



1st International Conference on Applied Economics and Business, ICAEB 2015

An Examination of the Impact of Cultural Values on Brand Preferences in Tehran's Fashion Market

Fahimeh Chegini^{a,*}, Saeed Baghayi Molan^b, Somaye Sanei Kashanifar^c

^a*Department of Management, Faculty of administrative & Economics, University of Isfahan, Isfahan, Iran*

^b*Department of Management, Science & Technology, Amirkabir University of Technology, Tehran, Iran*

^c*Department of Management, Khatam Institute, Tehran, Iran*

Abstract

Consumers' brand preferences and loyalty is what has obsessed minds of consumer behavior analysts for many years. There are, definitely, many factors influencing this process but undoubtedly, culture is the most effective factor on a consumer's behavior which is presented in the values and norms a society emphasizes. Culture affects consumer's buying behavior due to its emergence in the values they focus. Since values are long lasting, efforts to change them are useless. So, marketers almost always try to swim along the waves of culture rather than against them. Every culture consists of a series of values which are transferred to its members. One of the most common views in brand preferences studies is the self-congruity theory, according to which a consumer's behavior is to a great extent defined by comparing one's self image with the brand personality of a product. This theory plays an important role in marketing as it is mentioned that consumers are mainly influenced by their self-image, especially when making fashion buying decisions. This paper focuses on how much brand preferences are identified by cultural values of consumers and to what extent each construct of values can explain brand preferences in Iranian context. Brand preference in this research is measured using a brand personality scale. Values are also measured using list of values (LOV). Hence, a sample of 313 consumers of Adidas, Nike and Holiday sports clothes was selected in Tehran. Structural equation modeling technique and one-way ANOVA were utilized for data analysis.

© 2016 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of SCIJOUR-Scientific Journals Publisher

Keywords: consumer behavior; cultural values; brand preferences; self-congruity theory; brand personality

* Corresponding author. Tel.: +98 912 580 2006
E-mail address: fahimeh.chegini@gmail.com

1. Introduction

With international marketing growing, firms should decide whether to opt a global marketing strategy or a local one? Global strategy is based on a belief that needs of consumption and ways to respond to them remain the same in different markets around the globe, therefore, it is not necessary to change the marketing mix for and with regard to every country's specifications. Local strategy is, on the other hand, based on a fact that there should be different marketing plans according to each country's needs, values, habits and buying power (Roosta,2007). With the emergence of global market segments, marketing and branding managers in firms with markets of multiple cultures and countries have to face the challenge of common consumption-related behavior with logos and brands of special meanings to them, if they seek to serve these markets effectively (Gammoh et al.,2011).

To guide managers who seek an effective way to improve their brand equity in the competitive global market, Alden et al.(1999) has depicted a new brand positioning strategy called "global consumer culture positioning" (GCCP), versus two other strategies: foreign consumer culture positioning (FCCP) and local consumer culture positioning (LCCP) (Gammoh et al.,2011). In his paper, Gammoh et al.(2011) proposes GCCP strategy as the one with the most acceptance and appeal for consumers. Hence, the effect of culture on brand positioning in global markets scale is one of the most important issues for marketing managers. Commercial firms use standardized brand image strategies rather than local brand image strategies with no strong evidence; especially, when implementing a series of international advertising activities, they ignore cultural values in local markets. Brand images in international markets should reflect the differences in cultural values which represents different needs of consumers among various nations. Rajagopal in his paper (2009) reports some factors to be of most importance for powerful brand strategic positioning, one of which is cultural values. He also states that brand personality traits can contribute to consumers' brand preferences and can be longer lasting than functional attributes due to the symbolic meaning and the emotional tie they create. Many scholars have also tested the influence of cultural values on brand awareness and come to a conclusion that values have significant effect (Foscht et al., 2008; Buil et al.,2009; Mulyanegara and Tsarenko, 2009; Park and Rabolt, 2009; Rajagopal, 2009; Gammoh et al.,2011; Sung et al.,2011; Paasovaara et al.,2012).

2. Literature Review

2.1. Brand preferences

Research into brand preferences has gained the interest of many marketing scholars since 1970s when they began to examine attributes of brand preferences over a range of products. One of the most popular concepts in brand preferences is the theory of self-congruity. According to this theory a consumer's behavior is partially identified by a comparison of an individual's self image with a product's brand image (Mulyanegara and Tsarenko, 2009).

Whether marketers like it or not, brands gain a personality and reputation among consumers which will influence their buying decisions. This is why marketing and brand managers should plan for their brands' personality (Hawkins et al., 2004). Brand personality is defined as "the set of human characteristics associated with a brand." Researchers, in consumer behavior studies, have done some research into how a brand personality enables consumers to express their own self, ideal self or specific dimensions of self through a brand (Aaker, 1997).

