

Analysis of the effects of social identity on women's shopping behavior in the field of clothing

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Abstract

This article examines and analyzes the effects of social identity on women's shopping behavior in the field of clothes in department stores in the central cities of Mazandaran. The views of Anthony Giddens and Pierr Bourdieu were chosen as the theoretical framework. The research method is a survey and the instrument for measuring the variables is a questionnaire. The sampling method is a multi-stage cluster and the sample size is 384 according to Cochran's formula. The method of data analysis is Pearson's correlation coefficient and regression analysis using SPSS software. Face validity was used to measure credibility and Cronbach's alpha coefficient for the independent variable of social identity was equal to 0.74 and the dependent variable of purchasing behavior was equal to 0.84, which indicates the reliability of the distribution of these variables.

The findings showed that the average buying behavior among people was relatively high. About 25.6 percent of their purchases are low, about 34.4 percent are average, and about 40.1 percent are high. The average score obtained in the five dimensions of religious identity, family identity, group identity, national identity and personal identity was low. There is a positive and direct relationship between the variables of social identity and the purchasing behavior of women. It means that women feel a greater need to shop in order to gain their personal and social identity. Pearson's correlation coefficient between social identity and women's shopping behavior is equal to 0.487. The identity dimension of purchasing behavior has the highest correlation coefficient with social identity and the Pearson correlation coefficient between them is equal to 0.511. Also, the supervisory dimension of shopping behavior has the lowest correlation (with a coefficient of 0.361) with social identity among the dimensions of women's shopping behavior. The results of the regression analysis show that 23.7% of the changes in women's shopping behavior in the field of clothing are related to the social identity variable.

Keywords: shopping behavior, clothing, social identity, lifestyle, and women.

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1. Introduction

In this article, the relationship between social identity and women's shopping behavior in the field of clothing was investigated. The process of identity development is a progressive process that includes the conscious integration of a person's beliefs about himself, the person's beliefs about how others view him, and the commitment to personal values and life goals. The social identity of people in traditional societies is determined based on their attributes, but in modern societies, mainly other factors have been recognized for how social identity is formed, and lifestyle and shopping patterns (such as buying clothes) are one of the most important. Identity means the truth of an object or a person, which includes his essential attributes, and social identity includes five dimensions: religious identity, family identity, group identity, national identity, and personal identity.

According to identity theory, it should be said that individual identity is formed by choices and social interactions. In this approach, clothing is considered as one of the important factors in the process of identity formation. Choosing specific clothes and styles is directly related to the sense of individual identity and its relationship with society and culture. Consumption theory emphasizes the idea that consumers express and confirm their identity through the purchase and consumption of goods and services. In this regard, clothing as one of the main consumables plays an important role in determining the identity of people. Clothing, as one of the most important components related to identity, is the clearest symbol of a society's culture and values. The choice of clothes and specific styles can reflect a person's values, tastes and social status. Shopping behavior is a type of consumption and a part of women's lifestyle in today's society. From a sociological point of view, the pattern of clothing is a sign of social status, but in this century, what is worn means a kind of body-centered idea and acquiring identity. taste Etiquette and fashion are considered as having a place in the social ladder (Mahdavi Kenny, 2016: 207). Determining one's social status and then distinguishing oneself from others are considered to be the most important consequences of consciously choosing a lifestyle. The way of buying and consuming goods is actually a lifestyle. Lifestyle is a behavior in everyday life that distinguishes each person from another. From another angle, lifestyle is related to daily

activities and refers to the habits of wearing, eating, following fashion, and attention environment to face others. In today's sociological analysis, consumption activities are considered as the modern source of identity structure, and this point is the product of changing the rhythm of human life and leisure today. The simple and expressive concept of lifestyle is a powerful tool for consumption patterns and determining the boundaries of similarity and distinction among different social groups. Consumer society has been a title in the description of Western society after World War II (Baudriar, 2014). The consumption of goods in its various types has many cultural and social implications and the consumption position of individuals is also justified on this basis (Razavizadeh et al., 2016: 41).

In Iran, although the consumer society has not been formed in its strict sense, but the abundance of some consumer goods in the last few years, the visualization of signs and symbols of status made the lifestyle of young people to be associated with the style of consumption and the aestheticization of consumption. Therefore, the consumption of goods for women and young people is not only a result of satisfying a need, which is the result of a cultural and social meaning, but a new culture is being formed that gives people the right to choose a lot and makes them want diversity. Buying and consumption is an undeniable part of the social actions of the family and has a decisive role in the allocation of resources for the production of all kinds of goods, their distribution method, as well as economic, political and social development (Nazarpour Kashani et al., 2015: 71). In the past, it was men's income that determined the amount and type of women's consumption; But today, with the expansion of women's freedoms and their increasing presence in the economic, social and cultural fields, and as a result of the increasing use of luxury goods, women distinguish themselves from others and gain credit and dignity for themselves (Naqhdi et al., 2017: 196). Shopping centers are considered as a space for representing feminine behaviors and they seek to feminize some behaviors such as shopping. These spaces, as a part of everyday life, have led to the expansion of the female public domain. Through these places, women produce their own lifestyle and differentiate it from others, and find a new identity through such uses (Mohammadpour and Bahmani, 2009: 45).

