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## Self-Concept in Purchase Intention - Mediating Role of Satisfaction

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### **Abstract:**

*Purpose: The main objective of this paper is to determine influence of image congruencies on purchase intention in Lebanese market.*

*Methodology/design/approach: Face-to-face interview, using a structured questionnaire, with closed-ended questions were used. In Sum, 401 respondents participated in the survey. Several statistical tools were utilized such as multiple regressions and factor analysis.*

*Findings: The results indicate there is significant relationship between self -concept and purchase intention. As well as, satisfaction mediates the relationship between self -concept and purchase intention.*

*Practical implications: This paper is very significant for marketers at clothes sector and retail stores in formulating and implementing strategies to encourage consumer purchase behavior.*

*Originality: This paper provides useful insights in consumer behavior concerning purchase intention, by testing the factors that influence consumers toward clothes at retail groups within Lebanese context. The study can also be replicated in other countries.*

**Keywords:** *Self-Concept, purchase intention, satisfaction, clothes sector*

### **1. Introduction**

Self-concept is a crucial determinant in purchase intention. The consumer perception of the image congruence and its consumption with their own self-concept have been known as crucial construct of consumer behavior. (Helgeson & Supphellen, 2004). Based on the theory, that various groups of customers can be driven by several self-motivations, there are four types of self-concept which have been proposed: actual self-image; ideal self-image; social self-image; and ideal social self-image (Sirgy & Su, 2000). Additionally, as stated by Kressman, functional congruity is recognized as the existed match between the ideal expectation of the consumer from their product aspects and perceptions of how product is considered (Kressman, 2006).

Some experts showed that functional and self-theories complement each other and the combination between them define purchase intention in a more appropriate way (Sirgy, 2005).

It's of great significant to test the predictive power of several types of image congruence because in turn self-congruity is assessed by customers based on perceived gap between the various types of self, functional congruity and purchase intention (Kressman, 2006). where consumer always seek a product which can offer symbolic, situational, and functional benefits to their leading to satisfaction of their needs and wants.

In the literature of marketing and consumer behavior the self-concept is one of the variables which influences the behavior of customers in the domain of customer satisfaction (O'cass & Grace, 2008).

In effect of the above, the objective of this paper is to study the influence of image- congruencies on purchase intention in the Lebanese market. Yet, a model has been developed to test the influence of self-concept, functional congruency on purchase intention in the clothes sector.

The uptake of image congruence among the Lebanese market have yet to be determined (up to the researcher knowledge). Maybe no empirical researches have been conducted in Lebanon to investigate such a topic from the consumer point of view.

According to the proliferation of global and high brands such as Louis Vuitton, Burberry and Cartier, into the local market has challenged researcher's views on consumer purchase intention (Power & Huage, 2008). Regarding clothes in Lebanon the worldwide progress of fast fashion is closely visible in Lebanon. As new players such as Victoria's secret and gap have been penetrating the Lebanese market it influenced the independent small operators who have experienced very difficult situations (Leigh, 2014). The research problem leads to the following question. What is the influence of image congruencies on one's purchase intention?

The study will contribute to the marginal marketing literature based on Lebanon regarding image congruencies and its significant role in informing purchase intentions which will be useful to academicians as well as practitioners.

The paper will be divided into six parts namely the introduction, overview and basic concepts, literature, methodology, data analysis, conclusion, then recommendations and future work. Part one gives the background about the topic under investigation, overview, and research problem and questions are defined. Part two will reveal the image congruencies background and definitions, and an overview of the Lebanese clothes industry. Part three will reveal the literature review related to the research. Part four will discuss the proposed research methodology followed through this study, hypotheses and research model, different concepts which are relevant to the topic will be introduced and hypotheses will be suggested in a proposed combination and relation. Part five will deal with empirical data gathered, and then the analyses of data collected. Last part will offer conclusion illustrate recommendations and future work for the entire study.

## 2. Theoretical Background

The theoretical background will clarify and highlight the conceptual definitions of self-concept. Where most of the studies in the domain of image congruencies were based on one or more of the three following theories.

### 2.1. Self-Concept

The self-concept has been defined by researchers as the overall thoughts and feelings of the individual when he/she ascribes him/herself as an object. The focus in consumer behavior domain on self-concept has been strongly emphasized. The significance of image congruencies relies upon the assumption that the purchasing decision of consumer may be influenced by the image that he/she perceive about him/herself (Hong, 1991). Few of the researchers have generalized the theory of self-concept congruence as single variable and defined self-concept or self-image as the perception of oneself (Birdwell, 1986). While others (Belch & Landon, 1977) conceptualized self-concept as bi-dimensional: (1) Actual self-image (or an overall image of one's actual self), (2) Ideal self-image (or image an individual would like to be). The actual and ideal self-concept congruence have social dimension as well. Martin (2012) reported two more dimensions of self-image and proposed four dimensions of self-concept which are: actual self-image, ideal self-image, actual social self-image, ideal social self-image.

Actual self-image has been defined as "the degree of alignment between actual self-image and brand image" (Sirgy et al., 2000). The ideal self-image is 'what one wants to be perceived as'. It's a psychological phenomenon, rather a combination of both social influence and personal conceptualization (Abdallat, 2012). While actual social self-congruence is when a consumer buys a product, he/she not only thinks of how well the product will suit their personality or meet their needs but also, they think in terms of how people would react and think about the purchase made. This internal process of self-evaluation helps the consumer to create a social-image, an image that how they believe others sees them. Whereas, the social ideal congruity theory suggests that the congruence between social ideal self and product image also significantly impact on consumer's perception for acquiring that brand. Lastly, the functional congruence is the match through beliefs of consumers linked to brand utilitarian aspects, like performance and consumer attributes which is referent. This paper was based on several theories.

