Investigating the Effect of Optimal Level of Customer Stimulation on Attempting to Seek Seller Information (Case Study: Multivitamin Drugs Customers of Sobhan-Darou Iran)

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Abstract

The purpose of this study was to determine the impact of individual customer differences in information search efforts. This study is applied in terms of purpose, and in terms of a sequential survey method. The target population of this study is all clients of Sobhan-Darou Company in Tehran. Given that the number of subversive multivitamin drugs in metropolitan areas such as Tehran is unlimited, the Cochrane formula or Morgan's table estimates the number of selected samples to be 384. A sampling method is also available. A questionnaire was also used to collect data and information for analysis. In order to assess its validity, although the questionnaire questions used in this study have been standardized and used in many researches, in order to ensure its validity, according to the social and cultural characteristics of our country, the questionnaire has been provided by professors and experts. The final questionnaire was prepared and distributed after comment and approval. The data collected for this research will be analyzed using spss and amos software. In this study, descriptive statistics are used to describe demographic data (frequency calculation, frequency percentage, mean and graphs, etc.). In the second part, in order to analyze the collected data and respond to research hypotheses, inferential statistics have been used which analyze the hypotheses using structural equations in amos. It makes sense, but customer confidence does not affect the search. The hypothesis of the influence of search motivation on search effort is also accepted.

Keywords: Personal difference, Customer, Information seeking, Motivation

INTRODUCTION

Searching for information is one of the key steps in the consumer decision-making process. When consumers are looking for information on products or services that can meet their needs. This information search can be internal or external: Internal search occurs when consumers pay attention to the information collected over time. While external search occurs when consumers search for information from external sources. These external sources include advertisements, brochures, friends and relatives, and researchers have studied extensively about information search behavior because of its importance in the consumer buying process. Consumers gather information about the various options available to meet their desires after they feel the need and are influenced by internal and external stimuli. The two main sources of external information gathering are uncontrolled and uncontrolled marketing information sources, uncontrolled marketing information sources, not related to marketers' advertising about the product. The more time a person usually purchases goods and services, the more consumers will see and search for different brands. Once the information is gathered and the set of options that can be selected as the product in question, the consumer is ready to make a decision. The consumer sets criteria for himself using information stored in his memory as well as accessing external sources [1].

Sharma et al. (2014) stated that consumers with high levels of excitement have significant levels of perceived risk for

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different services [2]. Likewise, consumers looking for more variety and reliability in their information search may find it more appropriate and may be more motivated to search for more information. Consumer motivations, incentives, and so on. Where the strong antennae appear to give rise to consumer-oriented objectivities. A consumer's personality transforms his or her chosen behavior into a fixed menu of negative situations [1]. The biggest differences are in the form of preferences rather than in terms of choices. Consumers prefer the extra needs for unique and custom products are rare and are more likely to choose goods that are similar to those with a distinct sense of independence and prefer to focus on more specialized with unique. Various studies in the area of consumer behavior have shown that shopping behavior is strongly influenced by cultural characteristics (such as subcultural and social class influences), social factors (such as group influences, economic status, occupation, personal factors (such as age and life stage effects, Reference groups and family (learning and beliefs, lifestyle, personality, and personal perception) and psychological factors (such as motivational effects, learning and beliefs) are included. As consumers become involved in marketing activities, successful marketing begins with an understanding of consumer behavior. Examine the factors affecting consumer behavior and examine the influence of each of these factors on the behavior of consumers and their perceptions of consumer behavior. And the consumer's wishes for human development, and provide any other means that will result in factors that influence consumer behavior and maximize their satisfaction. Often, consumer incentives are more likely to exacerbate them. Where anchors become a consumer's identity, the consumption of their constituents forms a fixed menu. Consumers just didn't buy it right away. They often want to eventually satisfy their needs or solve their problems and problems.

The researchers found that consumers with an optimal level of stimulation exhibited more diversified behaviors and were more likely to make risky choices than consumers with a low level of stimulation. [1]. Hair loss is often caused by stress, which can lead to worse attitudes and behaviors [3]. Examples have shown that the code is classified into three categories that can be assigned to any of the sectors that are associated with the site. The fastest month [4].

