

# The Effects of Clothing Purchase Determinant Factors Associated with Customer Temperament

Corina-Elena MIRCIOIU<sup>1</sup>  
Simona Cătălina ȘTEFAN<sup>2</sup>

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## ABSTRACT

*The purpose of this paper is to determine and quantify the effects of the clothing purchase determining factors associated with the customer's temperament (sanguine, choleric, phlegmatic, and melancholic). A number of 192 respondents participated in an electronic questionnaire, 68.8% of whom were women. The results were analysed with the help of the Process-based structural equation modeling application, provided by SmartPLS 4 software. The results obtained showed that in the purchase process, social factors and appearance are important for sanguine people; in the case of choleric individuals, the conferred status and superior quality of the product are essential; for phlegmatic people, it is important that the product responds appropriately to a need and provides comfort; and melancholic people take into account ecological factors and identification with the product. These results can be useful to clothing companies for the adoption of sales strategies that consider the buyers' interest factors regarding the products.*

**KEYWORDS:** consumer, temperament, purchase decision, clothing industry.

**JEL CLASSIFICATION:** C12, C3, M1, M2

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## 1. INTRODUCTION

At the intersection between what the customer desires and what characterises him in relation to the purchasing processes, is his temperament, a defining element that can be easily felt in every behavior adopted. This aspect takes on greater intensity when it comes to the customer's image and the products that often help build it, including clothing.

In their study on consumer perception and sensorial evaluation of clothing items, Salerno-Kochan and Turek (2021) highlighted the correspondence between the perceived quality of a product and its actual level of quality. Additionally, the study by Moody et al. (2010) highlights the relationships between fashion style, preferences, personality, and mood of consumers. Studying the specialised literature, we noticed that although there are many studies related to factors of interest of buyers, they do not take into account the temperamental side of the customer profile, which can have a significant impact on his purchase decisions.

This research paper aims to highlight and quantify the effects of the influence manifested by the determinants of the purchase process considering the well-known temperament types, namely sanguine, choleric, phlegmatic, and melancholic, and the customer's purchase decision. The structure of this article includes the introductory aspects, the theoretical and conceptual framework of the investigation that contains two sides, namely the factors that influence purchase decisions and the association of temperament typologies with the factors of purchase

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<sup>1</sup> Bucharest University of Economic Studies, Romania, mircioiucorina19@stud.ase.ro

<sup>2</sup> Bucharest University of Economic Studies, Romania, simona.stefan@man.ase.ro

decision, the research methodology, the analysis of the results obtained, and the conclusions of the study.

## **2. THE THEORETICAL AND CONCEPTUAL FRAMEWORK OF RESEARCH**

The theoretical part of the paper includes two approaches: the factors that impact the purchase decision and their association with the buyer's predominant temperament type. Therefore, consumer behavior and purchase decisions are first defined, and the most common types of consumers are also presented. In the second stage, the specific characteristics of each type of temperament are described, as well as the way sanguine, choleric, phlegmatic and melancholic buyers react during the acquisition process.

### **2.1 Factors impacting purchase decisions**

Decision making refers to the cognitive process by which an individual seeks problem solving when presented with more than one alternative to initiate an action. The choice is made between available alternatives and considers several factors such as the number of possible alternatives, the current condition, and the expected outcomes (Martindale & McKinney, 2018). Regarding the relationship with customers, receiving, understanding, and even anticipating changes in their behavior is one of the essential key points to be achieved by the organisation (Edirisinghe et al., 2020) in order to establish and maintain a favorable relationship with them, which ensures performance in the field of sales and improves the image within the market.

Throughout societal progress, perspectives on consumer behavior have undergone considerable changes; currently, with the intersection of sociological and economic theories, it refers to the process that aims to satisfy the need, based on the buyer's autonomy in interpersonal interaction and training own preferences due to cultural values (Medvedeva et al., 2022). Consumer behavior represents a series of activities carried out by a consumer from the moment he enters the market to select a good or service through the purchase decision-making process. At the base of the consumption process is a model that considers the following steps taken successively: identifying the need, documenting to obtain information, evaluating the available alternatives, purchasing, actual consumption, and evaluation after consumption (Martindale & McKinney, 2018).

