

Designing a model of the combined buying behavior of customers in large chain stores using the qualitative method of foundational data theory

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Abstract

The current research has been carried out with the aim of presenting the pattern of combined shopping behavior of customers in large chain stores. This research is applied in terms of purpose, and in terms of survey-exploratory approach. The statistical population of this research was a group of marketing experts in the retail industry and were interviewed in depth. This selection and conducting of interviews continued until theoretical saturation was reached and then it was stopped. In this research, the snowball sampling method was used and in this process, 9 experts were interviewed in depth. In this research, since the foundational data theory method was used, the main tool for data collection was in-depth and unstructured interviews with human resources experts. Finally, after three open, central and selective codings, the conceptual model of the research was designed based on the paradigm model.

Keywords: hybrid buying behavior, chain stores, foundational data theory
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1 Statement of the problem

One thing that all of us humans have in common (regardless of our education, politics or commitments) is that we are all consumers of goods and services. This means that we use or consume food, clothing, housing, transportation, education, household items, vacations, services, and ideas based on a certain order. As consumers, we play an essential role in the health of the economy (national and transnational). The decisions we make regarding the demand for raw materials, transportation, production, services, etc., affect the success of some industries and the failure of others. Therefore, consumer behavior is a comprehensive factor in the stagnation or the flow of all the commercial activities of the society. Therefore, one of the main missions of marketing science is to understand and even guide consumer behavior [18].

One of the important issues in studying and understanding consumer behavior is the purchase decision process. Most of the organizations that conduct research on the buying behavior of consumers, try to get information about

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what consumers buy, as well as the reason, quantity, type and place of their purchase. Of course, unlike the type, quantity and place of purchase, finding information about the causes of consumer or buyer buying behavior is not an easy task; Because the answer to this question is in the mind of the consumer or buyer [20].

In general, buying is an activity that the consumer does with enthusiasm and it is worth experiencing the decision making process and its effect on the consumer. Shopping is a way to get needed goods or services. On the other hand, the decision-making process of consumers in purchasing is turning into a complicated phenomenon. Most of the big manufacturers and sellers provide a wide range of goods for consumers and these sellers also design the store environment in a way that encourages the consumer to spend more money [21].

People show certain behaviors while shopping that their identification and investigation can be effective in attracting customers and selling products in the future [16]. A relatively new concept that is mentioned in the field of consumer behavior today is the intention to buy a combination or buy goods together with other products. Combined purchase refers to the total number of product/service categories purchased by a customer since the first purchase until now [6].

Combined sales is actually the sale of services or products to customers who are currently using the services of that company. Selling other products and services to customers reduces customer acquisition costs and provides a competitive advantage over competitors. Despite the fact that combined selling increases the customer's lifetime and value, past research has pointed out that it is not easy to motivate customers to buy a combination of services and products from a single provider. The question of why customers decide to buy a combination of products and services and increase the relationship with a provider has been studied to a small extent in the research literature [8].

Surveys show that due to the increasing competition in the retail industry (especially among large chain stores) and the entry of new competitors successively, the profitability of such stores is under serious threat. In this regard, if large chain stores can understand well the process of customers' decision to buy mixed and become familiar with its various dimensions, they can benefit from the benefits of customers' mixed buying behavior by adopting appropriate and targeted policies and measures. . But in this field, there is a clear theoretical vacuum, and that is the absence of a native and comprehensive model regarding the combined buying behavior of customers in chain stores in the country. Therefore, the current research aims to answer the following main question: "What model can be presented for the combined buying behavior of customers in large chain stores?"