One of important subjects in consumer behavior is the processing of consumer power. One of factors in pest processing is the consumer conflict that has taken a lot of attention in the last two decades. The importance of the concept of involvement in its function as a force of motivation, which can be different stages in the decision-making process of the consumer because the extent of the search for information, the duration of the decision-making process, the formation of beliefs, attitudes and beliefs, as well as behavioral outcomes such as seeking behaviors differ, the brand, commitment To the brand, loyalty to the brand, describes the product's timelessness and the buyer's willingness [5].

In this regard, various researchers have conducted research. Utkarsh (2017) explored individual differences in customer information search for services in a study. This study examines the role of individual differences in consumer information seeking behavior for services. Structural equation modeling was used to analyze quantitative data from 268 consumers selected for cross-sectional study in a major city in India. The results showed that levels of favorable consumer stimulus positively contribute to their self-esteem and motivation to search and then have an indirect effect on their information seeking efforts. Consumer confidence is the motivation to search for the viewer between the level of optimal stimulation and the search effort. This study provides insights into the role of individual consumer differences in information seeking. Consumers are engaged in a variety of behaviors in deciding and searching for a wealth of information before purchasing a service. Therefore, traders should strive to provide broad and varied information to these consumers. Sharma et al (2014) in a study examined the motivation of buying in services. Previous research on buying more focuses on commodities, given the evidence of the prevalence of irritating behaviors across different consumption areas, ignoring its incidence in services. This study presents the findings of two empirical studies. The first study uses a monetary refund survey to show that perceived risk is lower and is more likely to be purchased for services with more tangible (as opposed to intangible) features and higher search features (as compared to experience and credit). A second study from a laboratory experiment to show significant differences in the impact of three consumer-related characteristics (consumer impulsivity, optimal stimulus level, and self-monitoring) on perceived risk level and stimulus in purchasing decision making for six different services with variable trait levels (tangible). And intangible) and evaluation properties (search, experience, and validation). Overall, the two studies provide significant evidence of the need for essential purchasing in services and useful insights for service researchers and marketers. Awasthy et al, (2012) examined understanding the role of prior product knowledge in information search [6]. The research framework was tested using real-time consumer data in the actual decision-making of their purchase in an emerging market, using a long-term research design. The data were analyzed using structural equation modeling to test the hypothesis model. Findings The results show that the relationship between prior product knowledge and information search and motivation to search has a mediating role. Previous product knowledge motivates search through its impact on consumer perceived ability to search and perceived value of additional information. In addition, perceived ability in search is the strongest predictor of search motivation. Benedict et al, (2002), conducted a study entitled "Optimal Stimulation Levels and Exploratory Consumer Behavior in an Emerging Consumer Market" [7]. They stated that: Over 80% of the world's consumers live in emerging consumer markets and transition economies (ECMs), and a full understanding of consumer behavior and the further advancement of consumer research as an academic discipline

requires the validity of consumer theories and patterns. In a Western cultural setting, ECMs also exist. They have investigated measurement changes and scientific relationships using Optimal Stimulation Levels (OSL) in one of the most important ECMs in South Africa. Their field of study provides an accelerated field for testing theories of consumer behavior. They have found systematic effects of gender, income, and education on exploratory consumer behaviors. Benedict et al, (1992) conducted a study entitled "The Role of Optimal Stimulation Level in Exploratory Consumer Behavior". They explored the concept of OSL and its measurement, and reviewed the literature on exploratory consumer trends and their relationship to OSL. Four well-known tools are used to measure individuals' preference for excitement, and OSL is operationalized as a weighted composite of individual scores on this scale. The results of this study show that consumers' OSL is systematically related to consumer behavior, curiosity motivation, diversity seeking and consumer risk taking.

Few studies have been conducted on customer information seeking new experiences and willing to take risks to change experiences. Studies on whether they are looking for information to make a decision or to improve their confidence. But previous studies have focused less on the role of individual factors in seeking information. So, for marketers, understanding this relationship, namely the role of individual differences in information search, will help to better understand consumer behavior and build on their strategies. Therefore, new studies and further studies on the role of individual differences seem necessary.