### 2.2. Purchase Intention

Purchase intention is a type of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). According to Mirabi et al. (2015), purchase intention is related to the attitudes, perceptions and behavior of consumer. Researchers proposed six stages before deciding to purchase a product, which are knowledge, awareness, preference, interest, persuasion, and purchase. (Kotler & Armstrong, 2016). Purchase decision has been defined 'as a situation in which consumer is pushed to purchase a product according to certain condition' (Morinez, 2007) or consumer's willingness to purchase a product or brand or to continue or to increase the usage of the product or brand

### 2.3. Theories of Self-Concept

In this part, three theories will be discussed, self-congruity theory, Consumer Behavior theory, Attitude Functions theory.

#### 2.3.1. Self-Congruity Theory

This theory suggests that when consumer perceives product image that looks like his/her self-image then high self-congruity is experienced and vice versa. The more the congruence between the brand's and person's personality, the higher are the opportunities that consumer will act properly towards that brand. There are four types of congruity from the four components or dimensions of self-concept theory: (1) Congruence between actual self-image and product image, (2) Congruence between ideal self-concept and product image, (3) Congruence between actual social self-concept and product image, (4) Congruence between ideal social self-concept and product image.

#### 2.3.2. Consumer Behavior Theory

Purchase intention is measured to identify the buying likelihood for a brand or product within a certain time frame this is based on consumer behavior theory (Nguyen, 2015). It has been debated that behavior would happen either in context

of a group or individuals that influences such things like how a person should behave in an organization or what kinds of clothes he wears (Perner, 2008)

### 2.3.3. Attitude Functions Theory

Functional congruity was based on attitude functions theory Where Katz (1960) stressed that understanding the underlying motivations of changing or forming an attitude towards an object is crucial for predicting that attitude. His well-known theoretical framework, the Attitude Functions theory, includes four functions which are: (1) knowledge function, (2) ego-defensive function, (3) value-expressive function, (4) utilitarian function, and his theory also suggested that viewers forming attitudes towards an object may serve different functions.

### *2.4. Clothing Sector in Lebanon*

In 2014, retailing in Lebanon influences particular to the chaotic situation in the Middle East and felt the influence of global trends. Specifically, the inflow of Over 1 million refugees from Syria had a main influence on the clothing sector. With regard to clothing, the worldwide journey of "fast fashion" is also clearly visible in Lebanon. Brands such as Bershka, H&M, and Zara, continue to do well, while independent small operators have experienced hard situations. In accordance with years of growth, overall the market is reported to have turned down by about 4% in 2013 and will probably show a further declining in 2014. actually, Meantime, new players such as Gap, Victoria's Secret have been sneaking the Lebanese market. While such new entrants will domesticate the malls that have become a controlling part of the retail clothing scene throughout the world, there are attention that the Lebanese market is being oversupplied with such retail space given negative growth in overall demand. The opening of Beirut City Centre has added 200 new retail units, while the new ABC mall in Verdun which will open in 2017 will add many more units (Leigh, 2014).

## **3. Literature Review**

This part study will contribute to the marginal marketing literature based on Lebanese market, regarding self-image concept, Satisfaction and its significant role in informing PIs, which will be useful to academicians as well as practitioners.

### *3.1. Actual Self-Congruence*

Prior studies affirmed that consumer usually purchases brands that are in congruence to their own self-concept congruence. This purchase behavior has been described as actual self-congruence (Jeremy, 2013) Various studies have identified that actual self-image congruity influences purchase decision and product preference of consumer (Mehta, 1999). Its proposed that consumer wants to preserve his/her positive self-image and to do so he/she is stimulated towards positive valued products and brands (Sirgy, 1982). Orderly to maintain self-consistency they prefer to make purchases of those brands that are compatible with their own self-image congruence (Shavitt, 1989). Likely, its stated that when actual self-perception and brand are compatible to each other, the consumers give preference to that specific brand (Hong & Zinkham, 1991). Furthermore, an investigation on automobile industry supported the significant relation between actual self-congruence and purchase intention (Erikson, 1996). As well, a study findings based on undergraduates that people were more inclined towards purchasing those products that had high compatibility with their actual self-image (Azevedo & Farhangmehr, 2005). A study on undergraduates, they found that both female and male participants preferred brand that had image congruence to their actual self-image and presented a strong emotional attachment to those brands (Choi Sung, 2010).

- H1: There is a significant positive relationship between Actual self-congruence and purchase intention.

### *3.2. Ideal Self Congruence*

The discrepancies between actual-self congruence and individual's ideal-self congruence harvest unique behavioral and emotional consequences. Ideal-self, as a system is related to self-regulation that helps the individuals to develop positive change within them. These positive changes originate an emotive force of intellectual process that works in formation and nourishing of ideal-self. As a result, the desire to change intentionally and the need for accomplishment is created or in some cases it can even work to sustain the current ideal-state by providing power to keep the present ideal-state (Boldero & France, 1999). Researchers set that self-congruence indicated consumers purchase brands that support with a set of personality attributes that is parallel with their own (Abel & Buff, 2010). Goode & Jamal (2001) exposed that self-congruence is a strong predictor of satisfaction and placed that there exists a positive influence of congruence between the consumers self-concept and brand's personality attributes and, pertaining to a consumer's satisfaction towards the selected brand, their purchase intention and brand preference (Park & Lee, 2005).

