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Typology of Inbound Tourists Who Visited Tehran Grand Bazaar Using Cluster Analysis: Introducing New Combining Dimensional Base to Realize Actual Behavior

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ABSTRACT

Considering the importance of destination market segmentation as an influential marketing effort for identifying and understanding segments' psychological characteristics, the present study investigates the differences of inbound visitors' who attend to the grand bazaar of Tehran city. Factor analysis of the data extracted fifteen motivation and lifestyle factors, which the process was perfect by using cluster analysis. The findings indicated four types of inbound visitors: 'Ideal-sense seekers', 'Special aspiring visitors', 'Middle want vacationers', 'Principled behavior enthusiasts'. A chi-square test was applied to compare four groups for independence analysis based on the types as well as the visitors' socio-demographic profiles. The socio-demographic profiles of respondents indicated statistically significant differences between the four clusters in terms of gender, age, travel companions, and previous trips to Tehran grand bazaar. Since the motivations and lifestyle would potentially influence their decision-making style in particular holiday destination and its related products and services, the study investigated the distribution of the decision-making style dimensions to every classified segment to understanding the decision-making styles of groups. Combining motivation and lifestyle dimensions in the form of segmentation analysis allows researchers and managers to identify specific types of tourists groups for targeted marketing campaigns specifically directed promotion programs in the context of cultural tourism.

Keywords: Tourism market segmentation; Lifestyle; Motivation; Decision-making style; Cluster analysis

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Introduction

The importance of segmentation in tourism industry over the last 50 years is widely acknowledged (Eusebio et al., 2017; Tkaczynski et al. 2009). In this regards, to enhance proficiency and reach efficiency in tourism marketing and management, the overall understanding of the existing market segments has been required (Bideci and Albayrak, 2016). Correctly identifying market segment helps to the sustainability of destination's competitive advantage (Park and Yoon, 2009) significantly in targeting phase such as promotion programs (Dolnicar et al, 2013). As a good understanding of market segmentation process, the classic market strategy could be pointed out; the strategy states that market segmentation process is a division of a large number of customer into homogeneous and meaningful groups who share same behaviors and psychological characteristics (McDonald and Dunbar, 2004). On the other hand, in today's highly competitive tourist destination markets, tourism marketers have to influence on consumers decision-making process (Tkaczynski et al. 2009), the reason of that is differentiation of tourists in lifestyles (Srihadi et al., 2016), travel motivations (Albayrak and Caber, 2017) and many other personal characteristics, thus equipping one undifferentiated and pure destination marketing mix without considering these differences will not consent all of the people (Dolnicar, 2008). However, various methods are exist to classify tourist markets to special segments, but a review of tourism or destination marketing previous literature indicates there is no single best way exists to classify tourists in homogeneous groups (Beane and Ennis, 1987; Dolnicar, 2008; Kotler et al., 2010). Most of classified approaches have been argued by the academic researchers include commonsense segmentation tourism studies for example, demographic criteria, (Kim et al., 2007), geographic variables (Juaneda & Sastre, 1999) and behavioral variables like visit intention (Hsu & Crofts, 2006). In addition, data-driven segmentation in tourism and destination marketing studies include variables like tourist's travel motivations. A number of research reports and theoretical studies published over last years have directly or indirectly dealt with tourist motivation (Bieger & Laesser, 2002; Shoemaker, 2000, Getz, 2007; Mohr et al., 1993; Park et al., 2009; Uysal et al., 1993). In this method, visitors should be segmented based on their motivations that explains the reason of their choice to attend to tourist destination. Motivations are verifying reasons (Cohen, 1974) or individual intrinsic forces (Schiffman & Kanuk, 1978) that lead to doing some particular actions. Another main tourism data-driven methods, must be discussed, is tourist lifestyles (Srihadi et al., 2016). Tourist lifestyle as a comprehensive and approximately precise basis for segmentation has been much explained and discussed in the literature both in terms of its definition and its usefulness (Scott and Parfitt, 2005). Lifestyle, in segmentation field, in order to reach correctly targeting efforts, identifying the various lifestyle backgrounds of tourists seems to be a crucial step. Visitors' lifestyles specified their travel behavior, and destination managers should be done using this behavior data in tourism marketing efforts and programs rather than use only demographic information.

Subsequently, previous studies (Agrusa et al., 2009; Bansal & Eiselt, 2003; Beerli & Martin, 2004; Bideci and Albayrak, 2016; Goeldner and Ritchie, 2003; Kozak and Kayar, 2009; Srihadi et al., 2016; Scott and Parfitt, 2005) can be largely contributed to building tourist profiles (in the form of segments) for a tourist destination, by using these segments SMTEs (small and medium-sized tourism enterprises) and other business organizations would be able to develop attractive and interesting tourism products and services that are preferred and valued by each targeting segment (Frochot, 2005; Hudson & Ritchie, 2002; Laws et al., 2002; Lee et al., 2004; Srihadi et al., 2016). Although Tehran's Bazaar has been known as a tourist destination that local managers and marketers have become aware of its historical, cultural, and social potential in generating interesting and attractive activities for foreign tourists, but has not been performed the previous study by researchers in the spite of marketing efforts specially segmentation. Therefore, the paper is aimed at identifying the main dimensions of inbound visitors' travel motivations and lifestyles characteristics to classify them into special groups. By these efforts, we could be able to demonstrate the best understanding about different segments of inbound visitors and how benefit tourism management and marketing strategies can increase the number of visitors to Grand Bazaar of Tehran as a heritage site. This study aims to contribute to the tourism marketing segmentation literature and to introduce the best ways of management of this tourist destination by presenting the demographic, motivation and lifestyle profiles of different groups of inbound visitors.

1. Literature Review

1.1 Market Segmentation in Tourism

Tourism market segmentation is a tool to assist marketers to operate marketing duties and decision-making process, and subsequently, refine their thinking about the arisen challenges in the existing markets (Tkaczynski et al. 2009). In other words, segmentation has been called as a management strategy (Smith, 1956), powerful, and effective marketing tool in tourism because it can build visitor profiles by their psychological (Agrusa et al., 2009) and behavioral (Kozak and Kayar, 2009) characteristics. Segmentation process assists marketers in framing management thinking (Aguas et al., 2000) to maximize financial resources (Perdue, 1996). To reach managerially usefulness in segmentation process, each segment needs to be measurable, accessible, actionable, and substantial (Kotler et al., 2010). As said above, segmentation is dividing heterogeneous markets into some smaller segments those are homogeneous and can easily be distinguished by different tourist characteristics, opinions, and behaviors (Srihadi et al., 2016). A review of previous studies related to tourism marketing efforts indicate that while there has been mixed used of four criteria described by Kotler (1980) of (geographic, demographic, psychological and behavioral), in the most of them have been used two or a combination of the four segmentation bases to group visitors (Prentice and Andersen, 2003; Park et al., 2008), that we can term as a combination mixed method approach to tourism market segmentation. According to previous studies, among four bases, psychographic is widely used method

in tourism market segmentation that relies on motivation, preferences, benefits and values as the bases for market segmentation (Dolnicar, 2008). By classifying international tourists into different segments, tourism marketers will be able to recognize and understand targeting tourists' psychographic characteristics, needs, and wants and consequently, products and services that are suitable for to each segment and meet their expectations (Srihadi et al., 2016). Additionally, these efforts lead to growing tourist destination as sustainable and competitiveness one (Ritchie & Crouch, 2003).