Since one of the main health businesses is related to the production of boosters and multivitamins that promote safety and health, and the competitive atmosphere of the referees adds to the importance and complexity of managing these products, it is important to pay attention to their success factors. As the hair becomes a consumer's hair, the consumer's personality fills the ubiquitous character with a palpable fruit. One of the areas that should be brought to the attention of managers of arbitration companies is the relationship between individual differences and information seeking in the field of arbitration products. Investigating the relationship between information seeking and individual factors is essential, as these factors can be significant segmentation variables for marketers, so in this study we examine the impact of customer individual differences in information seeking (the study of clients of sublingual multivitamin drugs) "for The conceptual model and research hypotheses are presented below.
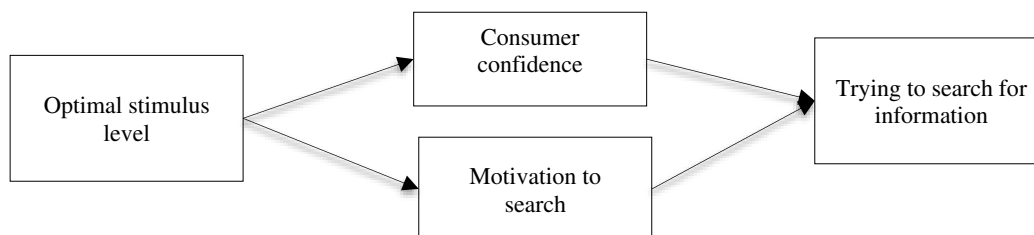

Figure 1. Conceptual model from Utkarsh (2017).

Research assumptions

1. The level of optimal motivation affects the customer's self-confidence.
2. The level of optimal motivation affects the motivation to search.
3. Customer self-esteem affects search efforts. The motivation to search affects the search effort.

METHODOLOGY

The research method is a set of valid rules, tools and ways to investigate the facts, discover the unknowns and find solutions to the problems. In general, research methods in the behavioral sciences can be divided into two criteria: by research purpose; data. This research is an applied research in terms of purpose and is a causal research in terms of how it is implemented, which is a descriptive-survey research in quantitative classification. The statistical population of this research is all clients of Multivitamin Drugs Sobhan-Darou Iran Company in Tehran. Given that the number of subversive multivitamin drugs in metropolitan areas such as Tehran is unlimited, the Cochrane formula or Morgan's table estimates the number of selected samples to be 384. Sampling is the process of selecting a sufficient number from the statistical population, so that by studying the sample group and understanding the characteristics or characteristics of the sample group, we will be able to extend these characteristics or characteristics to the members of the statistical population. The districts of Tehran have been transformed into 21 clusters. Then, each cluster was randomly selected in the pharmacy where Sobhan-Darou Multivitamin Products was sold. It was distributed in every district of Tehran. In this research, library resources, articles, theses, required books and internet site information sites were used to collect information on the theoretical foundations and literature of the research subject. A questionnaire was also used to collect data and information for analysis. The research also used a five-point Likert scale for answering questions, with coefficients of 5, 4, 3, 2, and 1 for very high, high, medium, low, and very low, respectively.

Table 1. Questionnaire specific information

Variable	Symbol	refrence of question	Questions
Confidence in the consumer	OSL	Alet C Bearden et al. (2001) Erasmus et al. (2015)	1-8
Optimal Motivation Level	CSC	et al. Sharma et al. (2014) Ching-Jui Keng 2015	9-16
Motivation to search	MTS	Awasthy et al. (2012)	17-22
Trying to search	SE	Heaney et al. (1999)	23-27

In order to assess its validity, although the questionnaire questions used in this study have been standardized and used in many researches, in order to ensure its validity, according to the social and cultural characteristics of our country, the questionnaire has been provided by professors and experts. The final questionnaire was prepared and distributed after comment and approval. Various methods can be used to determine the validity of measurements, including re-run, parallel method, classical method and Cronbach's alpha method. In this study, Cronbach's alpha coefficient was used for reliability of questionnaires.

Table 2. Calculated Cronbach's alpha

Cronbach's Alpha	Variable
0.914	Consumer confidence
0.863	Optimal Motivation Level
0.875	Motivation to search
0.714	Trying to search
0.912	total

Cronbach's alpha is the most well-known criterion for evaluating the internal consistency of a measurement model, indicating a correlation of a construct with its indices, with the lowest value being 0.7. As you can see in Table 2 in this study, all results are above the desired range. The data collected for this research will be analyzed using spss and amos software. In this study, descriptive statistics are used to describe demographic data (frequency calculation, frequency percentage, mean and graphs, etc.). In the second part, inferential statistics have been used to analyze the data collected and to respond to the research hypotheses which have been analyzed using structural equations in amos.

RESEARCH FINDINGS

In descriptive analysis, researchers summarize and categorize demographic data using descriptive statistics indices. This section of the statistical analysis examines how statistical samples are distributed according to variables such as gender, education, marital status, and so on.

