

Investigating the Effect of Women's Personality Type on the purchase intention (Approach: Women Archetypes)

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Abstract--- Today, one of the most important and decisive issues in the success of companies' marketing activities is to know more consumers so that they can maintain the attractiveness of their product to the market. The issue of how to create different preferences in the consumer is related to different motivations and their personalities. Jung recognized the generality and repetition of the characters and events of human life and called these universal events "myths" and "archetypes". The archetype or goddesses are the powerful and invisible forces that shape the behavior and emotions of women. Recognition of these inner forces opens a new frontier for raising women's awareness. By knowing which goddess is the dominant force of the inner personality, one can achieve one's special instincts, priorities and abilities, as well as insight into women's lives. Therefore, the use of archetypes can be a good platform for effectively shaping consumers' image of products, as well as understanding the decision-making behavior and purchase intention them. Accordingly, the present study was conducted with the aim of better understanding consumers and studying personality traits through different types of eternal faces in women to be able to analyze the different tendencies of different groups and make suggestions in the area of influencing consumer-purchasing behavior. In this study, feminine archetypes include: "Artemis", "Athena", "Hestia", "Hera", "Demeter", "Persephone" and "Aphrodite", which are considered as dimensions of the personality type and based on those hypotheses were identified and the effect of different personality types on the individual's attitude toward product involvement, product knowledge and brand image on the desire to buy products -women's clothing of "Holiday" production group was investigated. The sample studied in this study were 389 consumers of "Holiday" products in Tehran who were selected by cluster sampling from ten main "Holiday" stores. The personality type of the respondents was measured using the "Shinoda Bolen" questionnaire and also their attitudes toward the studied variables were measured using a questionnaire based on a five-option Likert scale. Cronbach's alpha coefficient of the questionnaire was calculated to be 0.773, which has a high validity. The collected data were analyzed using SPSS software and statistical tests including: one-factor variance, ANOVA, Fisher, and regression were used. Findings from the test of research hypotheses showed that consumers with different personality types have significant differences in terms of product involvement, product knowledge, and purchase intention the product. Based on these differences, the company was advised to carry out its marketing plans in a way that was

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tailored to their individual eternal form to attract the attention of different personality types.

Keywords--- *Personality Type, Archetype, Female Goddess, Purchase intention, Brand Image, Product Involvement, Product Knowledge.*

I. INTRODUCTION

Today, one of the major challenges in the marketing field is the study of consumer behavior because consumers have an important role in determining the success of marketing activities. By knowing more about consumers, organizations can maintain the attractiveness of their products to the market. What features of the product consumers consider and differ from each other is related to their specific needs and personality. The consumers have different beliefs about different characteristics of a product, and these beliefs represent the knowledge and inferences that a consumer has about phenomena such as products, people, companies, etc. The features are the characteristics or traits of a phenomenon that have positive consequences for the consumer and can shape his/her belief. Therefore, applying and recognizing universally accepted ideas and behavioral patterns with archetypes could be a good platform for effectively shaping consumers' image of products and even their purchasing behavior.

Problem Statement

Paying attention to the concept of personality and its various aspects is important in marketing strategies, different personality dimensions along with choices related to different activities such as leisure, political perspectives, aesthetic tastes, and other personal factors are used to divide consumers in terms of lifestyle. Therefore, using and recognizing the personality of consumers can predict their different behaviors during purchase and after purchase (Heidarzadeh, 2013: 266). In addition, since many consumer activities are related to self-definition, it is not surprising that consumers show the consistency between their values and the products, and even models related to self-image homogeneity suggest that consumers choose products whose characteristics correspond to an aspect of the individual's self (Saleh Ardestani and Saadi, 2013).

A consumer's personality guides his/her chosen behavior in order to achieve his/her goals in different situations and conditions, so there is a need to achieve a comprehensive understanding of the personality of consumers and determine how they behave in response to the product of companies. In this research, the "Holiday" production group is considered which was established in 1991 with the aim of producing and distributing youth and women's clothing. "Holiday" with its unique features in the design style and special sensitivities in the production of various types of knitwear has been able to gain a special and well-known position in the Iranian market and induce durability and quality. Modern designs and creative innovations in new products as well as the balance between sports and modern style have been the achievements of "Holiday", which has always caused a greater influence among buyers of this brand and the reasons for the success of this collection are not limited to its design and production, but the managers of this production group have emphasized the use of modern marketing in developing the influence of products in the country. Therefore, the concern of this production group is to apply up-to-date marketing knowledge to increase their knowledge of consumers' personalities and to be able to influence their behaviors in a way that increases the tendency of customers to purchase their brand by considering their personality traits. Therefore, this group tends to use the archetypes in the field of psychology to understand more deeply the demands and consumers' involvement with the brand.

Archetypes are one of the most important theories to explain the personality traits of individuals and can penetrate into the inner layers of the consumer that has received less attention. It should be noted that archetypes are a very valuable tool in marketing and shared memories that are in the form of ideas and patterns of universally accepted behaviors, shape the

identity of consumers and can be used to better understand the personality dimensions of consumers (Heidarzadeh, 272: 2013). The powerful forces of archetypes are the main cause of personality differences among women. For some women, traditional maps make sense. Other women strive to be independent and to achieve their goals, and they are different from those who seek new experience and change their activities. There are also women who are satisfied in private and with mysticism. Women's satisfaction depends on the type of goddess who is active in the woman, which in this study considers the process of consumer judgment and the purchase intention. This study seeks to answer the question of how the female archetype of consumer personality affects the desire to the purchase intention.

