Propagated assessment: the role of decision-making style, modernity and the mindset of the customer

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Abstract

The purpose of this study is to investigate the effects of the decision-making style, novelty, thinking on assessment of advertisers. Using variables in decision-making style, novelty, attitude, brand attitude, purchase intention the brand, the attitude toward the ad, Self-efficacy on recall, research model has been formed. The present study method is applicable in terms of objective. And because the relationship between several variables is the correlation that the use of questionnaires and survey data gathered has been required. Statistical society 0f this study is 40 graduate students majoring in Business Administration University of Yazd And has been used simple random sampling method. And classification and data analysis was performed by SPSS software and Excel. The results show that there is a meaningful relationship between radio and television advertising, purchasing brand, Self-efficacy on recall, brand attitude. Also there is an meaningful relationship between Style- decision on assessment of radio and television advertising, purchasing brand, brand attitude. However, meaningful relationship isn’t between Thinking and, Self-efficacy on recall. And there is a meaningful relationship between innovativeness on radio and television advertising evaluation, Self-efficacy on recall, brand attitude. However, meaningful relationship isn’t between thinking and purchase intention.

Keywords: Decision making style, thinking approach, innovativeness.
1. Introduction

Being aware of consumers’ buying behavior and the process of decision making on buying is not an easy job. The answers lie within the deep thoughts of the consumers (Heidarzadeh and Khosrozadeh, 2011). One of the most important concepts in respect with the consumers’ behavior is decision-making style. Sproles and Condal (1986) state that consumers’ decision-making styles are primarily described as “a mental orientation and a consuming approach” (Anderson et al., 2015). Therefore, consumer’s decision is a decision for buying which determines the consumer’s behavioral pattern, consisting of various steps intended to achieve a choice (Karimi et al., 2015). Furthermore, the studies conducted on consumer’s behavior refer to a concept which can lead to different behaviors in different individuals; modernization. There are two different types of consumer’s modernization explaining different behavioral aspects of modern consumer. Selective modernization refers to the tendency to buy new products as a result of the aspects of consumer sentiment. Activity innovation shows a degree of purchase made by consumers (Heidnerich and Kramer, 2015). New products are necessary for the growth and profitability of the companies, also to provide their competitive advantages. They also help companies in the battle for strategic positioning. Innovative consumers are an important part of the market for the marketers; furthermore, the earnings from the new products accepted by innovative consumers have an important role in the economic survival of many companies (Amirshahi et al., 2011). When companies offer new products, they need to perceive the effect of advertisement on sale (Klement et al., 2014). With regards to the significance of advertisement in sale and profitability, various definitions have been proposed for this concept. For instance, a traditional definition states that advertisement is an organized form design for non-personal spread of information on products, services, and ideas in a creative, persuading communication manner (Oribeh, 2015). Furthermore, Cutler (2002) defines advertisement as any form of offering ideas, products, or services by an advertising unit, person, or institute, requiring affording the related expenses (Kamkar et al., 1386). Two conditions are central to have advertisement with ideal quality; formation of a campaign before promoting the products with a social group with optimal perception and non-member participation of the consumers in this group (Bromba et al., 2014). Blosser and Roberts (1985) determine five classes for advertising intentions: information, education, amusement, sale, and persuading (Laler and Proderu, 2008). Also it must be noticed that advertisement is today regarded as a tool for relations with the customers and organizations are trying to leave the most effect on their customers while spending the least expenses. Therefore, any given professional marketing lacks required efficiency without advertisement unless advertisement is used as the key to the mechanism of penetration into consumers’ buying decisions (Shao et al., 2015). This is why advertisement is regarded as investment rather than expenses despite its high costs. Today this efficient tool is no more restricted to selling and buying; rather, it is regarded as one of the most important tools of conveying a message or introducing a target (Farhangi et al., 2009). As a result, presently the massive media play a critical role in forming public opinions through transmitting information and exchanging thoughts (Shah Mohammadi and Husseini, 1391). They also increase the efficiency of the advertisement by motivating the act of buying and awakening the sensational perception of the audience. Hence, it is required to employ a set of factors which can affect the
audience’s perception and sense and realize the anticipated goals of advertising (Kamkar et al., 2007).

