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SOCIAL STUDY OF CONSUMER BEHAVIORS CONTAGION IN SOCIAL NETWORKS

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ABSTRACT

This study seeks to investigate the contagion of consumption behavior in social network of dormitory students of Shahid Beheshti University. The research method and research tool is a researcher-made questionnaire that was conducted on 281 students of Shahid Beheshti dormitory in Tehran who were selected through non-probabilistic random sampling. Based on explanatory findings; There is a significant relationship between contagion of consumer behavior and social network's functional characteristics ($r = 0.53$), interactive characteristics ($r = 0.35$) and structural characteristics ($r = 0.32$). Also, according to t-test, young, single and female respondents are more inclined to spread, transfer and exchange information about consumption, how to buy and their consumption pattern. Similarities in patterns of behavior and consumption, which are often accompanied by gatherings in specific places and even similarity of value and mental patterns, can be the starting point for acquaintances who turn into social networks as weak links. At the same time, another aspect of social cohesion resulting from a similar lifestyle is the transformation of lifestyles into subcultures.

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INTRODUCTION

consumer behavior refers to the buying behavior of the end customer. Customer behavior is very important because it supports product positioning, developing an effective marketing strategy, and enhancing long-term customer relationships. Social, cultural, personal and emotional forces play a major role

in defining consumer shopping behavior. Social forces include family, friends, peer groups, status and role in society. Groups that have a direct or indirect impact on the consumer are known as reference groups. The main groups include friends, family and peers with whom consumers have been in direct contact for a considerable period of time. Secondary groups are associations that have interactions at the formal level and the time allotted to them is less (Moradi, 2015). Consumer markets are defined by various geographical, social and cultural factors. In addition, consumer behavior is influenced by psychological, personality, reference group, and demographic reasons. Finally, the actual buying process involves a complex process and cycle. Companies need to consider all three factors in formulating their strategy. Consumer behavior is a three-step process (pre-purchase, pre-purchase and post-purchase activities) that is heavily influenced by external forces such as culture, reference groups, family and etc., which are important sources of information. External forces that have experience in buying and consuming the products (actual customers), play a role in shaping the proper or inappropriate image of the product in the eyes of potential customers with their positive or negative advertisements, which change both the attitude and behavior of potential consumers. social networks and their members have an effective role in conveying and justifying individuals in receiving messages and consuming goods or receiving services. Reference groups, for example, are a powerful and highly reliable source of information for customers, so they influence key decisions about the purchase of customers' products through rational and emotional influences. One interpretation of such a powerful effect is that society believes that these people will not gain any financial advantages from their suggestions, so they are more trusted. This is why word of mouth are so effective. In short, when an opinion leader speaks, in fact is sending an almost free, reliable and purposeful marketing message (Hatami et al., 2015). The contagion of similar consumer behaviors within social networks of friendship or work, etc., illustrates the impact of networks on the transmission of consumer behaviors. Researches in friendship groups reveals many behavioral similarities in social networks. In some social networks such as friendship and family networks, this contagion is more intense. Studies in the last decade have shown that consumption patterns or styles of consumption are not simple phenomena merely influenced by individuals' interests, desires, abilities, and capabilities, but are complex and multifaceted phenomena and there is a significant relationships with factors and variables such as social class, social stratum, type of consumer goods (material and cultural), lifestyle, income, social values, reference consumption patterns, contextual variables and level of development of countries. The main influential group on consumption and consumption behavior includes family members, classmates, friends as well as close relatives, and the second influential group consists of neighbors and acquaintances. Each of these groups has a specific effect on consumer behavior. Social networks create extensive and complex networks of diverse social relationships, in which these networks are like crossings that transmit resources within the network as Leen said, these sources can provide all kinds of support (emotional, financial, etc.), information and even illnesses. a network of behavioral and emotional influences that contagion flows, depending on the