The importance of the subject

Various scholars have mentioned the importance of recognizing personality-using archetypes, which are mentioned below:

Margaret Mark and Carol Pearson have taken a specific approach to archetypes and talked about the position of archetypes in designing and guiding all aspects of marketing mix, and even emphasized the use of archetypes in determining marketing and branding strategies. Carl Jung also wrote a book on the use of archetypes in 2003, and the book emphasizes the importance of using archetypes in marketing and consumer communication. Consumers do not just want to buy a product, but they also want to satisfy their needs or solve their problems, and the consumer's personality guides his/her chosen behavior in order to achieve his/her goals in different situations (Solomon, 2012).

When personality archetypes appear in a person, the person follows the story in life and does new things. Jung refers to the term archetype as a shapeless pattern that underlies both instinctive behaviors and primitive images (Sargolzaei, 2014). The goddesses within women, who deal with powerful internal archetypes as well as their social adjustment stereotypes, help a person become more fully acquainted with the foundation of his personality in the subconscious, and regain the root of its internal involvements and the integrity of its existence (Parniani and Parsi, 2009).

Jean Shinoda Bolen (American psychoanalyst) as an internationally renowned author has done significant work in the field of comprehensive and profound methods in applying Greek myths and classifying the characters of men and women in the world, and has published many books in this field around the world. According to him, deities and goddesses show different qualities of the human soul that live within all human beings, that goddesses and deities are strong and significant in the presence of women and men, and by knowing which goddess or deity of nature is active in a person, the right of choices and living conditions of the person that cause the person's satisfaction are better identified (Yousefi, 2005).

The examination of the consumer judgment process shows that the intensity of consumer desire will be affected by product knowledge, the importance of the product for the individual and her image of brands. These discussions help the consumer to make the right judgment and to be inclined to do a behavior. In studying consumer behavior, individual and social factors influencing decision-making should be considered (Cohen, 1990). In the field of consumer behavior, important variables such as brand image, product knowledge and product involvement can be considered effective in shaping the purchasing intention, and personality type as an independent variable on brand image, product knowledge and product involvement and the desire to buy is effective (Mahmoudi Meymand et al., 2012)

In the field of application of personality archetypes, very limited research has been done about marketing and consumer behavior in Iran and other countries. One of the most successful advertising agencies called “Young” and “Rubcam” in the model of the “brand asset”, has used the approach of personality archetypes in the heroic journey and through it, brand asset with more objective criteria of brand name, and strong evidence has been achieved (Solomon, 2012).

Research Objectives

The purpose of this study is to understand how personality archetypes of women affect their the purchase intention in a way that leads to a deeper understanding of female consumer behavior. The present study is to determine the empirical relationships in the field of investigating the effect of personality type on the image of the brand, product involvement, product knowledge and finally the purchase intention of consumers.

II. THEORETICAL FRAMEWORK

Important variables of purchase intention can include the following:

Image of Customer: Image uses brand association to help process, organize, and retrieve information in the mind and make purchasing decisions (Low, 2000). Mental associations of a brand can create sub-mental associations in the customer's mind because of the relationship between brand and other entities and identities (Keller, 2003). **Consumer involvement:** Due to goals of emotional, anger, lust, and entertainment, the motivated consumer may feel involved, and when the motivation to achieve the goal is high, consumers are likely to make a significant effort (Arnould et al., 2002). The involvement is a function of the person, the product, and the situation. **Product knowledge:** When consumers intend to do something to meet their needs, they are motivated to receive and process any information in line with their purpose, and people are impressed by the product's objective knowledge (Allaway, 2011). **Level of product involvement:** Studies show that consumers' product knowledge will increase with increasing product involvement rate (Bian and Moutinho, 2009).

In the research analytical model, personality type variables are considered as independent variables, brand image, product knowledge, product involvement, and consumers' purchase intention are considered as dependent variables. Based on the role of the variables mentioned above, these variables are the basis for research on Myers-Briggs personality dimensions and customers' purchase intention, which was done by Mahmoudi Meymand et al. (2012) in Iran.

Analytical model

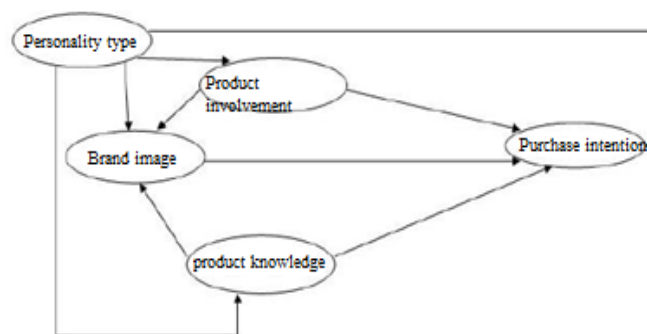


Figure 1-1- Analytical model of research

The theoretical framework and analytical model of the research (Figure 1-1) is based on the following researches:

- Impact of product involvement on purchase intention: (Chakravarti and Janiszewski, 2003), (Kim and Sung, 2009) and (Hong, 2015)
- The impact of product involvement on brand image: (Aaker, 1996) and (Dolich, 1969)
- The effect of product knowledge on brand image: (Cohen, 1990) and (Allaway, 2011)
- The effect of product knowledge on purchase intention: (Bettman and Park, 1980) and (Cohen, 1990) and (Bian and Moutinho, 2009)
- The effect of brand image on purchase intention: (Cohen, 1990), (Aaker, 1996) and (Bian and Moutinho, 2009)

Therefore, the main part of the research model includes three independent variables of brand image, product knowledge, and product involvement and the dependent variable of purchase intention. The composite part of the model includes the independent variable of female archetypes types and its effect on the dependent variables of brand image, product knowledge, product involvement, and purchase intention. In this study, the internal archetype of women such as "Artemis", "Athena", "Hestia", "Hera", "Demeter", "Persephone", "Aphrodite", is considered as the dimensions of the personality type.

Research Hypotheses

Research hypotheses are:

- Different personality types show different purchase intentions to the brand of "Holiday".
- People's personality type affects the degree of the people involvement with the product.
- People's personality type affects the brand image of the product.
- People's personality type affects the product knowledge.
- The brand image affects the people's purchase intention of people.
- People's involvement with the product affects their purchase intention.
- People's involvement with the product affects the brand image.
- The amount of product knowledge of people affects the brand image.

An overview of the research background of the subject literature

- **Archetype**

Personality is the unique psychological composition of a person and its lasting effect on how a person responds to the environment. Each person's personality contains many distinctive characteristics that make people different, because people do not necessarily act in the same way in the same situations; this is a good way to categorize people. It should be noted that the underlying characteristics of the individual are only part of the puzzle and situational factors play a very important role in determining behavior. However, some aspects of personality are still included in marketing strategies (Heidarzadeh, 2013).

Today, mythology exists in various fields of the humanities and has been considered in the history of religions, anthropology, psychology, and even marketing (Wehr: 1987). At the forefront of the various schools of psychology and personality used to understand modern man is the Jungian school, which has turned to myth. "Carl Gustav Jung" and his followers place the greatest value on ancient symbols and myths (Bennet: 1985). According to Jung, the structures of our brain must be highly organized to be available when needed in order to control our lives (Storr: 1983). If our evolutionary past is stored within us or at least accessible to us, there are only two ways for that past to emerge in our lives:

1. Through our behaviors in the outside world
2. Through images of our inner world, which Jung first called primitive and then archetypal images, which in Greek means primary role (Robertson, 1992).

Jung realized the generality and repetition of the characters and events of human life. These are found in people all over the world like similar pieces of music found in different cultures. Jung called these world events "myth" or "archetype". Jung meant the term amorphous pattern, which underlies both instinctive behaviors and primitive images. Archetypes are certainly components of knowledge and its sources, and have a great deal to do with the growth and expansion of our understanding of the truth of human existence (Hannah: 1976).

There is no way to determine the archetype number. There is an archetype for every person, place, subject, or situation that has had an emotional impact on many people over a wide period. In other words, archetypes do not necessarily have clear boundaries, and the boundaries of each archetype merge with other archetypes. According to Jung, knowing the archetypes could help to recognize the individual (Jung: 1933).

The experience of the "inner god" who is the real center of a mysterious nature that is close to demons and goddesses and called it "self". The experience of the inner goddess can take many forms, such as religious or social prejudice. Since the self is the most sublime archetype, it is more difficult to conquer and understand (Jung: 1985). Mythical symbols and eternal figures are the first creators and the model of all human activities such as production, nutrition, war, feeling and emotion, aesthetic sense, etc., which have been the model of human life. It is true that modern man is the mental heir of his ancestors and places some of these mythical characters in the form of arbitrary patterns in his subconscious and directs his character based on it (Humphrey: 1984). In this research, internal energy or archetype is used to know more about the inner world and the choices of women consumers (purchasing and consuming), each of which is described below:

The features of archetype personality type of "Artemis"

Artemis has the characteristic of perfection in herself and her mentality, as she says that I am able to live on my own and give women the opportunity to act with confidence and a free spirit. Thus, this archetype empowers women to achieve perfection independently of men, and their identity and values are based on their personality and actions, not on their husbands and marriages. A sense of competition with others adds to the excitement of pursuing a goal. (Reagan, 1982). Artemis is not an archetype of connection with the desert and nature, a sense of spiritual interaction with nature that many women experience when climbing forested mountains, sleeping under the sky and stars, walking on the beach or staring at the desert (Harding: 1973). They love running and sports and like to be free and independent (Callimachus, 1969). They wear sports and cotton clothes, and they feel comfortable and free and do not wear formal clothes, they attach great importance to social activities and prefer working outside the home to working at home, so do not accept marriage and marital commitment, and this type of personality is strong, inflexible and violent (Bolen: 2004).