Foscht et al.(2008) in a six-nation research of brand perception of the same brand concludes that the same brand is perceived differently in various cultures. He then questions this and states that if a firm chooses to be more market-oriented, in order to make the brand more relevant to that market's self-concept, should emphasize the brand characteristic that is desirable in that market, though may not desirable in other countries.

2.2. Brand Personality

Brand personality, in marketing literature, was first mentioned in the early 1950s, when Gardner and Levy (1955) proposed that brands own traits which are conceived by consumers in complex ways. This continued to interest others (Levy, 1959; Landon, 1974; Crask and Lasky, 1990) who concluded that brand personality can (Mulyanegara and Tsarenko, 2009):

- Improve the attraction of a consumer to a specific brand through personality investment.
- Help marketers to establish those characteristics which are perceived emotionally.
- Assist marketers to develop exclusive positioning strategies through brand differentiation.

Sheena and G. Naresh in their research named “Do brand personalities make a difference to consumers?” used a brand personality scale to conclude that marketers should focus on strengthening their strategies by emphasizing on the significant personality traits of their brands(2012).

Aaker (1997) in her research paper “Dimensions of Brand Personality”, identified brand personality dimensions asking a total of 631 subjects to rate a subset of 37 brands on 114 personality traits. She concluded that consumers’ perception of the personality of a brand is formed under 5 main constructs: Ruggedness (e.g., Nike tennis shoes), Sophistication (e.g., Guess jeans), Competence (e.g., The Wall Street Journal), Excitement (e.g., MTV channel) and Sincerity (e.g., Hallmark cards). Finally she depicted the framework of brand personality represented by 42 personality traits as in Fig 1:

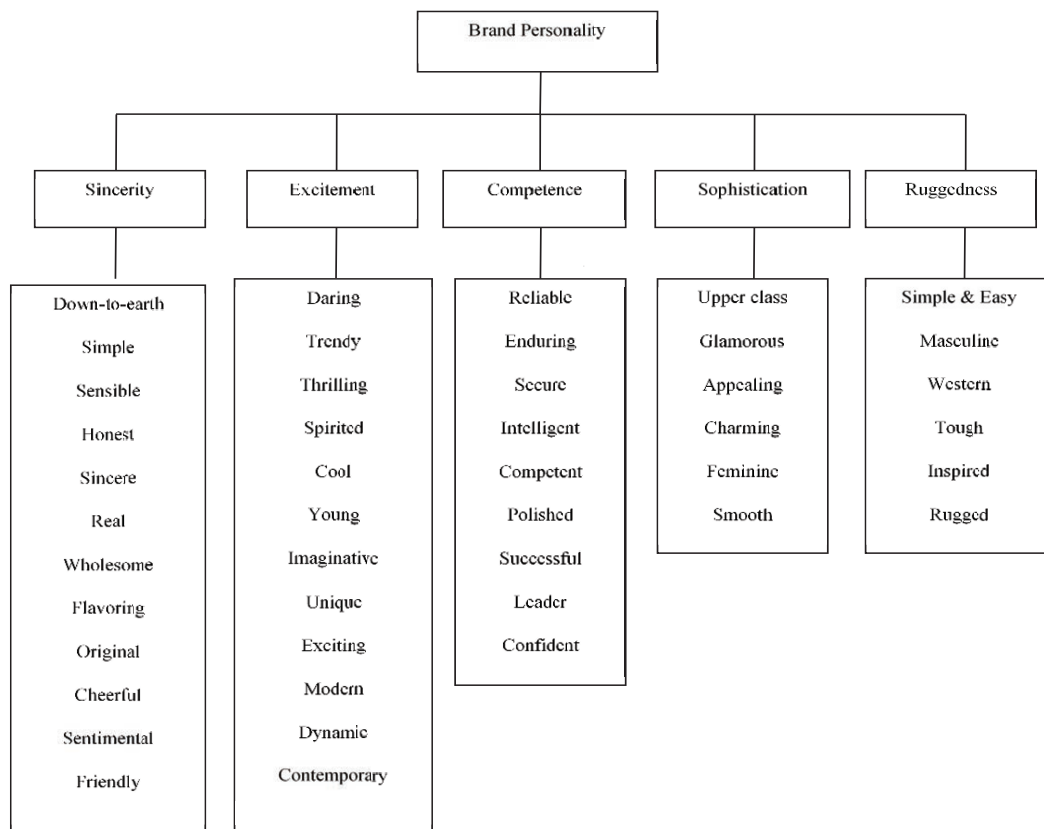


Fig. 1: Brand Personality Framework (Aaker, 1997, p.352)