extent to which each person has access to all kinds of connections and in fact The person's position within his network benefits from these resources and influences (Miles, 2016). Consumption can be both a realm for choice, freedom, and the strengthening of social ties and values, and it can lead to passivity, alienation, limitation, and control. This dual feature of consumption (limiting and empowering) and its pervasive effects on social and cultural life, has made it a serious topic in the study of contemporary society (Zakai, 2012). Human relationships affect all aspects of their lives and affect our choices, actions, thoughts, desires, and feelings. Connections that do not end with the people we know and go far. And spread these effects. student dormitories serve as one of the strategic locations for dissemination and transmission, which may even lead to a behavioral epidemic in the wider dimension of the dormitory. Since dormitories play a decisive role in creating and spreading influences and behaviors and even subcultures, and by considering the constant movement of these students to their place of residence, the scope of this contagion is extended to all areas. If we influence our friend then they influence their friends, as a result, to understand people, their actions, choices and decisions we need to understand the connections between them, to find out how people's feelings and attitudes affect their choices and consumption behaviors and how relationships stimulate people's consumption tastes. This study seeks to investigate the contagion of consumer behaviors in the social student network of Shahid Beheshti University dormitory. Two central questions have been deduced from this research. What is the scope of the student social network and how does the global social network affect the consumption behavior and transmission of students' consumption pattern?

LITERATURE REVIEW

Finding by Yaqubi et al (2019) show that more people have the social capital, the more trust, cohesion and participation they have. Before buying clothes they use media and other people, gather information about the right clothing to buy and interact with more people, gather information, compare commodities and options, compare prices with other goods and quality, and become less involved in emotional choice; And their purchases are more responsive to their needs and desires, and are more influential in other choosing and buying behaviors.

The results of Haji Babaei et al. (2017) show that consumer behavior is influenced by self-expression and brand and personality types, and people who are an anagram type and refer to agencies to show and feel pleasure. Associations (characteristics and capabilities and common feelings and people) play a decisive role in the desire to buy and consume goods and loyalty to goods after years. Research by Dehshati and Ahmadi (2016) indicate that personality factors (personal satisfaction, materialism, conflict with fashion and the need to be unique) and social factors (information and normative vulnerability (the same emphasis and approval of others and Acceptance) affects the attitude of buyers and affects the perceived quality (brand credibility and brand image) and consumption pattern of people and lead to special consumer behavior. The results of Shahroudi and Ghavidel (2016) research indicate that the attitude for usefulness has a lot to do with the intention to buy for all age groups, especially

in middle age. The role of hedonism in all age groups has a similar effect on the intention to buy luxury brand clothing, and social adjustment and exponential functions do not play a role on the intention to buy luxury brand clothing. The results of Rabi'i and Rafiei (2016) indicate that consumption is not necessarily unilaterally affected by force and class structural consequences and should be understood in the combination of subjective and objective factors and the connection with differentiation and hedonism. People living in the upper areas of Tehran are more interested in buying and using unnecessary items. Cultural capital plays an important role in consumerism. Consumerism reduces the distinction between the lower and rich. People tend to be consumerist in order to be different and differentiate. In research by Sedaghat Shireh Gini (2015) results of the study indicate that the variables of transparency of self-perceive and materialism effect on social consumption and normative efficacy and the need to be unique is influenced on evaluating luxury brand attitude and are stronger in women than men. Need to be unique has more influence on evaluating attitude toward luxury brand in women and social consumption stimulus has more influence on evaluating attitude towards luxury brand in men. The results of the research of Sadeghi Shahedani and Khoshkhooi (2014) show that the family institution has the greatest impact and then the media institution and educational institutions are relatively equally important. Public institutions, prominent social figures, as well as reference and friendship groups are unlikely to have a relatively similar impact. The last social resource is non-profit institutions, which are less effective than other mentioned social resources and institutions. The results of Abdolvand and Johnny (2012) indicate that there is a significant relationship between purchase value, utilitarianism and hedonism on satisfaction and loyalty and significant relationship between satisfaction with loyalty attitude and share of the shopping cart. According to Jalali (2010), reference groups and social status of individuals and subcultures have an effective role on purchasing and attitudes toward purchasing and consumer behavior, and the purchase of Iranian goods is a function of consumer behavioral knowledge and product knowledge. As stated by Heidarzadeh and Motamedi (2006), children's purchasing decisions are related to the parents' pattern, but not based on it. The level of agreement, support and encouragement of parents, family dimension, economic status affects the consumption pattern and consumption behavior of children. Wang (2016) in an article entitled "Factors Related to Consumer Behavior in Buying Luxury Goods in China" with a survey of Chinese citizens looking at demographic factors, motivation, cultural factor and brand value on consumer behavior in luxury goods in China. The results show that the relation between attitude and perception of others influences the purchase of luxury. The use of luxury goods authentication leads to prestige and social status. The reference group plays an important role in the decision making and interest and influence choice of luxury goods. Brand value is one of the important factors in buying luxury goods. In 2013, the Chinese have become one of the most consumed luxury goods. They used to buy luxury goods to attract and show off. The main consumer of luxury goods in China are youth, and even giving luxury goods as gifts is important to build a relationship. Consumers of luxury goods have little knowledge of the story of brands or the logo and luxury brand, but the most important trends in luxury goods