Despite the fact that the buying process has traditionally been viewed as a logical process in which the buyer makes the purchase decision after making a rational analysis of all possible options (Cunningham, 2008), in order to create and maintain a sustainable competitive advantage, it is essential for organisations to be responsive and understand needs, preferences, and changes in customer buying behaviors without expecting them to always act rationally. Any industry is exposed to a series of diverse challenges, depending on its specifics, the nature of which can determine the level of attention to detail required in terms of consumer behavior analysis (Edirisinghe et al., 2020). Furthermore, some of the most important sources of competitive advantage are represented by innovation processes, which most of the time are due to research and development activities carried out by organisations in multiple sectors (Popa et al., 2018). Understanding consumer differentiators is a challenge for organisations in any marketing operation, not only in the process of choosing target markets, but also in selecting consumer segments and developing marketing strategies (Capelli & Helme-Guizon, 2008), psychological and behavioral differences being essential factors in the decision-making process (McKenna et al., 2003).

The attractiveness of the industry, the position of the organisation in the market, and implicitly its ability to maintain its competitive advantage are the factors through which the performance

of a business can be ensured (Ştefan et al., 2016). In terms of the clothing industry, it needs marketing specialists to offer products that increase customer satisfaction and improve body image, which will have a significant positive impact on customer loyalty (Rieke et al., 2016). The industry is characterised by very strong competition, for which the customer becomes its most important value, necessary to be sought and kept in the most appropriate way (Salerno-Kochan & Turek, 2021). Fashion designers are trying to use modern and innovative ways to create impressive and comfortable outfits at the same time to remain competitive in the market (Subhasre & Varghese, 2023). Therefore, the process of market segmentation takes on particular importance because it considers the identification and division of the consumer market into segments, according to the particularities of consumers (Park & Sullivan, 2009), allowing organisations to know the segments for which their products will be the most suitable.

Various authors (Edirisinghe et al., 2020; Geuens et al., 2004) used a series of typological classifications of buyers to identify and explore their psychological, behavioral, and situational characteristics, among which the following types of segment are noted:

- Inactive buyers represent customers who consider a high degree of convenience in the purchase process and are unwilling to inquire about the price, the services offered, or the varied assortments of products.
- Active buyers refer to customers who are concerned with value for money and who show an interest in exclusive products.
- Social shoppers are those customers for whom shopping is a way to create social interaction, networks, and affiliations with various groups.
- Buyers of services willing to accept higher prices for additional services.
- Experienced shoppers interested in discovering new products and their unique features.
- Traditional buyers who do not show enthusiasm for the act of buying are not price sensitive and are not picky.
- Value shoppers who are willing to sacrifice quality and selection for the lowest price.
- Transitional buyers, usually young people, often show changes in their purchasing behavior, especially in stores where they choose to make certain purchases.

Also, Boedeker (1995) classified buyers into two broad categories, namely traditional buyers who make purchases in a planned manner; they are not among the first to try new products, compare prices, and consider a wide variety of goods, and buyers of the new type represented by the modern, active, value-oriented, impulse-shopping, experience-seeking, interested in having a convenient place to shop regardless of distance.

The main factors underlying purchase decisions are represented by product attributes that can be extrinsic, referring to the price of the product, the brand, the image of the store, and intrinsic, considering the quality, material, color, and style of the product (Moody et al., 2010). Likewise, a crucial element in determining the purchase intention, as well as the satisfaction obtained as a result of it, is the consumer's perception of himself. Therefore, consumers often want to purchase products through which they can define themselves as individuals, an aspect that participates in the sense of self-identity (Rieke et al., 2016). For this reason, clothing is an interesting product category, but also advantageous because it allows discovery and understanding of different consumer perceptions and behaviors due to its nature (Edirisinghe et al., 2020).

In his study of what product quality means, Garvin (1984) provided a conceptual framework comprising eight dimensions, namely performance, features, reliability, conformity, durability, functionality, aesthetics, and perceived quality. On the other hand, Park & Sullivan (2009)

highlight in their research that in terms of clothing, the factors targeted by consumers are trend, appearance, body image impression, brand value, personal identity, price, and comfort benefits. Furthermore, Babin et al. (1994) identified two types of purchase orientation, respectively, the hedonic orientation that is based on values such as pure pleasure, excitement, spontaneity, and enthrallment, having a subjective approach and reflecting the potential entertainment and emotional value of shopping, and the utilitarian orientation that considers to achieving purchasing objectives effectively, denoting rational, task-based behavior.

## **2.2 The association of temperament typologies with purchase decision factors**

Early psychologists believed that temperament had to do with people's congenital emotional predisposition, while character was what people wanted to make of themselves (Cloninger, 1994). Although it is true that each person has his own temperament, certain groups of temperaments can be distinguished, each based on the common characteristics of the individuals who represent them (Steiner, 1985). The existence of the four types of temperament known today, namely sanguine, choleric, phlegmatic and melancholic, was suggested by the father of medicine himself, Hippocrates, who believed that there are four types of bodily fluids associated with them that affect the traits and behaviors of the human personality (Taylor, 2015).