Culture is the most effective environmental factor on consumer behavior which is defined by values and beliefs in the society (Assael, 1995). Culture is the complex whole that includes knowledge, belief, art, law, morals, customs and any other capabilities and habits acquired by humans as members of society (Hawkins & Mathersbaugh, 2010, p.42). Products and services are reflective of culture and their cultural meaning is often stated as symbols. Consumers buy products to express their self through a symbol rather than to benefit from them. This is

why marketers attempt to establish symbols which introduce products with positive cultural values (Assael, 1995). Culture influences buying behavior as consumers show it in the values they learn from the society. Values such as individuality, independence, success and self fulfillment (Assael, 1995), so marketers always try to swim along the cultural waves rather than against them (Assael, 1995, p.452). Cultural values are “enduring beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or endstate” (Rokeach, 1973, p. 5). Assael (1995) mentions the characteristics of cultural values as below: 1) Cultural values of other societies are learned by three ways: formal learning, informal learning and technical learning. 2) Cultural values direct an individual’s behavior through establishing cultural norms. 3) Cultural values are permanent as well as being dynamic. 4) Cultural values are mainstream, common values which distinguish one culture from the other.

Values are beyond objects and situations. They are related to behavioral states (instrumental values) and end-state existence (Terminal values). Each group of values influences consumers’ choice criteria in some ways (product choice and brand choice). Choice criteria also influence formation of a consumer’s attitudes toward the product and the brand (Loudon and Della bita, 1993). Based on a model of Loudon et al., the criteria of choosing a product model are the prominent attributes of a product whereas the brand choice criteria are the prominent attributes of a brand. These findings are helpful for brand positioning so that advertisements can transfer a brand’s superiority to potential buyers. Gutman (1982), Rokeach (1968) and Rosenberg (1956), in their theories, also consider product attributes, which provide consumption goals, a connector between culture and consumer behavior and supplier of terminal values, or in other words cultural values (Assael, 1995).

Various approaches have been used to measure consumers’ values in marketing research one of which is the approach introduced by Kahle (1983) with the aim of removing shortcomings of Rokeach’s list of values which turned out to be a more common tool to evaluate values in nonpsychologic studies as it is easier to reply and manage (Mehmetoglu et al., 2010). It includes 9 terminal values which have been proposed using 18 terminal values in Rokeach’s list and Maslow’s hierarchy of needs and many other researches ,e.g., Feather (1975) (Mehmetoglu et al., 2010). Kahle’s list of values (LOV) includes the following 9 values: Warm relationship with others, Self-respect, Sense of achievement, Fun and enjoyment in life, Self-fulfillment, Being well respected, Security, Sense of belonging and finally Excitement.

Kahle (1983) has suggested three main domains regarding LOV items: internal (self-respect, sense of achievement, self-fulfillment), interpersonal or hedonic (fun and enjoyment, excitement), and external (warm relationships with others, being well respected, sense of belonging, security). Internally oriented individuals (those who rate fun and enjoyment, self-fulfillment, excitement, a sense of accomplishment and self-respect highly) want more control over all aspects of their lives. In contrast, those people who rate the external values (sense of belonging, being well respected and security) highly are more inclined to let fate control their lives. Chan and Rossiter (1997) also agreed that the LOV items could be divided into internal and external orientations. They believed consumers with an internal locus of control are much more individualistic, while those with an external locus of control are more concerned with their social group and its approval (Watkins and G noth, 2005, 227).

3. Hypotheses and Conceptual Research Model

Based on the literature above, the self-congruity theory plays an important role in fashion marketing since consumers and, in particular, youngsters are mainly influenced by their self-image while making fashion based buying decisions. (Mulyanegara and Tsarenko, 2009). Based on this and the values-brand congruence concept which states that brand preference is due to a compatibility between the human values which are demonstrated in a brand as symbols and the values that one endorses. Thus, The research are hypothesized as follow:

H₀) There is a significant relationship between cultural values and brand preferences

H₁) There is a positive relationship between each item of values and brand preferences

The model in this paper (Fig.2) uses Aaker’s brand personality constructs and Kahle’s list of values. This examines the impact of cultural values as a whole as well as each item of LOV on brand preferences which is evaluated by brand personality scale.