A descriptive survey of the gender of the respondents indicated that approximately 46% were female and 54% were male. Survey of descriptive statistics regarding the age of the respondents shows that most of the respondents were in the age range of 31 to 35 years (28.4%). A descriptive survey of respondents' education shows that most respondents had a bachelor's degree of approximately 45%. A descriptive survey of the respondents' education shows that most of the respondents had a 23% income over 3 million USD. A descriptive survey of respondents' education indicates that most respondents were 27 percent of the private sector.

In causal modeling, including path analysis, confirmatory factor analysis, and structural equation modeling, the distribution of variables must be both univariate and multivariate normal. To verify the univariate normality of the data distribution, the absolute values of the skewness and elongation of the variables should not be greater than 3 and 10, respectively. Table 3 reports the skewness and elongation of the research variables. According to this table, the absolute skewness of all variables is less than 3 and the absolute skewness of all variables is also less than 10. So the distribution of variables is normal.

Table 3- The skewness and kurtosis of the research variables

kurtosis	Skewness	Variable
0.050	-0.172	Consumer confidence
1.060	-0.717	Optimal Motivation Level
0.118	-0.190	Motivation to search
0.874	-0.435	Trying to search

The standardized tensile coefficient of mania is used to verify the multivariate normality. For the multivariate distribution of data to be normal, the coefficient must be less than the number obtained by the formula $p(p+2)$, where p is equal to the number of variables observed. The number of research variables is 4. So the number is from formula 24. The coefficient of Murder was 12/294 in the present study, which is less than 24. Therefore, the multivariate distribution of data is normal.

Before examining the research theoretical model, there must be a significant correlation between the theoretical model variables. Therefore, in Table 4, the Pearson correlation matrix of the research variables is reported to investigate their relationship.

Table 4 - Correlation Matrix of Research Variables

No	Variable	1	2	3	4
1	Consumer confidence	1			
2	Optimal Motivation Level	0.333**	1		
3	Motivation to search	0.331**	0.467**	1	
4	Trying to search	0.250**	0.374**	0.659**	1

*p<0.05, **p<0.01

Based on Table 4, it is clear that all research variables have a direct and strong relationship with each other. Therefore, it can be concluded that the intrinsic relationship between the variables persists.

To investigate the fit of the model, we use confirmatory factor analysis. The initial output of model fitting in Amos is shown in Figure 2.
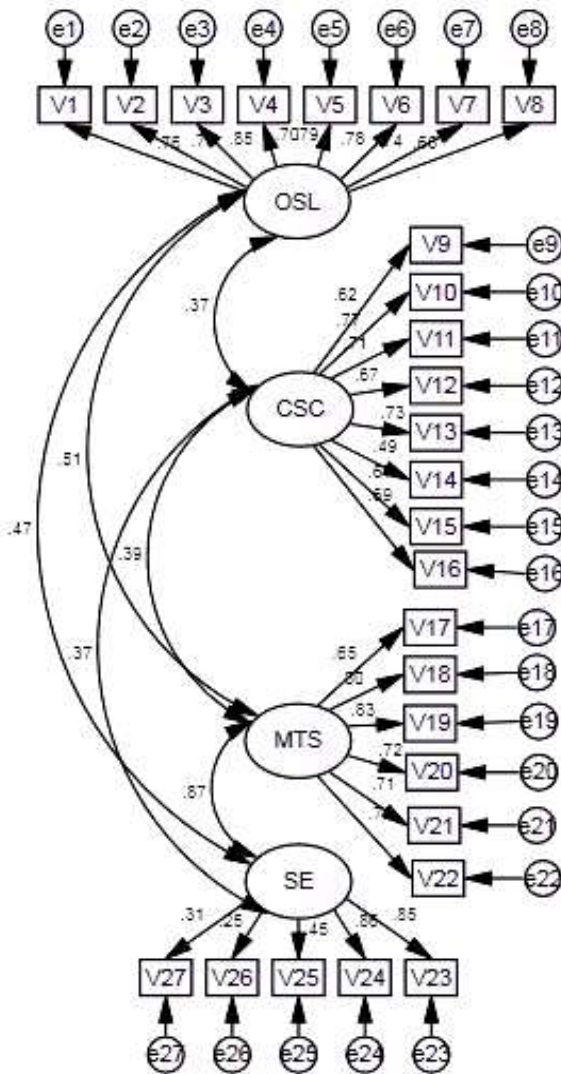