It should be noted that we all have traits specific to each type of temperament, developed during different periods of life, but most people can find their characteristics in one or two of these (Daily Wonder Home Learning, 2022; Taylor, 2015). To understand the habits and preferences of buyers, it is necessary to know their personality and temperament (Kádeková, 2018). The characteristics associated with each type of temperament are described below, as well as the ways in which they are associated with specific consumer decision factors and purchasing practices.

Sanguine people are distinguished for their tendency to enjoy social contacts and make new friends, being the most sociable of all. They love people and conversation, are quite creative, daydreamers, and can quickly lose interest in what they are doing if it is no longer fun or exciting for them. They do not face a lack of trust, they can be very caring, sensitive, and compassionate, but sometimes there can be imbalances or a certain degree of superficiality in them (Daily Wonder Home Learning, 2022; Taylor, 2015; The Rose Garden, 2009).

Sanguines are usually oriented toward building personal relationships, tend to be people pleasers, but also stand out for their optimism, impulsiveness, and spontaneity (Wizard of Sales, 2022). Therefore, in their purchasing decisions, especially those related to the clothing industry, they will pay attention to social factors, such as the opinions of family, friends, and those around them. Also, being lively personalities, they will not appreciate a minimalist design, but will prefer to purchase clothes in bright colors that match them, which will allow them to stand out in the groups they are active in and which will help them integrate faster or become more popular. Considering above, we propose:

***Hypothesis 1 (H1):*** *For people with predominantly sanguine temperament, social factors (opinions of family, friends) and the lively, expressive, out-of-the-ordinary, unusual appearance of the clothing item are relevant.*

Choleric individuals have a strong interest and a high level of commitment to what they do. It is characterized by passion, dominance, rapidity in action, and a natural tendency toward leadership. There are people who go from one extreme to the other, not following a middle path; they have a good sense of judgment and a firm state of fairness and equity. Being very

intense people, they lose their patience quite quickly and can be considered difficult and prone to mood swings, but despite this aspect, they are strong-willed, active, and extroverted (Daily Wonder Home Learning, 2022; Taylor, 2015; The Rose Garden, 2009).

Choleric buyers are assertive, goal-oriented, motivated by power and respect, tend to be controlling in the relationships they establish, and sometimes focus more on results than on personal relationships (Wizard of Sales, 2022). Therefore, the choleric will show more interest in the status conferred by a particular item of clothing purchased, but also in its quality level. Such a person has the willingness to pay more than others for what he wants (Arosoftware Pty Ltd, 2018), wanting to be respected, noticed, and admired especially in the professional area, to which he is so involved, by colleagues, collaborators, or superiors. Taking these aspects into account, we propose the following.

***Hypothesis 2 (H2):*** *For people with a predominantly choleric temperament, the status that the item of clothing confers matters, as well as its superior quality.*

Individuals with a phlegmatic temperament are essentially relaxed and calm, self-satisfied, kind, tolerant, and affectionate. They often prefer stability to change and uncertainty, but also to be left to their own devices rather than challenged to great action. These people enjoy comfort, tend to be introverted, and enjoy their own routine, which is usually balanced. They stand out for consistency, calmness, reason, curiosity, and have the quality of fine observers (Daily Wonder Home Learning, 2022; Taylor, 2015; The Rose Garden, 2009).

Being calm, attentive, and patient, phlegmatics will prefer to make decisions with caution, asking all the questions they consider necessary in any kind of process, especially the one purchased. They will want detailed answers to analyse, focusing on purchasing products that meet their needs and not necessarily just what they want (Arosoftware Pty Ltd, 2018). Therefore, they will use reason to ensure that they make the most appropriate decision that will bring them a high level of satisfaction and comfort. Considering the information presented, we propose:

***Hypothesis 3 (H3):*** *For people with a predominantly phlegmatic temperament, it is important that clothing responds appropriately to their need and provides them with a high degree of comfort.*

People with a melancholic temperament are meditative, deep thinkers, and poetically inclined, with a tendency to feel things in a very personal way. They are noted for their high level of creativity and become very easily preoccupied with unfortunate, tragic situations that they look at with great compassion, usually considering the empty side of the glass. They have a rich inner life, they are introverted people who can spend a lot of time alone in silence, individuals with a high degree of perfectionism, autonomy, and independence, getting involved a lot in what they do (Daily Wonder Home Learning, 2022; Taylor, 2015; The Rose Garden, 2009). Even if a melancholic person has a conservative perfectionist side that helps them save and avoid financial problems, there is a risk that they will have an increased level of spending to feel better about themselves. There is also a possibility that he is sensitive, indecisive, and easily influenced by the opinions of those around him (Arosoftware Pty Ltd, 2018). However, he usually tends to thoroughly examine the available options and reserve all the time he needs to make the most appropriate decision (Wizard of Sales, 2022). Therefore, he will prefer to purchase clothing items that match his personality and have a style that he identifies with.

