects on individuals. Information effect: this effect occurs when an individual applying reference groups member's behaviors and views as useful information components. One person may notice that group members using special mark thus conclude that the mark is good, and then decide to buy it.

**F3:** Reference groups have meaningful relation with consumer confuse.

A prominent thing is in media which appear in public mind and cause for related behaviors with consumer as car buying (McNeal 1999). In fact access and use of multimedia such as inside and abroad radios, Television , satellite receiver , internet , cinema, newspaper , book , magazines , pictures and images and .... can increased persons knowledge From different marks and products ( Hawkins 2006 ). At this

**F4:** Media has meaningful relation with consumer confuse. Actually, general environment directly related to consumers behaviors. Nevertheless, general environment can understand through consumers behavior influence view. At this case especially can mention to buildings appearances, cities roads designs, selling and buying centers which are unconsciously influenced from consumers operations during buying. As Winston Churchill said, first we form our buildings then others form them (Mouvan 2007). On the other side environmental conditions also can temptation consumer to buy (Kim 2003).

**F5:** Market environment has a meaningful relation with consumer confuse.

#### 4. Methods

University students were selected as statistical society, students are progressive people in a society and identifying those leads us to better recognition of society. 384 members were selected as statistical sample and to avoid from questionnaires disorder and unreturned, 400 questionnaires were distributed that finally 386 questionnaires were completed. Questionnaires high return rate 96.5% was favorite and acceptable.

#### 5. Analysis and discussion

For better and more correct recognition of statistical sample, we used prescription statistic. findings analysis show that 61.7% of responders were women and 38.3% were men .college students by 25 members (6.5%) abundance were the smallest responder group and MSc students by 267 member(69.2%) abundance were the biggest responder group responders . other cases separately and sufficiently are written as below .

Relation with students families incomes, almost 68.9 % of students lived in families with incomes about 500\$ to 2000\$, that showed the statistical sample members belong to middle class.

By regard to correlation table reveal that the variables correlation is good.

Correlation between market environment variable and social class variable is 0.009. Reference group's variables Sig are in order to variables of culture 0.053, market 0.862, media 0.411 and social class 0.007.

And because all they are more than 0.05 except social class, therefore is not significance. Other variables Sig are less than 0.05 until here. All are significance. And from statistical point show good correlation Coefficient that shows model has explanatory ability is showing with R. And for our model R=0.45. Thus illustrate independent variables from Dependant variable. This is a good number. For Durbin – Watson test, So Durbin–Watson statistical value (1.875) at 1.5 and 2.5 distance and by regarding no error, isn't refused and can use regression.

Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.118	1.048	.046	3.928	.000
Culture	.344	.049	.495	7.041	.000
Reference groups	.020	.057	.015	.344	.731
Market environment	.031	.078	.021	.395	.693
Media	.202	.094	.332	2.138	.009
Social-economical base	.117	.053	.264	2.206	.018

a. Dependent Variable: Consumer Confuse

As seen from table Sig reference groups variables and market environment are more than 0.05, thus theories 4 and 5 are refused, and rest theories are confirmed as below figure:

- Culture has direct and positive influence on consumer confuse.
- Media has direct and positive influence on consumer confuse.
- Class has direct and positive influence on consumer confuse.
- Reference groups and market environment have no influence on consumer confuse.

Extensive of independent variables importance measuring by  $\beta$  coefficient and if it be more than its importance in dependant variable will increase. By regard to above table we can conclude that variables of culture, media and social class are more dependants because maximum  $\beta$  relate to culture and minimum  $\beta$  relate to social class. ANOVA test performed and by regard to test value (63.374 ) with error level 0.01 , can conclude that research regression model comprised of 5 independent variables , 2 Background variables and 1 dependant variable (confuse) was a good model and all independent variables can explain confuse changes . T test performed in samples based on gender and found that gender background variable influence on consumer confuse so that women are more uncertain than men, for buying. By respect to obtained results from variance analysis test  $F=0$ ,  $\text{sig}<0.05$ . There is a meaningful difference between confuse in different educational groups. Thus for recognition of difference LSD supplementary test performed. The table shows a meaningful difference between medical, human sciences and basic sciences.

## 6. Conclusion

Social class regarded as mind processes and persons self images. This image and vision is being obtained through culture of society, information interactions and communicating with other people. some factors such as family economical position , parents education levels are regarded in this section .important point in relation with statistical sample Refers to youth student stratum , on one side are their families , on the other side there are students view and scenes that they image for themselves . In other word students look at themselves past and future. This mutual and sometimes multi sides view cause for a confuse in students behaviors and decisions which is in contrast to present situation , Also for individual social class . In respect of person's decision for purchase, instead of notice to himself abilities, often he notice to himself view and scenes thus will be confuse. Media is one of the main nowadays living necessities in other word person individually isn't decision making and at one other factor (as media ) interfere in decision making . On the other side due to huge volume of distributed information from abundant satellite networks, TVs, radios, internet wide spread network and magazines and ... a person can get excessive information. One point that cannot neglect it refers to media high using by sample group. Media has basic role among students to collect information. Simultaneously with growing internet sites, information uncertainty and vague is being important, too. And this is a good reason for consumer confuse during purchase process.

To explain culture role two mentioned factors (social class and media) are helpful. In student's cultural acceptance, twofold type can be seen. Variables such as individualism, partnership and are factor that confuse the person during buying process. On the other side students, themselves constituting cultural components and a transition type will be seen in this group which has important role in decision makings and actions. In regard to confuse among women and men it is observed that confuse among women is higher than men. by look at created confuse due to media growing and abundant obtained information , likewise people image that the best places for get information and decision making are goods selling places and services submitting places. In other word present at market by disregard for crowded, can be a factor for certainty to support decisions and actions. Reference groups have basic role in ordinary living people particularly Students, on the other hand such groups as professors, friends and townsman can create certainty for students in other word notice to other ideas producing a support for decision. The other factor that can add to market and reference groups variables is an orally or conversation relation that individual can see himself decision objectivity.

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