According to what already mentioned, not many of the advertisements made in Iran are designed upon a scientific pattern regarding the cultural and social status of the country; rather, most of the advertisements are simply imitation of the best-selling advertisements in the world or are offered without any scientific bases (Kamkar et al., 2007). Related research in this area demonstrates that in addition to determining the targets, allocation of budget, competitive market, and limited resources in organizations and companies, other factors such as deciding on the message and media, comparison with previously-determined goals, innovation, and attitude are also important in assessment of the advertisement. A problem likely to be confronted is that if advertisement is done without research, it fails to establish a relationship between the product and the provided message; it also fails to attract customers and to create buying motivation in the target market.

It must be noticed that previous studies have investigated the effects of decision-making styles on consumer innovativeness. However the effects of decision-making style, innovation, and attitudes on promotional teasers have not been investigated yet. Hence investigating these issues is the innovative aspect of the present research, where the main objectives include:

1. Investigating the effect of decision-making style on advertisement assessment,
2. Investigating the effect of innovation on advertisement assessment,
3. Investigating the effect of attitude on advertisement assessment.

2. Conceptual Framework
2-1. Buying decisions styles

Decision making can be defined as a solution to a dilemma (Gul et al., 2014). Hence, decisions made upon logic have better results (Orma et al., 2015). In fact, decision-making styles determine the consumers’ selection approaches from among the products available in the market (Yu et al., 2010). Based on CSI concept, Sproles and Kendall divide consumers’ approaches to eight decision-making styles (Anik et al., 2014) including:

**Perfectionist and sensitive to premium quality:** such consumer is characterized by search for the best quality among the available products (Naeimi and Kassidi, 2015).

**Sensitive to brand:** this type of consumer tends to buy more expensive products and well-known brands. He is very likely to believe that higher price means better quality (Dorosola and Lissonski 2013). This style includes the consumer exposed to purchase the most expensive and the best-known brands (Wesley et al., 2006).

**Fashion-oriented and modernist:** the most important characteristic of this style is that the consumer prefers the new style of the product to the old one (Sam and Chetwin, 2015).

**Sensitive to price:** money is of great value to such consumer. This style includes the consumers who are aware of the lowest prices to make the best use of their money and those who search before they buy (Anik et al., 2011).

**In search of entertainment:** pleasure of shopping is the main characteristics of the consumers in this class (Sproles and kendall, 1986).
Impulsive consumer: such consumer has no plan for shopping and does not care for what amount of money to spend on every act of buying (Anik et al., 2014).

Confused consumer: due to the existence of numerous brands, consumers may mistake the product and face difficulty in deciding on the best alternative (Anik et al., 2014).

Habit-oriented and committed to brand: these consumers are very likely to have their favorite brands and supermarkets. They choose these brands and supermarkets upon their habits (Lissiski and Dorosola, 2013). In their paper under the title of “Consumers’ Decision-Making Styles and Market Behavior: Building a Theory via Exploratory Data and Comparative Method”, Wesley et al. (2006) define CDM style as “selecting and approach for consumer’s mental orientation.”

In another paper titled “Consumer’s Decision-Making Styles in Retailing: Evolution of Mentality and Psychological Effects”, Lissiski and Dorosola (2013) used longitudinal analyses and showed that four out of the eight decision-making styles have changed during the years 1994 to 2009. Furthermore, Sam and Chetwin (2015) conducted another paper under the title of “Online Consumer’s Decision-Making Style to Perceive the Behavior of Online Consumer of Macao” and referred to consumer’s decision-making style as a mental orientation describing how a consumer makes his choice.

2-2. Thinking Style

Progression styles, cognitive styles, and thinking styles are three interesting areas of research (Van and Jang, 2009) where thinking styles which have undeniable significance are among cognitive preferences, which affect manners and emotions (Torabi and Seyf, 2013). Furthermore, conducted studies on cognitive, behavioral and emotional preferences of individuals have led to identification of various attitudes. In this respect, Myers-Briggs state that the two attitudes, introversion and extroversion, together with the four functions sensational, intuitive, thinking, and emotional have made eight character type with unique features (Abedi et al., 2010: 60). On this base, introversion individuals lose a lot of energy when they are in crowd with other individuals and need more loneliness than extroversion individuals (Ayubi and Estevani, 2014). They are also conservative and restrict their social activities to fewer relationships (Harington and Le Frodo, 2010). Furthermore, introversion individuals perceive all the available data on particular subjects (Meymand et al., 2013) and lack the enthusiasm, energy, and activity level of the extroversion individuals (Goldsmith et al., 2013). The domain of the extroversion individuals’ activities is wider while their information is less and superficial (Meymand et al., 2013).