consumption in china are identity and prestige. Lamba and Agrol (2014), emphasizing important role of Internet in the information exchange on the network when purchasing a particular product. The author believes that electronic word of mouth (Ewom) is one of the most influential communication channels in the market. In an online environment, customers never touch the product, their decision to buy depends on word of mouth or online advertising. Verbal advertising promotes certain consumer behaviors. Stephen and Berger (2010) find that The combination of social networking and commodity features has an impact on the continued popularity of those commodities And according to the characteristics of the goods, the status of individuals is determined, and each individual carries and develops a taste according to their social status and class. According to Saral, Lomuching, and John (2009) people are exposed to a variety of promotional messages on a daily basis, and by accepting each message as a virus, it is spreading the message among their friends and acquaintances, and its acceptance and adoption by friends is a confirmation factor of choice or changing attitudes towards consumption of advertising goods. Jeffrey Van Sen (2002), Investigate the role of social contagion of nutrition behaviors among 299 first-year female students living together. The results show that the attitudes and the behaviors of female students are similar to those in which they are in a small friendship cluster with them. Also, based on the results, there is a significant relationship between people's view of university and inappropriate eating behaviors. And finally, there is a significant relationship between socio-cultural awareness and the apparent and slimming ideals and eating habits. Finally, this researcher proposes to use longitudinal research for further research. Christakis and Fuller (2007) in a study on the spread of obesity in a large social network over 32 years found that obesity also spreads to groups and social networks, and that obesity itself is a factor in group formation and specific consumer behavior. Obese people have the same intergroup and networking relationships. That is, obese people have obese friends and family and have similar eating styles and eating behaviors, and their eating habits are influenced by each other, and more people in contact with obese people are more likely to be obese themselves. Network phenomena appear to be relevant to the biologic and behavioral trait of obesity, and obesity appears to spread through social ties.

Social Contagion

Social Contagion is a subcategory of contagion that encompasses all social phenomena that can be spread across social networks. Understanding how something is perceived is very close to the concept of social contagion. Rumors, fashions, ideas can spread like wildfire and become the norm. What was originally a minority belief can be selected and believed by the circulation of each individual among their friends and become a dominant and prominent one. Products can also be socially transmitted through verbal suggestions (Hajizadeh Meymandi and Yousefi, 2013). In some cases, the success of a product is generally driven by traditional marketing techniques such as television or newspaper advertising that spread it through information networks, and in others, word-of-mouth suggestions by friends will have a major impact on purchasing decisions. The third type of social contagion is social change. What

is initially a non-public or even aural factor can find a lot of supporters by persuading people by their families or friends. The mechanisms whereby social contagion spreads are the subject of active research in the computer, social and physical sciences. The contagious phenomenon was first examined at the epidemiological level as a living organism (such as a bacterium) that spreads from person to person in the population. Recently, interdisciplinary work in physics, computer science, and sociology has examined contagion on a large scale as behaviors (smoking), messages (rumors), products (tools) that have spread among the general population. The body of contagion studies is large and numerous, and the technical terms related to it are not integrated, but there are several common key terms among them (Nikata, 2018). In the following, we will briefly explain the key terms:

Node States: Contagious phenomena are most often characterized by a change in the state of individuals within a larger population, from uninfected to infected. Other states, like resistant or vaccinated, are possible but the binary distinction between uninfected and infected individuals is key to representing contagion. In all contagion models, uninfected individuals can become infected. In some contagion models, infected individuals can become uninfected again (people can get over a disease, give up a product, or change their behavior).