The features of archetype personality type of "Athena"

Athena is resourceful as an intelligent goddess and always goes with a goal and plan. "Athena" is strong, cool, self-controlled, and disciplined, and is a goddess who defends the laws and hierarchy of classes, and was known as the goddess of reason for her thoughtfulness and practical solutions. As an archetype, "Athena" is the role model of women who are under the command of their intellect and do not follow their heart. One of his innate characteristics is to think well, to resist at the height of emotional crisis, and to plan. Athena respects rational thought and considers the realm of will and reason to be superior to instinct and essence. With the presence of "Athena" in the mental structure, the woman becomes aware of her actions and how to achieve her desires (Gimbutas: 1982). They are girls who know the stock market and invest. They are interested in mathematics and spend a lot of time in physics, chemistry, or computer labs. They are skilled in knitting, sewing, and needlework and enjoy a variety of handicrafts, which may be their only common interests with traditional mothers and daughters (Bolen: 2004). As an archetype, "Athena" is the personality model of women who are under the command of their intellect and do not follow their heart. She prefers to participate in masculine activities to separate from them and the armor of Athenian woman's rationality usually protects her from feeling pain. At the height of emotional crises and internal contradictions, Athena is able to completely deny emotion and continue to monitor and analyze events; she always seeks moderation (Gimbutas, 1982).

The features of archetype personality type of "Hestia"

Hestia is a wise woman as the goddess of fire temples, and peace and modesty are the two characteristics of the "Hestia" goddess, whose presence promises a sincere and harmonious atmosphere. She is usually an introvert who enjoys being alone (Bolen, 2004). Women with the personality of "Hestia" are always in absolute acceptance of their life situation and always feel that they are in their own self-made and created paradise. The home environment is sacred to them, just like a temple, and caring for the home is a meaningful task for them (Demetrakopoulos, 1979). The presence of "Hestia" gives the female character a sense of perfection and oneness and the woman is freed from the bondage of human beings, the results of work, and property, wealth, status, and power, because without these, it is perfect in itself, free from external factors, and not happy or satisfied with the transformation of events (Bolen, 2004). People are simple and unaffected and nothing and no one makes them upset or angry. They wear simple clothes and are known as a moderate, honorable, kind, and generous person, they are not from social and political conversations and so on (Stone: 1978).

The features of archetype personality type of "Hera"

Hera was both revered and sanctified as a goddess of marriage, and was insulted and humiliated. Her dual dimensions of good and bad are more recognizable from the other goddess in the form of a wife and the ability to commit. These people have a great desire for marriage and cohabitation so that everyone knows the purpose of their life and their excellence in being perfected through marriage, loyalty, politics, permanence and also jealousy are the main traits of this personality type (Bolen, 2004). They are stylish and well dressed; they always think of themselves as queens who interact with others, they see the queens' expressions, moods, and all the behaviors. It is by strengthening Hera in a woman that she renounces transient relationships and gives her the ability to commit, and after a while it becomes clear to everyone around her that her husband takes precedence over everyone else (Reagan, 1982).

The features of archetype personality type of "Demeter"

"Demeter" is a woman, who was reminiscent of the earth, is the archetype of mother-earth, was the most generous goddess in mythology, and is the manifestation of the desire to give birth and nurture through pregnancy as well as the physical and mental nourishment of others (Bolen, 2004). She was more loving and nurturing than any other goddess. These women want compassion, kindness, forgiveness, and self-sacrifice. They seek satisfaction through compassion and service to others (Jung, 1964). This character is generally a good supporter of others and is always serving others. People or the "Demeter" personality type have always been concerned about the situation of others in their lives and giving and supporting the needy and the people who declare their need, and they feel complete that they support others, from children to employees and co-workers (Bolen: 2004).

The features of archetype personality type of "Persephone"

The "Persephone" woman does not want to be an agent, but is influenced by the actions of others, in other words, she acts in harmony with the desires of others and has a receptive mentality. The youthful and virginal aspect of Persephone gives youthful appearance to woman (Bolen, 2004). These people are beautiful, lovely, calm, and gentle. They are very interested in pale pink. They have no opinion of themselves and become what others like in any group (Kerenyi, 1977). These people follow fashion and are interested in certain brands and like to always have their own clothes, bags, shoes and other items they use have a private brand. These people are less committed and do not know what they would like to do, nor do they end up doing anything. Those who have this type of personality are usually fugitives from accepting responsibility and are not willing to accept responsibility for anything, and they are often upset for what they have said or done for no reason (Bolen, 2004).

The features of archetype personality type of “Aphrodite”

Aphrodite is the beautiful goddess whom the Romans call "Venus". You always see these people with inner enthusiasm and in interaction with life. They always love life and all its dimensions, appearances and different parts of it, and they always want to continue it, recreate and be creative in this field. Even for repetitive tasks, they are creative and each time they act as if it is the first time they want to do it. They accept themselves as they are and love themselves. They never criticize themselves and they always admire themselves. That is why others always see them as perfect. The energy and set of behaviors of "Aphrodite" is active in three areas: head, feelings-instincts, inside-soul, and this person's actions are performed in balance and harmony with these three areas, which attracts people with different behaviors towards her. "Aphrodite" is an attractive, perfect, and beautiful person who makes people want to have a relationship with her (Bolen, 2004). Pride is a characteristic of "Aphrodite" and when she enters a place, she shows off because of her innate attractiveness and inner desire. In fact, her "Aphrodite" nature is attractive and she does not even understand the reason for the anger of others (Thomas, 1980).