Moreover, it cannot be neglected that there is a high probability of preferring eco-friendly products, given the compassion they show towards others and the environment.

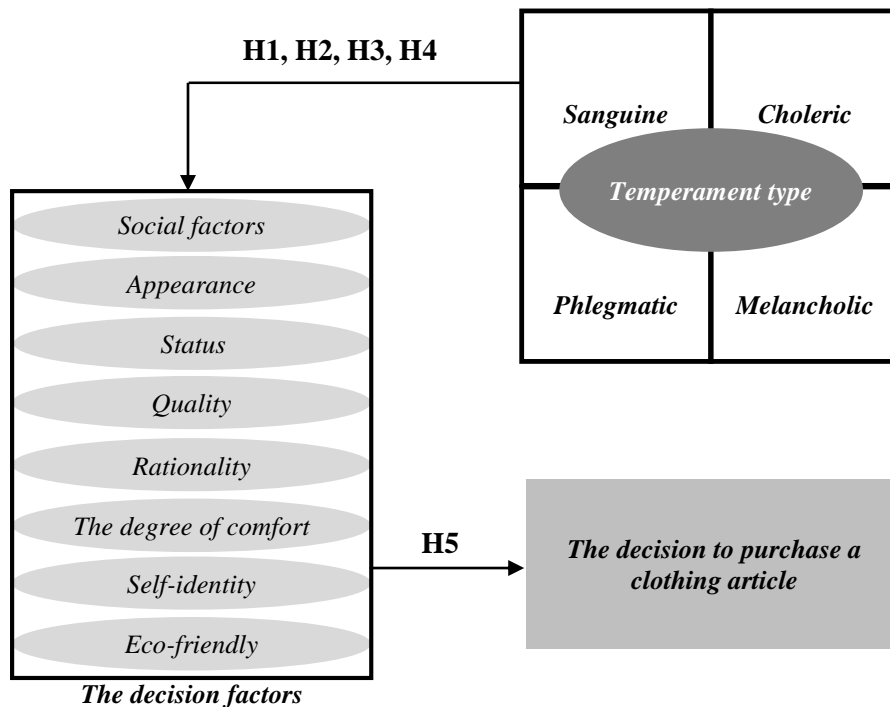
Furthermore, products associated with social responsibility initiatives were found to be more likely to determine an increase both in customer purchase intention and their brand loyalty (Popa et al., 2022). Based on the above, we propose:

**Hypothesis 4 (H4):** *People with a predominantly melancholic temperament will appreciate clothing items that represent them or with which style they identify and that do not have a negative impact on the environment.*

Considering the documentation provided and the arguments presented previously, in this study, the following determining factors of the purchase decision were taken into account, which we assume positively influence it: social factors, appearance, conferred status, quality level, rationality, degree of comfort, self-identity, and desire to protect the environment.

**Hypothesis 5 (H5):** *Social factors such as appearance, conferred status, level of quality, rationality, degree of comfort, self-identity, and desire to protect the environment positively influence the decision to purchase a piece of clothing.*

Based on the entire documentation process, Figure 1 highlights the main concepts and research hypotheses.



**Figure 1. Influences between the type of buyer temperament, purchase decision factors, and the decision to purchase a clothing item**

Source: authors' conception

### 3. MATERIALS AND METHODS

The present study is based on a survey carried out by distributing an electronic questionnaire to people older than 18 years who have expressed their consent to participate in the research process. The questionnaire included five sections: the first aimed to express the agreement to participate in the research, the second, the choice of the clothing brand preferred by the respondent, the third comprising nine scales related to the decision to purchase an item of clothing from the brand for which the respondent expressed his preference, and the determining factors of the purchase decision, namely social factors, appearance, conferred status, quality level, rationality, degree of comfort, self-identity, and the desire to protect the environment. Section number four consisted of four scales, each of which refers to one type of temperament from the classification based on which the research was carried out (sanguine, choleric, phlegmatic, melancholic), and section five collected information of a demographic nature, respectively gender, age range, last graduated educational level, professional status, and monthly income level of the respondents.