2 The importance and necessity of conducting research

Carrying out library and internet surveys in the field of consumer and customer behavior is completely indicative of the fact that in our country, despite conducting various studies in the field of "purchase intention" of consumers and customers, the subject of "combined purchase intention" of the consumer is completely neglected. remained. While the importance of paying attention to the combined purchase intention and its promotion, in addition to direct profitability for various businesses, it can also reduce a large amount of their marketing costs. Among these businesses, there are chain stores that have gained more public favor in recent years. But the trustees and decision makers of such stores, in order to encourage customers to show mixed buying behavior, should first get acquainted with the process of forming such a decision in the minds of customers and then design their desired policies based on the factors influencing this behavior. to execute This is where we face a study gap; Because there is no model that can describe the process of combined buying behavior in customers of chain stores, in the theoretical foundations of marketing of the country's retail industry. Therefore, conducting the present research is very important and necessary, both theoretically and practically. From a theoretical point of view, conducting this research can cover the research gap in the field of identifying factors affecting the combined purchase intention of chain store customers in the country to a large extent, and from a practical point of view, by identifying such influencing factors, managers and decision makers Such stores can take proper measures and strategies to increase the combined purchase intention of their customers.

3 Literature and research background

3.1 Definition of key variables:

Definition of combined purchase: Combined purchase refers to the total number of product/service categories purchased by a customer since the first purchase until now [3]. Defining the dimensions of the paradigm model:

- Main category (pivotal): It is an idea, incident or event on which concepts and categories are created;

- Causal conditions: it is a set of conditions that cause the phenomenon to appear;
- Contexts: indicates the special conditions in which the phenomenon (main category) is located. The context includes the characteristics of the main category;
- Environmental conditions: there are broad structural contexts and external factors that can affect the main category;
- Strategies: In a context and with specific mediating conditions, a specific set of strategies or actions becomes possible. In fact, strategies are actions that can turn the main category into consequences;
- Consequences: It refers to the consequences of the realization of the central category in the context of causal, environmental and contextual conditions and through specific strategies.[7]

In the following, the practical backgrounds of the research are presented in two internal and external sections:

3.2 Internal background:

Kalaei et al. [12] conducted a research titled "Evaluation of the influence of recommending factors on unplanned shopping behavior (case study: chain stores of Iran, Ketan, Mazandaran Province)". The purpose of this research was to determine the influence of recommender factors on unplanned buying behavior. The research method was descriptive-survey and its statistical population was all the customers of Iran Cotton chain stores in Mazandaran province; The statistical sample is estimated to be 384 people using the unlimited statistical population formula and simple random sampling method. The test of research hypotheses has been done by using structural equation modeling and using Lisrel software. The findings of the research showed that the use of the recommender has a positive and significant effect on the effectiveness of product promotion and the effectiveness of product search. The effectiveness of product promotion also has a positive and significant effect on the effectiveness of product search and customer satisfaction. The positive and significant effect of product search effectiveness on unplanned purchase behavior was also confirmed. Finally, it was shown that customer satisfaction has a positive and significant effect on unplanned purchase behavior.

Feiz et. al [5], conducted a research titled "The effect of managerial, organizational, marketing and service quality capabilities on purchase intention: the role of service innovation (case study of Saipa Yadak Company)". The purpose of this research was to investigate the impact of managerial, organizational, marketing and service quality capabilities on purchase intention by examining the moderating role of service innovation in Saipa Yadak Company. A standard questionnaire was used to collect data and measure variables. The statistical population included senior, middle and operational managers of Saipa Yadak Company. The results of this research showed that the aspects of management capabilities, strategy and entrepreneurship have an effect on purchase intention. From the dimensions of organizational capabilities, focus, internal communication, external communication and organizational tasks have an effect on purchase intention. Both dimensions of marketing capabilities, i.e. operational and market-oriented marketing, affect purchase intention. Service quality capabilities also affect purchase intention. Also, service innovation affects the relationship between management capabilities and marketing capabilities on purchase intention. Service innovation does not affect the relationship between organizational capabilities and service quality capabilities on purchase intention.