Furthermore, sensational individuals live ‘now and here’. They tend to perceive information with their five senses. They get closer to their target step by step (Ayubi and Estevani, 2014). However, intuitive individuals rather focus on general meaning. They collect plans as a fact and relate them to each other. Then they look at the whole image (Khoshkam, 2013: 26). Hence in Myers-Briggs’ theory intuitive individual is one with sharp sixth sense, who regards meaning, relations, odds, and deduction as significant. He views the future and does not pay as much attention to details as the sensational individuals (Abedi et al., 2010: 59).
Another thinking style in Myers-Briggs’ theory is emotional attitude. In the literature on consumers, consumption emotions refer to emotional responses particularly stimulated during consumption experiences (Edwardson, 2005). These emotions are described as mental states leading to changes in body and facial expressions usually followed with an action (Slatten, 2009). Therefore individuals with stronger emotions are more committed to their favorite supermarket and establish stronger relationships with their favorite brands (Huang and Kandampoli, 2012). Unlike emotional thinking, logical thinking is inclined to a cognition based on a hierarchical, successive, conscious, and process-oriented logic (Li et al., 2014). According to Myers-Briggs’ theory, a logical individual makes logical decisions, discovers and criticizes the shortages, values the truth, and his progression motivation originates from his tendency to succeed (Abedi et al., 2010: 59).

In their paper under the title of “Triple Model of Thinking Style”, Jang and Sternberg (2005) define attitude as a way of processing data and treating the desired tasks. Furthermore, Edwardson (2005) investigates time experiences of consuming services and the role of emotions in the quality of services in his paper “Demonstrating Guru Quality of Services: Beyond Cognitive Assessment”.

2-3. Innovativeness

According to the previous literature, consumers’ willingness to follow the news and excitement corresponding to new products defines their innovativeness (Hur et al., 2012). However today, consumer innovativeness is regarded as a personality trait reflecting the tendency to change (Park and Yu, 2010). In consumer’s view, innovation is defined in two aspects; classical newness and significance (Shams, 2015). With regards to the various definitions proposed for innovativeness, some scholars have considered a single structure for this innate trait while some others have divided it into cognitive and emotional components (Tabatabayi Nasab and Arjmand, 2015: 340). Cognitive styles have been defined as sustainable attitude and preferences (Chris Daubery, 2013) and as individual differences in terms of thinking, perception, problem solving, and learning (Kujoniko, 2007). On the other hand, emotional innovative consumers prefer new experiences which excite their feelings (Park et al., 2010). New experiences serve to imagination and ambitiousness and enable creation of new excitations and adventurous activities in real world (Amirshahi et al., 2011).

In their paper titled “The Effect of Consumer Innovativeness on Decision-Making Styles for Buying”, Amirshahi et al. investigate the effect of consumer innovativeness on decision-making styles of buying and examine the relationship between the two types of innovativeness (cognitive and emotional) and decision-making styles. Furthermore, Tabatabayi Nasab and Arjmand (2015) examined the relationships between decision-making styles for buying, aspects of innate innovativeness, and personality aspects of consumers in their paper under the title of “Classifying Customers based on Buying Styles and examining its Relationship with Innate Innovativeness Aspects and Neo-Character Aspects”. In another paper titled “Innovativeness of Young Consumers, Pleasure Attitude, and Profit-Orientation”, Nue et al. (2014) state that
innovativeness of young consumers with high income lead them to buying cold products which are indicative of their personality and identity.