- **Purchase Intention**

This study investigates the effect of personality archetypes type on consumer purchase intention. Purchase intention refers to the likelihood that consumers will plan for a particular purchase or that they will have a purchase intention to purchase a product or service in the future (Wua et al., 2011) and purchase intention in the consumer is considered as a preliminary step before drowning in the actual purchase behavior (De Magistris and Gracia, 2008). Purchase intention measurement usually reflects actual future purchases that are relatively inexpensive, easy to understand, and therefore used in sales forecasting (Armstrong et al., 2000). In order to study the purchase intention stimuli for specific brands, it must first be considered that purchasing decisions are influenced by various variables such as psychological variables and social psychological variables including prestige, comfort, and so on. Therefore, consumers' views on dealing with different brands and products should be considered (Kakkosa et al., 2014). The examination of the consumer judgment process shows that the intensity of consumer desire will be affected by product knowledge, the importance of the product for the person and her image of the brand and consumer product involvement. These arguments help the consumer to make sound judgments and tend to engage in a behavior (Cohen, 1990).

- ✓ **Product knowledge**

The product knowledge of consumer has been considered as an important feature in influencing all stages of purchasing decision-making (Bettman and Park, 1980). Consumers with different levels of product knowledge have different perceptions of a product, and consumers with higher levels of product knowledge have been able to form their decision criteria with a more formulated perspective. When people have more knowledge about the product, less perceptual effort is required to process the information, and product-related knowledge is automatically activated in people's minds (Alba and Hutchinson, 1987).

According to research by Bian and Moutinho, consumers with higher levels of product knowledge have a higher perceptual capacity to evaluate and compare different product options. In addition, Also, the higher the level of knowledge of a consumer's product lead to lower person's biased views and evaluations of the product (2009 Bian and Moutinho). Brand awareness can affect consumers' perceptions. People are more comfortable with the products they are familiar with and tend to attribute all sorts of positive features to the items (Allaway, 2011). People with little knowledge of the product may choose information as a necessity, while people with high knowledge use certain criteria. Brucks and Simonson research has shown that basic knowledge improves external search performance by enabling detection and eliminating inappropriate options more quickly (Mahmoudi Meymand et al., 2012).

Confidence and capacity for brand attribute beliefs determine how information is sought in a choice. Basic knowledge, confidence, and memory control processes affect the information retrieval process and lead to selective attention to information-related stimuli when selecting (Cohen, 1990).

It is important to note that factors such as consumer product involvement as well as consumer product knowledge can be useful in creating a relevant and effective communication message to the consumer and cause the customer to be reminded in the purchase process and these messages can guide the consumer in the brand purchase intention (Amir Aghdaei and Honari, 2014).

✓ **Brand image**

For the first time, the link between the brand image and the target market as an important part of marketing activities, especially since the 1980s in consumer behavior research found by Gardner and Levy (Dobni and Zinkhan, 1990). It should be noted that different scientists have different definitions and different opinions about the brand image. According to Aaker, brand identity means a set of brand-related concepts that motivate brand strategists to create and protect it. Thus, brand identity expresses the commitment of members of the organization to customers, while the brand image reflects how a brand is in the perception of consumers and how it plays a role in the minds of consumers (Aaker, 1996). In this study, the definition of "Aaker" has been considered. A brand image is a perception that is reflected in the consumer's mind by brand associates. The brand image does not necessarily have to be objective or reflect reality. The associations determine whether consumers purchase the product again. Not only does the brand operate in the process of purchasing a product and consuming it at different levels, but also the involvement of consumers in these processes can change the associations (Divandari et al., 2009). The brand image is very important because it is related to the consumer's decision whether this product is suitable for him or not, and the subsequent consumer behaviors are influential (Dolich, 1969). If a brand image communicates well with the consumer, it helps to create a position for the brand, the ability to compete and increase market efficiency, so it plays a key role in the long-term value of the brand (Park and Srinivasan, 1994). The product displays features that include the benefits and consequences of using a brand and brand personality is important in this regard.

Brand personality enables the consumer to express himself through that brand and to be able to express his own dimensions of existence as well (Klein et al, 1993). The brand personality also reflects the brand values and creates the image of the permanent consumer of the brand, which may be the ideal image for the consumer. A brand image is a perception of a brand that is stored in the mind of the consumer (Bian and Moutinho, 2009). In today's world, consumers are considered people who live in a symbolic environment. The school of symbolic interactionism states that people have created common meanings about the expression of symbols. Consumers can visualize their self-image for others by making connections between themselves and these symbols, and therefore, managers seek to give their product and brand a strong personality so that consumers can attribute the characteristics of the product to their personality by purchasing the product (Saleh Ardestani and Saadi, 2013).

✓ **Perceived product attributes**

Product features can be classified into different forms. According to some researchers, the broad view of product features includes attributes that describe the characteristics of a product. There is also a more limited perspective in which the product is perceived as a set of intrinsic and external features or a set of features (Stokmans, 1991). Product attributes are characteristics in a product that create a particular benefit that may give consumers a particular value (Lee et al, 2011). The consumer uses the perceived features of the product to make a purchase decision. The positive relationship between

perceived product attributes and brand preference has been identified by many researchers since the 1990s. Research also shows that the more positive a consumer's perception of a product's features, the more likely it is to purchase that product brand (Bian and Moutinho, 2009). In previous research, various features have been considered in the product that were related to the product itself and the features of the store, which include the complexity, quality and visibility of the product. Consumption-related risk from a consumer perspective has also been considered in previous research (Lee et al., 2011).