Women make up half of the population of Mazandaran province, and therefore paying attention to the social issue of women's shopping has a special place. Women view shopping as a social event and like to shop with friends of the same sex. Women enjoy shopping, collecting a collection of clothes with different colors and models, going to markets and passages and viewing products and shops and look at it as a hobby. Shopping is considered as a need that can refer to psychological needs and material or physical needs. The increase in women's purchases may cause various issues and increase consumerism, luxury, fashionism, eye contact, and differentiation among people. Women who shop at brand centers and stores try to display their purchases and in this way create a distinction between themselves and others. Sometimes this bragging of the brand is due to the fact that others also try to show off with their purchases, and this is how women try to maintain their family dignity (Ebrahimi et al., 2017: 142). Women represent the economic and social status of families. This importance is made possible by buying, consuming and displaying it in different ways in different fields by women. Therefore, the article seeks to answer the basic question that what is the role of social identity on the buying behavior of women in the field of clothing in the department stores of Mazandaran province?

2. Review of Literature

Various researches refer to the investigation of the influencing factors on the buying behavior of consumers. Abbasian et al. (2022) showed that social networks and social cultural variables have a significant effect on various aspects of behavior. Gharbi et al. (2022) show that social network marketing activities have a direct, positive and significant effect on repurchase intention and sustainable social connection and customer satisfaction. Safaei (2022) in the study of the effect of digital lifestyle on social identity (case study: male and female high school students of Hamadan city) shows that between the variable components of digital lifestyle (cultural consumption, how to spend leisure time, patterns There was a relationship between buying and selling, patterns of distance learning and education, body management through media) and social identity among male and female high school students in Hamedan

city. Therefore, in this research, the relationship between social identity and purchasing patterns is mentioned.

Seyed Amiri et al. (2021) have done an article with the aim of investigating the effect of social identity, communication and product classification on brand love and brand loyalty in the clothing industry. The results showed that social identity has a positive effect on a person's self-expression. Also, customers who experience brand interest are more willing to engage in constructive collaboration within the brand community. In addition, self-expression is potentially important for increasing brand interest and encouraging favorable post-purchase behavior. Zarepour et al.(2021) in a research entitled the effect of social identity on brand loyalty with an emphasis on the consumption pattern and purchase decision-making styles showed that social identity has an effect on personal identity, consumption pattern, purchase decision-making styles and identification with the brand, the pattern Consumption, purchase decision styles and brand identification also affect brand loyalty, but personal identity and consumption patterns do not affect brand loyalty. Dehghanizadeh and Akbaripour (2021) showed that social identity and social effect have a significant effect on purchase intention, and the mediating role of customers' perceived value was also confirmed, and the moderating role of consumer innovation in the effect of social identity and social effect on product purchase was not confirmed. Cheraghi (2021) in an article identifies socio-political influencing factors on customers' buying behavior. The results of the current research show that consumer nationalism originates from nationalist sentiments in cultural and social fields and leads to economic and political consequences. Therefore, the stronger the competition and the presence of domestic products in this competition, the more likely it is that international brand names will be the target of consumer nationalism.

Salehi et al. (2019) conducted a research titled providing a model of sociological factors affecting the decision-making behavior of organizational purchases with the aim of complying with economic efficiency. Several factors affect the buyer's behavior and decision-making in the organizational purchasing process, which sometimes does not follow the sequential steps. Internal factors combined with external factors form the final decision of the

buyer. Finally, 95 items were identified and classified into 5 categories of factors (environmental, marketing mix, organizational, individual and shortcuts). According to the results obtained in the mentioned company, these factors affect the behavior of buyers in making organizational purchase decisions.

Aghamelai et al. (2019) in an article about modernity, consumer culture and lifestyle; They did a sociological analysis in the city of Kerman. The research results showed that the respondents have a more traditional consumption lifestyle. Respondents had a more traditional style in indicators such as leisure time, body management, eating pattern and purchasing pattern, i.e. all four components of consumer lifestyle. Traditional lifestyle showed a significant difference in terms of gender, age, marital status and residential area. Dehdashti Shahrokh et al.(2018) in the article on the role of social and cultural factors in the buying behavior of consumers in social networks, believe that today some of the customers have the desire to buy clothes through social networks. The obtained results showed that the recommendation of friends, approval of others and social conditions have a significant effect on people's trust in social networks, and people's trust has a significant effect on the willingness to buy clothes through social networks. Ameli and Askar (2018) studied the two-spatial issue of shopping: social media and "change in the shopping experience". The concept of shopping in cultural studies underwent a metamorphosis with the spread of social media in the form of online shopping and virtual market and as an act of identity.