Shi et. Al [21] conducted a research titled "Measuring the behavioral response of customers of food products of chain stores relying on media advertising by considering the mediating role of the organization's reputation". The purpose of this research was to measure the behavioral reaction of customers of food products of chain stores relying on media advertising, taking into account the mediating role of the organization's reputation. The statistical population of the research is also hair customers food chain stores in the city of Tehran, according to the statistical formulas, the sample size was determined to be 390 people, and in the first half of 2015, the opinions of these people were collected. The necessary information was collected using a standard questionnaire and analyzed using the appropriate tests in the Lisrel software. The obtained results showed the confirmation of all the investigated hypotheses. According to the obtained results, it can be claimed that the behavioral reaction of customers has the greatest impact on the desire of customers and the features of advertisements on the behavioral reaction of customers have the least impact among the investigated hypotheses.

Hao et. al [10] conducted a research titled "Investigation of the relationship between marketing dimensions related to the impulse buying behavior of customers of Atta chain stores in Golestan province". The purpose of this study was to investigate the relationship between marketing dimensions related to impulsive or unplanned buying behavior of Atta chain stores in Golestan province. The research method in this research is descriptive-survey of correlation

type and its statistical population is all customers of Atka chain stores in Golestan province. Due to the unlimited statistical population, the sample size is 384 people using the Karjesi and Morgan table. The research method of the current research is based on the simple random method and the data collection tool in this research is a questionnaire. SPSS software was used to analyze the data. The results indicated that there is a significant relationship between personalization and impulse buying, rewards and impulsive or unplanned buying behavior of customers, preferential behavior and impulse buying behavior of customers, communication and impulse buying behavior of customers.

Abdelmoety et al. [1] conducted a research entitled "Investigation of the role of ethical principles on the behavior of buyers of Refah chain stores in the city of Rasht". The main purpose of this research was to investigate the role and influence of ethical principles on the behavior of buyers in stores and commercial enterprises. In fact, this research has been an attempt to answer this basic question: Is there a relationship between the customer's perception of compliance with personal, social and utilitarian ethics on the part of sellers and customer loyalty? In this regard, by using quantitative method and relying on data collection tool through questionnaire, the problem in question was investigated. Based on this, the customers of Refah chain stores in Rasht city were considered as the statistical population, and a sample of 100 customers was selected from the available sampling method. The research findings indicate that there is a significant relationship between the customer's perception of compliance with personal, social and utilitarian ethics on the part of sellers and customer loyalty.

Haji et al. [9] conducted a research titled "Investigation of factors affecting impulse buying behavior in chain stores in Mashhad (case study of Proma chain store)". The purpose of this research was to investigate the effect of three factors that are assumed to have an impact on the impulse buying behavior of customers of chain stores. The statistical population of the research is the customers of Proma store, which due to the unavailability of the total number of the statistical population, sampling from unlimited communities and available sampling method was used. The number of sample people calculated using Cochran's formula is 267 people. A questionnaire was used to collect information. The impulse buying process model used in this research was developed by the researcher. Based on this, three hypotheses have been considered and analyzed by structural equation modeling. The results obtained from the analysis of the collected data showed that: the store environment (light, color, music, scent) has a positive effect on the impulse buying behavior of chain store customers. The layout and physical appearance (availability of goods, guide to booths, arrangement of goods, appearance of the building and clothing of employees) and ancillary facilities and services (cafe and restaurant, amusement park, child care center) do not affect the impulse buying behavior of customers.

Golrokh and Khanleri [8] conducted a research titled "Identification and investigation of factors affecting customers' willingness to cross-purchase insurance banks". The results of this research showed that the image of the bank and customers' trust in the bank have a positive and significant relationship with the tendency to cross-purchase the insurance bank. Also, perceived value has a positive and significant relationship with satisfaction and satisfaction with image and trust.

3.3 Foreign background:

Vyas et al. [23], conducted a research entitled "Do competitors influence hybrid purchasing decisions?" accomplished This research was done in the banking industry of India. The statistical population of this research was two groups of banking professionals and bank customers. In this research, the data was obtained by confirmatory factor analysis method. The results of the research showed that competitors' prices have a greater impact on combined purchase intentions than the reputation and expertise of the main bank.