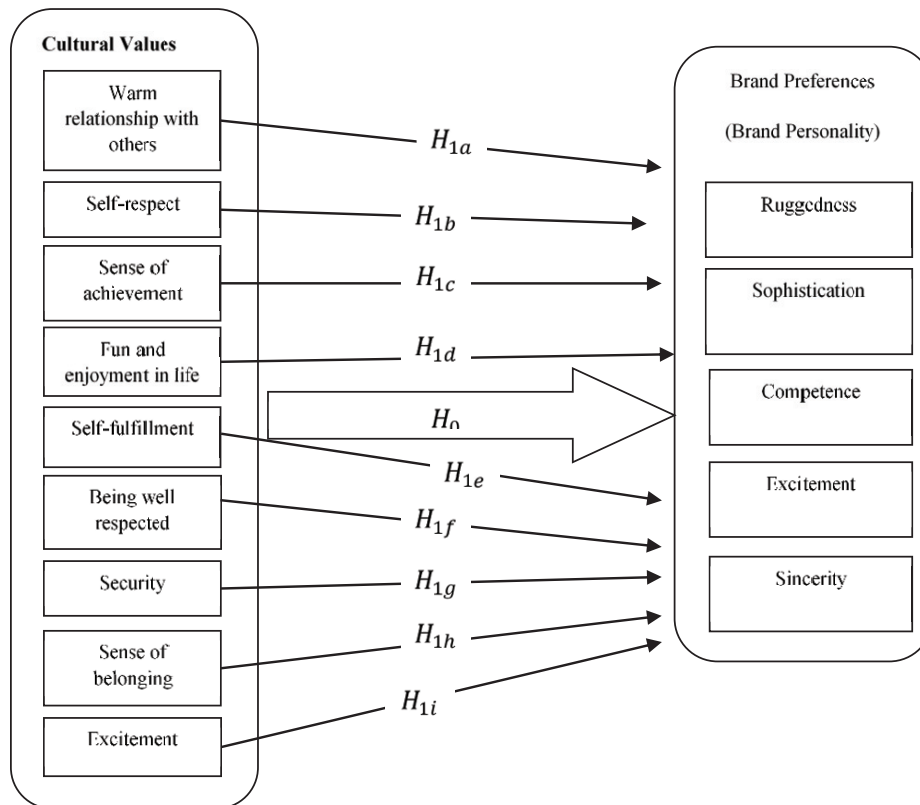


Fig 2. Model of Research

4. Methodology

4.1. Sample and Data Collection

Both primary and secondary data collection methods were employed. Primary data were obtained through questionnaires given to respondents while the secondary data were gathered through books, journals, articles, internet and other published materials. The population study was chosen to be customers of two foreign brands in sports clothes, Adidas and Nike, and one well-known local brand, Holiday. 350 questionnaires were distributed among customers of all branches of these brands in Tehran. After removing altered ones, 313 questionnaires were analyzed.

The questionnaire consisted of three sections. One section for the demographic data, the second to evaluate the respondents' cultural values and the last section for brand personality identification.

4.2. Measure for cultural values

A list of values (LOV) (Kahle and Kennedy, 1989) was applied to measure the values construct. The respondents were asked to rate the 9 items on the list ranging from 1=important to 6=very important. At the end they were asked to define one item as the most important value to them.

4.3. Measure for Brand personality

The Brand Personality Scale was adopted from the “Dimensions of Brand Personality” (Aaker,1997). Subjects were asked to choose one brand they preferred to the other two and to answer the 45 questions regarding the personality they assumed for the brand of their choice as if it was a human.

5. Data Analysis

About 54% of the people surveyed were aged between 20 and 30,59% of the respondents were female and 61% were single. Most of them had a master’s or a higher degree. Adidas with 47.3% was the most preferred brand for sports clothes.

5.1. Reliability and validity of measures

The validity of the primary data was ascertained by using validated questionnaires. According to Euro journal (2012) a validated questionnaire is one which has undergone a validation procedure to show that it accurately measures what it aims to do, regard component responds, when they respond, and to whom they respond or when self-administered(AI Azzawi and Nzube Ezeh,2012). Both the LOV and Aaker’s BPS are widely known and used. For the evaluation of instrument validity, thanks to the use of CFA technology, the first step of evaluation assesses whether the overall model fit satisfies the criteria of CFI (comparative fit index) >0.90, RMSEA< 0.08, and AGFI >0.85. The results indicate that the measurement model for Brand Personality has acceptable model fitting ($X^2/df = 2.05$, AGFI = 0.86, CFI = 0.92, RMSEA = 0.024). Principle Component Factor analysis was used to analyze on 42 variables of brand personality and 9 items of LOV. Dimensions with factor loadings that are equal to or greater than 0.40 were retained. Based on Table 1, only 35 out of 42 variables of brand BPS were loaded. Seven personality traits (Down-to-earth, simple, cool, feminine, simple and easy, smooth, and western) were below 0.40 factor loading.