To build scientifically correct scales, the items were formulated based on the documentation for the research, and some of those referring to temperament types were taken from two tests aimed at the same temperamental classification, namely the one developed by A&C Consulting Centre (n.d.) and the OSPP Four Temperaments Test (2019). The researched population is represented by potential buyers of clothing products, at least 18 years of age, to whom the questionnaire was distributed using online channels. The investigation was carried out between March 17 and 30, 2023. With reference to the database used in the research, it was not necessary to remove any answers from it.

After the questionnaire application, 192 responses were received, 68.8% of the respondents being women. Regarding the last educational institution graduated, 41.1% of the respondents have a bachelor's degree, 28.1% are high school graduates, 16.1% have completed a master's program, 9.4% have doctoral degrees, 3.1% completed postsecondary school, and 2.1% completed vocational school. Currently, 58.9% of the respondents are employed full-time, 29.2% do not yet have a job, 8.3% work part-time, and 3.6% run their own business. With reference to the monthly level of income, 38.5% earn between 2,000 and 4,500 RON, 26% have an income below 2,000 RON, 18.2% fall into the category of those with monthly receipts between 4,500 and 6,000 RON, and 17.2% earn more than 6,000 RON monthly.

The SmartPLS 4 software program (Ringle et al., 2022) was used to perform a structural equation modeling analysis of the PROCESS type to simultaneously quantify the effects of purchase determinants associated with temperament typology on the purchase decision of an item of clothing. Unlike PLS-SEM, this new technique is a one-step approach that mimics the PROCESS macro results in SPSS, but may account for multiple indicator constructs (SmartPLS, 2023).

### 4. RESULTS

This section of the paper presents the relationships between the main concepts and the effects that the econometric analysis was able to highlight. In the first stage, a descriptive statistic was made of the variables represented by the purchase decision and its determining factors, associated with the four types of temperament. Considering temperament (see Table 1), the sanguine is the most common among clothing buyers ( $M = 3.832$ ;  $SD = 0.777$ ), while melancholic temperament is the least common among the clothing industry ( $M = 3.455$ ;

SD = 3.455). Furthermore, it seems that the correlation between self-identity and the style of the product is the most significant factor in the purchase decisions of clothing items ( $M = 4.009$ ;  $0.851$ ), while social factors, such as the opinions of close people, are the least taken into account ( $M = 2.596$ ;  $SD = 1.012$ ), people prefer to purchase products that represent them and not necessarily to please others.

Additionally, the internal consistency of the scales used in the research was evaluated using the Cronbach Alpha coefficient (Hair et al., 2017; Žukauskas et al. 2018), the resulting values falling within the range of 0.65 (minimum acceptable) - 0.80 (optimal), this aspect presented in Table 1. Furthermore, in terms of the collinearity of the model, it was observed that the VIF values (Feldman, 2018; Hair et al., 2017) fall within the range of 1.451 - 2.029, highlighting the fact that there are no multicollinearity issues between the independent variables of the structural model.