Naqhdi et al. (2017) investigated the sociological analysis of the redefinition of women's social identity in the light of the consumerist tendencies of the study: women born in the 1950s, 1960s and 1970s in Isfahan city. With the spread of consumerism and the increase of consumption tendencies in the world arena, there have been changes in the cultural and structural fields of societies, which have caused a transformation and change in the identity of traditional women and a rethinking of their identity in the face of today's manifestations of consumerism. Nowadays, people tending to consume too much goods to meet their needs, they try to gain a different social status than others. In the meantime, women are trying to raise the status and social status

of themselves and their families in the society by pretending to be the people who represent their families. The results show that there are significant correlations between the variables of consumerism and redefinition of women's identity, social inequality and consumerism, social inequality and redefinition of women's identity, and between globalization and consumerism. Also, the regression results show that the variables of consumerism and globalization and social inequality explain 22% of the changes in the variable of redefinition of social identity.

In an article, Afsharkhan and Rezaei (2016) investigated the role of social identity in determining the lifestyle of young people (Hamadan city). The present article is the result of a scientific research that was conducted with the aim of investigating the social identity of young people in family, group, religious and ethnic dimensions and its effect on their lifestyle. The findings showed that the direction and intensity of the relationship between social identity and different dimensions of the concept of lifestyle; That is, activities (recreational, group and religious), interests (religious, sports and cultural) and modern attitudes are different. Young people have different lifestyles based on their social identity. Religious identity plays an important and decisive role in the amount of religious activities and religious interests of young people. Group identity has a prominent and decisive role in the amount of group activities, recreation and sports interests of young people, as well as the amount of modern attitudes in them.

Mousavi and Kazeminia (2015) investigated the effect of cultural values on the tendency of consumers to consume foreign goods in the household appliances market of Isfahan city. The results indicate that there is a significant relationship between masculinity variables and attitude towards Iranian goods. Also, there is a significant relationship between collectivism and attitude towards meaningful Iranian goods. There is a relationship between the variables of foresight, collectivism and individualism with social beliefs; that social beliefs subsequently, along with the variable of attitude towards Iranian goods, lead to the formation of the variable of willingness to buy Iranian goods. Naqabi et al. (2015) investigated the effect of consumers' national identity on the purchase of foreign goods. The purchase of foreign products is

affected by the cultural diversity of the national identity, the researcher in this research seeks to find psychological processes that effectively explain the causes of the change in the amount of purchase of foreign goods. Cultural diversity creates positive and negative attitudes towards global consumer trends. The result shows that the purchase of foreign products decreases with a stronger national identity. Farkhian et al.(2015) in the article *Designing and Explaining a Model of Factors Affecting Clothing Buying Behavior of Young Iranian Students* show that personality and psychological characteristics and social factors influence the purchasing intention and behavior of young people. Also, the inner values of young consumers influence their buying behavior through psychological characteristics and purchase intention. Khaje Nouri et al. (2013) investigated the relationship between lifestyle and social identity of young people in Bandar Abbas city. The findings of the research have shown that there is a positive and significant relationship between the variables of religious lifestyle and musical and traditional lifestyle with social identity. In other words, religious identity, gender identity, national identity, ethnic identity, group identity, and physical identity have a significant relationship with the shopping pattern as one of the aspects of lifestyle.

Tao et al. (2022) show that changes in consumer purchasing behavior have a significant impact on the design of business models of consumer service companies. Rubal (2022) examines consumer culture and the abundance of choice: having more, feeling blue. The defining feature of the contemporary consumer culture is the increase in consumption opportunities and the expansion of the choice space. Davis et al. (2021) refers to the investigation of trust, social media and diversification on online shopping behavior. Bastrom (2020) to investigate social relations and daily consumption customs: obstacles or prerequisites for sustainable transformation? they paid Macro-institutional structures and consumerist culture force and encourage people to reproduce unsustainable levels of consumption. This article argues that a critical role for sociology is to address theoretically and empirically the intersection between social relations and (excess) consumption. The purpose of this article is to address the role of social relations in reproducing and challenging consumer culture. Bastrom (2019) refers to the role of social comparison, identity

performance and social position on purchasing behavior. The concept of social life is divided into four dimensions. The socio-relational dimension includes rituals of everyday interaction, consumption and relationship confirmation, as well as social comparison, including the role of identity and social status.

Wang (2017) in the social media review article; social identity theory; consumption behavior; purchase behavior; Dimensional impact shows that social identity has several dimensions, including cognitive, effective and dimensional dimensions. These three dimensions have various effects on consumption and purchase behaviors. Affective identity dimension can affect consumer behavior, while cognitive and evaluation dimensions have effects on purchasing behavior. Evaluation dimensions have a stronger impact than cognitive dimensions. The present study makes efforts to fill this research gap and examine the various effects of cognitive, affective, and evaluation dimensions on consumption and purchasing behaviors. Vahiuddin et al. (2017) studied the issue of shopping behavior among urban women. Hedonic value occurs when consumers rely on their emotional, social, and psychological aspects, while utilitarian value is more related to the functional aspect of doing an activity. The results showed that there is a difference between men and women as retail consumers. In this study, women tended to have hedonic value as their purchasing orientation, while men tended to have a utilitarian orientation. This suggests that gender is an important aspect in structuring business positioning and segmentation in the retail industry.