1.2 Tourist motivation

Rely upon consumer behavior literature indicates that motivations are individual intrinsic forces (Schiffman & Kanuk, 1978) or verifying reasons (Cohen, 1974) that lead to doing some particular actions. In the literature of travel and tourism consumer behavior, motivation is a set of people needs that influence their choice to taking part in a tourism-related activity (Kim et al., 2000) or to attend a tourist destination (Kim & Lee, 2002). This individual intrinsic force has been labeled as a push factor because it effects destinations decision-making process (Sirakaya, 1996). Intangibility is the most important attribute of push factors, and they were found as motivated or created desire that tendency to satisfy a need (Uysal & Hagan, 1993). Earliest studies about travel motivations is done by Lundberg (1971), and then Crompton (1979), they found out some important factors that motivate people to travel specific destination. According to Crompton (1979) findings, Goeldner and Ritchie (2003) have classified his typology to four following types: physical, cultural, interpersonal, and prestige. In the most of previous studies what is largely observable are common push and pull factors, most frequently push factors are include knowledge-exploration, relaxation and togetherness. On other hands, most used variable as pull factors are the natural, cultural, and historical environment, accessibility, safety and cost-related issues (Jang and Wu, 2006). Iso-Ahola (1982) empirical efforts about travel motivations has been find in the terms of seeking escape, but Pearce (1996) found out some other results about travel motivation and identified as intrinsic and extrinsic motivations. Relaxation, travel bragging, knowledge, sports, adventure and family identified motivational factors Japanese overseas travelers. The results of these six factors leads to three segments in destination tourism marketing. Excitement- adventure was meeting local people had been examined as primary motivation factor by Loker-Murphy (1996), his motivational segmentation results by using cluster analysis suggested four groups of: achievers, self-developers, socializing/excitement seekers, and escapers/relaxers. Additional exploratory in previous studies on travel motivations has been delineated several underlying motivational dimensions. Crompton, (1979) and Fodness (1994) noted that identifying motivations for understanding travel behavior is important and critical. They suggested the six common forces as travel motivations including socio-psychological, cultural, prestige, educational, utilitarian, and social. Subsequent studies have been argued these motivations have potential to represent into four general domains as a result of behavior: climate (physical environment of place sitting that is considered as pull factor), cultural exploration, adventure, novelty, escape/relaxation,

and personal (Bansal and Eiselt, 2003; Beerli & Martin, 2004; Kim, 2005, Lee et al, 2004; Park and Yoon, 2009).

1.3 Tourist Lifestyle

Lifestyle describes the various ways of people's life, and concentrate on specific objects and situations; basically, lifestyle is the useful tool to understanding and interpreting of tourist behavior (Fernández et al, 2006). With not taking into account consideration of culture, information about consumer lifestyle is certainly useful for marketing efforts like segmentation and positioning, understanding lifestyle helps to expect consumers future behavior (Plummer, 1974), this is arguably about consuming tourism products or services such as doing activities like shopping or choosing tourist destinations for vacation (Fuller & Matzler, 2008). Broadly speaking, lifestyle is effective and one of the most widely proven segmentation bases among psychographic market segmentation typologies (Lee & Sparks, 2007), and may be measured and predicted consumers' activities, interests, and opinions (Wind, 1971). Schul and Crompton (1983), compared specific lifestyle variables with socio-demographic ones and found out that lifestyle ones are more effective than others are and it can predict behavior. In related with tourism, AIO (activities, interests, opinions) is one of the most largely applied methods of lifestyle segmentation (Fernández et al., 2006; Srihadi et al., 2016). AIO measure the ways of consumers spending time for various activities, and their interest and opinion about various things (Plummer, 1974).

1.4 Tourist decision-making Style

Consumer decision-making is a socio-psychological concept and is one of the complex processes and influential factors in every purchase decision (Hiu et al., 2001). The identification of decision-making styles in purchasing process is an important subject in consumer behavior and it uses as a means to evaluate market segments and make effective and practicable positioning strategies (Durvasula et al., 1996). In other words, this identification tool takes into consideration as a basis for segmentation and positioning practices by providing marketing managers with insights to profile consumers (Nayeem and Casidy, 2015). To enter international markets and apply proper marketing plan for retailers, an overall understanding of psychological and cultural differences in decision-making styles has been required, this understanding includes how consumers get information about search, evaluation, selection, and buying behavior (Sproles and Kendall, 1986). There are wide range of categories about consumers' decision-making styles (Durvasula & Lysonski, 1993; Canabal, 2002; Leo et al., 2005; Nayeem and Casidy, 2013), but the most commonly used in the international scale and cross-cultural studies surrounding consumer decision-making styles is the (CSI / Consumer Style Inventory) technique that developed by Sproles and Kendall (1986). This measuring instrument has been applied in retail (Lysonski and Durvasula, 2013) and international comparison studies (Zhou et al., 2010). Understanding of decision-making is an essential phase in marketing practices, such as market segmentation, targeting, positioning, and generally designing relevant marketing

strategies (Anic et al., 2012; Sinkovics et al., 2010). Sproles and Kendall's (1986) recognize decision-making styles as CSI (Consumer Style Inventory) and categorizes shoppers into eight groups:

Perfectionism/quality consciousness. In this category, consumers try to search for the highest quality in during of the product and services buying process.

Brand consciousness: These are believe that a higher price brings better quality in product and services. Therefore, they have a tendency to purchase expensive and well-known brands.

Novelty and fashion consciousness: these have a tendency to seek out new and different products and services to gain excitement and pleasure. Being in style and difference is the main aspect of their characteristic.

Impulsiveness and carelessness: They are not concerned with their spending for product and services, and are careless about getting a good buy.

Price or value consciousness: This kind of people have the desire to get the best value for money. In this regards, they can be categorized into careful shoppers and try to get low or sale prices.

Recreational and hedonistic shopping consciousness: Consumers who their purpose about shopping is regarded as a form of pleasant, enjoyable, and just for fun of it.

Confusion due to over choice: Some of the people feel there are so many stores or too much brand form which cause confusion and difficulty in their decision process.

Habitual/Brand loyalty: They have strong loyal attitude and formed habits about their choices and follow their previous tendency and pattern about favorite brands.

In this study, we tried to adopting new approach to anticipate real behavior and intention of the tourist who visited Tehran Grand Bazaar (Fernández et al., 2006). Visitors to the grand bazaar of the city of Tehran were found to be influenced by a number of motivation and lifestyle factors including exploration, challenges, excitement, and social communities/interactions. In fact, these motivational and lifestyle factors varies with visitors' socio-demographic characteristics. In this regard, we proposed new combining approach by motivational and lifestyle factors to use in tourism market segmentation process. This new combining method (motivation and lifestyle factors) seem to be a useful approach and applying of that will achieve significant gains in Tehran Grand Bazaar marketing results and marketers able to tap a wealth of powerful marketing insights.