**Table 1. Internal consistency of the scales used in the research process**

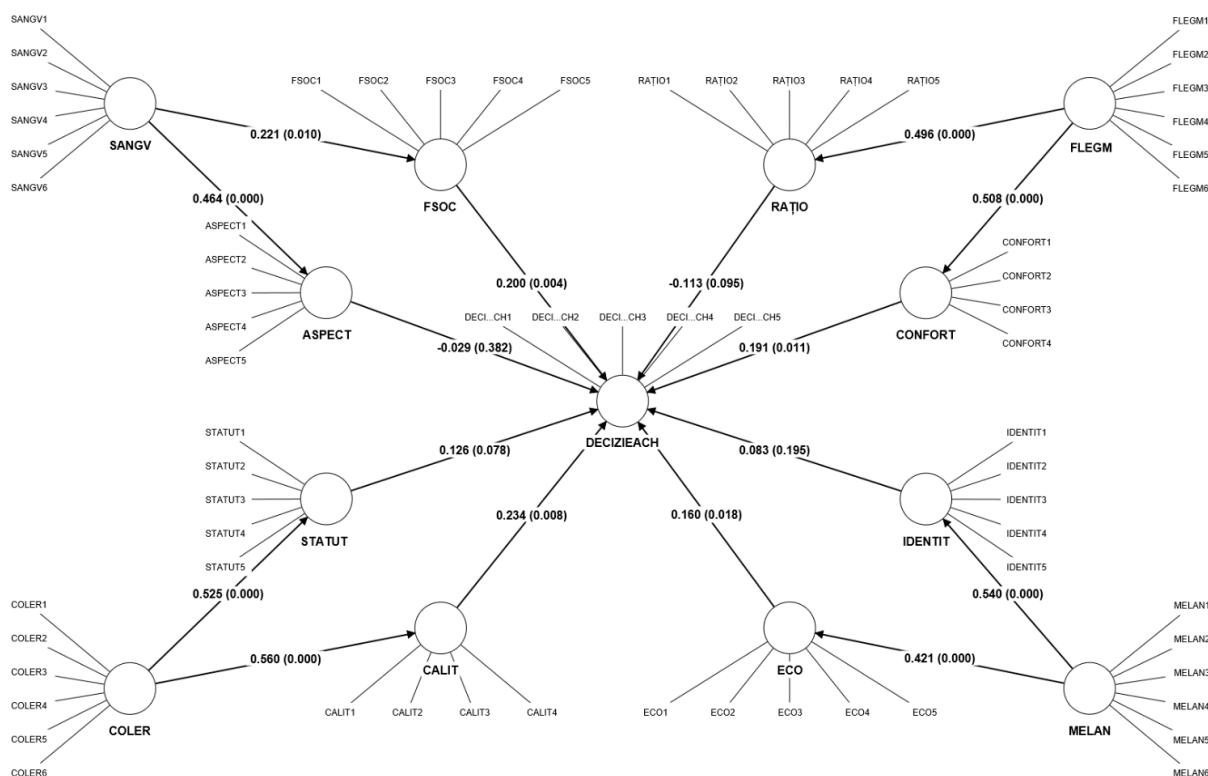
Variables	M	SD	Items	Cronbach's Alpha	VIF
Sanguine temperament	3.832	0.777	6	0.830	-
Choleric temperament	3.463	0.759	6	0.714	-
Phlegmatic temperament	3.629	0.712	6	0.738	-
Melancholic temperament	3.455	0.721	6	0.692	-
Social factors	2.596	1.012	5	0.856	1.731
Appearance	2.676	0.982	5	0.838	1.702
Status	3.399	0.922	5	0.838	2.029
Quality	3.904	0.830	4	0.808	1.977
Rationality	3.830	0.848	5	0.846	1.801
Comfort	3.944	0.822	4	0.840	1.776
Self-identity	4.009	0.851	5	0.900	1.691
Ecological factors	3.593	0.850	5	0.819	1.451
The purchase decision	3.870	0.869	5	0.859	-

M = mean; SD = standard deviation; VIF = variance inflation factor.

Source: authors' calculations with the help of SmartPLS 4 (Ringle et al., 2022)

Furthermore, PROCESS structural equation modeling was used to highlight, on the one hand, the influence manifested by the buyer's predominant temperament type on the determining factors of the purchase decision and, on the other hand, the impact of these factors on the purchase decision acquisition. The results of the model estimation are presented in Figure 2 and Table 2.





**Figure 2. Structural Model**

Source: authors' conception using SmartPLS 4 (Ringle et al., 2022)

**Table 2. Results of the analysis of relationships between the predominant temperament type, the determining factors of the purchase, and the purchase decision**

Hypothesis	Relations	$\beta$	SE	t statistic	p-value
H1	Sanguine temperament - Social factors	0.221	0.095	2.342	0.010
	Sanguine Temperament - Appearance	0.464	0.088	5.272	0.000
H2	Choleric temperament - Status	0.525	0.081	6.474	0.000
	Choleric temperament - Quality	0.560	0.072	7.748	0.000
H3	Phlegmatic temperament - Rationality	0.496	0.090	5.501	0.000
	Phlegmatic temperament - Comfort	0.508	0.093	5.449	0.000
H4	Melancholic Temperament - Self-identity	0.540	0.086	6.289	0.000
	Melancholic temperament - Ecological factors	0.421	0.082	5.141	0.000
H5	Social factors - Purchase decision	0.200	0.075	2.675	0.004
	Aspect - Purchase decision	-0.029	0.095	0.301	0.382
	Status - Purchase decision	0.126	0.089	1.416	0.078
	Quality - Purchase decision	0.234	0.097	2.410	0.008
	Rationality - Purchase decision	-0.113	0.086	1.311	0.095
	Comfort - Purchase decision	0.191	0.083	2.286	0.011
	Self-identity - Purchase decision	0.083	0.097	0.858	0.195
Ecological factors - Purchase decision	0.160	0.077	2.092	0.018	

$\beta$  – path coefficient. Source: authors' calculations with SmartPLS 4 (Ringle et al., 2022)