Table 1: Validity of Brand Personality Scale

Facets	Factor Loading	T-Value	Facets	Factor Loading	T-Value
Competence			Sincerity		
Reliability	0.65	12.68	Sensible	0.44	7.73
Enduring	0.43	7.55	Honest	0.61	11.32
Secure	0.7	13.75	Sincere	0.47	8.39
Intelligent	0.73	14/62	Real	0.57	10.4
Polished	0.82	17.36	Wholesome	0.71	13.72
Competent	0.72	14/03	Flavoring	0.52	9.35
Successful	0.85	18.4	Original	0.67	12.66
Leader	0.72	14.33	Cheerful	0.67	12.8
Confident	0.77	15.79	Sentimental	0.38	6.59
			Friendly	0.55	10.01
Sophistication			Excitement		
Upper Class	0.8	16.42	Daring	0.74	16.12
Glamorous	0.82	17.2	Trendy	0.67	13.03
Appealing	0.85	18.17	Thrilling	0.56	10.42
Charming	0.78	15.85	Spirited	0.58	11.02
Ruggedness			Young	0.43	7.82
Masculine	0.49	8.65	Imaginative	0.73	14.58

Tough	0.6	16.36	Unique	0.7	13.75
Inspired	0.64	12.02	Exciting	0.7	13.76
Rugged	0.78	15.66	Modern	0.87	19.01
			Dynamic	0.54	9.96
			Contemporary	0.8	16.8

Chi-square = 1342.12; RMSEA = 0.024; X²/df = 2.05; CFI = 0.92; IFI = 0.91; RFI = 0.90; AGFI = 0.86; NFI = 0.90

The LOV measurement fitting statistics also confirm factor analysis results (RMSEA = 0.032, X²/df = 1.53, CFI = 0.91, AGFI = 0.85). According to the results shown in Table 2, all of the LOV items except (Self-respect) were loaded.

Table 2. Validity of Cultural Values List

Items of Cultural Values	Factor Loading	T-Value
Warm Relationship with others	0.49	6.47
Sense of achievement	0.45	5.93
Self-fulfillment	0.79	11.78
Being well- respected	0.49	6.49
Security	0.5	6.67
Sense of belonging	0.6	8.23
Excitement	0.7	9.95
Fun and enjoyment in life	0.83	12.63

Chi-square = 30.66; RMSEA = 0.032; X²/df = 1.53; CFI = 0.91; IFI = 0.91; RFI = 0.89; AGFI = 0.85; NFI = 0.90

To ensure the reliability of constructs, Cronbach's alpha coefficients were calculated for each of the five constructs of brand personality and cultural values as a whole. For Cronbach's α an acceptable threshold of 0.70 is recommended (Nunally, 1978). Table 3 shows a summary of the reliability analysis results. The results demonstrate that the minimum acceptable values are achieved for all constructs, indicating the scale of this study has high and sufficient reliability. The result of Kaiser-Meyer-Olkin Measure of Sampling Adequacy analysis indicated that the KMO is more than 0.6 (KMO = 0.755) and Bartlett's Test of Sphericity is significant (Bartlett's Test of Sphericity = 13182.46, Sig = 0.000). The results approved that the data was appropriate for factor analysis.

Table 3: Reliability Statistics

Dimensions	No. of Items	Cronbach's Alpha
Sincerity	12	.705
Competence	9	.754
Sophistication	6	.726
Excitement	12	.813
Ruggedness	6	.703
Brand Personality	45	.928
Cultural Values	9	.758