Paulssen et. al [19], conducted a research entitled "Social bond as a determinant factor in capital sharing and hybrid buying behavior in b2b relationships". This research was done in Switzerland and in the industry of light commercial vehicles. The results of this research showed that the social link between the companies included in the supply chain of the light commercial vehicle industry has significant effects on the combined purchase behavior in b2b interactions.

Krishnamurasi and Shainesh [13] , conducted a study titled "Disregarding the Old and Embracing the New: The Impact of Hybrid Buying Behavior on the Use of Existing Services". This research was done in the industry of mobile phone operators in India. The results of this research showed that the combined buying behavior of current customers regarding new services will reduce their future use of existing services.

Alcalay et al. [2], conducted a research entitled "Investigation of the influencing factors on combined purchasing behavior in the field of environmental (side) services". The results of this research showed that price fairness, payment commitment, and creating long-term relationships with customers can affect the combined buying behavior.

Malic et al. [17] conducted a study titled "Investigation of the factors influencing the combined buying behavior of

customers in Selangor state". This research was conducted in Malaysia and on the customers of the food industry. The results of this research showed that the collection of products, comfort and well-being orientation, price awareness, impulse buying tendency, and perceived time pressure can influence the combined buying behavior.

Amin et. al [3], conducted a research entitled "Investigation of the factors affecting the combined purchasing behavior in the banking industry". The results of this research proved the influence of some effective factors on the combined purchasing behavior of customers in the banking industry. Among them, it can be mentioned the effect of customer retention, which has a positive effect on his combined purchase intention. Also, the results showed that the customer's convenience can also have positive effects on his combined purchase intention. In addition, the positive effect of variables such as customer trust, satisfaction and commitment on his combined purchase intention was also confirmed. It should be noted that the results showed that the contrast of the image will also have negative consequences on the combined purchase intention of customers.

Vyas and Raitani [22], conducted a research entitled "Investigation of the relationship between corporate social responsibility and hybrid purchasing behavior". The results of this research showed that corporate social responsibility can influence combined purchasing behavior through two mediating variables, i.e. company reputation and communication quality.

Lin [15], conducted a research entitled "Customer orientation and hybrid buying: the mediating effects of relational selling behavior and relationship quality". The results of this research showed that customer orientation can ultimately have positive effects on the customer's combined purchasing behavior. But this effect does not happen without intermediaries. Rather, in the way of influencing customer orientation on combined buying behavior, the two variables of relational behavior of the seller and the quality of this relationship also play a role and have the role of a mediating variable.

Hong and Li [11], conducted a research titled "Determinants of combined purchase intention in banking services in a collectivist culture". The results of this research showed that the culture of collectivism can create positive effects on the trust and satisfaction of customers; And this trust and satisfaction will have a positive effect on the combined purchase intention in the next stage. Therefore, the culture of collectivism has an effect on the combined purchase intention through the two mediating variables of satisfaction and trust.

Barraket et. al [4], conducted a research titled "Drivers of cross-sector hybrid buying behavior among business customers". This research was conducted in Finland among small and medium-sized companies. The results of this research showed that loyalty programs, pricing, and customization can have an effect on combined purchasing.

Thorsten et al. [14] conducted a study entitled "Investigating and estimating the impact of word-of-mouth marketing on combined purchasing in the mobile phone market." This research was done in Germany and America. The results of this research showed that in the mobile phone market, word-of-mouth advertising can have significant effects on the combined purchase behavior.

Werner et al. [24] conducted a study titled "Investigation of Combined Purchase Behavior and Customer Loyalty". The results of this research showed that customer loyalty can directly strengthen combined purchase behavior, and accordingly, the combined sales strategy should be based on loyalty building programs.

4 methodology

The present research is applied in terms of purpose and exploratory survey in terms of approach.

4.1 The statistical population of the research:

In this research, a group of marketing experts in the retail industry were considered as a statistical population and were interviewed in depth.