It was explained that ideal self-congruence (ISC) as similarities between brand image and customer's ideal-self-congruence. Ideal self-congruence is a comparison between characteristics, and personality of a brand and how consumer would like to be? It has been suggested that those products that are high in consumption visibility are more likely to work as stimuli for fulfilment of ideal self-image (Sirgy, 1986). In other words, ideal self-image is more related to the products that are publicly consumed, whereas, product with low visibility of consumption are more likely to work as stimuli for fulfilment of actual self-image (Ross, 1971). The importance of ideal-self remains intact due to fact that many consumers prefer brand that are not reflecting their actual-self or actual reality but those which present inspiration as mean of self-improvement (Sirgy,

1982). A study stated that participants showed preference towards sport shoes when they found the brand image in congruence with their ideal-self-image (Graeff, 1996). Likewise, it's established that persons who had low self-esteem tend to be attached more with brands which is consisted with their ideal-self-image (Malar et al., 2011).

In a nutshell, the congruence between actual-self-concept and product image and the congruence between ideal-self-concept and product image hold strong impact on consumer choices for products and brands (Sirgy, 1982). Nevertheless, along with reflections on private actual and ideal selves, individuals also take into consideration of how others perceive them while taking purchase related decisions.

H2: There is a significant positive relationship between ideal self-congruence and purchase intention.

### 3.3. Actual Social Self-Congruence

Previous researches on the relationship of actual social self-concept with product image has moderately supported its impact on consumer's choice and subsequent buying intention (Maheshwari, 1974). Cătălin & Andreea (2014) suggested that it is important for successful brands to have some harmony not only with the self-image of the consumer but also with his/her social identity. As they not only relate these brands with their values and goals but also use them to project themselves to the outside world.

- H3: There is a significant positive relationship between Actual Social self-congruence and purchase intention

### 3.4. Ideal Social Self Congruence

Ideal social self-congruence influences the attitude and behavior of consumer through the motivation of social-approval. Social approval can be understood as motivational tendency to confirm that his/her beliefs, values, attitudes and behaviors are in harmony to social self-image or social-norms. People have a crucial need of getting approval from society and want to be judged positively or have positive impressions in others view. It can be known as public dimension of self-esteem, i.e., when product use is apparent to public, social approval motivation replaces for self-esteem motivation. If a person experiences ideal-social self-congruence (ISSC), he/she will be motivated to use the brand, i.e., if a person wants to be perceived as 'a high class person', he/she will opt for the brand, which holds the product-user image of a high class, which will help the consumer to maintain his/her, need of social approval. Prior research on the relationship of ideal social self-concept with product image has moderately supported its impact on consumer's choice and subsequent buying intention (Sarway, 2015).

- H4: There is a significant positive relationship between Ideal Social self-congruence and purchase intention.

### 3.5. Purchase Intention -Pi

Prior research has identified that those consumers who reported to have intention to buy a product or brand have higher purchasing rate than those consumers who had no intention to purchase (Sethi, 2017). Though it is obvious that PI is not equal to actual buying. Buying intention may not correlate with actual buying directly, but there are various factors that moderate and intervene in between. This is the major reason why all PIs does not lead to actual buying. Despite of that, PI is considered to be a good estimator of actual buying behavior (Barber & Taylor, 2013) as it leads toward actual purchase.

Espejel et al. (2008) supported that PI has earned strong consideration in consumer behavior literature. It plays a crucial role in decision-making for both existing and new products and taken well into consideration while developing marketing programs (Morinez et al., 2007). Marketing managers set their marketing strategies for the products or brands based on consumer's purchase decision data that helps to determine that demand for the product. PI is directly influenced by consumers' beliefs and attitude that the consumer holds about that brand or product.

- H5: There is a significant positive relationship between Functional congruence and purchase intention.
- H6: There is a positive significant relationship between satisfaction and purchase intention.

### 3.6. Functional Congruence and Satisfaction

Previous studies related to functional congruity and self-congruity, primarily published in tourism and sports contexts, have supported this relationship. Some studies focused on examining the internal relationship between functional congruity, self-congruity and behavioral intention, while others attempted to apply the dual-pathway model in various contexts (Han, 2006). Han (2006) conducted a study to investigate whether the perceived functional congruence is more effective than the perceived self-congruity on predicting brand preference in terms of a certain type of product category. Results pointed out that the perceived functional congruity is more effective than the perceived self-congruity for predicting brand preference under convenience product (ski poles) and shopping product (skis) conditions. However, self-congruity is stronger than functional congruity for predicting brand preference when the product category was a specialty product (sunglasses). Moreover, previous studies related to the functional congruity concept concentrated on theoretical discussions and proposition proposing, and it was difficult to find experimental evidence which supports the positive relationship between perceived functional congruity and behavioral intention (Huang, 2006). Satisfaction is a strong indicator of consumers intention to purchase in future. Additionally, highly satisfied customers are more likely to share their positive experience with

others. Thus, the significant relationship between satisfaction and patronage behaviors cannot be overstated. Past researches has found self-image congruence predicts satisfaction positively (Hosany, 2012).

He (2007), conducted an empirical study among Chinese consumers on the relationship between four variables: (1) self-congruity, (2) satisfaction, (3) perceived value and (4) store loyalty. China was chosen for this study because recent entry of American and European retailers in China exerts strong need for better understanding of retail consumer behavior. Results of structural equation modeling on our sample (n=320) indicate that consumer behavior and store loyalty are mainly driven by social confirmation and self-consistence rather than by self-enhancement or esteem.

- H7: Functional congruence mediates the relationship between self-image congruence and purchase intention
- H8: Satisfaction mediates the relationship between self-image congruence and purchase intention.
- H9: Functional congruence mediates the relationship between self-image congruence and purchase intention.
- H10: satisfaction mediates the relationship between functional congruence and purchase intention
- H11: Functional congruence and satisfaction mediates the relationship between self-image congruence and purchase intention.