It is observed that with respect to the sanguine temperament, both social factors ( $\beta = 0.221$ ;  $t = 2.342$ ;  $p < 0.05$ ) and the brightly colored and unusual appearance of clothing items ( $\beta = 0.464$ ;  $t = 5.272$ ;  $p < 0.001$ ) are particularly important factors in the purchase decision. However, of these, only social factors are those that encourage sanguine people to purchase ( $\beta = 0.200$ ;  $t = 2.675$ ;  $p < 0.01$ ), not with unusual appearance ( $\beta = -0.029$ ;  $t = 0.301$ ;  $p > 0.05$ ). People with a predominantly choleric temperament are oriented towards clothing items of higher quality ( $\beta = 0.560$ ;  $t = 7.748$ ;  $p < 0.001$ ), as well as the status conferred by them ( $\beta = 0.525$ ;  $t = 6.474$ ;  $p < 0.001$ ), in practice noting that only quality is taken into account in the purchase process ( $\beta = 0.464$ ;  $t = 5.272$ ;  $p < 0.001$ ), not the status factor ( $\beta = 0.126$ ;  $t = 1.416$ ;  $p > 0.05$ ).

Furthermore, for individuals whose predominant temperament is phlegmatic, it is important that the purchased clothing product adequately meets a need ( $\beta = 0.496$ ;  $t = 5.501$ ;  $p < 0.001$ ), as well as provides them with a high degree of comfort ( $\beta = 0.508$ ;  $t = 5.449$ ;  $p < 0.001$ ), but in actual purchase decisions only the level of comfort offered is noted to be taken into account by the phlegmatic customer ( $\beta = 0.191$ ;  $t = 2.26$ ;  $p < 0.05$ ), but not the rationality of the decision ( $\beta = -0.113$ ;  $t = 1.311$ ;  $p > 0.05$ ). From the perspective of melancholic shoppers, it is important that clothing items represent them ( $\beta = 0.540$ ;  $t = 6.289$ ;  $p < 0.001$ ) and that their production does not harm the environment ( $\beta = 0.421$ ;  $t = 5.141$ ;  $p < 0.001$ ). However, in the purchase process, it appears that only ecological factors are taken into account ecological factors ( $\beta = 0.160$ ;  $t = 2.092$ ;  $p < 0.05$ ), not identification with the product itself ( $\beta = 0.083$ ;  $t = 0.858$ ;  $p > 0.05$ ). The overall model (including the purchasing factors and the way they are shaped by the customer's temperament) is capable of explaining 35% of the clothing purchasing behavior ( $R^2 = 0.350$ ).

Therefore, the hypotheses H1, H2, H3, and H4 of the article are fully validated, and hypothesis H5 is partially confirmed; only social factors, the level of quality, the degree of comfort, and the positive impact on the environment represent the decisive factors in issuing the purchase decision of the sanguine, choleric, phlegmatic, and melancholic consumers, respectively. Despite the fact that for each type of temperament analysed, both relevant factors in making the purchase decision were validated, only one, in each of the four cases, is considered by the customer in practice, at the time of purchase. This can be explained by the fact that most of the time, for each consumer, there is an essential element that drives and directs the purchase processes.

Therefore, for sanguine people, according to expectations, social factors come first, as they are considered to be the most open from a social point of view and greatly appreciate the opinions of those close to them. In the case of choleric individuals, it is noted that the level of quality is the criterion that takes precedence in purchasing decisions, as they are people who stand out for their pragmatism and orientation toward results. For phlegmatics, the results show that a high degree of comfort is decisive in the choice of clothing items, especially since they highly value relaxation, tranquility, and safety, and melancholics have a strong desire to protect the environment, which is felt even in their purchases they make.

Table 3 presents the differences between women and men in terms of the relationships between the predominant type of temperament and the decision-making factors of the purchase process, as well as the influence of these factors on the purchase act.

Based on the analysis, we note that in the case of women, all types of relationships are confirmed between the client's temperament and the factors associated with it, except social ones ( $\beta = 0.084$ ;  $p > 0.05$ ). In practice, the purchase decision is influenced only by the level of the quality of clothing products ( $\beta = 0.227$ ;  $p < 0.05$ ), clients become more pragmatic and more oriented toward a purchase decision based on results, reliability, and durability.