Baroui et al. (2012) in their study entitled the influence of clothing style, music and media on the brand consumption behavior of teenagers, show that the clothing brands that teenagers prefer depends on the clothing style they identify with. The role of media and music on generation Y teenagers and their clothing consumption was confirmed. The group identity of teenagers and the sensitivity of teenagers to media and music are different according to their style of coverage. Azam et al. (2012) in an article titled "Consumption style among young adults in relation to their shopping behavior: an empirical study in Pakistan" suggested that young women are more influenced by shopping, fashion, entertainment, and choice than men. are too confused while men are

more media reliant, perfectionist, brand conscious and impulsive than women for their consumption style.

Tai (2008) investigated the relationship between personal values and purchasing orientation of Chinese consumers. The results showed that Chinese consumers in Greater China had similar personal values, but differences were observed in their purchasing orientation. Significant relationships were found between dimensions of personal values and eight shopping orientations. Among the dimensions of personal values, self-actualization played a major role in six out of eight purchase directions, except for the gender roles of shopping and economic shopping. Personalized shopping, promotional specials, and shopping for self-satisfaction are three major shopping orientations that are closely related to personal values. Shopping gender roles and economic shopping are unrelated to any personal values because they reflect individual short-term goals rather than long-term values. O'Kass and Frost (2002) have investigated the components of existing commercial brands on the social status of people and the consumption of luxury goods in an Australian university. The findings of this research show that the market is influenced by factors such as the symbolic features of the commercial brand, the emotions resulting from the commercial brand and the degree of fit between the self-image of the commercial brand and the self-image of the user of the commercial brand, and the more symbolic features, the stronger the positive feelings and There is a greater fit between consumers and brand image.

Attention to consumerism among sociologists is always due to its various consequences at the micro level, i.e. emphasis on behaviors and attitudes and attention to the identity effects of consumption, at the intermediate level such as attention to mass media and at the macro level, on social, political structures and especially It is cultural. The fashions and productions of the fashionable society are considered part of the culture of the same societies and in fact they are following their own cultural path, but the consumption of these models and fashions in imitative societies is sometimes counterproductive and causes identity and cultural destruction of the members of those societies. All dimensions will be. According to Simmel, a person can endure the pressures of

modern life through the intense development of individualism, which aims to follow the symbols of status and fashion. This kind of consumption is a way to prove oneself and maintain personal authority. In Simmel's opinion, fashion, in addition to emanating from the structural pressures of the metropolis, is also a symbol of class distinction. Fashion is, on the one hand, the declaration of the desire to be different from others and the expression of individual identity and the desire for individuality, but on the other hand, it has a class aspect and is the cause of group cohesion and the strengthening of class social cohesion. In this sense, fashion strengthens the feeling of being with others in a person (Fazli, 2013, 25).

Many researches conducted in the field of consumption show that the behavior and shopping habits of women and men are different and women's attitude towards shopping and shopping centers is more positive; In such a way that psychological motivations such as eye contact, the need to show off, individualize and gain credibility and dignity and a different identity in the eyes of others, have been able to influence the consumption tendencies of women. In the eyes of many women, wandering in today's stores and shopping centers is a sign of dignity, regardless of gaining freedom for them. On the other hand, communication media advertising is another factor that strengthens the values and consumption tendencies among women. Among them, women are the most influential group as the main audience of mass media programs. Also, shopping centers have become a factor for increasing luxury consumption with functions in recreation, creating free time and gaining independence and freedom for women. Shopping malls provide a space for women to spend their time as they like, away from the strictures of the past; Because going to shopping centers justifies the presence of women outside the house; But what is interesting in this regard is that the consumption of any goods cannot lead to the acquisition of dignity for people; Rather, these are luxury goods that can bring a new identity to people. Consuming cheap goods and going to shopping malls in the lower part of the city does not increase the reputation and dignity of people and shows the low economic-social base of people (Naqhdi et al., 2017: 185).

In today's world, consumption culture provides a wide range of choices to consumers, and each choice indicates values, interests, attitudes, and tastes that may be characteristic of a social group, so the concept of consumption is related to the concept of collective identity. According to Giddens, lifestyles are normal daily behaviors that show themselves in the form of habits of dressing, eating, and preferred environments for interacting with others. But these normal everyday behaviors are subject to change in light of the changing nature of personality. Each of the small and large decisions a person makes on a daily basis (what to wear, what to eat, how to behave at work, who to meet) contributes to such mundane affairs. The more modern the environment in which a person lives, the more lifestyle concerns are placed in the center of a person's identity (Shahabi, 2016: 37). Zygmunt Bauman believes that in the postmodern era, market power has guaranteed social cohesion and institutional loyalty of citizens. Human needs, desires, identities and social lifestyles are linked to consumption. Postmodern selves shape identities and social lives through patterns of consumption. Goods are designed to create illusions and hopes to entice people to conform to social conformity (Bauman, 2008, quoted by Seidman, 2016: 225).