4.2 Statistical sample of research and sampling method:

In this research, the snowball sampling method was used. In this way, the first expert was selected based on the opinion of the preliminary investigations, and after completing the interview with the first person, he was requested To introduce the perspective of a person or other experts who can have an opinion in the field of mixed buying behavior of customers in chain stores and contribute to the richness of the research model. This process continued until the theoretical saturation of the researcher was reached. Finally, this method was an interview with 9 experts.

4.3 Data collection tools:

In this research, since the foundational data theory method was used, the main tool for data collection was in-depth and unstructured interviews with experts. In these interviews, the researcher tried to gently enter the discussion and gain the initial trust of the interviewees, completely indirectly asking questions about the antecedents and contexts of customers' combined buying behavior in chain stores, the environmental factors affecting it, the consequences of this phenomenon and so on. ... put forward and in this way get the basic concepts for designing the model.

5 Data analysis results (conceptual model design):

5.1 Open coding:

This stage of analysis was dedicated to identifying and extracting basic concepts from the content of the interviews. Based on this, after conducting each interview, the researcher extracted and coded the concepts in the text of the interview by reviewing it several times. A total of 9 interviews were conducted, 109 initial concepts were extracted, and after examining and putting them together and removing duplicate concepts, 42 final concepts were identified, which can be seen in Table (5.1). (It should be said that the codes next to the concepts include a Latin letter and a number. The Latin letter (in alphabetical order) indicates the interviewee, and the number next to this letter indicates the number of the concept extracted from that particular interview).

table1: Finalized concepts after analyzing the interviews and removing duplicates in the open coding stage

Concept	code
Maybe if the customer has less time to shop, he will often make his purchases from a particular store	A_1, B_4, E_6
Domestic chain stores should always emulate the best in their industry both internally and externally	A_2, B_9, G_5
The number of cash registers in the store should also be considered because it affects the choice of the store by customers	A_3, B_1, F_8, I_7
The store can create a variety of products if it has suitable economic and financial conditions	A_4, F_2
Store employees can cause mixed buying behavior of customers.	A_5, E_4
Studying and analyzing sales invoices and checking the variety of products included in the invoices can reveal mixed purchasing behaviors	G_{10}
The store can only expect mixed buying behavior when it establishes product variety	A_6, C_{10}, I_4
The correct arrangement and location of the chain store in the city has a great impact on the customer's choice of the store for various purchases.	B_2, D_8
Sometimes the customer's purpose for shopping is sightseeing and it is not important to buy in the shortest time and from a single place	C_1, F_9, G_4, H_4
Customers' habit of buying from a particular store or buying from different stores is effective on their combined buying behavior	A_7, D_7, G_3
External and environmental motivations can motivate a person to satisfy their needs from a particular store	A_8, C_8
Some people in the family have learned that if you find a good store, try to always shop there	B_3
Store employees should be aware that their behavior affects the volume of purchases, the variety of purchases, and repeat purchases by customers	A_9, C_{11}, E_{10}
The strength of the store's brand can negate the competitors' strategies	A_{10}, G_2, H_9
The store's discount policies are a very strong factor to encourage customers to buy a combination	B_5, F_4, I_6
Some customers believe that if they buy from only one store, they will remain ignorant of the market	A_{11}, B_6, F_6
Sometimes the customer is used to having a partial shopping cart or a general shopping cart, which is also worth considering	A_{13}, C_6, E_3
Some people find shopping a disgusting process and avoid it	D_{11}, E_2