2. Methodology

2.1 A brief overview of research methodology

In this study, we tried to adopting new multiple dimensional base to market segmentation process (Fernández et al., 2006). In this regards, we proposed a combining method to dividing the inbounded tourists who visited the Tehran Grand Bazaar. Generally, the main aim of the study is understanding the actual behavior of visitors to further effective marketing efforts. In the first phase of the purpose, we used factor analysis to identify the underlying dimensions of motivations and lifestyle for the

tourists visited the Grand Bazaar of Tehran city. Furthermore, we segment the sample population using cluster analysis based on extracted motivation and lifestyle factors. In other words, the data from the inbound visitors' samples were obtained in order to apply cluster analysis. In this regards, to classify tourists into exclusive and special groups, the cluster analysis has been applied for fifteen underlying factors. In the next phase of the analysis, to better understanding of socio-demographic characteristics of the four clusters, chi-square test on each cluster has been conducted by using the socio-demographic features of the respondents. Finally, to realize the decision-making styles of identified clusters, the comparison analysis using high mean value has been investigated between the clusters through the applying the measuring tool of decision-making style.

2.2 Study site

Tehran Grand Bazaar is a historical marketplace and has introduced as old part of Tehran. It located in the southern side of the capital of Iran. As other Islamic markets that found in other cities and countries, the Bazaar had become a common feature of the Islamic government and based on economy and religion as two principals pillars of the Islamic-nature Bazaars. Traditionally, the Bazaar has a nested form and was split into corridors and several entrances. Each of the corridors are over 1 km in length and specializing in different type of traditional and modern goods, including carpets, coppers, spices, paper, metals and other type of goods. The oldest documents of Tehran such as the works of Al-Boyeh, Seljuq, and Timurid periods in the mosque and the surrounding monuments and tombs, which are located on the Grand Bazaar, have been observed (Rahnamayei et al., 2011).

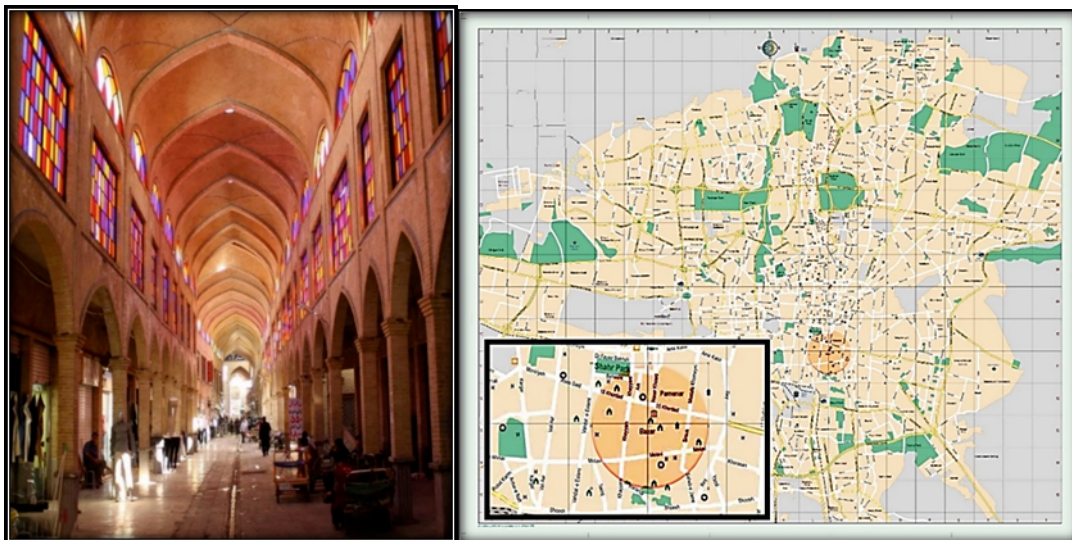


Figure 1: Bazaar of Tehran

Source: Ministry of Housing and Urban Development, 2009, 126

2.3 Data collection and measurement

The research was designed to further understand the Tehran Grand Bazaar tourism market. The data were collected from inbound visitors of who visited Tehran grand bazaar as a tourist site over a period of 11 months between April 2017 and February 2018. The Tehran Grand Bazaar was chosen as an adequate site to conduct the survey, as the Bazaar, dating back to 400 years, is one of the most accessible and main shopping centers of Tehran. These reasons led to Grand Bazaar be one of the most visited tourist sites in Tehran (Rahnamayei et al., 2011), and in order to the adopting of combining approach in this study, the Grand Bazaar was the best choice that authors should chose. The survey was collected from 400 visitors to investigate their motivation and lifestyle, of these, 394 have been completed. We have used two criteria for selecting sample size; perform a pre-test to measure the variance of the under-study attribute and second was about factor analysis and ratios of sample size to number of variables, in this study we have 20 variables that according to Everett (1983), we had to consider 10 to 20 ratios of variables in this study. This study applied convenience-sampling method to obtain adequate sample of inbound visitors who came from other countries. Selection criteria for inbound visitors participating in this research included being 18 years old or older and being able to communicate in English. To detail of the study process the authors, first of all, adopted a quantitative methodology; the main method has been a survey realized through a self-administered questionnaire addressed to gather primary data; in the next phase, in data analysis, they used cluster analysis and chi square test. The first part of the questionnaire included two filters questionnaire to measure participants' travel motivations and lifestyles items in the form of 57 questions, (covering 18 statements about motivations, and 39 statements about lifestyle dimensions), the second part comprising 9 demographic items about gender, age, marital status, family size, employment status, education level, travel companions, travel arrangement and the form of trip to Iran. This study used the segmentation criteria suggested by Park and Yoon, 2009; Lee et al, 2004; Crompton, 1979; Fodness, 1994; Srihadi et al., 2016; Fernández et al., 2006; Plummer, 1974). In the field of motivation dimensions, park and Yoon (2009) suggested socialization, learning, family togetherness, and novelty. In addition, Lee et al (2004) suggested the cultural exploration, and excitement variables. Regression and escape from routine life has been proposed by Crompton (1979) and Fodness (1994). In the field of lifestyle dimensions, the authors used the AIO dimensions (attitude, interest, and opinion), that proposed by Srihadi et al (2016), they adopted the lifestyle measuring tool to segment the tourists who visited the Jakarta and understand the actual behavior of them. The statements measured based on a five points Likert-type scale, the scale of all items ranged from 1 = (strongly disagree), 2 = (disagree), 3 = (neutral), 4 = (agree), 5 = (strongly agree). To access the reliability and face validity of questionnaire the authors followed the Srihadi et al., (2016) and Lee et al., (2004) recommendations. To evaluate the reliability of the 57 items, 20 experts (associated professor and assistant professor) who had expertise in marketing management and tourism marketing, were asked to review the proposed measuring tool. They were requested to clarify the items, and comment whether the items were likely to be appropriate for assessing motivation and

specific lifestyle of inbound visitors of Tehran Grand Bazaar. Face validity of dimensionality and inter-correlation was evaluated by Cronbach's alpha and factor analysis. Current motivation and lifestyle scale was first-time applied to measure behavior of inbound visitors. Furthermore, to explore the decision-making style dimensions to every classified segment, a simple analysis has been investigated.