Success of a Contagious Phenomenon: Researchers often speak of the success or failure of a contagious phenomenon. Again, several definitions of contagion success exist, but the common one is that the success of a contagious phenomenon is the proportion of infected nodes at equilibrium, i.e. when nodes no longer change state from infected to uninfected (or vice versa). In models where the infection frequency at equilibrium is binary (either close to 100% or close to 0% nodes infected), the term takeover is used to describe situations where the contagious phenomenon infects nearly all of the nodes at equilibrium, and the term failure is used to describe situations where the phenomenon takes over almost none of the nodes at equilibrium. In the rest of this work, we will use the terms takeover and failure for binary infection frequencies at equilibrium and the term success for continuous infection frequencies at equilibrium.

Infection Functions: The third key element of any contagion model is the process whereby uninfected nodes become infected. This process is often represented by a function from a set of individual, local, and/or population-level attributes to a probability of infection. There are two major types of infection functions: deterministic or threshold functions, where the probability of infection is always either (when input attributes take on certain ranges of values) or 0 (otherwise); and probabilistic functions, where the output probability of infection is a continuous variable. Mixtures of deterministic and probabilistic functions are possible, but rarely used (Vladimir, 2011).

there are a number of contagion models in the literature. All of these models attempt to describe the dynamics of contagion as it spreads from some initial subset of the population (often called the seed) to other individuals, until equilibrium in the state of individuals (infected vs. non-infected) is reached. In this section, we provide a brief overview of contagion models in the theoretical

literature. The SIR Model: The earliest well-known model of contagion is the so-called SIR model. This model was first formulated (though never published) by Lowell Reed and Wade Hampton Frost in the 1920s. It divides a population into 3 classes: susceptible to some contagious phenomenon (S), infective (I) and Recovered (R). The original work simply assumes that any susceptible individual has a uniform probability β per unit time of catching the disease from an infective one, and that infective individuals recover and become immune at some constant rate recovered individuals can never become infected again. The distribution of the three classes over time is then governed by a system of differential equations. The SIR model is a fully-mixed model with a probabilistic infection function and a probabilistic recovery function. The SIR model exhibits critical behavior in its parameters. If β is low and γ high, the phenomenon almost never spreads throughout the population. Conversely, if β is high and γ low, the phenomenon almost always takes over the entire population. In between these extremes, the model exhibits a non-linear transition in the values of β and γ : if β is below a certain critical value, most nodes remain uninfected, but if β exceeds that critical value, the phenomenon rapidly takes over the entire population. Similarly, a decrease in γ below some critical value leads to takeover whereas populations with higher values of γ remain contagion-free. This property of the SIR model is reproduced in most models of contagion we study below and is the focus of much interest in research on the diffusion of contagion. (Wayne et al., 2005).

The SIS Model: An alternative to the SIR model is the SIS model, where the dynamics are as in SIR, but infective nodes turn back to susceptible ones and never fully recover. This model also exhibits critical behavior in the values of β and γ , transitioning from contagion failure to contagion takeover. SIS cannot be solved analytically as SIR but Pastor-Satorras and Vespignani give a detailed investigation of the model on a class of simulated networks known as configuration model networks, and show that the contagious phenomenon persists in such networks (some non-zero fraction of the population is infected) for all non-zero β values in this network class. A recent study by Leskovec et al. uses an SIS model to replicate data on information diffusion through a network of blogs. (Chision and etal, 2017).