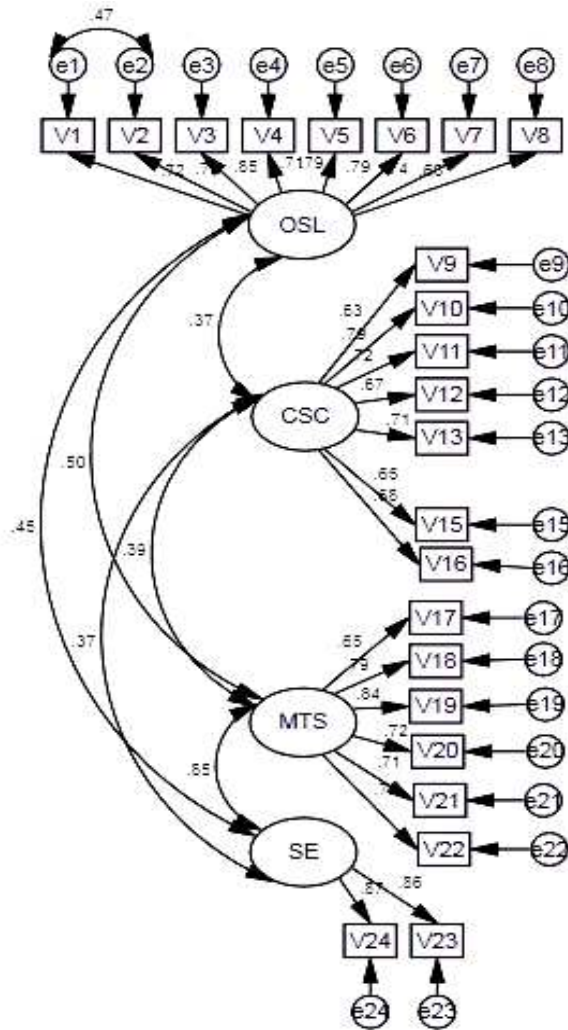**Figure 2.** Initial output of the confirmatory factor analysis model in Amos software

Figure 3. Final output of the confirmatory factor analysis model in Amos

Table 5- Factor of the research items

			Estimate
V1	→	OSL	0.762
V2	→	OSL	0.764
V3	→	OSL	0.847
V4	→	OSL	0.700
V5	→	OSL	0.786
V6	→	OSL	0.775
V7	→	OSL	0.744
V8	→	OSL	0.665
V9	→	CSC	0.622
V10	→	CSC	0.769
V11	→	CSC	0.706
V12	→	CSC	0.671
V13	<---	CSC	0.726
V14	→	CSC	0.486

V15	→	CSC	0.671
V16	→	CSC	0.692
V17	→	MTS	0.652
V18	→	MTS	0.795
V19	→	MTS	0.833
V20	→	MTS	0.717
V21	→	MTS	0.710
V22	→	MTS	0.724
V23	→	SE	0.848
V24	→	SE	0.864
V25	→	SE	0.453
V26	→	SE	0.254
V27	→	SE	0.309

Re-run the model by removing the factor loadings below 50% in Figure 3, which is the final correction.

Three categories of absolute, adaptive, and purposive fit indices were used to test the fit of the model. Absolute fitting indices seek to determine whether the variance of error or unexplained that remains after fitting the model is significant. Adaptive fit indices seek to answer the question of how well a model performs in terms of explaining a set of observed data, especially compared to other possible models. These indicators compare the tested model with the zero model, where there is no path between the variables. As such, in most cases the adaptive fit indices show how far the developed model has been able to depart from an independent or zero model. The greater the distance, the more fitting the model is considered. Predictive fitting indices also raise the question of how the model fits into either the fit and the save or the fit. It is always pointed out in the confirmatory factor analysis model in Amos that RMSEA, X2 / df, and at least two of the comparative group indices are within the desired range.

In this study (CFI), (IFI) and (TLI) as adaptive and X 2 / df squared fit indices, permissible fit index (PNFI) and mean square error of approximation (RMSEA) as indices, Fit was considered appropriate. In Table 6, these indices are reported separately.

Table 6. Model fit indices

Adaptive Fit Indicators			
TLI	IFI	CFI	Index
0/910	0/922	0/921	The value obtained
	More than 0.90		Acceptable limit
Modified fit indices			
RMSEA	PNFI	X2/df	Index
0/068	0/739	1/786	The value obtained
Less than 0.08	More than 0.60	Less than 3	Acceptable limit

The results in Table 6 again confirm the fitting of the research model and can be used with the final statements in the correction model to test the hypotheses.