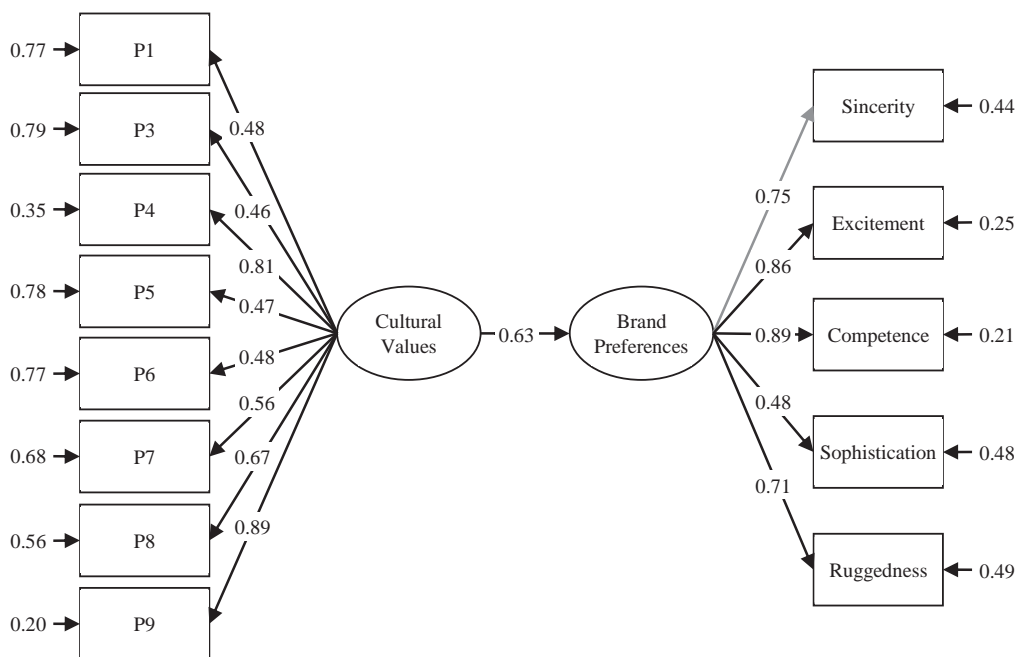
5.2. Test of Hypotheses

Table 4 presents several goodness of fit indices of the structure model. Among these fit measures, $X^2/df = 2.95$ is below the suggested value of 3; goodness of fit (GFI) = 0.89 is approximately near the threshold value of 0.9, and the value of RMSEA is 0.000, which is below the acceptable value of 0.08. These numbers indicate that a strong goodness of fit between the theoretical model and actual data is verified to exist. Moreover, CFI and incremental fit index (IFI) meet the suggested value of 0.9, suggesting a good degree of fit and parsimony for the overall model. In sum, all of these fit measures for the structure model are acceptable, indicating that the structure model of the theoretical framework provides a good fit with the data.

Table 4. Model Statistics for Goodness of Fit

Fit Indices	Value Measured	Accepted Range
X ² /df	2.95	X ² /df ≤ 3
RMSEA	0.000	RMSEA < 0.09
GFI	0.89	GFI > 0.9
AGFI	0.85	AGFI > 0.85
CFI	0.90	CFI > 0.90
IFI	0.90	IFI > 0.90

After proving the fitness of model the results of structural equation modeling (Fig.3, Table 5), performed by LISREL 8.5, reveals the coefficient of 0.63 and a T value of 9.81 at P < 0.01, supporting the existence of a meaningful relationship between cultural values and brand preferences.



Chi-Square=188.79, df=64, P-value=0.00000, RMSEA=0.078

Fig.3: Structural Equation Modeling

Table 5: Structural Equation Modeling Results

H_0	Est. Value	Standard value	Standard bias	T-Value	Variance Explained R ² (Sig.	Result
There is a significant relationship between cultural values and brand preferences	0.63	0.63	0.064	9.81	0.4	P<0.01	supported

To examine the components of the second hypothesis, data were analyzed using a series of analyses of variance (ANOVA). The results were all significant (below 0.05) and supported all H_1 hypotheses. The correlation coefficient (R^2) of each item of LOV in Table 6 indicates that “sense of achievement” has the most significance in total variance explained for brand preferences.

Table 6: One-way ANOVA Test results and Total Brand Preference Variance Explained by LOV Items

LOV Items	Sig.	F-value	β	R^2
Warm relationship with others	0.003	9.08	0.18	0.032
Self-respect	0.000	33.59	0.332	0.11
Sense of achievement	0.000	96.074	0.511	0.261
Fun and enjoyment in life	0.000	46.556	0.382	0.146
Self-fulfillment	0.000	49.77	0.395	0.156
Being well respected	0.000	13.553	0.218	0.047
Security	0.000	54.33	0.407	0.166
Sense of belonging	0.000	33.845	0.333	0.111
Excitement	0.000	9.836	0.187	0.035

5.3. Relationship between Demographic variables and Brand preference dimensions

Independent t-test was used to make a comparison of means between male and female respondents in terms of how they attach themselves to the five dimensions of brand personality. The results show that the mean scores between male and female respondents did not have significant differences for any of the dimensions except for sophistication ($t = -2.392$; Sig. = 0.017). The same test for a comparison of means between married and single subjects showed no significant difference for any dimensions.

A one-way between subjects ANOVA, shown in Table 7, was conducted to compare the effect of education level on brand preferences. There was a significant effect of education level on all dimensions of brand personality at the $p < .05$ level for the junior college diploma-bachelor's, diploma and below, master's and upper conditions. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the junior college diploma-bachelor's condition was significantly different than the diploma and below condition. However, the master's and upper condition did not significantly differ from the junior college diploma-bachelor's and the diploma and below conditions for any dimensions. Taken together, these results suggest that each dimension of brand personality is more significant to people with academic degrees.