The world's successful chain stores have achieved strategies and tactics in the field of combined shopping, which study and modeling can reduce the trials and errors of domestic stores.	B_7, E_13
The factors affecting the purchase can affect the customer's loyalty to the store.	D_1, F_3, H_7
Some customers want variety in choosing a shopping place	C_3, F_{10}, G_8, H_1
Environmental advertising is one of the factors affecting the buying behavior of customers	A_{14}, D_4
Store brand can create loyalty in customers	B_{11}, D_6
The buying behavior of parents affects the buying behavior of the individual	F_1
Making various purchases of a customer from a store is a sign of his loyalty to the store	E_1, G_9
It is not possible to force a customer to make all his purchases from one store and not go anywhere else	A_{12}, C_9, H_3
Customer loyalty to the store is formed in his interaction with products, prices, layout and employees	B_8, C_2, G_7
The correct arrangement of different parts of the chain store can reduce the confusion of the customer and make the customer spend more useful time shopping.	B_{10}, F_{11}
Stores should not ignore the power of influence of online social networks	F_{12}, H_8
Some customers like to know the characteristics and conditions of other stores	C_5, D_9, I_5
The store brand can convince the customer to have a mixed shopping behavior through trust building	C_4, H_6
A requirement for mixed shopping behavior is the presence of a wide range of products in the store	A_{15}, C_{14}, E_9
Sometimes, the inner desire of a person is to buy most of his needs from a particular store	E_8, G_{11}, H_2
The correct arrangement of chain store shelves can help the smooth and comfortable movement of customers in the store and the comfort of their shopping	D_2
Some customers naturally get lost in chain stores and try to fill their cart with different items.	A_{16}, C_{15}, G_1, I_2
Some families are opposed to extensive shopping from a particular location	B_{12}, D_5, F_7, H_5
The economic conditions governing the society are effective on the volume and variety of people's purchases	B_{13}, E_7
The range of product items that a person buys from a particular store during the month or year is a very important indicator.	C_7, D_{10}, G_{12}
Some customers find the shopping process enjoyable and spend a lot of time on it	C_{12}, E_{11}, F_{13}
Some customers do not want to defy all the available stores, they are not relieved by the prices and believe in their work.	C_{13}, E_{12}, I_3
Group discounts (not volume) can cause mixed buying behavior	I_1
The amount of free time a customer has for shopping affects his shopping behavior	D_3, E_5, F_5, G_6

5.2 Axial coding and selective coding (optional):

At this stage, it was tried to create more general categories called "categories" by paying deep attention to the identified concepts and recognizing their similarities and differences with each other, and the concepts of the same and the same direction, in these categories. be placed more generally. The result of this process was the identification of 17 main categories, which can be seen in Table (2) along with their related concepts:

table2: Identified categories along with related concepts

concept (open coding)	category (axial coding)	Row
Sometimes the customer's purpose for shopping is sightseeing and it is not important to buy in the shortest time and from a single place	Customer interest in city sightseeing	1
It is not possible to force a customer to make all his purchases from one store and not go anywhere else		
Some customers do not want to defy all the available stores, they are not relieved by the prices and believe in their work.		

The world's successful chain stores have achieved strategies and tactics in the field of combined shopping, which study and modeling can reduce the trials and errors of domestic stores.	Imitating world famous chain stores	2
Domestic chain stores should always emulate the best in their industry both internally and externally		
The correct arrangement of different parts of the chain store can reduce the confusion of the customer and make the customer spend more useful time shopping.	Correct layout of the store	3
The correct arrangement of chain store shelves can help the smooth and comfortable movement of customers in the store and the comfort of their shopping		
The correct arrangement and location of the chain store in the city has a great impact on the customer's choice of the store for various purchases.		
The number of cash registers in the store should also be considered because it affects the choice of the store by customers		
Some people find shopping a disgusting process and avoid it	Customer attitude towards purchase	4
Some customers find the shopping process enjoyable and spend a lot of time on it		
Customer loyalty to the store is formed in his interaction with products, prices, layout and employees	Customer loyalty	5
The factors affecting the purchase can affect the customer's loyalty to the store.		
Making various purchases of a customer from a store is a sign of his loyalty to the store		
The amount of free time a customer has for shopping affects his shopping behavior	Weekly free time	6
Maybe if the customer has less time to shop, he will often make his purchases from a particular store		
Customers' habit of buying from a particular store or buying from different stores is effective on their combined buying behavior	Customer buying habits	7
Sometimes the customer is used to having a partial shopping cart or a general shopping cart, which is also worth considering		
Some customers naturally get lost in chain stores and try to fill their cart with different items.		
Sometimes, the inner desire of a person is to buy most of his needs from a particular store	Motivation for various purchases	8
External and environmental motivations can motivate a person to satisfy their needs from a particular store		
The range of product items that a person buys from a particular store during the month or year is a very important indicator.	Hybrid buying behavior	9
Studying and analyzing sales invoices and checking the variety of products included in the invoices can reveal mixed purchasing behaviors		
Some customers want variety in choosing a shopping place	Diversification in store selection	10
Some customers like to know the characteristics and conditions of other stores		
Some customers believe that if they buy from only one store, they will remain ignorant of the market		
The store can only expect mixed buying behavior when it establishes product variety	Product diversification	11
A requirement for mixed shopping behavior is the presence of a wide range of products in the store		