2.4 Analysis

Data were analyzed in four phases in SPSS 20 version. Descriptive-statistics analysis was applied to explore the overall sample profile of the visitors. Principal component analysis (PCA) with Varimax rotation, were considered to selected adequate choice amongst estimation methods of factor analysis, to identify the underlying motivation and lifestyle dimensions. In the next phase, two-step cluster analysis was applied to classify inbound visitors into mutually exclusive groups. Finally, classified segments distributed to eight dimensions of decision-making styles to identifying visitors' future buying behavior.

2.5 Conceptual Model

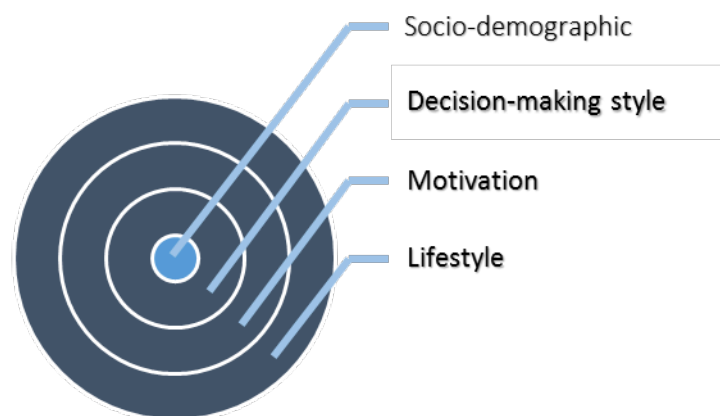


Figure 2: The role of multiple dimensions to classify inbound visitors of Tehran Grand Bazaar

Source: personal data

3. Findings

3.1 Sample profile

The socio-demographic characteristics of the inbound visitors coming Tehran Grand Bazaar, are presented in **(Table 1)**. Descriptive analysis of the participants showed that there were more male respondents (65.5%) than female (34.5%). The majority of respondents was between 30 and 50 years old (65.5%), and married (72.4%). In addition, they are found with at least a university degree (92.9%). The most of visitors

had self-employed (32.5%) or retired/unemployed (31%) situation. The visitors traveled with friends (79.3%) and came to Tehran Grand Bazaar and planned their travel to Iran by themselves (62.1%), and nearly three of four the whole sample had never been Tehran Grand Bazaar before (69.8%).

Table 1. Demographic profile of respondents (N = 393)

Frequencies (%)		Frequencies (%)	
Gender		Marital status	
Male	258 (65.5%)	Single	83 (21.9%)
Female	136 (34.5%)	Married	311 (78.9%)
Age		Education status	
Below 20	0 (0%)	Secondary	28 (7.1%)
20-30	30 (7.6%)	University	229 (58.1%)
30-40	123 (31.2%)	Post-gratuate	137 (34.8%)
40-50	168 (42.6%)	Family size	
More than 50	73 (18.5%)	Young single	38 (9.6%)
Employment status		Young couple	28 (7.1%)
Employed	87 (22.1%)	New born family	54 (13.7%)
Self-employed	142 (36%)	Old family	233 (59.1%)
Retired/unemployed	110 (27.9%)	Single elderly	41 (10.4%)
Housewife	14 (3.6%)	Travel Arrangement	
Student/scholar	41 (10.4%)	Travel agent	42 (10.7%)
Previous trip to Tehran Grand Bazaar		By themselves	241 (61.2%)
Yes	121 (30.7%)	Others	111 (28.2%)
No	273 (69.3%)		
Travel companion			
None	82 (20.8%)		
1-2	161 (40.9%)		
3-4	94 (23.9%)		
More than 5	57 (14.5%)		

Source: data elaborated by authors

3.2 Analysis the underlying dimensions of tourist's motivation and lifestyles

In order to extract latent factors of the questionnaire of the study, a factor analysis with a principal components analysis (PCA) and Varimax rotation was employed to the 57 motivation and (AIO) statements to identify the latent dimensions of tourists' travel motivation and lifestyle. Items with factor loading lower than 0.40 were eliminated (Lee et al., 2004), and the remaining items were analyzed again. The procedure was repeated until only items with a factor loading above 0.40 and eigenvalues greater than 1 were attained. High factor loading values in the Varimax rotation indicated high correlations between a factor and its individual items. (Table 3) presents the results of factor analysis in the form of PCA method. Fifteen factors had high-reliability coefficients and eigenvalues greater than 1.00. A KMO measure was computed 0.761, this amount explained that the distribution of values in the initial measure of motivation and lifestyle dimensions was adequate for performing factor analysis. Reliability coefficients by employing Cronbach's alpha for fifteen factors ranged from 0.05 to 1.00. The resultant fifteen factors exhibit specific dimensions of the motivation

and lifestyle for participating in Tehran Grand Bazaar. The final solution of extracted factors is presented in (Table 2).

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.761
Bartlett's Test of Sphericity	Approx. Chi-Square	29973.158
	df	1596
	Sig.	0.000

Source: data elaborated by authors

3.3 Clusters of tourist motivation and lifestyles

In this part of the study, the data from the inbound visitors' sample were obtained to employ in cluster analysis. In this regard, this analysis was applied to fifteen factors to classify tourists into exclusive and special groups. To perform the analysis, two-step clustering procedure was applied (Tkaczynski et al., 2009). Outputs of the two-step classify showed that the most adequate number of clusters. Based on the results of the analysis, the four clusters considered to be the appropriate, meaningful, and interpretational. To interpreting and naming the clusters, procedure of computing the mean value was used. In order to use a five-point Likert scale, mean value above and below 3.00 indicates the importance and unimportance of tourist' motivation and lifestyle (Konu et al., 2011). As shown in (Table 4), the 394 respondents were classified into four clusters of: Ideal-sense seekers (41.4%), Principled behavior enthusiasts (12.4%), Middle want vacationers (21.3%), Special aspiring visitors (24.9%).

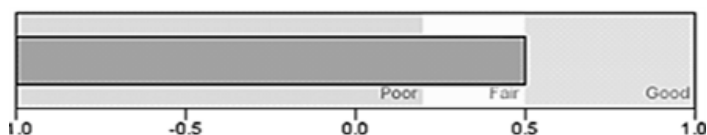


Figure 3: Quality of two-step cluster analysis process

3.4 Socio-demographic profiles within clusters

In the next phase of the study, to better understanding of socio-demographic characteristics of the four clusters, chi-square tests on each cluster conducted by using the socio-demographic features of the participants. In (Table 5) the results of the chi-square test indicated that marital status ($X^2 = 1.837$, $p = 0.607$) and travel arrangement ($X^2 = 12.234$, $p = 0.057$) had no significant relationship with the clusters. However, other dimensions of the socio-demographic profiles of respondents indicated statistically significant differences between the four clusters in terms of gender, age, family size, employment status, education status, travel companions, and the number of previous trips to Tehran grand bazaar.