2-4. Advertisement Assessment

Advertisement is regarded as “a non-personal relationship on the part of a given sponsor to persuade or affect the audience through massive media”. Generally, advertisement demonstration falls into three categories; TV commercials (in between the programs), hidden advertisement, and intangible advertisement (Heidarzadeh et al., 2011). The significance of every advertisement relies on the strength of the effect it leaves on the consumers. Heidarzadeh et al. (2011) employ four observing variables in their paper “Intangible Advertisement and its Effect on Consumer’s Choice” to explain the structure of advertisement efficiency. These include:

Attitude towards advertisement: attitude towards advertisement is an emotional response by the consumers to a specific stimulant (Lue et al., 2014). This attitude affects consumers’ buying intentions and psychological background (Heidarzadeh et al., 2011) and is defined as the individual’s tendency to sow positive or negative response to an advertisement stimulant (Nikoomaram et al., 2011). In his paper titled “The Impact of Social Signs and Effectiveness of Advertisement in Czech”, Lue (2012) measures the effective content of the advertisement through attitudes towards the advertisement and self-efficacy in remembrance. He concludes that advertisement effectiveness directly affects production intentions in Czech.

Self-efficacy in remembrance: self-efficacy refers to one’s assessment of his ability in performing a given task (Lorenzo, 2012). In this respect, self-efficacy in consumer’s behavior while confronting with a brand leads to remembering the brand by the consumer. Brand remembrance is defined as the consumer’s ability to remind the brand within the time memory as being corresponding with a sign (Heidarzadeh et al., 2011). Lue defines self-efficacy as remembering memories of a message perceived after a time period. He notes that the effectiveness of the content assessed by the attitudes towards the advertisement and self-efficacy in remembrance directly affect the intentions of producing advertisements by the users in Czech.

Intention of buying a brand: in general, behavioral intention refers to the intensity of the individual’s intention to show a behavior (Yaghoubi and Shakeri, 2008). In related literature, brand buying intention is defined as the intention of buying a specific product which is predictive of the real behavior in purchasing the product (Nakai and Kheiri, 2012). This intention includes two main domains; psychological and symbolic advantages of commercial brands, and applied advantages of commercial brands (Walsh et al., 2012).

In a study conducted in 2014, Lee et al. concluded that the image of the country in buying intention affects the product through classifying with the image as the moderator. Attitude towards the brand: attitude towards the brand indicates the consumers’ assessment of the products and the brand of a company, which is indicative of the feelings and behavioral inclinations (Olsen and Romero, 2014). In a paper titled “Brand Character and Buying Intention”, Romero et al. (2014) state that attitude towards the brand can be defined as the
individuals’ assessment of or positive or negative feelings towards a brand. Results of the study showed that successfulness, honesty, and complexity aspects of the brand are significant indicative factors of buying intention.

2-5. Research Conceptual Model and Hypotheses

Figure 1 shows the research conceptual model. The model is proposed based on the studies conducted by Park and Zhu (2010), Wan (1978), Lue (2014), and Olsen and Romero (2014).

Based on the above model, the following hypotheses were formed:

1. Thinking style affects attitudes toward radio advertisements.
2. Thinking style affects attitudes toward TV commercials.
3. Thinking style affects brand buying intention.
4. Thinking style affects self-efficacy in remembrance.
5. Thinking style affects attitudes toward the brand.
6. Decision-making styles affect attitudes toward radio advertisements.
7. Decision-making styles affect attitudes toward TV commercials.
8. Decision-making styles affect brand buying intention.
10. Decision-making styles affect attitudes toward the brand.
11. Innovativeness affects attitudes toward radio advertisements.
12. Innovativeness affects attitudes toward TV Commercials.
13. Innovativeness affects brand buying intention.
15. Innovativeness affects attitudes toward the brand.

3. Methodology

The current research is an applied study in terms of objectives, and is a correlation-descriptive in terms of the control over the variables. Research population consisted of M.S students of business management in Islamic Azad University, branch of Yazd. 40 students were selected as the sample via quota method and based on particular criteria such as: being M.S student of business management, marketing trends, and being studying at least in the second semester. The reason for such selection was the students’ familiarity with academic concepts and terms of business management, and ability to assess the advertising teasers. Data collection was carried out through four questionnaires. The first questionnaire was concerned with the variables of thinking style (Myers-Briggs’ questionnaire) consisting of 88 items. The second questioner consisted of 58 questions regarding variables of decision-making styles and innovativeness. The third questionnaire consisted of 13 questions on variables of advertisement assessment and was distributed right after displaying the TV commercials. Finally, the fourth questionnaire, consisting of 13 questions on advertisement assessment, was distributed right after the radio advertisement. Reliability of the questionnaires was examined through Cronbach’s alpha which was determined to be 0.860 for the 82 questions. Since the value was greater than 0.7, questionnaires were considered to have good reliability.