#### 4. Research Methodology

In the current part, the conceptual research model, the questionnaire development/instrument, population/sample and data description will be presented. The analysis leading up to the results will be discussed. The research methods used in this study can be divided as follows.

##### 4.1. Proposed Theoretical Framework

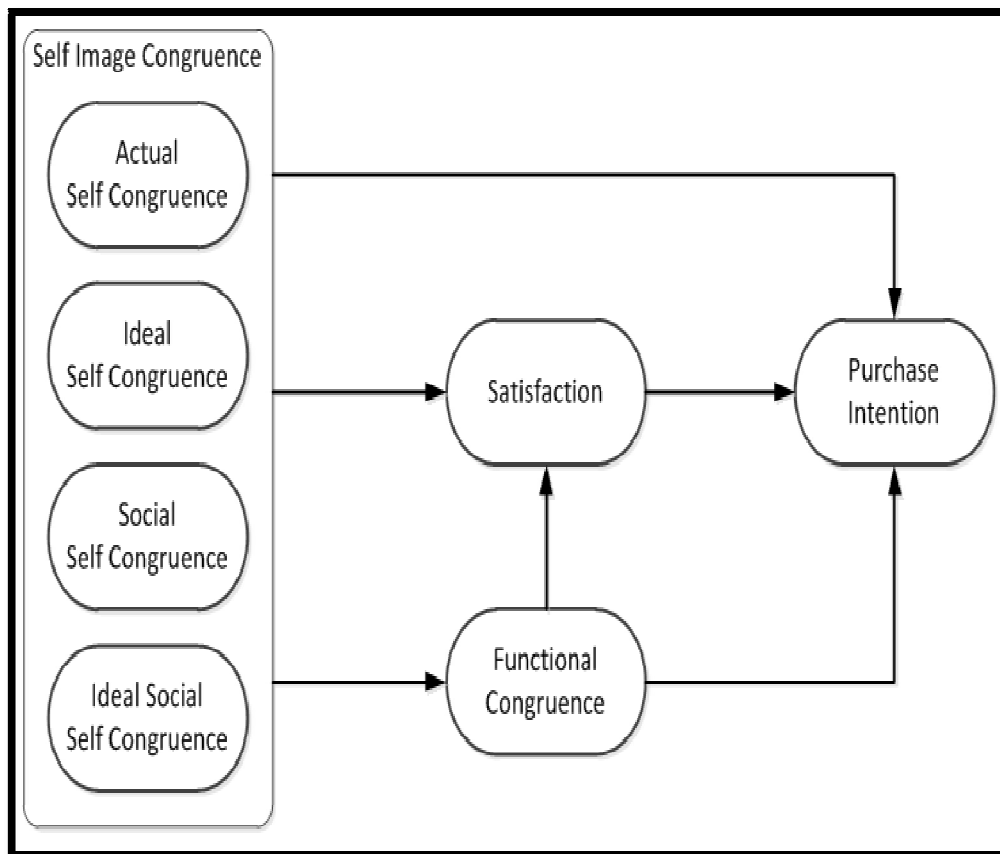


Figure 1: Proposed Theoretical Framework

##### 4.2. Questionnaire Development and Instrument

The data has been collected through a structured questionnaire, which was designed on the basis of the objectives of this paper. The type, number, wordings, relevance and measurement scales of the questions were given due weightage.

##### 4.3. Population and Sample

The target population is defined as follows:

The population has been identified of the Lebanese customers. The survey was representative and conducted in public places. The study focused in Lebanon specifically, in Beirut area. For this study, it was relevant to use Judgmental

sampling method by achieving consumers who were coming out of the cafes and stores and willing to answer the questions. 401 questionnaire was distributed and completed.

This paper conducted survey from persons aged 16 years and above. The respondents consist of (44.9 %) males, (55.1%) females. Most of them hold Bachelor degree (60.1%).

#### 4.4. Data Collection Procedures

Face-to-face interview, using a structured questionnaire, with closed-ended questions were used based on 5 point-Likert scale ranging from strongly agree to strongly disagree divided into two parts. The first part of the questionnaire consisted of certain demographic information like age, gender, income, marital status, and education level. The second part, contains questions concerning the independent, mediated and dependent variables, it consisted of 17 items.

#### 4.5. Data Analysis

The software used for data analysis is Statistical Packages for Social Sciences (SPSS). In which the data will be analyze by using various statistical tools. It involves many statistical tools and methods like descriptive statistics, Pearson Correlation, multiple regressions. These will measure and give the result for our research. These will explain the factors which effect on impulse buying behavior. The research will be categorized into three stages. First, to measure the instrument. Second, to test the quality of data. Third, it includes hypotheses testing through multiple regression and structural equation modelling.

##### 4.5.1. Descriptive Statistics

This section will provide the descriptive statistics for the four constructs (self-concept, functional congruence, satisfaction, and purchase intention). The values for the constructs were calculated by averaging the responses to the questions (variables) that make up that construct.

	N	Mean	Std. Deviation
AS1	401	3.39	1.241
AS2	401	3.16	1.239
AS	401	3.28	1.139
IS1	401	2.69	1.202
IS2	401	2.99	1.201
IS	401	2.8392	1.06580
SS1	401	2.96	1.232
SS2	401	3.10	1.157
SSc	401	3.0287	1.04453
ISS1	401	3.26	1.151
ISS2	401	3.16	1.260
ISS	401	3.2145	1.05955
SIC	401	3.1733	0.87605
FI1	401	3.95	1.023
FI2	401	3.75	1.037
FI3	401	3.78	1.081
FI	401	3.8271	0.88287
SAT1	401	3.22	1.256
SAT2	401	3.64	1.046
SAT3	401	3.89	0.918
SAT4	401	3.61	1.024
SAT	401	3.5892	0.76096
PI1	401	3.55	1.172
PI2	401	3.47	1.116
PI	401	3.5100	1.03315
Valid N (listwise)	401		

Table 1: Descriptive Statistics

As shown in **Error! Reference source not found.**, that the standard deviation for all dimensions ranges between (0.760-1.260) and this shows there is no significant difference between values and average. The mean ranges between (2.69-3.95) and the least mean was for the first statement in Ideal Self which is: the personality of brand x is consistent with how I would like to be. While, the highest was for the functional congruence first statement which is "The performance of this brand is relevant to me".