✓ **Perceived benefits**

The process of perception is one of the most important communication barriers that have been considered so far. Thus, the perception of information in marketing and communication is related to consumer perception (Koekemoer, 1991). Abstract or material levels can influence the process of perceptual decoding, and it should be considered that the consumer reacts based on her perception and not on the actual subject. Therefore, the whole process of consumer perception has always been considered to determine what causes the consumer to be ready to buy (Koekemoer, 1991). The importance of product features for marketers is that they use these features for brand marketing because competitors may also operate based on features or multiple product benefits. The marketers use product features to express that a product has a specific feature in advertising and marketing, so that they can influence consumer evaluation options by displaying the most important feature. To direct the mindset of consumers in such a way that the name of a brand for the consumer is associated with that feature (Puth et al., 1999). Previous research has shown that when consumers specifically purchase a product with a particular brand, they believe that they have a certain reputation or quality of the product (Tom et al., 1998).

Perceived benefit shows that the consumer thinks what this product can do for him, and this benefit is related to the perception of product features and brand personality (Keller, 1993). The consumer is looking for benefits when shopping and imagining what the product will bring them. This benefit leads to a certain final state or values that the consumer is willing to achieve (Puth et al., 1999; Kotler, 1999).

✓ **Product involvement**

The concept of involvement derives from the content of psychology. Involvement is a state in which a living being is confronted with a stimulus that affects its inner self or when the stimulus consciously or unconsciously affects the soul. In marketing terms, the concept of involvement seems more complex. "There are thousands of ideas for product involvement", says Cohen. Product involvement is commonly defined as an enhanced perception of the importance of a product category that is shaped by the consumer's inner needs, values, and interests (Bian and Moutinho, 2009). Product involvement has been widely used as a variable to describe consumer behavior, and it has been found that the level of product involvement determines such things as the depth, complexity, and breadth of the process of understanding and consumer behavior during selection (Chakravarti and Janiszewski, 2003). Therefore, product involvement is a key part of the critical framework for understanding consumer decision-making behavior. The elements of product involvement include cognitive involvement and affective involvement. Research shows that the process of information processing is done under cognition and is different from affective involvement. The cognitive involvement refers to the level of consumer information processing activities, while affective involvement involves the degree to which a person is emotionally affected by product. Therefore, one may first find cognitive involvement with the product and then affective involvement with the product (Kim and Sung, 2009).

Product involvement is divided into two parts: long-term involvement and situational involvement, that arises based on whether the importance of a product is short-term or long-term. Long-term involvement refers to a person's current

thinking about the product in the purchasing position, which is often influenced by previous product experiences and product value. On the other hand, situational involvement is a temporary perception of the importance of the product based on the consumer's desire for the expected benefits. Thus, situational involvement may motivate the consumer to avoid further negative effects associated with the purchase. The consumer measures the psychological and social environment for purchasing and consuming, such as project performance or price. It should be noted that situational involvement arises from perceived risk (Dholakia, 2001). Research in the field of product involvement shows that when product involvement is high, the decision-making purchasing process involves a broader decision-making process and a series of sequential steps is performed by searching for information and evaluating more criteria. The consumer is reluctant and cannot put much effort into processing information when in a low involvement position. Therefore, when product involvement is high, the consumer is more likely to try and evaluate different products (Chung and Zhao, 2003). Product involvement have a very important effect on consumer awareness and behavioral responses to marketing stimuli, because product involvement is positively related to information seeking and evaluation activities, and even a customer who has enough involvement with the product may pass on product-related information through word-of-mouth marketing. For example, an eager consumer with high involvement may write about their personal experience of a new product on their blog (Hong, 2015). In high product involvement, consumers seek to find more personalized products that are commensurate with their experience and symbolic results, which are less done in lower product involvement and more focused on maximizing product performance (Soloman et al., 1985).

III. RESEARCH METHODS

This research is a descriptive research and survey type and in this research, library resources are used to collect data related to the subject and the field method was used using a questionnaire.

The statistical population of this study is all female customers of Holiday stores in Tehran. The studied sample were 390 consumers of Holiday Company products in Tehran who were selected from the main stores by cluster sampling using Morgan table. The used questionnaire consists of three parts: 1. the demographic section including 3 questions about age, education and employment; 2. specialized questions section includes 16 questions with a 5-point Likert scale and 3. "Shinoda Bolen" archetypes questions include 12 groups of questions with a 5-point Likert scale. In this study, a two-ratio test was used for the reliability of the questionnaire and the result is 0.782, which is acceptable in terms of reliability. In order to assess the validity of this study, Cronbach's alpha method was used and the alpha coefficient for the whole questionnaire was 0.773 and it can be said that this test has a very high validity. In this research, the thematic realm is "marketing management" and "territory of the ten branches of Holiday Store in Tehran". The time is from February 2015 to July 2015 and time of distribution and collection of questionnaires is May 2015.