Table 7: One-Way ANOVA result based on respondents' level of education

Level of Education	N	Mean	Std. Deviation	F- Value	Sig.	
Sincerity	Diploma or Below	65	45.2308	8.76386	14.572	.000
	Junior College_Bachelor's.	102	53.2255	8.17858		
	Master's or Upper	140	50.9214	10.49705		

	Total	307	50.4821	9.83103		
Excitement	Diploma or Below	47	49.9787	10.63319		
	Junior College_Bachelor's.	96	56.9688	10.56653	7.216	.001
	Master's or Upper	137	53.4380	10.78661		
	Total	280	54.0679	10.92164		
Competence	Diploma or Below	59	37.6610	7.68252		
	Junior College_Bachelor's.	102	43.0980	8.27918	7.121	.001
	Master's or Upper	137	41.6350	9.76554		
	Total	298	41.3490	9.07168		
Sophistication	Diploma or Below	59	22.2034	6.90772		
	Junior College_Bachelor's.	102	26.3235	6.18552	7.564	.001
	Master's or Upper	143	24.1958	6.80126		
	Total	304	24.5230	6.76426		
Ruggedness	Diploma or Below	65	22.6615	5.72079		
	Junior College_Bachelor's.	102	26.4412	5.07483	18.041	.000
	Master's or Upper	143	22.4056	5.59204		
	Total	310	23.7871	5.74821		

In table 8, ANOVA between group results for the effect of age range on each dimension didn't show any significant differences in terms of excitement (Sig.= 0.29)and sophistication(Sig.=0.06). However, significant means differences were observed in the aspect of sincerity (F = 5.302. Sig.= 0.000), ruggedness (F = 5.123; Sig. = 0.001) and Competence (F = 4.327; Sig. = 0.002) of the brand personality. While sincerity was most significantly important to the group age 20-30 and 30-40, competence and ruggedness were important to the group age 30-40 and the group age 40-50 respectively.

Table 8: One-Way ANOVA result based on respondents' age group

	Age Group	N	Mean	Std. Deviation	F-Value	Sig.
Sincerity	20 & below	34	45.0000	6.43381		
	20-30	164	51.7439	9.59782		
	30-40	90	51.3889	9.86959	5.302	.000
	40-50	16	45.6875	13.12361		
	50 & upper	3	42.0000	.00000		
	Total	307	50.4821	9.83103		
Excitement	20 & below	25	50.3600	10.69611		
	20-30	158	54.7468	10.09442		
	30-40	81	54.1728	12.28189	1.263	.287
	40-50	16	52.6250	11.59813		
	50 & upper	0	.	.		
	Total	280	54.0679	10.92164		
Competence	20 & below	31	35.9032	8.66162		
	20-30	164	41.7378	8.36650		
	30-40	84	42.9286	10.12665	4.327	.002
	40-50	16	41.1875	7.77362		
	Total	298	41.3490	9.07168		

	50 & upper	3	33.0000	.00000		
	Total	298	41.3490	9.07168		
Sophistication	20 & below	31	21.8065	6.85283		
	20-30	167	24.8982	7.34489		
	30-40	87	25.0575	5.04020	2.258	.063
	40-50	16	24.1875	7.78219		
	50 & upper	3	18.0000	.00000		
	Total	304	24.5230	6.76426		
Ruggedness	20 & below	34	21.0588	6.47111		
	20-30	167	23.2575	5.71087		
	30-40	90	25.3222	5.27838	5.123	.001
	40-50	16	26.6250	4.41022		
	50 & upper	3	23.0000	.00000		
	Total	310	23.7871	5.74821		

6. Discussion

In today's growing market, more firms are likely to expand their markets beyond home borders. But what marketing managers should take into account is the profitability of the strategy they opt. Brands are the major outcome of firms and a baby which needs to be protected in order to grow up over time. The personality which is decided to be applied to companies' brands needs to be tailored to target markets' interests, norms and values. Hence, many scholars (Alden et al., 1999; Gammoh et al., 2011) have proposed the use of global consumer culture positioning as the one which adapts to consumers' culture and therefore the acceptance of brands beyond own borders. In addition, the importance of creating a culture-oriented personality for brands in providing competitive advantage and brand loyalty is not ignorable. Brand personality is the set of human traits attributed to brands. So consumers tend to choose brands which have closer characteristics to their own. Based on the self-congruity theory, people prefer brands which support their self image. Self image is defined by one's values and culture. Therefore, from this aspect brand preference is dependent on compatibility of values which symbolically represent in brands with the values emphasized by an individual.