The SI Model: A third diffusion model is SI, which dates back to Mark Granovetter's work on threshold models of collective behavior. Granovetter considered a fully mixed population of susceptible individuals with different thresholds. An individual i becomes infective if t_i or more other infective individuals are currently in the population, where this i 's infection threshold, and all infective individuals remain so forever. Granovetter showed that this model also exhibits critical behavior: below a critical density of infective nodes, the model always resulted in contagion failure, but at or above this density, the model always resulted in contagion takeover. Granovetter's model is fully mixed with a deterministic infection function and no recovery function. Morris constructed a partially-mixed (network embedded) model based on Granovetter's work with the restriction that a node becomes infective if some fraction k of its neighbors are infective, so the infection threshold is uniform for

all nodes. Morris investigated the maximum k for which diffusion of a contagious phenomenon can occur on an arbitrary size network, found an upper bound $k \leq 1/2$ and observed that actual maximum k is close to $1/2$ when the network resembles a lattice. Watts studied the same model in configuration model networks under the name “cascading failure”. Watts was able to identify a high-connectivity regime in which cascades were very rare but occasionally took over the entire network (as in Granovetter’s work), and suggested that in the latter regime, the ideal cascade seed neighbored a lot of average-degree nodes, as their thresholds could be satisfied with fewer neighbors than the thresholds of very high-degree individuals. Centola and Macy focus on the Morris version of the SI model and study the dynamics of this model on unrewiring lattices and Small World networks. Centola and Macy examine both the relative thresholds studied by Granovetter and Morris, and absolute thresholds where a node is guaranteed to adopt if some raw number a of its neighbors have adopted. They find that contagion of any threshold (up to the maximum dictated by Morris’ $k \leq 1/2$) spread in a similar way on an unrewiring lattice network. However, in a Small World network, a difference between “simple” contagion of threshold 1 (or $1/z$ where z is the number of neighbors), and “complex” contagion of threshold > 1 (or $> 1/z$) emerges.³ Simple contagion spreads quickly through Small World networks, whereas complex contagion spreads more slowly or not at all, depending on the actual threshold value and the level of rewiring used to generate the network. Centola and Macy’s work forms the basis for analysis of complex contagion and discovery that these phenomena have a critical mass of adopters. (Wayne et al., 2005).

METHODOLOGY

The research method is quantitative and survey. The statistical population of this study is students living in the dormitory of Shahid Beheshti University of Tehran in Iran. The research tool is a questionnaire (researcher-made questionnaire) and a unit of analysis at the micro level. Regarding the validity and reliability of the questionnaire, the final questionnaire has been considered from the validity with the approval of expert professors in this field. The validity of the indicators is based on formal validity. The validity of the main index items of the research was investigated using the internal reliability method and for this purpose the Cronbach's alpha coefficient technique was used which is above 70% and is acceptable. Social network is a centralized social structure that consists of nodes, often as an individual or organization. These nodes are connected by one or more specific types of dependencies. Examples of these affiliations can be commonalities, interests, ideas, financial exchanges, friendships, kinship, business, web links, travel, or disease transmission. The structures of these social networks are often very complex (Habibdoost and Elmi, 2017). Networks are the main sources of social capital that can be moved and changed. Usually, researchers divide the characteristics of social network into three parts: 1- Structural features: size, density, etc., 2- Interactive features: frequency, intimacy, reciprocity, durability, etc. (Salehi Hikouei, 2005) 3- Functional characteristics (emotional and informational support received from the network). Social network in this study have been measured based on three dimensions; 1- Structural dimension (size - density - composition and position

of people in the network), 2- Interactive dimension (power, degree of intimacy and two-way interaction) and 3- Functional dimension (emotional support and information received from the network). contagion of consumer behavior: in this research contagion of consumer behavior is basically the spread ,presence and frequency of a consumer behavior in the network of relationships also the degree of influence and acceptance of a consumer behavior .this research contagion based on 1- Consumer influences (social influences and Individual influences) and 2-local information exchange (respondents 'referral behaviors, sources of information, the level of trust in these sources, the importance of each of these sources and the level of awareness of friends' information)

RESULTS DISCUSSION

Table 1: According to the view of most respondents, people have numerous and dense communication (49.8%) and have moderate degree of intimacy and comfort with members of friends and communication network (59.1%) and the amount of emotional and informational support received from the network of friends and relatives is moderate. But in general, 52.3% of the respondents have a strong domain and communication network.

Table 1: Percentage distribution according to participation

variable	average	median	mod	Standard deviation	scale		
					low	moderate	high
Structural characteristic	35.37	35	34	6.42	5	45.2	49.8
Interactive characteristic	10.93	11	11	2.39	14.6	59.1	26.3
Functional characteristic	24.22	24	26	5.17	19.9	45.6	34.5
Social network	59.3	60	59	9.55	42	42	52.3

Table 2: According to the view of most respondents in the field of their consumption behaviors they are influenced by others and their consumption patterns (56.2%) and 56.2% of respondents receive the information they need to buy from their communication network.