#### 4.5.2. Statistical Characteristics of the Scale

It expresses the honesty and consistency /choice of reliability and stability of the measuring instrument.

##### 4.5.2.1. Pearson Correlation

It is a measure of the extent to which the test represents the different aspects or components of the aspect to be measured and is related to the extent to which the test is able to measure a specific area of behavior in which two types which are apparent and honesty.

As for the Validity, the correlation coefficient between the degree of the total of each item and its related axis was calculated by calculating the correlation coefficient between the scores of each axis and the axes and the total score of the axis to which it belongs.

Spearman correlation coefficients between each axis of the questionnaire the totals score of the questionnaire. (Spearman correlation coefficient at 0.05 levels).

		AS	IS	SSc	ISS	FI	SAT
IS	PC	0.587**					
	Sig.(2-tailed)	0.000					
	N	401					
SSc	PC	0.433**	0.585**				
	Sig.(2-tailed)	0.000	0.000				
	N	401	401				
ISS	PC	0.403**	0.576**	0.630**			
	Sig.(2-tailed)	0.000	0.000	0.000			
	N	401	401	401			
FI	PC	0.218**	0.043	0.133**	0.192**		
	Sig.(2-tailed)	0.000	0.395	0.008	0.000		
	N	401	401	401	401		
SAT	PC	0.288**	0.195**	0.248**	0.315**	0.626**	
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	401	401	401	401	401	
PI	PC	0.185**	0.292**	0.244**	0.315**	0.219**	0.326**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000
	N	401	401	401	401	401	401
Cronbach's Alpha		0.815	0.729	0.691	0.703	0.825	0.656

Table 2: Pearson Correlation (PC)

It is clear from Table 2 that the values of the correlation coefficients calculated between the total scores of each axis and the axes of the questionnaire are different from the mean value at the level of significance (0.05). The correlation coefficients varied from 0.043 to 0.63. This indicates that there is a strong correlation between the axes of the questionnaire and between them and the degree of the questionnaire as a whole but between IS and FC are very weak. Additionally, indicating that 0.5 means the minimum acceptable for the alpha coefficient as shown in **Error! Reference source not found.**, that all the variables have alpha coefficient > Pearson correlation, indicating that they are valid. (Sharma & Paterson, 1999). As well as, the total stability coefficient of the questionnaire is 0.857, indicates the stability of the questionnaire as a whole, and thus enjoys the questionnaire A high degree of stability, which assured the researcher applied to the study sample, but about honesty dimensions' coefficients ranging from (0.822 - 0.908), The total honesty coefficient of the questionnaire was 0.926, indicating the validity of the questionnaire as a whole.

##### 4.5.3. AVE Factor

The average variance extracted measures the subtotal of variance that is captured by the construct in relation to the subtotal of variance due to measurement error and its calculated using the following formula: (summation of squared factor loadings)/ (summation of squared factor loadings + summation of error variances) (Fornell & Larcker, 1981).

		Extraction	AVE	Composite Reliability	Cronbach's Alpha
AS	AS1	0.782	0.606	0.755	0.815
	AS2	0.775			
IS	IS1	0.614	0.382	0.553	0.729
	IS2	0.622			
SS	SS1	0.563	0.362	0.531	0.691
	SS2	0.638			
ISS	ISS1	0.653	0.404	0.575	0.703
	ISS2	0.618			
FI	FI1	0.637	0.386	0.653	0.825
	FI2	0.598			
	FI3	0.628			
SAT	SAT1	0.35	0.242	0.621	.676
	SAT2	0.486			
	SAT3	0.631			
	SAT4	0.46			
PI	PI1	0.772	0.605	0.754	0.832
	PI2	0.783			

Table 3: Average Variance Extracted

If the average variance extracted is less than 0.50, then the variance due to measurement error is greater than the variance due to the construct. In other words, the convergent validity of the construct is questionable. The values of AVE are lower than those of the alpha-Cronbach coefficient, indicating stability (Table 3).

#### 4.5.4. Hypothesis Testing

##### 4.5.4.1. Influences of Self-image congruence, functional congruence and satisfaction (H1, H2, H3)

The researcher used multiple regression analysis which described the relationship between a set of independent variables and a dependent variable by SPSS.

Model Summary							
Model	R	R <sup>2</sup>	F	Sig.			
1	0.303	0.092	9.989	0.000			
Coefficients <sup>a</sup>							
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.	Result
1	(Constant)	3.159	0.160		19.700	0.000	
	AS	0.218	0.047	0.280	4.679	0.000	Accepted
	IS	-0.217	0.058	-0.260	-3.755	0.000	Accepted
	SSc	0.007	0.056	0.008	0.119	0.905	Rejected
	ISS	0.179	0.055	0.213	3.255	0.001	Accepted

Table 4: Model Summary and Coefficients – H1

According to H1,  $R=0.303$ . Since this is a low correlation, our model predicts functional congruence. R square is simply the square of R it equal 0.092. The results indicate that the independent variables (self-image congruence) explain 9.2% of the variance in the dependent variable functional congruence (Table 4).

