

The Effective factors on niche product choice as a type of showing consumption (Case study: Clothing Hacoupian)

Simin Darjany*,

The strategy of focusing products for specific markets aimed at small groups of costumers rather than big markets, is called niche marketing. Niche marketing is defined as a service in a unique market, or a subset of general market, which is not permanently service providing. "Hacopian" brand of suit is mentioned as niche product in this research. The aim of this study is to determine variables and factors influencing the choice of niche product, and to investigate different dimensions involved in that process. In this study 2 populations (niche product and mass market product) have been investigated , and were tested with logistic regression to manifest level of consumption on choosing niche product. For this purpose data and information needed, were gathered by field study and designing and administrating online questionnaire using random sampling for 384 cases niche and mass markets. Results of regression analysis reveals that consumers who look for dignity, go for niche markets more compared to mass markets, moreover, consumers use niche products to enhance their positions a thought leaders. On the other hand, the choice of mass market products is under the influence of others, while choosing niche product is mainly derived by desires of being distinct.

Keywords : Consumer behaviour, Logistic regression, Conspicuous consumption, Niche marketing

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)