In order to make sure of the content validity of the questionnaires, the first revisions were given to certain experts. After making the modifications in the questionnaires according to experts’ opinions, they were distributed among the students. With regards to the results, Kolmogorov-Smirnov test was conducted to examine normality of the variables. Since the significance level was 0.5, their normative hypothesis was not rejected at reliability level 95%. Therefore, all variables are normal. With regards to the results of the test, parametric methods were used for the purpose of data analyses.

4. Findings
4-1. Descriptive Statistics

Findings are presented in two forms; descriptive statistics, and inferential statistics. First we consider the distribution and abundance of variables such as age, gender, marital state, and job within the sample. Results of descriptive statistics are presented in table 1.
Table 1. Demographic characteristics of the sample

<table>
<thead>
<tr>
<th>Variable</th>
<th>Group</th>
<th>Abundance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>32</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>Marital State</td>
<td>Single</td>
<td>12</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>28</td>
<td>70</td>
</tr>
<tr>
<td>Age</td>
<td>25</td>
<td>7</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td>26-35</td>
<td>22</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>36-45</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>46-55</td>
<td>1</td>
<td>2.5</td>
</tr>
<tr>
<td>Carrier</td>
<td>Employed by a private company</td>
<td>15</td>
<td>37.5</td>
</tr>
<tr>
<td></td>
<td>Employed by a state company</td>
<td>18</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>Self-employed</td>
<td>5</td>
<td>12.5</td>
</tr>
<tr>
<td></td>
<td>student</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>40</td>
<td>100</td>
</tr>
</tbody>
</table>

4-2. Inferential Statistics

Here we examine the relationships between the variables. In this research, multiple-regression model has been considered as the basis for defining hypotheses, which confirms the relationships between the components. The hypotheses were examined using regression model via SPSS.

Table 2. Regression equations for hypotheses 1-5

<table>
<thead>
<tr>
<th>Variables</th>
<th>Attitude toward radio advertisement</th>
<th>Attitude toward TV commercial</th>
<th>Attitude toward brand</th>
<th>Brand buying intention</th>
<th>Self-efficacy in remembrance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>β</td>
<td>sig</td>
<td>β</td>
<td>sig</td>
<td>β</td>
</tr>
<tr>
<td>Emotional (F)</td>
<td>.213</td>
<td>.211</td>
<td>.536</td>
<td>.003</td>
<td>.003</td>
</tr>
<tr>
<td>Logical (T)</td>
<td>.403</td>
<td>.016</td>
<td>.082</td>
<td>.613</td>
<td>.443</td>
</tr>
<tr>
<td>Introversive (I)</td>
<td>-.027</td>
<td>.922</td>
<td>-.269</td>
<td>.365</td>
<td>-.228</td>
</tr>
<tr>
<td>Extroversive (E)</td>
<td>.172</td>
<td>.529</td>
<td>-.184</td>
<td>.529</td>
<td>.001</td>
</tr>
<tr>
<td>Judgmental (J)</td>
<td>.366</td>
<td>.057</td>
<td>.202</td>
<td>.253</td>
<td>.389</td>
</tr>
<tr>
<td>Considerate (P)</td>
<td>-.151</td>
<td>.414</td>
<td>-.134</td>
<td>.455</td>
<td>-.097</td>
</tr>
<tr>
<td>Intuitive (N)</td>
<td>-.334</td>
<td>.257</td>
<td>-.369</td>
<td>.247</td>
<td>-.032</td>
</tr>
<tr>
<td>Sensational (S)</td>
<td>-.255</td>
<td>.381</td>
<td>-.425</td>
<td>.184</td>
<td>-.200</td>
</tr>
<tr>
<td>R</td>
<td>.628</td>
<td>.538</td>
<td>.660</td>
<td>.522</td>
<td>.714</td>
</tr>
</tbody>
</table>
A significance test was conducted for each of the regression equations. With regards to F-statistic and significance level (sig.) which was smaller than 0.05, all linear regression equations are significant. Furthermore based on determination coefficients, it is possible to determine what percentage of the changes in dependent variables can be explained by predictive variables (thinking styles). Durbin-Watson statistic is close to 2 for all variables, which shows the independence of the residues.