According to Bourdieu, social and structural distinctions in the last decade of modernity are increasingly expressed through cultural forms. All acts of consumption, i.e. exploitation and appropriation, should be considered as a display of mastery over a communicative code and should also be understood as an "aesthetic tendency", which is the most demanding title that the world of culture (always implicitly)) imposes (Bourdieu, 2013, 8). According to Bourdieu, the desire of individuals and groups for differentiation is the desire to have a special social identity that makes the social existence of a person or group possible (Bonwitz, 2010: 119). Social distinctions can be seen in a variety of actions and behaviors that fall within the framework of lifestyle. Bourdieu emphasizes the role of consumption in the emergence of social distinctions. Cultural consumption is related to people's social base. People who belong to high status groups have access to more cultural capital than people with low social status. The level of education, family background and overall social process are the most important predictors of cultural

consumption (Van Eijk, 2001: 1163-1185). He believes that consumption involves signs and symbols, ideas and values. From his point of view, the struggle for recognition is the basic dimension in the whole life. Bourdieu's claim is that all cultural customs and symbols, clothing style, etc. contain interests and their function is to increase social distinctions (Turner, 1998: 56). According to Bourdieu, the superior and inferior groups of the middle classes engage in an endless but gentle struggle to establish their identity, value and social position. Consumption and especially cultural consumption is a tool for cultural production, legitimization and struggle in the social space. Consumption is more than fulfilling biological needs. Values, signs and symbols are actively involved in the production and reproduction of social structures. The dominant classes have the ability to legitimize their way of life as culture (Fazli, 2012: 43). He believes that the style and context of using goods, especially those goods that are considered privileged, is one of the key signs of identity and also an ideal weapon in differentiation strategies (Bourdieu, 2013: 30).

Jean Baudrillard believes that we are living in an age where mankind is under the domination and siege of objects. The consumer logically goes from one object to another and gets caught in the fence of objects; Something that is different from the frenzy of buying and the desire to possess - which is the product of the abundance of goods - (Baudrillard, 2013: 17); But these objects and material goods carry social meanings (Bakak, 2003, 102); In fact, our lifestyle and the type of consumer goods have cultural and social signs and people use them to achieve social identity. According to Baudrillard's interpretation, consumption in the new era is a process during which consumers are actively trying to gain identity by displaying the purchased goods; In other words, in the current time, people get their identity through consumerism.

Anthony Giddens has studied how personal identity is formed in the context of the globalization process. According to him, globalization and the transformation of personal identity are the two poles of the dialectic between the local and the global in the conditions of advanced modernity. According to him, the changes that are made in the private aspects of personal life are directly related to the establishment of much wider social ties (Giddens, 2008:

120). According to him, lifestyle is the exemplary way of consuming, understanding and valuing the products of material culture, which enables the establishment of identity criteria in the framework of time and place, and basically pays attention to the symbolic meanings of products; That is, what lies behind the obvious identity of these products.

According to Anthony Giddens, gender differences and the way of gender socialization of people can affect the way and choice of clothes and clothing style of people in the society. Giddens believes that the capitalist system is increasingly trying to shape the consumption pattern and monopolize the production process. From the very beginning, markets have promoted individualism. Later, individualism was also brought to the field of consumption, and the identification and determination of individual desires is a principle. The basic continuity of the income system. In this way, the freedom of personal choice became a form in which a person can express himself. Giddens emphasizes the concept of personal identity and considers identity as a non-continuous and variable thing. According to him, the content of identity, like other fields of existence, is socially and culturally variable; Therefore, according to Giddens's opinion, people form their identity in their daily actions and with the interpretation they have of their own and others' actions, as well as by referring to the sources of identity that may be family, educational centers, and means of mass communication; In fact, these relations and interactions of activists with each other and in the social environment are influenced by norms and values that are able to facilitate the actions of activists and help to form the identity of individuals (quoted by Jahangiri and Moini, 2019: 48-49). Therefore, the theory of Anthony Giddens and Pierre Bourdieu in the field of lifestyle was considered as the base theory and the basis of the theoretical framework.

Table 1. Hypotheses and corresponding theoretical framework

hypothesis	Theoretical framework
There is a significant relationship between social identity and shopping behavior of women in Mazandaran province.	Pierre Bourdieu's theory and Anthony Giddens theory
There is a significant relationship between dimensions of social identity (religious identity, family identity, group identity, national identity and personal identity) and women's shopping behavior.	