**Table 3. Differences between women and men in terms of direct effects**

Hypothesis	Relations	Women		Men	
		$\beta$	P - value	$\beta$	P - value
H1	Sanguine temperament - Social factors	0.084	0.241	0.485	0.001
	Sanguine Temperament - Appearance	0.367	0.001	0.647	0.000
H2	Choleric temperament - Status	0.487	0.000	0.542	0.000
	Choleric temperament - Quality	0.536	0.000	0.570	0.000
H3	Phlegmatic temperament - Rationality	0.519	0.000	0.414	0.001
	Phlegmatic temperament - Comfort	0.502	0.000	0.502	0.000
H4	Melancholic Temperament - Self-identity	0.482	0.000	0.685	0.000
	Melancholic temperament - Ecological factors	0.471	0.000	0.312	0.028
H5	Social factors - Purchase decision	0.123	0.061	0.519	0.003
	Aspect - Purchase decision	0.023	0.394	-0.178	0.198
	Status - Purchase decision	0.157	0.070	-0.022	0.453
	Quality - Purchase decision	0.227	0.040	0.062	0.364
	Rationality - Purchase decision	-0.065	0.251	0.057	0.397
	Comfort - Purchase decision	0.152	0.063	0.243	0.096
	Self-identity - Purchase decision	0.070	0.289	0.011	0.476
Ecological factors - Purchase decision	0.143	0.062	0.198	0.094	

$\beta$  – path coefficient. *Source:* authors' calculations with SmartPLS 4 (Ringle et al., 2022)

In the case of male consumers, all relationships between the type of customer temperament and its associated factors are confirmed, and social factors ( $\beta = 0.519$ ;  $p < 0.01$ ) seem to be the only ones that impact the purchase decision in practice, customers becoming more interested over time in the opinion of those close to them about the chosen clothing items.

## 5. CONCLUSIONS

The purpose of this study is to determine and measure the effects of the impact manifested by the determinants of the purchasing process for the sanguine, choleric, phlegmatic, and melancholic temperament types and the customer's purchase decision. To obtain the results, a survey was conducted by distributing an electronic questionnaire to people over 18 years of age who wanted to participate in the research process.

Following the analysis, it was noted that in terms of sanguine temperament, both social factors and the unusual appearance of clothing items are particularly important factors in the purchase decision, but of these only social factors are the ones that lead to the purchase of sanguine individuals. For people with a predominantly choleric temperament, clothing items of superior quality and the status conferred by them are essential; in practice it is observed that only quality is considered in the purchasing process. In the case of individuals whose predominant temperament is phlegmatic, it matters a lot that the clothing product purchased meets their needs properly and ensures a high degree of comfort, but in the actual purchase decisions only the level of comfort offered is noted to be considered calculation by the phlegmatic client. In the view of melancholic buyers, it is important that clothing items represent them and that their manufacture does not harm the environment, with ecological criteria first in the purchase decision.

Regarding the differences between women and men in purchasing practice, it can be observed that women are oriented toward a higher level of product quality, while men take social factors into account when making the purchase decision.

*Theoretical implications.* The present research is one of the few to take into account the temperament of buyers in their decisions to purchase clothing items and the first to associate the determining factors presented, respectively, social factors, appearance, conferred status, quality level, rationality, degree of comfort, self-identity, and desire to protect the environment with each type of temperament described (sanguine, choleric, phlegmatic, and melancholic). Furthermore, the study is the first to use the new PROCESS technique offered by the SmartPLS 4 software program to analyse the survey results and verify the validity of the research hypotheses.

*Practical implications.* Companies whose field of activity is the sale of clothing items in shopping centers may not only be interested in the results of this study because it presents the factors of interest of buyers, according to their temperament. Therefore, sales and marketing measures, policies, and strategies that take into account the determinants of the purchase decision included in the research can be developed and implemented to attract new customers and retain many of the existing ones. Furthermore, the article also helps to identify the typology of customers according to their temperament and the manner in which it is reflected in their shopping behavior. Therefore, the stores' staff will be able to identify each type of customer and relate to him in the most appropriate way, this aspect helping to understand the needs of customers, increasing their satisfaction and their level of loyalty, which will have a positive impact both on the company's financial position and on its prestige in the market. On the other hand, an important practical implication is the fact that 35% of the buying behavior of customers in the clothing industry is explained by the structural model presented in the article, which emphasises the connection between the eight determining factors of the buying decision (social factors, appearance, conferred status, level of quality, rationality, degree of comfort, self-identity, desire to protect the environment) and the four types of temperament described (sanguine, choleric, phlegmatic, melancholic).

In terms of the limits of the investigation, they are represented by the small sample size that conditioned the validation of certain observed trends, as well as the fact that the results of the investigation cannot be generalised at a global level since they were carried out on the territory of Romania, the population having certain cultural and social characteristics that do not necessarily fit other regions. Next, future research perspectives may refer to customers' perceptions of clothing stores' interest in factors of interest to them in the purchasing process and whether their practices are consistent with customer expectations and grievances. In addition, another future direction may consider the activities that apparel companies carry out to identify important factors in the buying process for their customers.

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