With regards to the results of the tests and the significance level, which is smaller than 0.05 for logical and judgmental thinking styles, null hypotheses are rejected and at the reliability level of 95% their coefficients are significant in regression equation. Furthermore with regards to the standard coefficients, logical (0.44) and judgmental (0.39) styles have the greatest effects on attitude toward the brand. Moreover, logical style has a significant effect on attitude toward TV commercial (0.536). It also has a significant effect on brand buying intention (0.410). Similarly with regards to the significance of introversive and considerate styles (smaller than 0.05), null hypotheses are rejected and at the reliability level of 95% their coefficients are significant in regression equation. Furthermore with regards to the standard coefficients, introversive (-0.59) and considerate (-0.37) styles have the greatest effects on self-efficacy in remembrance.

With regards to significance level, logical and judgmental styles have significant effect on attitude to brand. Furthermore, with regards to the standard coefficients, logical (0.44) and judgmental (0.39) styles have, respectively, the greatest effects on attitude toward the brand. With regards to significance level, variables sensitive to premium quality, sensitive to price, and habit-oriented and committed to brand have significant effects on attitude toward radio advertisements. With regards to their standard coefficients, sensitive to price (0.39), sensitive to premium quality (0.36), and habit-oriented and committed to brand (0.33) styles have, respectively, the greatest effects on attitudes toward radio advertisements. On the other hand, collinearity statistics shows that the highest value of VIF statistic is for intuitive style, which is 4.28; yet smaller than 5. Hence, there exists no collinearity between the independent variables.
Table 3. Regression equations for hypotheses 6-10

<table>
<thead>
<tr>
<th>Variables</th>
<th>Attitude toward radio advertisement</th>
<th>Attitude toward TV commercial</th>
<th>Attitude toward brand</th>
<th>Brand buying intention</th>
<th>Self-efficacy in remembrance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>β</td>
<td>sig</td>
<td>β</td>
<td>sig</td>
<td>β</td>
</tr>
<tr>
<td>Sensitive to premium quality</td>
<td>.363</td>
<td>.016</td>
<td>.189</td>
<td>.249</td>
<td>.535</td>
</tr>
<tr>
<td>Sensitive to brand</td>
<td>.028</td>
<td>.819</td>
<td>.373</td>
<td>.021</td>
<td>.087</td>
</tr>
<tr>
<td>Fashion-oriented</td>
<td>-.011</td>
<td>.925</td>
<td>.155</td>
<td>.299</td>
<td>-.074</td>
</tr>
<tr>
<td>Recreation and conscious purchase</td>
<td>-.162</td>
<td>.187</td>
<td>.033</td>
<td>.820</td>
<td>.104</td>
</tr>
<tr>
<td>Sensitive to price impulsive</td>
<td>.390</td>
<td>.007</td>
<td>.124</td>
<td>.453</td>
<td>.126</td>
</tr>
<tr>
<td>Confused due to numerous alternatives</td>
<td>-.093</td>
<td>.474</td>
<td>-.350</td>
<td>.024</td>
<td>.152</td>
</tr>
<tr>
<td>Habit-oriented and committed to brand</td>
<td>.114</td>
<td>.387</td>
<td>.367</td>
<td>.016</td>
<td>.089</td>
</tr>
<tr>
<td></td>
<td>.327</td>
<td>.013</td>
<td>.142</td>
<td>.376</td>
<td>-.071</td>
</tr>
<tr>
<td>R</td>
<td>806.</td>
<td>.617</td>
<td>.620</td>
<td>.617</td>
<td>.486</td>
</tr>
<tr>
<td>Determination coefficient</td>
<td>650.</td>
<td>.381</td>
<td>.384</td>
<td>.381</td>
<td>.236</td>
</tr>
<tr>
<td>Durbin-Watson statistic</td>
<td>1.750</td>
<td>1.875</td>
<td>1.737</td>
<td>1.875</td>
<td>1.949</td>
</tr>
<tr>
<td>F</td>
<td>6.964</td>
<td>2.384</td>
<td>2.416</td>
<td>2.384</td>
<td>1.200</td>
</tr>
<tr>
<td>Sig</td>
<td>000.</td>
<td>039.</td>
<td>.037</td>
<td>.039</td>
<td>.331</td>
</tr>
</tbody>
</table>