This is the F-statistic 9.989 the p-value associated with it. The p-value for the F-test of overall significance test is less than the significance level 0.05, The p-value for each term tests the null hypothesis that the coefficient is equal to zero (no influence). A low p-value ( $< 0.05$ ) pointed out that you can reject the null hypothesis. In other words, a predictor that has a low p-value is likely to be significant addition to your model because changes in the predictor's value are related to changes in the response variable.

On top of that, the B-coefficients are all statistically significant and make perfect intuitive sense. However, the p-value for social self-congruence (0.905) is greater than the common alpha level of 0.05, which is not statistically significant.

The coefficient p-values determine which terms to keep in the regression model. In the model above, we should consider removing social self-congruence.



Model Summary							
Model	R	R <sup>2</sup>	F	Sig.			
1	0.371	0.138	15.823	0.000			
Coefficients							
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.	Result
1	(Constant)	2.612	0.134		19.527	0.000	
	AS	0.155	0.039	0.231	3.972	0.000	Accepted
	IS	-0.097	0.048	-0.122	-1.814	0.050	Accepted
	SSc	0.042	0.047	0.057	0.889	0.374	Rejected
	ISS	0.184	0.046	0.256	4.024	0.000	Accepted

Table 5: Model Summary and Coefficients – H2

The previously mentioned, our model predicts satisfaction. In our case,  $R = 0.625$ . Since this is a low correlation, our model predicts satisfaction rather properly.

R square is simply the square of R it equal 0.390. The results indicate that the independent variables (Functional congruence) explain 39.0% of the variance in the dependent variable satisfaction. This is the F-statistic 84.735 of p-value ( $< 0.05$ ). The b coefficients are all statistically significant and make perfect intuitive sense. However, all of them are accepted (**Error! Reference source not found.**).

#### 4.5.4.2. Influences on Purchase Intention (H4, H5, H6)

The researcher used multiple regression analysis which described the relationship between a set of independent variables and a dependent variable by SPSS. In relative to H4, the  $R=0.343$ . Since this is low correlation, the model predicts purchase intention rather properly.  $R$  squared =0.118 .The results indicate that the independent variables (self-image congruence) explain 11.8% of the variance in the dependent variable purchase intention. This is the F-statistic 13.206 at low p-value ( $< 0.05$ ).

Model Summary							
Model	R	R <sup>2</sup>	F	Sig.			
1	0.343	0.118	13.206	0.000			
Coefficients							
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.	Result
1	(Constant)	2.356	0.184		12.826	0.000	
	AS	-0.002	0.053	-0.002	-0.034	0.973	Rejected
	IS	0.155	0.066	0.160	2.342	0.020	Accepted
	SSc	0.017	0.065	0.017	0.262	0.793	Rejected
	ISS	0.208	0.063	0.214	3.312	0.001	Accepted

Table 6: Model Summary and Coefficients – H4

In the first place, the B coefficients are all statistically significant. However, the p-value for Actual self-congruence (0.973) and social self-congruence (0.793) is greater than the common alpha level of 0.05, which points out that it is not statistically significant. The coefficient p-values to determine which terms to keep in the regression model. In the model above, we should consider removing Actual self-congruence, social self-congruence (**Error! Reference source not found.6**).

Model Summary							
Model	R	R <sup>2</sup>	F	Sig.			
1	0.164	0.027	3.639	0.013			
Coefficients							
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.	Result
1	(Constant)	2.822	0.229		12.298	0.000	
	FI1	0.007	0.065	0.007	0.104	0.917	Rejected
	FI2	0.199	0.078	0.095	1.264	0.049	Accepted
	FI3	0.075	0.067	0.078	1.122	0.263	Rejected

Table 7: Model Summary and Coefficients – H5

In **Error! Reference source not found.**, in relative to H5,  $R = 0.164$ . Since this is a low correlation, our model predicts purchase intention rather properly.  $R$  square is simply the  $R$  square = 0.027. The results indicate that the independent variables (Functional congruence) explain 2.7% of the variance in the dependent variable purchase intention. This is the  $F$ -statistic 3.639 at low  $p$ -value ( $< 0.05$ ).

In the first place, the  $B$  coefficients are all statistically significant. However, the  $p$ -value for  $fC1$  (0.917) and  $fC3$  (0.263) is greater than the common alpha level of 0.05, which points out that it is not statistically significant.

The coefficient  $p$ -values to set which terms to keep in the regression model. In the model above, we should consider removing  $fC1$  and  $fC3$ .

Model Summary							
Model	R	R <sup>2</sup>	F	Sig.			
1	0.366	0.134	15.270	0.000			
Coefficients							
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.	Result
1	(Constant)	2.064	0.237		8.695	0.000	
	SAT1	0.229	0.041	0.278	5.582	0.000	Accepted
	SAT2	0.072	0.055	0.073	1.293	0.197	Rejected
	SAT3	-0.044	0.071	-0.039	-0.624	0.533	Rejected
	SAT4	0.172	0.056	0.170	3.047	0.002	Accepted

Table 8: Model Summary and Coefficients – H6

In Table 8 in relative to H6, our model predicts purchase intention. In our case,  $R = 0.366$ . Since this is a low correlation, our model predicts job performance rather properly.

$R$  square is simply the square of  $R$  it equal 0.134. The results indicate that the independent variables (satisfaction) explain 13.4% of the variance in the dependent variable purchase intention. This is the  $F$ -statistic 15.270 at low  $p$ -value ( $< 0.05$ ).