3.5 Decision-making style dimensions within clusters

To understand the decision-making styles of four clusters, we applied the CSI (Consumer Style Inventory) measuring tool and investigating the applicability of that in the current inbound tourists visited Tehran bazaar. To interpreting and naming the clusters, the mean value was used. To interpreting importance and unimportance of the decision making style dimensions in every cluster, the five-point Likert scale has been used. In this regards, overall mean value above 3.00 indicates the importance and overall mean value below 3.00 has less importance (Lee et al., 2004). As shown in (Table 6), every dimension of decision making style has been distributed for four clusters, for example, the Ideal-sense seekers cluster (41.4% / 163 respondents) included three high mean value dimension of, perfectionism/quality consciousness ($m = 3.399$), price or value consciousness ($m = 3.946$), and Confusion due to over choice ($m = 3.192$), that dimensions have higher mean value in comparison with other clusters.

3.5.1 Cluster 1: Ideal-sense seekers

Wealthy sporty adventurous, positivism, novelty, easygoingness, special adventurous, work-ethic, and family-togetherness were the important factors in the first and biggest cluster of the study. This cluster represents inbound visitors who are interested in sporty activities with exploration nature, which they are careless about their spending during their activities and travels. They have tendency to do regular physical exercises to keep their body fits, they also enjoy of doing water sport and outdoor sports activities like fishing, walking, and mountaineering. The most predominated character of these people have ideal feelings about everything because they pay special attention to their personal goals and their achievements, Additionally, they enjoy of being in an interesting place or doing a special activity like cooking homemade foods. Although they prefer spending their after work-time, leisure, and weekends in or around the home and next to their family. These visitors like going to amusement parks, cinema, theater, performances, common parties, and festivals when traveling in a foreign country. To explain more characteristics of these people should point out to some such as being more self-reliant, orderly, precise and rational ($m = 3.82$). Easygoingness is one of the main factors that those are belong that highlighted in times like planning their trip to foreign country. They are happy with their job, but in their opinion job is influential factor to making decision and planning to travel foreign country or doing recreational activities. Visitors belonging to this segment have concerning with quality of the product and services, they always think about which product/services fit their needs in a best way in association with their expectations (Geistfeld, 1977). The high mean value in brand consciousness indicated the visitors' propensity to buy reputed and expensive brands in the belief that such reputation and expensiveness have relationship with quality of products and services (Mehta and Dixit, 2016). This segment also have recreational consciousness decision-making. Elaborating further, for recreational conscious people, shopping is a pleasant and enjoyable activity in their life, they believe that passing through markets and stores for shopping does not mean wasting time (Rezaei, 2015).

The large ratio of Ideal-sense seekers segments gender was male (68.7%), this segment was mostly between 30 and 50 years old (73.8%) and married (78.9%) and belonged to old family (59.1%), Furthermore, half of the segment was employed people (50.0%) and had a university degree (92.9%). Most of visitors belonging to this segment traveled with friends (79.2%) and the others were alone (21.7%). They traveled to Tehran Bazaar by themselves' arrangement (61.2%), and most of them were making their first visit to Tehran grand bazaar (69.3%).

3.5.2 Cluster 2: Special aspiring visitors

Relationship-oriented, self-worthy, conservativeness, and cultural-heritage were the underlying factors in the second cluster. This cluster represents inbound visitors who are socializing people and have relationship-oriented nature. They are also interested in healthy trend in their routine life with believing to positivism and purposefulness of future. Safety adventurous in culture and history context and exploring the interesting local customs and traditions including local handicrafts, monuments etc. To more detail, the people of the segment have special tendency about way of life. This segment also have price consciousness and habitual/brand loyalty decision-making. Habitual or brand loyal conscious people who have favorite product and services brands that could find them easily. They believe that spend times for shopping is a unfruitful and waste their time, thus they do not spend extra time for shopping. On the other hand, price consciousness visitors are not willing to pay the extra money or value for the distinctive dimension of products or services and prefer to get lower prices (Wesley et al., 2006, p. 536).

The demographic characteristics of special aspiring visitors were similar to the Ideal-sense seekers in terms of age, family size, education status, employment status, and travel experience to Tehran's Bazaar. The main difference was their gender, which was predominantly female (44.9%). The biggest age group in this segment was 40 to 50 years old (38.8%). Most of the times, they prefer travel alone and without friend or partner (42.9%). They were mostly retired or unemployed (48.0%), and most of them had post-graduate degree (55.1%). However, only nearly a quarter of them had travel experience to Tehran grand bazaar.

3.5.3 Cluster 3: Middle want vacationer

From the behavioral viewpoint, some kind of people have an equal tendency to everything. To describe this segment, applying the middle word to this segment is logical, the reason of that is the existing factors of that have overall mean value less in comparison with other clusters. Some factors like, spiritualistic ($m = 3.2$), excitement ($m = 3.34$), regression ($m = 3.49$), cultural-heritage ($m = 3.75$) had lower importance in comparison with first cluster and second cluster. To understand the decision making style of the segment, two style have been identified, firstly, they could also be called impulsive people in the shopping and other buying decision-making times. They do not like to plan their next shopping or sometimes they even do not any plan to save money for their shopping, they are completely spontaneous and careless buyers, about how

much they spend in shopping (Rezaei, 2015). Additionally, the confusion/over-choice dimension had the highest mean value and reliability, suggesting that it is an influential consideration for Tehran Bazaar's inbound visitors. A variety of factors including an abundance of promotional information in the arrival of entrance or corridors and series of competitive brands on the Bazaar may lead them to confusion.

This segment included visitors who were mostly above 30 years old (92.9%). A large number of the gender category and marital status in this segment was males (86.9) and married (89.1%). Similar to other three clusters, old family is a biggest group too (67.9%). Students or scholars have highest value (14.3%) between other clusters. Nearly (99.0%) of them had university or college degree. (20.3%) of people preferred to travel alone but the most of them had one or more companions in that trip (79.7%). Most of the people were on Tehran by their own arrangement (61.9%) their first trip (66.7%) to Tehran grand bazaar.

3.5.4 Cluster 4: Principled behavior enthusiasts

The fourth cluster was another large segment of the sample that labeled (Principled behavior enthusiasts). To detail, these people tried to put themselves in different situations that could be socialized with other people and have in a spiritually way relaxation in same time ($m = 4.24$). They like to do an exciting thing/activity, find thrills, and have enjoyable times by passing through historical places ($m = 4.48$). Basically, to escape from routine life, they are looking for simple life to getting in a special situation with traditional thing and places ($m = 4.51$). In other words, they have a high motivation and interest for exploring different cultural nations, and spend time at cultural and historical places such as visit museums, bazaars, theaters, arenas ($m = 4.31$). They are inherently conservative people because when traveling abroad they want to have a comfortable and safe vacation and doing some outdoor activities that are completely safe and health ($m = 4.31$). Furthermore, the people also enjoy to experiencing the local coziness, food, and way of life by meeting new people and local customs ($m = 4.24$). To explain the decision making style of this segment, the high mean value in novelty and fashion consciousness, indicated the visitors try to get new or modified products and services or are motivated to learn about them which they are find remarkable or satisfy their desire to fashion and novelty (Nayeem and Casidy, 2015).