Table 2: Percentage distribution of respondents according to consumption transmission behavior

variable	average	median	mod	Standard deviation	level		
					low	moderate	high
Empathy and Solidarity	12.94	13	14	4	21	53.7	25.3
social acceptance	12.36	12	9	4.56	18.9	42	39.1
Group identity	10.22	10	10	3.84	34.2	40.6	25.3

Social influences	35.51	35	33	10.01	17.8	44.8	37.4
Individual influences	9.77	10	8	3.63	19.6	50.2	30.2
Influence dimension in consumption	45.28	45	48	12.33	3.9	52.3	43.8
Information exchange dimension in consumption	11.84	12	12	3.02	3.6	40.2	56.2
Consumption behavior contagion	57.12	56	49	13.12	16.7	52	31.3

Hypothesis 1: Based on the results of Pearson test at 95% confidence interval and significance level of $\text{sig} = 0.000$, there is a significant relationship $r = 0.32$ between structural characteristics (size, position and density of relationship) and contagion of consumption behavior. Respondents with higher communication links are more affected by information-based consumption behavior and information exchange (consumption behavior contagion).

Hypothesis 2: Based on the results of Pearson test in 95% confidence interval and significance level of $\text{sig} = 0.000$, there is a significant relationship ($r = 0.35$) between communication characteristics (interaction) and consumption behavior contagion between respondents. In other words, the respondents who have an intimate and comfortable behavior with the communication network of their friends and relatives and are in constant contact with each other, follow their consumption pattern more.

Hypothesis 3: Based on the results of Pearson test in 95% confidence interval and significance level of $\text{sig} = 0.000$, there is a significant relationship $r = 0.53$ between functional characteristics (information and emotional support) on the contagion of consumption behavior of respondents. In other words, the respondents who receive more emotional support from their communication network and also supported in terms of information, follow the consumption pattern of the network more.

Table 3: Pearson correlation test between social network and Consumption behavior contagion

Social network	Individual influences	Social influences	Influence dimension in consumption	Information exchange dimension in consumption	Consumption behavior contagion
Structural characteristic	0.118	0.289	0.270	0.313	0.326
	0.048	0.000	0.000	0.000	0.000
Interactive characteristic	0.294	0.333	0.357	0.072	0.352
	0.000	0.000	0.000	0.227	0.000

Functional characteristic	0.360	0.485	0.500	0.302	0.539
	0.000	0.000	0.000	0.000	0.000

According to the results of t-test with variance equal to sig = 0.00 in the two groups, the spread of consumption behavior is different between male and female respondents and according to $t = 6.25$ female respondents more than male respondents tend to spread, transmit and exchange information about their Consumption and purchasing and their consumption pattern (Consumption behavior contagion)

Table 4: T test between transmission of consumption behavior and gender

F	Sig	T	Df	Sig	Mean df	se	95% confidence interval	
							Upper bound	Lower bound
0.69	0.40	6.25	279	0.000	9.18	1.46	6.29	12.07
		6.24	275.69	0.000	9.18	1.47	6.29	12.08

CONCLUSION

Social contagion is the process by which consumers influence the valuation, acceptance, and use of goods. Social contagion occurs in the context of individuals' social networks or their geographical proximity. Social influences are considered as the group's ability to put social pressure on individuals. The pressure (intensity) of social influences on behavior change is related to the number of friends who join that behavior. social network and communication circle of people have an important role on consumer behavior and its spread. Social networks encourage people's consumption culture to consume more than their biological needs, stimulate consumers' shopping tastes, and invite them to a specific brand and product. The results show that there is a significant relationship between structural characteristics (size, position and density of communication) and the contagion of respondents' consumption behavior ($r = 0.32$) which are consistent with the results of Haji Babaei, Esmaeilpour and Mirfeiz (2017), Shahroudi and Ghavidel (2016), The sincerity of Ginny (1394), Wang (2016) and Lamba and Agrol (2014), Stephen and Berger (2010) and Aral, Lumuching and John (2009). Haji Babaei, Esmaeilpour and Mirfeyz (2017) believe that the common emotions and features of a brand by the reference group and friends have a decisive role in the desire to buy and consume goods and loyalty to the product. According to Granovetter, the more one is exposed to social networks and groups, the more likely is to accept the flow. For example, the more people in a network accept a behavior or object, the more likely individuals are to accept it. People who have less social networking or relationships are less likely to be influenced by other collective behavior and suggestions. This leads to conformity and acceptance of consumer behaviors and their recommendations. a person begins to use a particular product that may be different from his previous consumption pattern, to achieve