A significance test was conducted for each of the regression equations. With regards to F-statistic and significance level (sig.) which was smaller than 0.05, all linear regression equations are significant, except for the significance level (0.33) which was greater than 0.05. Furthermore based on determination coefficients, it is possible to determine what percentage of the changes in dependent variables can be explained by predictive variables (thinking styles). Durbin-Watson statistic is close to 2 for all variables, which shows the independence of the residues.
With regards to the results of the tests and the significance level, which is smaller than 0.05 for the variables sensitive to premium quality, sensitive to price, and habit-oriented and committed to brand, null hypotheses are rejected and at the reliability level of 95% their coefficients are significant in regression equation. Furthermore with regards to the standard coefficients, sensitive to price (0.39), sensitive to premium quality (0.36), and habit-oriented and committed to brand (0.33) styles have, respectively, the greatest effects on attitude toward radio advertisement. With regards to significance level which is smaller than 0.05 for the variables sensitive to brand, impulsive, and confused due to numerous alternatives, null hypotheses are rejected and at the reliability level of 95% their coefficients are significant in regression equation. Furthermore with regards to the standard coefficients, sensitive to premium quality (0.56), and sensitive to brand (0.36) styles have, respectively, the greatest effects on attitude toward TV commercials. With regards to the standard coefficients, sensitive to premium quality (0.56), and sensitive to brand (0.36) styles have, respectively, the greatest effects on brand buying intention. Furthermore, sensitive to premium quality has a significant effect on attitude toward the brand (0.535). On the other hand, collinearity statistics shows that the highest value of VIF statistic is for sensitive to price, which is 1.396; yet smaller than 5. Hence, there exists no collinearity between the independent variables.

Table 4. Regression equations for hypotheses 11-15

<table>
<thead>
<tr>
<th>Variable</th>
<th>Self-efficacy in remembrance</th>
<th>Brand buying intention</th>
<th>Attitude toward the brand</th>
<th>Attitude toward TV commercial</th>
<th>Attitude toward radio advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>β</td>
<td>sig</td>
<td>β</td>
<td>sig</td>
<td>β</td>
</tr>
<tr>
<td>Cognitive innovativeness</td>
<td>0.361</td>
<td>.023</td>
<td>0.216</td>
<td>.180</td>
<td>0.447</td>
</tr>
<tr>
<td>Emotional innovativeness</td>
<td>0.084</td>
<td>.586</td>
<td>0.164</td>
<td>.306</td>
<td>0.614</td>
</tr>
<tr>
<td>R</td>
<td>0.374</td>
<td>0.277</td>
<td>0.447</td>
<td>0.390</td>
<td>0.562</td>
</tr>
<tr>
<td>Determination coefficient</td>
<td>0.140</td>
<td>0.077</td>
<td>0.194</td>
<td>0.152</td>
<td>0.562</td>
</tr>
<tr>
<td>Durbin-Watson statistic</td>
<td>2/315</td>
<td>1/693</td>
<td>1/819</td>
<td>693</td>
<td>1/691</td>
</tr>
<tr>
<td>F</td>
<td>3/313</td>
<td>1/536</td>
<td>4/456</td>
<td>3/327</td>
<td>8/328</td>
</tr>
<tr>
<td>Sig</td>
<td>0/049</td>
<td>0/229</td>
<td>0/018</td>
<td>0/047</td>
<td>0/001</td>
</tr>
</tbody>
</table>

A significance test was conducted for each of the regression equations. With regards to F-statistic and significance level (sig.) which was smaller than 0.05, all linear regression equations are significant, except for the significance level (0.229) which was greater than 0.05. Furthermore based on determination coefficients, it is possible to determine what percentage of
the changes in dependent variables can be explained by predictive variables (thinking styles). Durbin-Watson statistic is close to 2 for all variables, which shows the independence of the residues.