Data Analysis

Data collected through a questionnaire were analyzed using descriptive and inferential statistical methods. Findings from descriptive statistics showed that 43.2%, 27.5%, 15.2%, and 14.1% of the sample are in the age group of 18-25 years, 26-35 years, 35-45 years, and 46 years and above, respectively. 24.7% and 22.4% of the sample are employed in government and private organizations and 38.6% are students, of these, 12.3%, 11.8%, 58.1%, 15.9%, and 1.8% have diploma level education, associate, bachelor, master and Ph.D. degree, respectively. In inferential statistics, since the significance level of Kolmogorov-Smirnov test for the studied variables includes product involvement (0.152), brand image (0.439), product knowledge (0.092), purchase intention (0.719), therefore, it can be said that the distribution of variables is normal. As a result, parametric tests have been used to test the research hypotheses and one-factor analysis of

variance, ANOVA, Fisher and linear regression tests have been used to test the research hypotheses, which are described below:

- **Hypothesis 1:** Different personality types show different purchase intentions to the brand of "Holiday

According to the results of variance analysis of the hypothesis 1, it is observed that the value of F-statistic is equal to 13.416 and the significance level is 0.000. Given that the significance level of the test is less than 0.05 ($\text{sig} < 0.05$ and $\alpha = 0.05$), it can be observed with 95% confidence that different personality types have different purchase intentions than the Holiday brand.

- **Hypothesis 2:** People's personality type affects the degree of the people involvement with the product.

According to the results of variance analysis of the hypothesis 2, it is observed that the value of F-statistic is equal to 21.067 and the significance level is 0.000. Given that the significance level of the test is less than 0.05 ($\text{sig} < 0.05$ and $\alpha = 0.05$), it can be observed with 95% confidence that the personality type of individuals affects the degree of people's involvement with the product.

- **Hypothesis 3:** People's personality type affects the brand image of the product.

According to the results of variance analysis of the hypothesis 3, it is observed that the value of F-statistic is equal to 8.752 and the significance level is 0.000. Given that the significance level of the test is less than 0.05 ($\text{sig} < 0.05$ and $\alpha = 0.05$), it can be observed with 95% confidence that the personality type of individuals affects the image of the brand.

- **Hypothesis 4:** People's personality type affects the product knowledge.

According to the results of variance analysis of the hypothesis 4, it is observed that the value of F-statistic is equal to 6.665 and the significance level is 0.000. Given that the significance level of the test is less than 0.05 ($\text{sig} < 0.05$ and $\alpha = 0.05$), it can be observed with 95% confidence that the personality type of individuals affects the product knowledge.

- **Hypothesis 5:** The brand image affects the people's purchase intention of people.

According to the value of F-test statistics and its significance at the level of confidence above 95%, the regression equation is valid and the result can be analyzed. The value of the coefficient of determination is 0.657, which indicates that 65.7% of the changes in the dependent variable (purchase intention of individuals) can be explained by the variable of the brand image. The level of significance of the brand image variable (0.000) is less than 0.05. As a result, the brand image variable enters the regression model. Therefore, the image of the brand affects the purchase intention of individuals. Considering the positive regression coefficient (B), it can be said that the brand image variable has a positive and direct effect on people's purchase intention. In other words, with the improvement of the brand image, the purchase intention of individuals also increases.

- **Hypothesis 6:** People's involvement with the product affects their purchase intention

According to the value of F-test statistics and its significance at the level of confidence above 95%, the regression equation is valid and the result can be analyzed. The value of the coefficient of determination is 0.541, which indicates that 54.1% of the changes in the dependent variable (purchase intention of individuals) can be explained by the people's involvement with the product. The level of significance of the people's involvement with the product (0.000) is less than 0.05. As a result, the people's involvement with the product variable enters the regression model. Therefore, the people's involvement with the product affects the purchase intention of individuals. Considering the positive regression coefficient (B), it can be said that the people's involvement variable has a positive and direct effect on people's purchase intention. In other words, with the improvement of the people's involvement with the product, the purchase intention of individuals also increases.

- **Hypothesis 7:** People's involvement with the product affects the brand image.

According to the value of F-test statistics and its significance at the level of confidence above 95%, the regression equation is valid and the result can be analyzed. The value of the coefficient of determination is 0.206, which indicates that 20.6% of the changes in the dependent variable (image) can be explained by the people's involvement with the product. The level of significance of the people's involvement with the product (0.000) is less than 0.05. As a result, the people's involvement with the product variable enters the regression model. Therefore, the people's involvement with the product affects the image. Considering the positive regression coefficient (B), it can be said that the people's involvement variable has a positive and direct effect on image. In other words, with the increase of people's involvement with the product, the image also improves.

- **Hypothesis 8:** The amount of product knowledge of people affects the brand image.

According to the value of F-test statistics and its significance at the level of confidence above 95%, the regression equation is valid and the result can be analyzed. The value of the coefficient of determination is 0.058, which indicates that 5.8% of the changes in the dependent variable (image of the brand) can be explained by the amount of knowledge of people about the product. The level of significance of the people's involvement with the product (0.000) is less than 0.05. As a result, the people's involvement with the product variable enters the regression model. Therefore, the amount of knowledge of people about the product affects the brand image. Considering the positive regression coefficient (B), it can be said that the variable of amount of knowledge of people about the product has a positive and direct effect on image of brand. In other words, with the increase of amount of knowledge of people about the product, the image of brand also improves.