In the first place, the  $B$  coefficients are all statistically significant and make perfect intuitive sense. However, the  $p$ -value for SAT2 (0.197) and SAT3 (0.533) is greater than the common alpha level of 0.05, which points out that it is not statistically significant. The coefficient  $p$ -values to determine which terms to keep in the regression model. In the model above, we should consider removing SAT2 and SAT3.

#### 4.5.4.3. Mediation Roles of Functional Congruence (FC) and Satisfaction (Sat). (H7, H8, H9, H10, H11)

The path analysis was used using the AMOS software, supported by the SPSS program to demonstrate the structural equation modeling (SEM). Results from path analysis showed that there is no influence of self-image congruence on purchase intention with the existence of functional congruence an intermediate variable. The value of the chi-square test of overall model fit is classified discrepancy in this output. It is calculated value at 2.000 is 0.051 with 1 degrees of freedom.

	Estimate	S.E.	C.R.	P	Result
FI <--- SIC	.234	.041	4.579	***	accepted
PI <--- SIC	.296	.044	4.393	***	accepted
PI <--- FI	.252	.079	6.264	***	accepted

Table 9: Structural Equation Modeling – H7

According to **Error! Reference source not found.**, In relative to hypothesis 7, the influence of self-image congruence (SIC) on purchase intention (PI) through functional congruence. The values found the standard path coefficient are 0.234, 0.296, 0.256 and the corresponding statistical values have reached (0.001). According to the results of H8, results of the path analysis that there is no influence of Self-Image Congruence on Purchase Intention with the existence of Satisfaction an intermediate variable. The value of the chi-square test of overall model fit is classified discrepancy in this output. It is calculated value at 0.903 is 0.00 with 1 degrees of freedom.

	Estimate	S.E.	C.R.	P	Result
SAT <--- SIC	.304	.041	7.478	***	Accepted
PI <--- SIC	.256	.058	4.403	***	Accepted
PI <--- SAT	.339	.067	5.064	***	Accepted

Table 10: Structural equation Modeling – H8

From Table 10 in relative hypothesis 8, When we examine the influence of Self-Image Congruence on Purchase Intention through Satisfaction we find that the values of the standard path coefficient are 0.304, 0.256 and 0.339 and that the

corresponding statistical values have reached (0.001) this is a function value at level 0.05, directly .Note that the estimated impact of Self-Image Congruence has 0.256, and that the estimated impact of Satisfaction has 0.339 . The indirect path coefficients are shown in Table 11

	Estimate	S.E.	C.R.	P	Result
FI <--- SIC	.227	.049	4.616	***	Accepted
SAT <--- SIC	.192	.033	5.735	***	Accepted
SAT <--- FI	.496	.033	14.964	***	Accepted

Table 11: Structural Equation Modeling – H9

In relative to hypothesis 9, result shows the results of the path analysis that there is no influence of Self-Image Congruence on Satisfaction with the existence of Functional Congruence an intermediate variable. The value of the chi-square test of overall model fit is classified discrepancy in this output. It is calculated value at 0.000 is 0.00with 1 degrees of freedom. From **Error! Reference source not found.**, when we examine the influence of Self-Image Congruence on Satisfaction through Functional Congruence we find that the values of the standard path coefficient are 0.227, 0.192 and 0.496 and that the corresponding statistical values have reached (0.001) this is a function value at level 0.05, directly. Note that the estimated impact of Self-Image Congruence has 0.192, and that the estimated impact of Functional Congruence has 0.496.

	Estimate	S.E.	C.R.	P	Result
SAT <--- FI	.539	.034	16.035	***	Accepted
PI <--- SAT	.420	.082	5.109	***	Accepted
PI <--- FI	.030	.071	.424	.671	Rejected

Table 12: Structural Equation Modeling – H10

According to results of hypothesis 10, results of the path analysis showed that there is no influence Functional Congruence on purchase intention with the existence of satisfaction an intermediate variable. The value of the chi-square test of overall model fit is classified discrepancy in this output. It is calculated value at 0.737 is 0.05 with 1 degree of freedom. From Table 12 when we examine the influence of Functional Congruence on purchase intention through satisfaction we find that the values of the standard path coefficient are 0.539, 0.42 and 0.03 and that the corresponding statistical values have reached (0.001) this is a function value at level 0.05 except the estimated impact of Functional Congruence on purchase intention, directly .Note that the estimated impact of satisfaction has 0.42 on purchase intention and that the estimated no impact of Functional Congruence has 0.03 on purchase intention.

	Estimate	S.E.	C.R.	P	Result
FI2 <--- SIC	.233	.058	4.011	***	Accepted
SAT <--- SIC	.228	.037	6.214	***	Accepted
SAT <--- FI2	.328	.031	10.601	***	Accepted
PI <--- SIC	.251	.057	4.374	***	Accepted
PI <--- SAT	.216	.075	2.898	.004	Accepted
PI <--- FI2	.183	.052	3.510	***	Accepted

Table 13: Structural Equation Modeling

According to the results of hypothesis 11, it showed from the path analysis that there is no influence self-image congruence on purchase intention with the existence of functional congruence and Satisfaction intermediate variables. The value of the chi-square test of overall model fit is classified discrepancy in this output. It is calculated value at 0.000 is 0.00with 1 degrees of freedom. From **Error! Reference source not found.**, When we examine the influence of self-image congruence on purchase intention with the existence of Functional Congruence and Satisfaction intermediate variables, we find that the values of the standard path coefficient are 0.233, 0.228, 0.328, 0.251, 0.216 and 0.183 and that the corresponding statistical values have reached (0.001) except Satisfaction on purchase intention this is a function value at level 0.05, directly. Note that the estimated impact of self-image congruence has 0.251 on purchase intention, that the estimated impact of Functional Congruence has 0.183 on purchase intention, and that the estimated impact of Satisfaction has 0.216 on purchase intention.