When all of the constructs in the measurement model have the required validity and satisfactorily fitted, then the structural model can be tested and presented as the second and main stage of analysis. The structural model "is the part of the model that determines how each of the hidden variables relates to each other". The purpose of the structural model is to determine which of the hidden structures directly or indirectly affects the values of other hidden structures in the model. Therefore, the purpose of the structural model in this thesis is to test the research hypotheses. Evaluation of the structural part of the model is the statistical significance of the estimated parameters individually for the causal paths of the model, which are critical values and are obtained by dividing the parameter estimation by the relevant criteria errors. These are the same t values that are compared with the t value of the table (1.96 at 0.05 significance level). For this purpose, using critical ratios (t) and comparing it with the values of table t (1.96 at 0.05 level), the research hypotheses are confirmed or disapproved and based on standard coefficients of each path. It can be causally stated which variable has the most influence on the other variables. Figure 3 reports the tested models of research. AMOS 22 software was used to test this model.
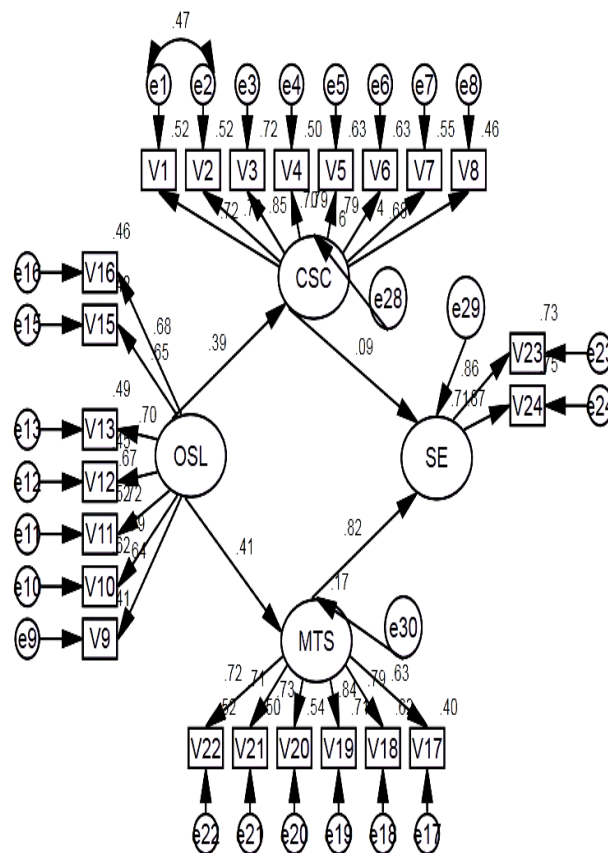

Figure 4. Structural model of research with amos

Table 7: Path analysis results related to research hypotheses

Hypothesis	Non-standard parameter	Path coefficient ((standardized	Standard error estimation	Critical Ratio (cr)	The significance level
1	0.511	0.395	0.121	4.229	0.000
2	0.376	0.412	0.089	4.223	0.000
3	0.084	0.089	0.056	1.490	0.136
4	1.095	0.824	0.139	7.682	0.000

DISCUSSION AND CONCLUSION

As consumers become involved in marketing activities, successful marketing begins with an understanding of consumer behavior. Study factors on consumer behavior affect and assess the impact of each of these factors on the behavior can help achieve the knowledge and understanding of consumer behavior is that marketing is then able product called them to the needs of Consumers should have a good balance of mind and provide any other means that will result in factors that influence consumers' behavior and ensure their maximum well-being. Nowadays, as consumers are exposed to a lot of information, advertising, variety of goods, brands and stores and have more choice, the buying decision has become more complex and even more important. Understanding consumer decision-making styles is useful for understanding consumer needs and is an important topic for marketing efforts [2]. Researchers have long been interested in the characteristics of consumer decision-making styles. Consumer decision-making styles are important for marketing because they are tied to buying behavior and are consistent over time. Models of consumer decision-making in marketing are based on the tools of the concept that the consumer needs to collect and serve. Optimize it yourself. Consumer decision-making includes the need, the robustness of the solution, the evaluation of options, the choice of the customer, and the final evaluation. At the center of need, one desires a new soul, or, if he needs to be attentive, he finds incentives to start his own center. At the present stage, the consumer may seek extensive or restricted information that, in turn, necessitates my limitations, involved conflict, and other factors limiting my budget and time. At the next consumer level, it evaluates my findings in the context of myths and selects and evaluates them from the sales [8].