The Principled behavior enthusiasts were the second biggest segment (24.9%). This segment include mostly between 40 and 50 (38.8%). Over three-quarters of them was married (76.5%). The ratio of males to females in this cluster was (55.8%) to (44.2%). There was a large amount of young single (17.3%) and young couple (10.2%) families between four clusters in this segment. The (57.1%) of people were employed or self-employed and (28.6%) of people were retired or unemployed (28.6%). The (48.0%) of people traveled to Iran with one or two company. The (11.2%) of visitors arranged their trip by travel agent, and (53.1%) of visitors did not have the previous trip to Tehran grand bazaar.

Table 3. Results of factor analysis of Tehran grand bazaar visitors' motivations and lifestyles

Item	Factor loading	Eigenvalue	Variance explained	Cronbach's α	Mean	Overall mean
Factor 1: All-it-want adventures						
1. I visit Tehran grand bazaar to familiarity to one of the ancient cultures in the world	.401	10.345	13.160	.937	4.00	3.64
2. I visit Tehran bazaar to gain new travel experience	.808				3.56	
3. I visit Tehran bazaar to have stories to tell	.787				3.57	
4. I visit Tehran bazaar to experience the local people's way of life	.796				3.53	
5. I visit Tehran bazaar because it is an affordable tourist attraction	.832				3.59	
6. I visit Tehran bazaar because Bazar has value of money	.858				3.60	
7. I visit Tehran bazaar for outdoor recreation	.889				3.59	
8. I visit Tehran bazaar to do some activities for entire Family	.900				3.65	
9. I visit Tehran bazaar for Just passing through	.894				3.66	
Factor 2: Spiritualistic						
10. I visit Tehran bazaar to put myself in different situations	.766	7.771	8.201	.927	3.65	3.49
11. I visit Tehran bazaar to see how I interacted with other people in other conditions	.775				3.70	
12. I visit Tehran bazaar to deal with some constraints and hardships that came up	.838				3.36	
13. I visit Tehran bazaar to see what is inside of me and how that would come out	.820				3.43	
14. I visit Tehran bazaar reconnect spiritual roots and relax spiritually	.767				3.32	
Factor 3: Wealthy sporty adventurous						
15. I enjoy surfing, fishing, and other water sport activities	.936	4.566	6.516	.917	2.77	2.81
16. I enjoy outdoor sports activities like walking and mountaineering	.916				2.81	
17. I attend to some sports that keep my body fits	.873				2.68	
18. I spend a lot of money on vacation every year	.759				2.97	
Factor 4: Positivism						
19. I pay special attention to my personal goals	.821	3.926	6.488	.935	3.00	3.00
20. I am ready about the everyday life challenges	.854				3.02	
21. I enjoy reading books and magazines in my spare time	.808				2.98	
Factor 5: Excitement						
22. I visit Tehran bazaar do exciting things, have fun, and be entertained	.811	3.299	6.296	.976	3.45	3.43
23. I visit Tehran bazaar find thrills and excitement	.862				3.42	
24. I visit Tehran bazaar because sightseeing in historical places is excitement	.868				3.41	
Factor 6: Regression						
25. I visit Tehran bazaar to looking for the simple life here	.920	3.073	5.885	.983	3.59	3.61
26. I visit Tehran bazaar to looking for traditional place here	.927				3.61	
27. I visit Tehran bazaar to escape from routine life and live in history for a short time	.920				3.62	
Factor 7: Novelty						
28. I have character that is more self-reliant	.828	2.722	5.883	.919	3.22	3.17
29. I am orderly and precise	.851				3.07	
30. I behave rational than emotionally	.900				3.21	
Factor 8: Relationship-oriented						
31. It is nice to spend time with my special friends	.829	2.309	4.795	.776	3.50	3.70
32. I regularly meet friends and relatives	.875				3.55	
33. I like to visit places that my friends have never seen	.527				4.04	
Factor 9: Easygoingness						
34. I visit Tehran bazaar because accessibility and safety are most important to me	.541	1.934	4.533	.708	3.91	3.51
35. It is enjoyable to see movies at the cinema than stay at home and see the TV	.722				3.24	
36. I enjoy watching theater	.811				3.37	
Factor 10: Special adventurous						
37. It is pleasure to attend a special and common party	.523	1.734	4.359	.727	3.77	3.85
38. I like to do an interesting activity	.785				3.93	
39. I would like to go to an amusement park	.769				3.88	
40. I like more and more to go an incredible place when I travelling	.401				3.80	
Factor 11: Self-worthy						
41. Learning healthy eating habits is one of the most important things that I do	.913	1.605	4.082	.919	3.58	3.57
42. I believe in the purposefulness of my life and I am optimistic about my future	.900				3.56	
Factor 12: Conservativeness						
43. I visit Tehran bazaar because Bazar is a safe tourist attraction	.447	1.465	4.040	.705	3.97	3.73
44. I visit Tehran bazaar because the personal security is very important for me	.605				3.95	
45. I enjoy eating out at a restaurant with friends	.801				3.89	
46. I look for healthy local coziness when I traveling to a tourism destination	.672				3.10	
Factor 13: Cultural-heritage						
47. I visit the bazaar because local handicrafts are as a pull factor attraction for me	.729	1.334	3.686	.685	4.02	3.99
48. I visit the bazaar to see incredible Architectural style of that	.759				4.04	
49. I visit the bazaar because history and culture of that motivate me to come to here	.400				3.91	
Factor 14: Work-ethic						
50. My job is not stressful	.731	1.128	3.600	.613	2.94	3.20
51. I am happy with my work	.583				2.96	
52. My job is influential factor in my decisions about travel and recreation activities	.647				3.70	
Factor 15: family-togetherness						
53. I prefer to spend time after work at home	.582	1.011	3.076	.800	2.76	3.09
54. I prefer staying at home on the weekend	.524				2.87	
55. I love to cook homemade foods with my family	.647				3.63	
Total variance explained			84.599			

a. Mean values measured on the basis of 5 point Likert scale (1: strongly disagree, 3: neutral, 5: strongly agree).

Source: data elaborated by authors

Table. 4. Summary statistics of cluster analysis

4	F-value	Sig.	Cluster 1	Cluster 2	Cluster 3	Cluster		
			(N = 163)	(N = 49)	(N = 84)		(N = 98)	
1. All-it-want adventurous			3.86 ^a	3.71	2.61	4.50	217.04	0.00
2. Spiritualistic			3.66	2.41	3.20	4.24	77.68	0.00
3. Wealthy sport adventurous			3.16	2.39	2.85	2.42	22.51	0.00
4. Positivism			3.56	2.20	3.13	2.52	89.79	0.00
5. Excitement			3.63	2.64	3.34	4.48	70.52	0.00
6. Regression			3.84	2.87	3.49	4.51	99.72	0.00
7. Novelty			3.82	2.56	2.88	2.69	75.81	0.00
8. Relationship-oriented			3.76	4.06	3.10	3.78	27.26	0.00
9. Easygoingness			3.84	3.12	3.43	3.27	41.62	0.00
10. Special adventurous			4.03	3.99	3.28	3.93	17.82	0.00
11. Self-worthy			3.71	3.74	3.29	3.24	14.45	0.00
12. Conservativeness			4.06	4.16	3.12	4.50	36.44	0.00
13. Cultural-heritage			4.17	3.73	3.75	4.31	16.57	0.00
14. Work-ethic			3.96	3.38	3.21	3.50	56.67	0.00
15. Family-togetherness			3.58	2.51	2.97	2.78	45.68	0.00
Cluster name			Ideal-sense Seekers	Special aspiring visitors	Middle want vacationer	Principled behavior enthusiasts		

^a Mean values measured on the basis of 5 point Likert scale (1: strongly disagree, 4: neutral, 5: strongly agree).