3. Methodology

In terms of the data collection method, the research is descriptive of the contextualization type and in terms of the practical purpose. The method of conducting the research was also in the form of a survey, which means that the results can be generalized. The research method is based on the nature and method of doing the work and in terms of the relationship between the independent variable and depends on the type of correlation research. The data collection tool is a standard questionnaire. The statistical population is women aged 15 and older living in the central cities of Mazandaran province (Sari, Babol, Qaimshahr and Amol). The number of these people is equal to 542527 people according to the latest census of the country. According to Cochran's formula, the sample size is 384 people.

Table 2. The statistical population of the research by city

city	Number of women	percent	sample size
Amol	123197	22.7	87
Babol	152923	28.1	108
Sari	158398	29.2	112
Ghaemshahr	108009	20	77
total	542527	100	384

The sampling method is a multi-stage cluster. For this purpose, people are grouped into categories, then sampling is done from among the clusters. At first, Mazandaran province and the big and central cities of the province were selected. Then, in each city, a number of large stores such as pasazs and clothing shopping centers were selected, and then, according to the size of the female population in each city, sample people were randomly selected, and the researcher-made questionnaire was distributed among them, and the necessary information was obtained. The relevant questionnaire was provided to them for completion and the completion period of the questionnaire lasted about 30 days.

Table 3. Reliability coefficient of variables

Variables	Number of items	Cronbach's alpha coefficient	The value of the normal statistic	sig
buying behavior	25	0.84	0.994	0.361
Social identity	24	0.74	0.211	0.409

Kolmogorov-Smirnov test was used to check the normality of distribution of variables. In the dependent variable of purchasing behavior, the test value is equal to 0.994 and its significance level is 0.361. In the Kolmogorov-Smirnov test, the significance level for the social identity variable was greater than 0.05. Therefore, the normality is statistically confirmed. Therefore, parametric tests such as linear regression and Pearson's correlation coefficient can be used to test hypotheses.

Pearson correlation coefficient and regression and path analysis were used to test the relationships between variables at the distance measurement level. Also, face validity was used and the measurement tool has the necessary reliability. Cronbach's alpha coefficient values show that the variables have reliability because the values obtained in the independent variable of social identity were equal to 0.74 and the dependent variable of purchasing behavior were equal to 0.84, which indicates the stability of the distribution of these variables. The two main variables examined in this article include social identity and purchasing behavior, which are defined and measured.

Social identity: Social identity basically refers to the characteristics and ideas that an individual acquires through social participation and membership in social groups and categories. These groups and categories include race, religion, ethnicity, nationality, and gender (Jenkins; 2002). Social identity has several dimensions that fall on a spectrum in terms of type and comprehensive scope of reference and include national identity, ethnic identity, family identity, religious identity, and global identity. National identity: is a category of social identities that combines territorial resources with ethnic, cultural, economic, and political legal elements (Alba, 2005: 843). Ethnic identity: is the set of characteristics of a human group (including common ancestry, mythology, race, language, single religion, and residence in a territory) that differentiate it from other groups (Bagharianfar et al., 2018: 83). Religious identity: It constitutes the philosophy of life and existence of an individual. The importance of this identity is that humans have a natural tendency to seek God; that is, there is a tendency towards religion and sect in all humans (Vahedi and Ahmadian, 2014: 95). Global identity: One of the main factors that has caused humans to communicate with other people on the other side of the world

through the media in their own homes is global identity (Bagharianfar et al., 2018: 84). To measure the social identity variable, five dimensions of religious identity, family identity, group identity, national identity, and personal identity were used.

Shopping behavior: A type of purchasing pattern that expresses the lifestyle of individuals or the consumption culture of individuals in society. Lehsaizadeh also believes that consumerism means using goods to satisfy needs and desires. This practice includes purchasing material goods and services. In today's societies, consumerism has become a major social activity, and a large amount of time, energy, money, creativity, and technological innovation is consumed for it (Lehsaizadeh, 2009: 1). The consumption pattern in the current globalized society is the creator and creator of our identity. As the identity of individuals in contemporary society is influenced by variables that are not structural and operate at a non-structural level rather than being a function of a set of structural variables such as class (Naqdi et al., 2018: 192). Therefore, purchasing behavior is a type of purchasing pattern that can be considered as one of the dimensions of lifestyle. To measure purchasing behavior, five dimensions of purchasing behavior were used, including psychological, identity, economic, monitoring, and habitual dimensions. The identity dimension of consumption, which is considered to be a sign of the consumer's identity and social status; the psychological dimension, in which the individual referred to his or her psychological needs, the human species, or women; the economic (rational) dimension, which evaluated consumption choices as reasonable after comparing consumption value-exchange value or calculating economic and social costs-benefits; the monitoring (obligatory) dimension, in which the individual saw himself or herself under the supervision of the demands and suggestions of significant others or generalized others or moral and religious teachings; and the habitual dimension, which referred to "the precedent of a demonstrative consumption pattern or a tendency towards it in the history of the individual's life" (Razavizadeh Heravi et al., 2017: 41).