Data analysis revealed important research findings. This study examines the existing literature on consumer information seeking behavior of substandard multivitamin drugs in Tehran by examining the role of individual differences using an integrated model. This study mainly examined the effects of optimal motivation level, consumer confidence and motivation for search on search effort. Four main assumptions were considered in this study. Of these 4

hypotheses, 3 were directly confirmed and significant. The results of the analysis showed that considering the critical value (cr) outside the range of -1.96 and -1.96, it is observed that at 95% confidence level, our hypothesis that the effect of optimal motivation level on customer confidence is accepted. Also the intensity of the effect of optimal motivation level on customer confidence is 0.395 and its direction is direct. This means that when a person has the necessary motivation and is at the right level, this means that he or she also has the right level of confidence and no fear of seeking information, so that he or she boldly seeks clear information to buy the drug. This research finding is in line with the research results [1] and [2]. Given that the critical value (cr) is outside the range of -1.96 and -1.96, it is observed that at 95% confidence level our hypothesis that the level of optimal motivation has an impact on the motivation to search is accepted. Also the intensity of the effect of the level of optimal motivation on the motivation to search is 0.412 and its direction is direct. This means that when one has the necessary motivation level and is at the right level, this means that he / she has the motivation to seek reliable information for buying a drug and not to be afraid of seeking information, in a way that is motivated The above is looking for clear information to buy multivitamin. This research finding is in line with the research results [1]. Given that the critical value (cr) is between -1.96 and -1.96, we find that at 95% confidence level, our hypothesis that the effect of customer confidence on the search effort is rejected is not accepted. In other words, the effect of customer self-esteem on search effort is not significant. This means that self-esteem alone cannot be the sole reason for trying to find reliable information to buy multivitamins. Given that the critical value (cr) is outside the range of -1.96 and -1.96, it is observed that at 99% confidence level our hypothesis that the motivation to search is influenced by the search effort is accepted. Also, the intensity of the search motivation effect on the search effort is 0.824 and its direction is direct. In other words, the impact of a search motivation on a positive and meaningful search effort. This means that if there is an incentive to search for reliable information about the benefits of Sobhan-Darou Company's multivitamins and not lose sight of the information, so that it is highly motivated to seek clear information to buy the drug, then It will make a deliberate effort to obtain reliable information about buying drugs from pharmacies in the city. This finding is in line with the research results [1] and Moral et al., (2005). On the other hand, previous research has shown that supplements and vitamins are at high perceptual risk if consumed high, so consumers prefer to obtain much information to reduce risk. However, when consumers are less likely to seek information because of their confidence in their ability to search and retrieve information, they are more likely to seek information. Considering the issues investigated in this study and the results obtained, the limitations that the researcher faced are as follows:

In this study, the effect of self-confidence variables, motivation for search and optimal motivation level were identified, while other variables may also be involved in the

search effort that should be considered in future studies. The inherent limitation of the questionnaire, given that the questionnaire measures people's perceptions of reality, should not be ignored by the possibility that this perception does not fully match reality. The time range in the present study focuses on a specific range that may not be affected by specific fluctuations in that range. It is also suggested that marketing managers of Sobhan-Darou Company consider and apply appropriate strategies to increase the quality of multivitamin supplements in order to increase customer motivation. Marketing strategies should be designed based on how customers can associate a good, customized experience with their customers, so that customers feel satisfied and well connected to the interaction with the subversive vitamin products and the incentive to search for information is enhanced. Marketers are aware of the benefits of using these medicines through advertising and brochures in specific offices and hospitals of immunocompromised patients, such as lowering medical costs, reducing disease, boosting the immune system, and saving on treatment costs. Demonstrate that the individual is motivated. Marketers are offered special discounts to pre-purchase these drugs, provide accurate and accurate information on the drugs on the website, and track purchasing issues through the pre-purchasing department in a way that increases trust and reduces customer risk. To stimulate the person. It is suggested to drug marketers that by designing a website the customer can easily complete the purchasing process, develop information and communication infrastructures, institutionalize the culture of electronic transactions, and stimulate the level of motivation in the individual.

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