Environmental advertising is one of the factors affecting the buying behavior of customers	Advertisements (online and environmental) of the store	12
Stores should not ignore the power of influence of online social networks		
The buying behavior of parents affects the buying behavior of the individual	Household shopping culture	13
Some families are opposed to extensive shopping from a particular location		
Some people in the family have learned that if you find a good store, try to always shop there		
The store's discount policies are a very strong factor to encourage customers to buy a combination	Collective discounts for product groups	14
Group discounts (not volume) can cause mixed buying behavior		
Store employees should be aware that their behavior affects the volume of purchases, the variety of purchases, and repeat purchases by customers	Empowering store employees	15
Store employees can cause mixed buying behavior of customers.		
The economic conditions governing the society are effective on the volume and variety of people's purchases	Economic conditions of society	16
The store can create a variety of products if it has suitable economic and financial conditions		
Store brand can create loyalty in customers	Store brand strength	17
The store brand can convince the customer to have a mixed shopping behavior through trust building		
The strength of the store's brand can negate the competitors' strategies		

At this stage of the analysis, the next important step was to put the identified categories on the paradigm model. The paradigm model helps the researcher to know how the categories

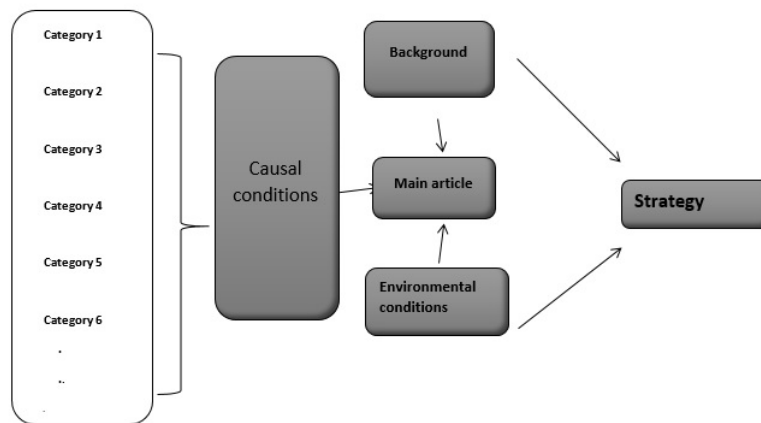


Figure 1: Paradigm model (Bazargan, 1387: 102)

6 Conclusion

In this section, each of the dimensions of the paradigm model is discussed and the categories related to each are introduced:

Main category (pivotal): An idea is an incident or event on which concepts and categories are created. In this

research and according to the identified goals and categories, the category "Motivation towards various purchases" was considered as the main and central category. This means that the core of the conceptual model is to focus on creating motivation for various purchases by the customer.

