Qualitative Study of effective factors of buying behavior of Iranian women

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Abstract

The study of buying behavior helps to construct better marketing strategies by getting insight about what affects the decision making of consumers. The aim of this research was determination of effective factors on Iranian women s' buying behavior. This research was based on qualitative approach and grounded theory method. Statistical society in this research were students of guilan university. A sample of twenty participants was taken who were undergraduate and masters' degree of Psychology students. These samples chose based on purposive sampling. Data collection did based on semi-structured interview. For Data analyzing, used grounded theory method and information obtained in three steps were coded by open coding, axial coding and selective coding. Overall, initial codes were 34 and original codes were 5. Original cods are including: social factors, cultural, personal, psychological and situational factors. Findings show selective codes in this research were social and situational factors. These factors consists other factors. Based on findings, this research determines effective factors on buying behavior and provide further consciousness for marketing research and making efficient strategies in research to consumer needs.

Keywords: Qualitative study of effective factors of buying behavior, consumers' buying behavior