social prestige and acceptance in the group. as stated by Burt's theory, the wider the network size, the lower the network density, and the smaller the network hierarchy, the greater the social characteristics. Each actor evaluates the desirability of different actions to some extent according to his personal circumstances and to some extent according to the circumstances of others. In his opinion, actors find themselves in a social structure, which determines their social similarities, and these similarities, in turn, shape their perceptions of the potential benefits of each action option. Reference groups affect an individual in at least three ways. first, person is confronted with a new behavior and lifestyle. Second, they influence a person's personal beliefs and perceptions through interest to align with the reference group. And third, it creates a compelling advantage for a person to conform to reference groups, which may influence his or her choice of a particular product or brand. These reference groups include family, friends, neighbors, and co-workers. Family members are able to strongly influence buyer behavior. Different family members may seek information about different aspects of shopping in different situations from a person who is interested in buying that particular product and who has more experience in buying that type of product than other family members. The more intimacy and trust people have in their family members or group and social network, the more they follow it. Based on this finding, the size, density and position of the individual in the social network play an effective role in the acceptance and contagion of specific consumer behavior (transmission of consumer behavior). The more dependent a person is on the group and social network and the more he trusts them, the more accepts their consumption patterns and messages and more follows the community, but the results still show that this impact is slightly different depending on the type of consumer goods, for example, in purchasing luxury brands and goods, people are subject to all members of the community network and do not hesitate to receive any information and also transmit this information themselves. But in the case of durable goods, they try to trust the advice and information of relatives and acquaintances. Other findings of the study are the relationship between communication characteristics (interaction) and the contagion of consumer behavior, which is consistent with the results of research by Yaghoubi et al. (2010) and Christakis and Fuller (2007). Every person in society has a position within social networks. In everyday social relationships, we are usually only in contact with people who are involved in our daily activities, so the degree of intimacy and communication and trust in the social network plays a decisive role in accepting behavior or changing behavior. According to Christakis, if within a person's network, that person's friends are also friends with each other, these relationships are called transitive. This criterion is used to measure the degree of network density, People with high transitive networks fit exclusively into a single group, but people with low transitive networks are more likely to connect with other groups, this makes them act as a bridge between the two groups. In Christakis's theory, our friends influence us. He believes that in addition to the structure of the network, the position of the individual within the network affects people. What is going on between these networks is a decisive issue. People usually have a lot of direct relationships with friends, family, colleagues, classmates, etc. Each of these types of connections provided opportunities for people to be influenced and