7. Conclusion and Implications

The results in this paper provided more evidence to the previous studies about culture and brand preference: indicating that there is a positive relationship between cultural values and brand preference of consumers in Iranian fashion market- as it was assumed in the first and foremost hypothesis of this research. It has also been proved that about 40% of consumers' brand preferences is defined by their values. The results of ANOVA testing confirm that "sense of achievement" has the most effect on brand preferences. With regard to the domains mentioned by Kahle and Chan and Rossiter, mentioned in the literature, customers in Tehran Fashion market tend to control different aspects of their lives themselves and are less concerned with the approval of their social group which means that marketers in sports clothes firms should devise for more individualistic brand character building plans and advertising themes. As proved by the hypotheses test results, despite common belief that generally attributes excitement to sports, "excitement" had the least endorsement in total brand preference variance explained by cultural values items.

Regarding the results of the inspection of the relationship between demographic variables and brand personality dimensions, it is suggested that for people between 20 and 30 the brand personality, sincere, be selected by sports clothes marketing managers while for people between 20 and 30 competent personality for brand is advisable but for consumers aged between 40 and 50 rugged brand personality would be of more interest.

7.1. Future Research Scope

Like other studies this research had also some limitations which can open path for future investigation. As it was the first time one of many common value surveys was used to measure the relation between cultural values and brand preference of consumers, it is recommended that further research will be done with various value surveys to find the best fitting one for Iranian culture. Besides, other indicators of brand preference could be applied (e.g. brand image). More investigation is needed to find out whether the LOV items suffice Iranian value system. Future research could be expanded to cross national or cross cultural value survey of Iranian products as well.

References

- Aaker J. 1997. Dimensions of brand personality. *Journal of Marketing Research*. 34(3): 347-356.
- Al Azzawi M., Ezeh, M.A.N 2012. Students Brand Preferences Between Apple and Samsung. Master Thesis, School of Sustainable Development of Society and Technology, Malardalen University Eskilstuna-Vasteras.
- Alden D.L., Steenkamp J.B., and Batra, R. 1999. Brand positioning through advertising in Asia, North America and Europe: the role of global consumer culture. *Journal of Marketing*. 63(1): 75-87.
- Assael H. 1995. *Consumer Behavior and Marketing Action*. Fifth ed. South Western College Publishing .
- Buil I., Chernatony L.D., and Hem L.E. 2009. Brand extension strategies: perceived fit, brand type, and culture influences. *European Journal of Marketing*. 43(11): 1300 - 1324
- Gammoh B.S, Koh A.C, and Okoroafo S.C. 2011. Consumer culture brand positioning strategies: an Experimental investigation . *Journal of Product & Brand Management*. 20(1) pp. 48 – 57.
- Foscht T., Maloles III.C., Swoboda B., Morschett D., and Sinha I. 2008. The impact of culture on brand perceptions: a six-nation study. *Journal of Product & Brand Management*. 17(3):131 – 142
- Hawkins D.I., Best R., and Coney K. 2004. *Consumer behavior: building marketing strategy*. (9th ed.). McGraw-Hill/Irwin.
- Hawkins D.I., Mothersbaugh D.L., 2010. *Consumer behavior: building marketing strategy*. (11th ed.) McGraw-Hill/Irwin.
- Mehmetoglu M., Hines K., Graumann C., and Greibrokk, J. 2010. The relationship between personal values and tourism behaviour: a segmentation approach. *Journal of Vacation Marketing*. 16(1):17–27
- Mulyanegara R.C., Tsarenko Y. 2009. Predicting brand preferences: An examination of the predictive power of consumer personality and values in the Australian fashion market. *Journal of Fashion Marketing and Management*. 13(3): 358 – 371.
- Paasovaara R., Luomala H., Pohjanheimo T., and Sandell M. 2012. Understanding consumers' brand induced food taste perception: A comparison of 'brand familiarity' – and 'consumer value – brand symbolism (in)congruity' – accounts. *Journal of Consumer Behaviour* 11:11-20
- Park H.J., Rabolt N.J. 2010. Cultural Value, Consumption Value, and Global Brand Image: A Cross-National Study. *Psychology & Marketing*. 26(8):714–735.
- Rajagopal 2009. *Conational Drivers Influencing Brand Preference Among Consumers*. Working Paper.
- Rokeach M. 1973. *The Nature of Human Values*. New York: The Free Press.
- Roosta A., Venus D., and Ebrahimi A. 2007. *Marketing management*. Tehran: Samt Press, Sixth edition.
- Sheena and G. Naresh / *Procedia - Social and Behavioral Sciences* 37 (2012) 31 – 37
- Sung Y., Choi S.M., and Lin J.S. 2011. The interplay of culture and situational cues in consumers' brand evaluation. *International Journal of Consumer Studies*. 36(6): 696-701.
- Watkins L., Gnoth J. 2005). Methodological issues in using Kahle's list of values scale for Japanese tourism behavior. *Journal of Vacation Marketing*. 11(3) : 225–233