IV. SUGGESTIONS BASED ON RESEARCH FINDINGS

In order to provide suggestions, each item of the questionnaire was evaluated based on the coefficient considered for the frequency of each answer; very low: coefficient 1, low: coefficient 2, medium: coefficient 3, high: coefficient: 4, and very high: coefficient 5 and the most important indicators are introduced and suggestions are presented:

Examining the items related to product involvement, it is seen that the importance index of shopping position and environment has the highest value, followed by the person's interest in the product and the buyer's mood, which affects the consumer's perception of the brand and purchase intention of the company, therefore, the following suggestions are made:

- Regarding product involvement, Holiday Company is recommended to make the shopping situation and environment suitable for consumers. In this regard, according to the study conducted on personality types and the difference in the level of involvement of people in different personality types, the situation and shopping environment can be created in a way that can have a positive effect on different personality types.
- The company's priority in terms of location and shopping environment should be to create an environment that is suitable for the "Athena" personality type. Given the characteristics of this type of personality who are strong, cool and self-controlled or regular, and have economic and managerial acumen, therefore, it is better to place more emphasis on enumerating the logical and intellectual benefits of consuming the company's products, and to create more order in the interior design and store spaces. Observing it can make these people more interested in purchasing the product, which will lead to more involvement with the product.
- Since the personality type of "Dimiter", "Hera" and "Hastia" have also shown a low level of involvement with the "Holiday" product. Therefore, Holiday Company should be able to provide a suitable shopping environment for these groups in accordance with their archetypes in a way that improves the brand image and increases the purchase intention.

- "Dimitri" women are more generous and motherly than other people, and women with "Hestia" personality type, who are simple and are serving the people, care about the spiritual world. Therefore, the environment in which these people feel can meet the needs of other family members and others gives them a sense of completeness, which is addressed by the company's salespeople at the time of purchase, as well as environmental advertisements inside "Holiday" stores can be useful.
- "Hera" women are fashionable people whose most important priority is to establish a stable relationship with others, especially their husbands. These people feel satisfied with acceptance, love, and attention. Therefore, in order to improve its brand image with these people in the shopping position, Holiday Company can emphasize the brand's stylishness and be noticed by consuming this product. Also in the store environment, creating a sense of inner acceptance by using the appropriate interior design elements for the "Holiday" brand in a way that creates a sense of satisfaction for consumers in the interior of the store can affect people with the character of "Hera". In addition, paying attention to this can affect the buyer's mood and create more motivation and desire to consume the product.

Examining the items related to the image of the brand in the minds of consumers, it can be seen that the index of symbolic display of individual characteristics in the brand had the highest value. Then, there is the understanding of product features and the consequences and application of the products that affect the consumer's perception of the brand and purchase intention of the company's product. Therefore, some suggestions are made as follows:

- In this regard, it should be noted that different personality types have different perceptions of the company's brand image. In this regard, the personality type "Persephone" has had the most impact on the image brand of the "Holiday", and the personality type "Athena" and "Hera" have had the least impact. Women with the "Athena" type are people who act under the command of the rational and logical part of their existence due to their deliberation and practical solutions in their lives. Therefore, in order to create a better image in the minds of these people and improve the symbolic display of their individual characteristics in the brand, the company must emphasize the wisdom and skill in choosing the product, motivations and economic and material interests of the individual in its brand.
- Expressing the benefits of using this product in comparison with the product of competitors in the market in terms of comfort, quality, availability of stores in the city, competitive price and cost-effectiveness of purchasing this product can affect the brand image of the personality type of "Athena" and the company can use ads, effective public relations and direct sales methods to display these factors.
- Women with the "Hera" personality type have all the attributes of a husband who is interested in living together, who is like a queen and acts as a faithful and committed person to life. Therefore, expressing the characteristics of loyalty, commitment, respect and feeling of being noticed in the symbolic display of the brand, which shows the inner personality of the "Hera" type, can have a great impact on the positive image of these people towards the "Holiday" brand.

Examining the items related to product knowledge, it can be seen that the general information index about the product has the highest value, followed by information from others and previous experience of the product, which affects the consumer's perception of the brand and purchase intention are effective company products. Therefore, some suggestions are made as follows:

- Holiday should note that different personality types have different product knowledge from the company. The "Aphrodite" personality type has more product knowledge than other personality types. Then there are the personality type "Athena" and "Hera" and the personality type "Dimitri" has the least product knowledge. In

addition, the level of product knowledge among consumer groups with personality types "Persephone", "Hestia", "Artemis" and "Hestia" is very low. In order to increase product knowledge in different groups in terms of personality type, it is recommended that the company develop and expand general consumer information in accordance with their individual characteristics.

- Persephone women have an innocent and girlish personality, act under the influence of others, others decide for them, and have a flexible and receptive mindset, this group of women follows fashion, and they tend to use certain brands, so the company should be able to use this spirit in the "Persephone" personality type, improve its position in the minds, promote its brand in the market, and more than any other marketing method, word-of-mouth marketing can be useful to provide product information to this group. Women with the "Hestia" personality type have latent sobriety and wisdom, are less agitated and angry, and are free from attachment to the material world, wealth, status, and power, because they are less socially savvy, informing about the product and creating product knowledge is simply not possible for these people, and the company must use extensive marketing tools to influence these people. Women with the Artemis personality type are interested in sports and in most situations, they feel comfortable wearing sports clothes and do not show much desire to wear formal clothes. Therefore, the company should increase the product knowledge of this group of women by using various marketing methods and especially product awareness advertisements. By informing about the general features of the "Holiday" product, which can fully have the desired characteristics of the "Artemis" personality type, the purchase intention in this group can be improved.

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