Source: data elaborated by authors

Table. 5. Distributed the decision-making styles in four segments

Decision Making Style	Clusters	Mean	Std. D	N
Perfectionism/quality consciousness	Ideal-sense seekers	3.39 ^a	.66	163
	Principled behavior enthusiasts	3.33	.56	49
	Middle want vacationers	2.98	.74	84
	Special aspiring visitors	3.17	.89	98
Brand consciousness	Ideal-sense seekers	3.49	.82	163
	Principled behavior enthusiasts	2.49	.656	49
	Middle want vacationers	2.99	1.21	84
	Special aspiring visitors	3.18	.73	98
Novelty and fashion consciousness	Ideal-sense seekers	3.60	.77	163
	Principled behavior enthusiasts	3.16	.80	49
	Middle want vacationers	3.10	.75	84
	Special aspiring visitors	3.99	.69	98
Impulsiveness and carelessness	Ideal-sense seekers	2.30	.78	163
	Principled behavior enthusiasts	3.59	.82	49
	Middle want vacationers	3.87	.66	84
	Special aspiring visitors	3.10	.75	98
Price or value consciousness	Ideal-sense seekers	3.53	.75	163
	Principled behavior enthusiasts	3.94	.67	49
	Middle want vacationers	3.60	.81	84
	Special aspiring visitors	2.75	.96	98
Recreational and hedonistic shopping consciousness	Ideal-sense seekers	3.92	.62	163
	Principled behavior enthusiasts	3.64	.57	49
	Middle want vacationers	3.11	.80	84
	Special aspiring visitors	3.43	.55	98

Confusion due to over choice	Ideal-sense seekers	2.87	.86	163
	Principled behavior enthusiasts	2.99	.63	49
	Middle want vacationers	3.19	.68	84
	Special aspiring visitors	3.08	.80	98
Habitual/Brand Loyalty	Ideal-sense seekers	3.52	.77	163
	Principled behavior enthusiasts	4.02	.50	49
	Middle want vacationers	2.34	1.21	84
	Special aspiring visitors	3.74	.72	98

Source: data elaborated by authors

Table 6. Profile of the four clusters of inbound visitors in Tehran grand bazaar

Chi-square	P-value	Total	Cluster 1	Cluster 2	Cluster 3	Cluster 4	
N (%)		394 (100)	163 (41.4)	49 (12.4)	84 (21.3)	98(24.9)	
Gender							
Male	(65.5 ^a)	68.7	55.1	86.9	38.8	37.941	0.000
Female	(34.5)	31.3	44.9	13.1	61.2		
Age							
Below 20	(0.0)	0.0	0.0	0.0	0.0	17.241	0.045
20-30	(7.7)	5.5	4.1	7.2	13.3		
30-40	(31.2)	27.0	32.7	34.5	32.7		
40-50	(42.6)	51.5	38.8	32.2	38.8		
More than 50	(18.5)	16.0	20.4	26.2	10.2		
Marital status							
Single	(21.0)	19.1	26.5	10.9	23.5	1.837	0.607
Married	(79.0)	80.9	73.5	89.1	76.5		
Family size							
Young single	(9.6)	9.2	6.1	3.6	17.3	44.322	0.000
Young couple	(7.1)	8.6	2.1	3.5	10.2		
New born family	(13.7)	9.2	32.6	13.1	12.2		
Old family	(59.2)	66.9	40.8	67.9	48.0		
Single elderly	(10.4)	6.1	18.4	11.9	12.3		
Employment status							
Employed	(22.1)	23.3	22.4	31.0	12.2	29.862	0.003
Self-employed	(36.0)	37.4	24.4	29.8	44.9		
Retired/unemployed	(27.9)	23.9	49.0	22.6	28.6		
Housewife	(3.6)	5.5	2.1	2.3	2.1		
Student/scholar	(10.4)	9.9	2.1	14.3	12.2		
Eduation status							
Secondary	(7.1)	9.2	0.0	1.2	12.3	17.172	0.009
University	(58.1)	60.8	44.9	55.9	57.1		
Post-gratuate	(34.8)	30.0	55.1	42.9	30.6		
Travel companion							
None	(20.7)	19.1	42.9	20.3	13.2	48.273	0.000
1-2	(40.9)	47.2	30.6	26.2	48.0		
3-4	(23.9)	17.2	6.1	36.9	32.7		
More than 5	(14.5)	16.5	20.4	16.6	6.1		
Travel Arrangement							
Travel agent	(10.7)	15.3	0.0	7.1	11.2	12.234	0.057
By themselves	(61.2)	57.7	75.5	61.9	59.2		
Others	(28.2)	27.0	24.5	31.0	29.6		

Previous trip to Tehran Grand Bazaar							
Yes	(30.7)	22.1	22.4	33.3	46.9	19.670	0.000
No	(69.3)	77.9	77.6	66.7	53.1		

^a Values are in %.

Source: data elaborated by authors

Conclusions

Tourism development in Tehran can be an effective strategy for revitalizing cultural heritage and historical places and providing them to earning financial income and have economic growth. In particular, somewhere like ancient Bazaars has potential to sightseeing and buying resource for foreign visitors. This study contributes to the literature by suggesting to employ multiple segmentation bases to classify Grand Bazaar visitors. Whilst many authors (i.e. Crompton; 1979; Goeldner and Ritchie; 2003; Pearce, 1996; Bansal & Eiselt, 2003; Beerli & Martin, 2004; Kim, 2005, Lee et al., 2004; Park and Yoon, 2009; Srihadi et al., 2016), have suggested that the only motivation or lifestyle base segmentation should be the emphasis of research, this study suggested that new and multiple segmentation bases should be used to classify visitors. In order to the nature of Tehran Grand Bazaar, Segmentation based on one single method may not be representative of all visitors (e.g. Park and Yoon, 2009; Srihadi et al., 2016). As argued by Fernández et al., (2006) people in the same groups can also have very different psychographic profiles. So they proposed a combining descriptive variables (e.g. motivation and lifestyle) provides a clearer insight into marketing and communication strategy formulation. Fernández et al., (2006) claimed that the use of motivation and lifestyle provide adequate details and awareness to use in the development of marketing strategies.