Causal conditions: It is a set of conditions that cause the emergence, strengthening or weakening of the phenomenon. The categories related to this dimension were determined as follows:

- Customer's attitude towards shopping: This category refers to the way people look at the category of shopping, which can make shopping as a forced and annoying task or fun and loving.
- Customer's interest in city sightseeing: this category refers to the level of a person's interest or dislike for sightseeing in the city and making purchases from different places.
- Weekly free time: This category refers to the amount of free time a person has during a week and the amount of time that a person can spend in a week to make various purchases.
- Diversification in store selection: This category refers to a person's willingness to choose different stores to make a variety of purchases.
- Advertisements (online and ambient) of the store: this category refers to the qualitative and quantitative level of advertising actions of the chain store in order to encourage customers to make combined purchases.
- Collective discounts for product groups: This category refers to the discount plans of chain stores to encourage customers to make combined purchases.
- Store brand strength: This category refers to the value and strength of the chain store brand in the minds of customers.
- Customer shopping habits: This category refers to specific customer habits (partial purchase, general purchase, purchase during the week or month, purchase from one or more stores, etc.).

Contexts: indicates the special conditions in which the phenomenon (main category) is located and occurs. In this research and according to the identified goals and categories, the categories of "household shopping culture" and "society's economic conditions" were considered as background categories. Household shopping culture refers to the buying habits of the family in which a person was raised, and the economic conditions of the society also refers to the current economic status of individuals as well as economic enterprises active in the society (including chain stores).

Environmental conditions: There are broad structural contexts and external factors that can affect the main category and even strategies. In this research and according to the identified goals and categories, the category "sampling from world famous chain stores" was considered as an environmental category. This means that chain stores operating in the country can follow the example of such stores in order to strengthen the combined buying behavior of customers.

Strategies: In a context and with specific mediating conditions, a specific set of strategies or actions becomes possible. In fact, strategies are actions that can turn the main category into consequences. In this research and according to the identified goals and categories, the categories of "Product diversification", "Correct store layout" and "Empowerment of store employees" were considered as strategic categories. Product diversification refers to the wide range of product items offered by a chain store; In addition, the correct layout of the store also refers to the interior design of the store and the level of shopping convenience for customers; And finally, the empowerment of store employees refers to the training and development of store employees in order to better serve customers and satisfy them.

Consequences: It refers to the consequences of the realization of the central category in the context of causal, environmental and contextual conditions and through specific strategies. In this research and according to the identified goals and categories, the categories of "combined buying behavior" and "customer loyalty" were considered as consequential categories. This means that if the causal conditions, contexts, main category, environmental conditions and strategic conditions happen well, we can hope that the combined buying behavior and customer loyalty will increase in the field of chain stores.

The next step was placing the categories in the paradigm model, which identified the conceptual model of the research. The main shape of this model can be seen in figure (2):

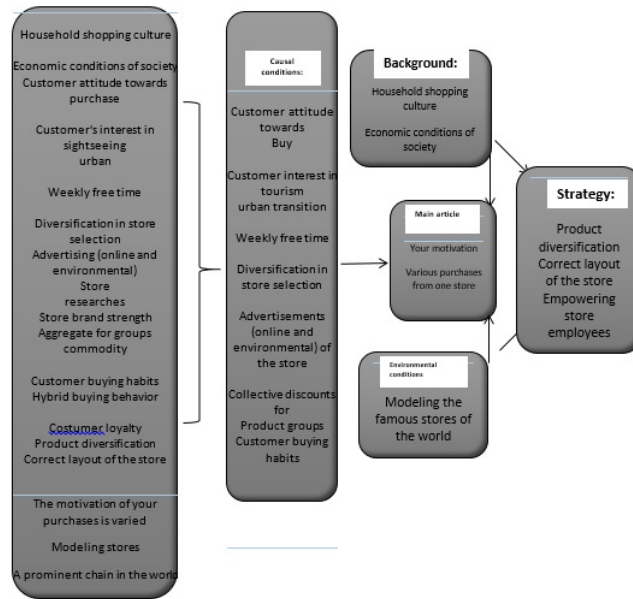


Figure 2: Research conceptual model

7 Suggestions for future research

According to the experiences gained in this research, future researchers are suggested to take steps to explain the conceptual model resulting from this research in a wide society and try to test the conceptual model of this research through quantitative methods such as structural equation modeling.

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