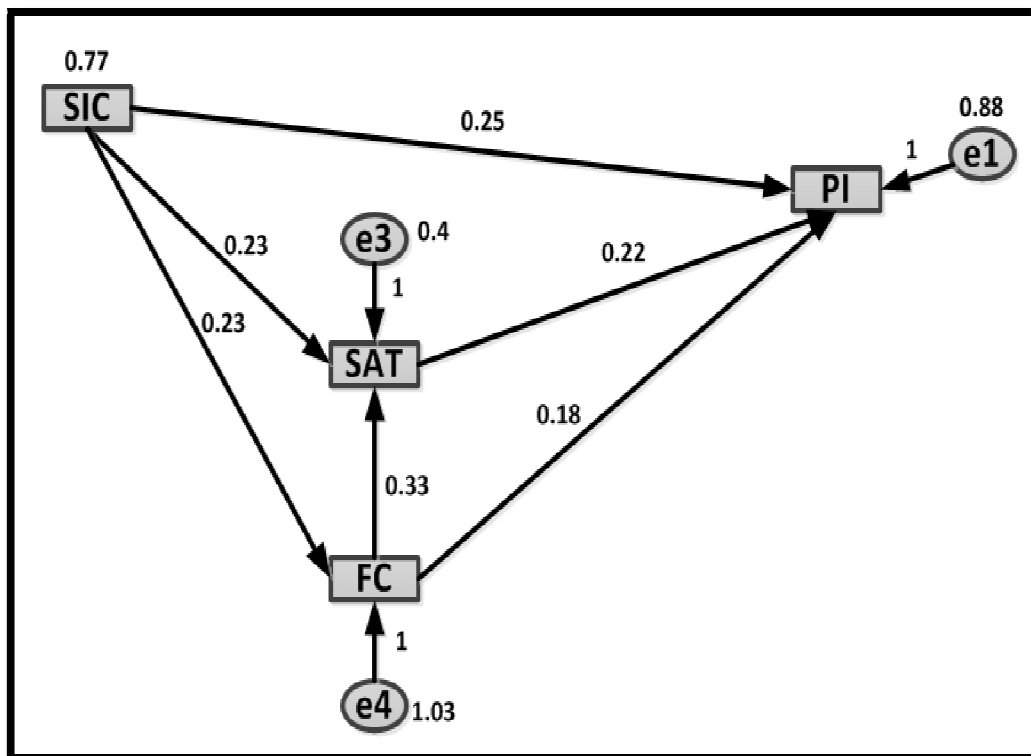


Figure 2: Framework Result

All of the above results of hypothesis (H7-H11), showed that the model fits the data is true which is not significant at (0.05), and a good value index (CFI) has a value approaching 1.00 indicating complete fit, comparative fit index (CFI) has a value approaching 1.00 indicating complete fit, Comparative fit Index (CFI) has a value approaching 1 indicating complete fit (**Error! Reference source not found.2**).

## 5. Discussion

The outcome of this paper reveals that there is a significant relationship between self-image congruencies and functional congruence. Furthermore, self-image congruence and satisfaction are related. As well as, there is a positive significant relationship between functional congruence and satisfaction at  $p$  value  $< 0.05$ . From our findings it was revealed that there is significant relation between self-concept and purchase intention, this is due to the fact that self-image captures the feeling and emotional of assimilation towards clothes purchase.

Additionally, satisfaction and functional congruence mediates the relationship between self-concept and purchase intention. This study revealed significant relationship between satisfaction, functional congruence and purchase intention, as well as, this study clearly indicated the varying importance of consumers satisfaction and functional congruence.

From the theoretical point of view, these findings add a significant meaning to both clothes marketing literature and consumers behavior. The findings in this study clearly pointed out the varying significance of the consumers self-concept and her/his satisfaction /dissatisfaction with consumers. The most valuable theoretical contribution is that consumers satisfaction/dissatisfaction in the purchasing of clothes includes the evaluation of not only its actual but it's ideal self-image. More importantly, the influences of ideal self-image congruence to satisfaction could be carried to generate purchase intention.

## 6. Conclusion

The main objective of this research is to study the self-concept congruencies influence on purchase intention mediated by satisfaction at Lebanese clothing sector. This research contributes to academic and practical importance. From our findings it was revealed that there is significant relation between self-concept and purchase intention, this is due to the fact that self-image captures the feeling and emotional of assimilation towards clothes purchase. Additionally, satisfaction and functional congruence mediates the relationship between self-concept and purchase intention. This study revealed significant relationship between satisfaction, functional congruence and purchase intention, as well as, this study clearly indicated the varying importance of consumers satisfaction and functional congruence

## 7. Managerial implications

This study provides suggestions and guidelines for retailers who are selling clothes. The knowledge generated as a result of this research struggle can be practiced to better practice. The clearest impact of this study is the clothes sector. Where

marketers can be offered clear guidelines to assist them in designing more effective marketing strategies that will attract consumers and engage them in satisfaction and purchasing clothes.

Additionally, this study is very significant for marketers at clothes sector and retail groups in formulating and implementing strategies to encourage consumer purchase behavior. Retailers of clothes sector can segment their market and can make their marketing strategy. The findings of this study also suggest that availability also influence the intention to purchase clothes. Therefore, retailers can combine this element also in their marketing strategies.

## 8. Future Research

Future research that is conducted must have more robust measures for the several constructs and concepts that are measured. Although the current study measured sex and age in the main study, it was not addressed in any of the hypotheses. Further analysis to incorporate these variables may help explain some of the significant findings, and also the lack of hypothesized relationships.

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