In this study, fifteen motivation and lifestyle factors were identified and four segments of inbound visitors were demonstrated, in the next phase, eight (8) decision making style have been distributed to own related segment. In the other words, the findings of the study suggested that the Grand Bazaar market can be divided into four groups based on tourists' motivations and lifestyles: 'Ideal-sense seekers', 'Principled behavior enthusiasts', 'Middle want vacationers,' and 'Special aspiring visitors', that significant differences in the characteristics of clusters have been explored. These findings were also thematically similar to the previous research of (Kim, 2005, Park and Yoon, 2009; Srihadi et al., 2016; Lee et al., 2004) which showed a uniquely tourist destination segmentation. The cluster analysis indicated that the mean values of factors like 'relationship-oriented', 'easygoingness', 'special adventurous', 'self-worthy', 'conservativeness', 'cultural-heritage', 'work-ethic' were higher than 3.00 in all clusters. These indicated that visitors in all four segments when traveling to abroad, have high interest in interacting and communicating with other people, to explore the local culture, to experience way of life in a different culture, and to visit places that their friends have never seen. They also like to visit cultural and historical places, and like to do interesting activities like, to go cinema, theater, amusement park, common party,

festival, or even to go the restaurant and have local foods and drinks. They are happy with their job, but in their opinion job is an influential factor in making the decision and planning travel to foreign country and doing recreational activities. The Ideal-sense seekers' segment showed that they have high concerning with quality of the product and services, that expect those fit their needs best. Additionally, they are also brand consciousness people who have tendency to buy reputed and expensive brands with belief that such reputed brands have the best quality. These findings were similarities in some results of Srihadi et al., (2016)' study, where 'Want-everything vacationer' included people that have approximately same characteristics. These people believe that shopping is a/an pleasant and enjoyable activity in their life. They mostly are between 30 and 50 years old, male, married, and belong to the old family. Half of the segment was employed people (50.0%) and had a university degree (92.9%). Most of them traveled to Tehran Bazaar with their friends for the first time. The 'Principled behavior enthusiasts' are socializing and optimistic people. They are also interested in healthy and safely trend when they traveling. In this regards, Fernández et al., (2006) have founded five group of tourists in their study that 'home-loving' segment had similarity with this cluster. Common criteria of two segments were the healthy trends, caution about the future and optimistic about society and future. The biggest age group in this segment was 40 to 50 years old, and most of them had a post-graduate degree. They also prefer travel alone and without friend or partner. They do not have extra time to search and buy a new brand but use their favorite brands when they traveling. On the other hand, they also prefer to get lower prices and not willing to pay the extra price or value for the distinctive dimension of products or services. The 'Middle want vacationers' to have an equal tendency to everything. On the other hand, they are impulse and careless buyers about their selection of the products and services and their spending in shopping. Furthermore, promotional information of competitive brands on the marketplaces may lead them to confusion. The results lend support to Srihadi et al., (2016), findings that the 'culture interest shopaholic' and 'want-everything vacationer' clusters have similarity to the segment where the both of tourists have been influenced by promotional advertising. Nearly whole of them had university or college degree and most of them had one or more companions on that trip. The Special aspiring visitors' segment is the second biggest cluster in this study. They have a high motivation and interest for exploring different cultural nations and put themselves in different situations, interacted with other people. These findings are consistent with previous studies, which cited 'learning' (Park and Yoon, 2009) and 'escape' and 'cultural exploration' (Lee et al, 2004) as the important motivations for tourists. Srihadi et al., (2016) in their study have found that 'culture interest shopaholic' were the tourists that like to try new products before their friends and after they come out on the market. For this segment, being up-to-date is critical, then, the visitors cause to have novelty and fashion consciousness try to have new or modified products and services. Over than half of the segment are employed or self-employed and nearly half of them traveled to Tehran with one or two company for the first time.

Managerial implications

With a deep understanding of importance of economic impacts of increasing the number of inbound visitors to a specific tourist destination, carrying out of the basic marketing efforts such as STP (segmentation, positioning and targeting), can effectively leads to managers and marketers to implement a set of effective tourism marketing strategies. In this regards, knowledge about the motivations, lifestyles, and demographic profiles of inbound visitors would enable DMO (destination management organizations) to generate effective tourism marketing strategies. By understanding about decision-making styles of each segment of inbound visitors, managers and marketers will also be better able to formulate and develop specific and unique products and services and offer the best value for them. This study profiled four segments of inbound visitors who come to Tehran grand bazaar by using cluster analysis. One of the important findings of the study is that all four segments are very interested in exploring the local culture, including the local architectural and handicrafts. All four segments were conservative people and they preferred to do safely, accessible and healthy activities when they traveling abroad. Tehran grand bazaar has an exotic, unique and corridor structure that can potentially attract some inbound travelers and visitors. The findings suggest that by differentiating inbound tourists into segments, managers and marketers in small- and medium-sized tourism enterprises (SMTEs) and other business organizations would enable to create and develop attractive and competitiveness tourism products and services that are suitable for each segment of inbound tourists. Now, the quality and quantity of existing tourism products and services must be enhanced and promoted to attract more consumers and visitors. Tehran bazaar has a great variety of shopping segments. The present study demonstrates shopping as one of the attracting activities in Tehran bazaar that attracts inbound visitors who are categorized into 'Ideal-sense seekers', 'Middle want vacationers', 'Principled behavior enthusiasts', and 'Special aspiring visitors' segments. This bazaar differentiated from specialized corridor markets with several entrances to shopping centers that offer a great variety of modern and traditional products and services, and it could become a big and specific tourist attraction. SMTEs, Cultural Heritage and Tourism Organization and Tehran municipality should cooperate to create some alternative tourist attractions and provide reliable transportation for accessibility-oriented visitors to reach the bazaar easily. Cultural Heritage and Tourism Organization must be making laws and regulations to ensure to support environmental conservation and preservation of the grand bazaar. These findings suggest that SMTEs, Cultural Heritage and Tourism Organization and Tehran municipality need to build infrastructure and facilities that are required by tourism industry in order to provide comfort for inbound visitors that want to see Tehran bazaar. The socio-demographic profile of inbound visitors who travel to Tehran's grand bazaar demonstrates that more than two-thirds of them were coming to Tehran bazaar for the first time and they made travel arrangements for themselves. Most of the visitors belonged to male group gender. Tourism stakeholders in Tehran may use the findings from this study to improve and increase the competitiveness and attractiveness of the Tehran grand bazaar to inbound visitors.

Limitations and future research suggestions

Despite the managerial implications of this study, certain limitations and suggestions for probably future research should be noted. First, the English language used in this study limited participation of the other foreign speak visitors. Second, convenience sampling methodology leads to participate some visitors that have the willingness to respond the study questionnaire, in this regards, the use of multiple languages would increase the number of participants that cause to their mother tongue would not enable to contribute in the study. Third, the specific methodology that used in this study is received as new technique and considered as innovation in tourism marketing field that is the combination of motivational, lifestyle, decision-making style, and socio-demographic dimension, which applied to measure inbound visitors characteristics and classified based on this features. Then, this specific case study could be assumed as the base for future studies to applied mix method approach to classifying foreign visitors by using their socio-demographic, psychological, and behavioral characteristic.

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