influenced. For example, students who have a studious roommate become more studious. People will eat more if they sit next to someone who eats a lot. Homeowners with neighbors who decorate their garden do the same, and this simple tendency to influence others has dramatic consequences. For Granovetter, links are like bridges that make access to more information and supportive functions. Jalali (2010) believes that reference groups and social status of individuals and subcultures have an effective role on purchasing and attitudes toward purchasing and consumption behavior of individuals and affects consumer behavior and the purchase of Iranian goods is subject to behavioral knowledge and product knowledge of consumers. Studies show that intimacy and the type of communication in the social network play an even more influential role on consumer behavior than advertising and social media. people try to accept information that are recommended by trusted people in their networks and if they receive a message about the advantage or disadvantage of a product, they will diffuse those information themselves, even if they have not used that product before. Also, there is a relationship between functional characteristics (information and emotional support) and consumer behavior contagion, which is consistent with the results of research by Nowruz and Rezaei (1397), Sadeghi Shahedani and Khoshkhei (1393) and Heidarzadeh and Motamedi (1385). According to Norouzi and Rezaei (1397), the level of approval and support of others has an effect on the consumption pattern and consumption behavior of buyers. Veblen believes that the benefit of consumption as a means of gaining credibility, at its best, is more effective in that part of society where there is widespread communication between individuals and population mobility. The degree of support and cooperation of family and friends during shopping have an effective role on consumer behavior. People trust their social networks more and try to consume more of their recommended product, also their advice has an effective role on people's attitude towards choosing a particular product or brand. Sociologists such as Elrich Beck, Anthony Giddens, and Sigmund Baumann also argue that today, people give meaning and identity to themselves by consuming goods and other everyday life behaviors, which are also ways of communicating with others and exchanging signs and messages. In a world where there are countless goods, it is possible for identity to be more than ever the subject of individual self-concept, and therefore the type of cultural goods and how they are consumed play a major role in building identity and giving meaning to life. This use of goods to express social identity and to differentiate oneself from others, in a world where social boundaries and class-based boundaries have been weakened, has become one of the major socio-cultural phenomena to study in areas such as sociology of consumption and the sociology of culture. social acceptance is one of the determining factors in consumerism and consumption of luxury goods. Tuning the car and determining factor in the selection and choosing of options, which has found a special place among young people, is another approval for it. as claimed by Brandt, social support leads to belonging, intimacy, social cohesion, access to information, emotional and instrumental support. various links, provides a variety of social support for network members. Kravel believes that with the diversity of relationships, individuals receive a wide range of different supports, including instrumental support,

emotional support, and intelligence support. The more support they receive from family and their associates, the more their behavior patterns in different areas will be subject to them. may not behave the exactly the same, but it will affect their consumption attitudes. Everyone in society has a position within social networks. According to Granovetter, the greater the heterogeneity between network members, the better for the individual. Because it enables access to more resources through different and diverse individuals. Connections with different individuals and heterogeneity in features and characteristics lead to access to different resources, and through this, different services and support are provided to individuals. Some analysts believe that people with relatively heterogeneous traits in their networks usually have more similar interests. production managers, with the correct and conscious use of these capabilities available in the social network, have the ability to increase their social communications by their customers. Communication and information can be a source of power. This leads to a sense of satisfaction and equality due to empowerment in the group and increases trust and bond within the group and between groups, and ultimately contributes to the growth of social capital. The capabilities available in the social networks can provide part of individuals need for entertainment and leisure, the growth and flourishing of human capabilities and increase interaction and cohesion with others, and it can identify youth tastes and correct the consumption pattern of Iranians and young people and use them for product creativity and create brands. The results of studies show that support is the most important factor in consumer behavior contagion. The more they are supported by family and social network and the information needed receive through their network, more accept their consumption behavior and following to that attitude, they change their behavior.

Research Suggestions

People share their experiences of buying products with others. This is one of the most effective marketing methods because others are more confident about what is being said by those around them. A business can voluntarily turn the customer into an advertiser of its product and service by delivering a good experience. Quality in this model is the criterion for your product to be your advertiser. Working on social media is a great way to build brand awareness and reach your audience. verbal advertising (WOM) is not only a powerful motivator for shopping but also a consumer-driven mechanism for learning more about products and services that integrate social networks (family, friends, acquaintances, peers and reference groups). One of the factors affecting verbal advertising.

1. Helping develop and build youth civil society relationships in a practical way to foster youth social action in the real world
- 2.Utilizing the capabilities of friendship and family circles to identify patterns of consumption
- 3.Utilizing the views and abilities of young people to design, refine, and direct consumption patterns and behaviors
- 4.Identifying communication loops and their role on consumption patterns and reasons for imitating consumer behavior and promoting citizenship behaviors

- 5.Strengthening social networks such as: the consolidation of families and helping to repair the family relationships and non-governmental organizations and people's groups.
- 6.Using social networking space and friendship circles to define the new Iranian consumer style for users by reducing costs and encouraging small manufacturers and creating a competitive environment
- 7.Create a space for dialogue and interaction between users and brands to correct product problems and familiarize users and citizens with current tastes and even introduce Iranian goods.
8. Use the power of social networking by marketers and brand owners to introduce brand and product correctly

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