With regards to significance level, cognitive innovativeness (0.001) has a significant effect on attitude toward radio advertisement (0.501). Moreover, emotional innovativeness (0.019) is significant in regression equation. This means that emotional innovativeness has a significant effect on attitude toward TV commercials (0.37). Similarly, cognitive innovativeness (0.023) is also significant in regression coefficient. This means that cognitive innovativeness has a significant effect on self-efficacy in remembrance (0.361). Also with regard to the significance level, cognitive innovativeness (0.009) has a significant effect on attitude toward the brand (0.406). On the other hand, collinearity statistics shows that the highest value of VIF statistic for the variables is 1.002; yet smaller than 5. Hence, there exists no collinearity between the independent variables.

**Conclusion and Recommendations**

Findings of the present research showed that all the variables that were examined in this study were confirmed, except for the effect of decision-making styles on self-efficacy in remembrance and the effect of innovativeness on brand buying intention. The findings are in agreement with those of the previous studies. Based on the results of the tests, thinking styles have the greatest effects on self-efficacy in remembrance. Then, it leaves its greatest effect on attitude toward the brand. Thereafter, the greatest effects of this variable are left on attitude toward radio advertisement and attitude toward TV commercial. Its slightest effect is on buying brand intention.

Decision-making styles have their greatest effects on attitude toward radio advertisement, attitude toward the brand, attitude toward TV commercials, and brand buying intention, respectively. Decision-making styles have no significant effects on self-efficacy in remembrance. Similarly according to the results of the tests and data analyses, innovativeness has its greatest effects on attitude toward radio advertisement, attitude toward the brand, attitude toward TV commercials, and self-efficacy in remembrance. However, it has no significant effect on brand buying intention.

According to the findings, thinking style affects attitude toward radio advertisement, attitude toward TV commercial, brand buying intention, self-efficacy in remembrance, and attitude toward the brand. Therefore marketers and producers should design advertising teasers which include all aspects of thinking style so that they can penetrate the mind of the audience and leave positive effect on customers. While making advertising teasers, it must be noticed that who the consumers are (target market); accordingly, radio advertisement of TV commercial must be designed in a way to be suitable for them. If the product is a consuming one or is characterized by low mental involvement, advertisement must be in a way to include all aspects of thinking style. This persuades the customer to buy the product and promotes advertisement assessment.
Since decision-making styles affect attitude toward radio advertisement, attitude toward TV commercial, brand buying intention, and attitude toward the brand, also with regards to the fact that the consumer tend to buy the same brand (as a routine) and resist against any change, advertisement should lead him to remember the brand. This can be done via imaging the brand and comparative advertisement. To promote remembering the brand, advertising series, repeating the advertisement and advertisement of different products of the same brand can be effective.

Different individuals have different attitudes toward advertisement. Hence, radio advertisement and TV commercials must be displayed at appropriate time when different individuals with different attitudes can perceive it. Marketers should stress on the quality of the products. Marketing managers are recommended to investigate decision-making styles because these investigations are efficient in making the advertisement distinct and can affect buying intention. Innovativeness affect attitude toward radio advertisement, attitude toward TV commercials, self-efficacy in remembrance, and attitude toward the brand. If the product being advertisement is characterized with low mental involvement, for which consumers spend little money, time and energy, in order to increase their involvement and persuade them to buy, producers must use advertisement that show the innovativeness of the product so that this increases the consumers’ involvement with the product and makes them remember the brand easily. Innovative consumers are divided into two groups; cognitive and emotional. Knowing this fact, marketers can employ appropriate advertising strategies to promote the success of their products. One of these strategies is the use of comparative advertisement highlighting the advantages of the product over the similar ones. Furthermore, the innovative aspects of the product must be highlighted in advertisement so that innovative consumers can remember it more easily. Finally, the use of attractive advertisement is recommended.
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