4. Findings

The descriptive findings showed that about 29.2 percent were residents of Sari and had the highest frequency. Also, about 20 percent were residents of Ghaemshahr and had the lowest frequency. Of these people, about 28.1 percent lived in Babol and 22.7 percent lived in Amol. Also, the findings showed that about 25.5 percent were aged 30 to 39 and had the highest frequency. About 4.7 percent of people were over 60 and had the lowest frequency. Also, about 23.4 percent were aged 20-29, about 21.4 percent were aged 40-49, about 11.5 percent were aged 50-59, and about 13.5 percent were under 20. The average age of the respondents was 34.5 years.

Table 4. Distribution of respondents by age and place of residence

Age	Frequency	Percentage	place of residence	Frequency	Percentage
Under 20	52	13.5	Sari	112	29. 2
20-29	90	23.4	Qaemshahr	77	20
30-39	98	25.5	Babol	108	28. 1
49-40	82	21.4	Amol	87	22.7
59-50	44	11.5	Total	384	100
Over 60	18	4.7			
Total	384	100			

The findings indicate that about 9.5 percent consider the level of social identity to be very low. In other words, the average score obtained in the five dimensions of religious identity, family identity, group identity, national identity, and personal identity was low. About 15.1 percent consider the level of social identity to be low, about 29.7 percent consider the level of social identity to be medium, about 25 percent consider the level of social identity to be high, and about 20.8 percent consider the level of social identity to be very high.

Table 5. Distribution of respondents by level of social identity

Level of social identity	Frequency	Percentage
Very little	36	9.5
Low	58	15. 1
Average	114	29.7
High	96	25
Very much	80	20.8
Total	384	100

The findings showed that the average purchasing behavior was relatively high. About 8.9% considered their purchasing amount to be very low. About 16.7% considered their purchasing amount to be low, about 34.4% considered

their purchasing amount to be medium, about 23.4% considered their purchasing amount to be high, and about 16.7% considered their purchasing amount to be very high. Examining the distribution of respondents in terms of purchasing behavior shows that the psychological dimension of purchasing behavior was between 22.4% low, 31.8% medium, and 45.8% high. The identity dimension of purchasing behavior was between 24.5% low, 33.9% medium, and 41.7% high. The economic dimension of purchasing behavior was between 28.2% low, 37% medium, and 34.9% high. The findings showed that the supervisory dimension of purchasing behavior was among 31.8% at low level, 31.3% at medium level, and 37% at high level. Finally, the habitual dimension of purchasing behavior was among 29.2% at low level, 32.8% at medium level, and 38% at high level.

Table 6. Distribution of respondents by purchasing behavior

Dimensions of buying behavior		Very little	Low	Average	High	Very much	Total
Psychological dimension	Frequency	40	46	122	98	78	384
	Percentage	10.4	12	31.8	25.5	20.3	100
Identity dimension	Frequency	34	60	130	92	68	384
	Percentage	8.9	15.6	33.9	24	17.7	100
Economic dimension	Frequency	34	74	142	91	43	384
	Percentage	8.9	19.3	37	23.7	11.2	100
Monitoring dimension	Frequency	40	82	120	88	54	384
	Percentage	10.4	21.4	31.3	22.9	14.1	100
Habitual dimension	Frequency	38	74	126	88	58	384
	Percentage	9.9	19.3	32.8	22.9	15.1	100
Purchasing behavior	Frequency	34	64	132	90	64	384
	Percentage	8.9	16.7	34.4	23.4	16.7	100

The first hypothesis is that there seems to be a significant relationship between social identity and women's shopping behavior in Mazandaran province. Considering the level of measurement and normality test of the data, Pearson's correlation coefficient was used to examine the relationship between the variables. Examining the relationship between the variables showed that there is a positive and direct relationship between social identity and women's shopping behavior. In this way, the higher the level of social identity, the more women buy. That is, women feel a greater need to buy to gain their personal and social identity. This positive correlation is significant with a probability of more than 95 percent. The Pearson correlation coefficient between social identity and women's shopping behavior is 0.487. As can be seen in the table,

the variable of women's shopping behavior has five dimensions, and their relationship with the independent variable of social identity is positive and significant. The identity dimension of shopping behavior has the highest correlation coefficient with social identity, and the Pearson correlation coefficient between them is 0.511. Also, the supervisory dimension of shopping behavior has the lowest correlation (with a coefficient of 0.361) with social identity among the dimensions of women's shopping behavior.

Table 7. Pearson correlation between social identity and purchasing behavior

Dependent variable	Correlation coefficient	Sig
Psychological dimension	0.432	0.000
Identity dimension	0.511	0.000
Economic dimension	0.388	0.000
Monitoring dimension	0.361	0.000
Habitual dimension	0.477	0.000
Purchasing behavior	0.487	0.000

The findings showed that there is a positive and significant direct correlation between the dimensions of social identity and purchasing behavior. The national identity dimension has the highest correlation coefficient with the variable of purchasing behavior, and the correlation coefficient between them is 0.431. Also, the group identity dimension has the lowest correlation (0.238) with women's purchasing behavior. The Pearson correlation coefficient between the religious identity dimension and women's purchasing behavior is 0.285, the family identity dimension is 0.321, and the personal identity dimension is 0.319. Overall, the results showed that there is a positive and significant correlation between all dimensions of social identity and women's purchasing behavior.

Table 8. Pearson correlation coefficient between social identity dimensions and purchasing behavior

Dimensions of social identity	Correlation coefficient	Sig
Religious identity	0.285	0.000
Family identity	0.321	0.000
Group identity	0.238	0.000
National identity	0.431	0.000
Personal identity	0.319	0.000

Important assumptions of regression analysis such as the absence of a high colinearity between independent variables and the independence of errors from each other were examined using the tolerance level, degree of negligence and

Durbin-Watson test. The findings showed that multivariate regression analysis can be used to examine the relationship between independent variables and women's shopping behavior. The value of the multiple correlation coefficient is 0.487, which indicates a relatively low correlation coefficient. The coefficient of determination is 0.237, which indicates that social identity and its dimensions explain about 23.7 percent of the changes in the dependent variable of women's shopping behavior.

Table 9. Regression coefficient values for women's shopping behavior

Variables	b	Std. Error	Beta	T	Sig	Tolerance
Constants	2.52	1.311		8.641	0.000	
Social Identity	0.321	0.282	0.487	10.560	0.000	0.756
R	R ²	Durbin-Watson	F		Sig	
0.487	0.237	1.72	5.62		0.000	

5. Conclusion

This article sought to answer the question of whether social identity affects women's shopping behavior. The theoretical answer to this question was Pierre Bourdieu's theory of the role and relationship between the emergence of social distinctions (social identity) and lifestyle (shopping behavior). Throughout contemporary history, numerous factors have influenced Iranian dress and have been able to remove it to a great extent from its local, traditional, and indigenous status and shape the conditions in a way that we are witnessing now. For example, part of it has been influenced by the political desires and purposes of governments, and the ideologies of governments and regimes have always had a direct and undeniable impact on it. Another part of this influence must be found in the type of identity of the people, which can have a national, religious, and other aspects.

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The research hypothesis showed that there is a positive and direct significant relationship between social identity and women's shopping behavior in Mazandaran province. Examining the relationship between variables showed that there is a positive and direct significant relationship between social identity and women's shopping behavior. The higher the level of social identity, the higher the level of women's shopping. That is, women feel a greater need to shop to gain their personal and social identity. This positive

correlation is significant with a probability of more than 95 percent. The Pearson correlation coefficient between social identity and women's shopping behavior is 0.487. In addition, the relationship between the dimensions of shopping behavior and the independent variable of social identity is positive and significant. The identity dimension of shopping behavior has the highest correlation coefficient with the social identity variable, and the Pearson correlation coefficient is 0.511. Also, the supervisory dimension of shopping behavior has the lowest correlation (with a coefficient of 0.361) with social identity among the dimensions of women's shopping behavior.

In our culture and society, clothing has been influenced by various sources and has always been influenced by interwoven conceptual networks throughout the history of civilization and culture, so that all ethnic groups and minorities covered themselves with it under these influences, and on the other hand, it was possible to determine where and when a person lived based on the type of clothing. Despite attempts to examine the effect of social identity on loyalty to purchasing goods and its relationship with other factors, it seems that the existing literature is not extensive or rich enough to reveal the different aspects of this relationship. However, it must be said that the type of identity of an individual can provide the basis for individual purchases. That is, having an ethnic and religious identity leads women to a specific pattern of purchasing clothing and apparel. The results obtained are consistent with the findings of Afsharkohan and Rezaei (2017), Naebi and Mohammadi-Talvor (2013), Safaei (2014), Bostrom (2019), Rahmatabadi and Aghabakhshi (2006), Seydamiri et al. (2013), Zarepour et al. (2013), Wang (2017), and Naqabi et al. (2016).

One of the common ways to identify and represent oneself, especially in the contemporary era, is cultural consumption. In cultural consumption, individuals consume various valuable goods and symbols not because of their material value but because of their cultural value and in order to create desirable images of themselves in the minds of others (Ganeirad et al., 2006: 129). According to Pierre Bourdieu, the consumption of cultural goods is one of the most telling indicators for examining situations and ways of life among social groups. Social groups try to distinguish themselves from others and make their social reproduction possible by choosing and displaying specific

behaviors, which also rely on specific cultural and artistic tastes. What is referred to as culture can be the result of this type of cultural activity (Ghiathvand et al., 2009). Therefore, the identity of individuals can express the purchasing behavior and purchasing amount of women in the studied society, and the empirical findings of this study are completely consistent with the theoretical foundations.

As a result, it should be said that the higher the level of social identity, the greater the amount of purchases and women's desire to shop, such as buying clothes and apparel, etc. Therefore, to increase or decrease the amount of purchases and women's desire to shop in society, more changes must be made to social identity and its dimensions studied in this research.

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