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## AN INVESTIGATION OF CONSUMER DECISION MAKING STYLE OF YOUNG ADULTS IN JAIPUR CITY IN RAJASTHAN

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### ABSTRACT

*Clothing is a language of a person which reflects person's mood and profession. The purpose of this study is to investigate the decision making styles of male and female young consumers followed in clothing shopping. The study used Sprole and Kendall's (1986) Consumer Style Inventory (CSI) with modification on a sample of 600 males and females in Jaipur city of Rajasthan. Cronbach alpha and exploratory factor analysis was used to evaluate the decision-making styles for both genders. In addition to the four factors of CSI, two new factors viz. environment and health conscious & fabric conscious were identified for male and female consumers.*

### KEYWORDS

Consumer decision making, clothing shopping.

### INTRODUCTION

Consumer shopping styles has been a subject of interest for the past many years. All the consumers do their shopping with certain fundamental decision-making styles. Shopping styles are important to marketing experts because they determine consumer behavior, and are particularly useful for market segmentation and positioning.

The research on consumer-decision making styles can be categorized into three main approaches: the psychographic/life style approach, the consumer typology approach and the consumer characteristics approach (Sproles and Kendall, 1986). According to Lysonksi et al. (1996) between all these three approaches, the consumer characteristics approach appeared to be the most powerful and descriptive as it focused on the mental orientation of consumers in making decisions. Thus, decision-making styles can be determined by identifying the consumer's general orientations towards shopping and buying.

Decision-making styles describe how a consumer thinks and makes choices for buying. Sproles and Kendall, 1986 have defined it as "a mental orientation characterizing a consumer's approach to making choices." Previously Sproles (1985) identified 50 items related to consumers cognitive and affective orientation towards shopping and buying which can identify their decision making style, with the help of factor analysis. Later they refined this inventory and accordingly developed a more parsimonious scale consisting of 8 factors and 40 items.

- (1) **Perfectionist, High-Quality-Conscious Consumer** - A characteristic measuring the degree of which a consumer searches carefully and systematically for the best quality in products.
- (2) **Brand-Conscious, Price-Equals-Quality Consumer**- A characteristic measuring consumer's orientation toward buying the more expensive, well known brands.
- (3) **Novelty- and Fashion-Conscious Consumer** -A characteristic identifying consumers who appear to like new and innovative products and gain excitement from seeking out new things.
- (4) **Recreational and Shopping, Conscious Consumer**- A characteristic measuring the extent to which a consumer finds shopping a pleasant activity and shops just for the fun of it.
- (5) **Price- Conscious, Value-for-Money Consumer** - A characteristic identifying a consumer with particularly high consciousness of sale prices and lower prices in general.
- (6) **Impulsive, Careless Consumer** - A trait identifying one who tends to buy at the spur of the moment and to appear unconcerned about how much he or she spends (or getting "best buys")
- (7) **Confused by Over choice Consumer**- A person perceiving too many brands and stores from which to choose and who likely experiences information overload in the market; and
- (8) **Habitual, Brand-Loyal Consumer**- A characteristic indicating a consumer who repetitively choose the same favorite brands and store.

A series of investigation on CSI were conducted by different authors in different countries to test the generalizability of the tool (Yesilada & Kawas, 2008; Bakewell & Mitchell, 2003; Walsh, Mitchell & Thurau, 2001; Azizi & Makkizadeh, 2012; Kamaruddin & Kamaruddin, 2009; Mokhlis & Salleh, 2009; Zeng, 2008; Unal & Erics, 2008; Akturan & Tezcan, 2007; Hou & Lin, 2006; Kwan, Yeung & Au, 2004; Wang, Sui & Hui, 2002; Mokhlis, 2009). In Indian context few studies were conducted by authors to find the acceptability of CSI in India (eg. Lyonski, Durvasula & Zotos, 1996; Patel, 2008; Nath, 2009; Ravindran, ram, Kumar, 2009; Gayan, 2010) and most of them give recommendation to modify the tool according to culture and country. Jain and Sharma (2013) in their review paper on CSI conclude that most of the researchers confirm some common factors, these are perfectionist high quality conscious, brand conscious, recreational hedonistic, price conscious, confused by over-choice.

Unal & Erics, (2008) emphasized the role of gender in their words "In the decision making style gender significantly plays the role. In order to develop successful strategies it is necessary for marketers to determine how males and females respond to marketing practices. The biological differences between males and females are reflected in their personality, social relations and roles undertaken. From the consumer's point of view, it is stated that male and female pass through different processes, exhibit different mood and have different preference under the same conditions".

### OBJECTIVES

The study is designed to find out the decision making styles of consumers of Jaipur city. Further the styles of both man and women are compared and similarities and dissimilarities are identified.

**METHODOLOGY**

The study was conducted in Jaipur city of Rajasthan. Jaipur is divided in 8 zones and the most populated 4 zones were selected for the study. Six hundred consumers 300 males and 300 females between the ages of 20-35 years were selected for the study and were approached from public places like malls, park and local market. A structured questionnaire was prepared which consisted of sections on general information towards clothing purchasing and decision making styles. Consumer decision-making styles were measured using the 40-items of Consumer Style Inventory (CSI), developed by Sproles and Kendall (1986). This scale was based on a 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). Further with the help of focus group discussion & factor analysis certain new factors were traced. The 4 new factors (care and maintenance conscious, environment and health conscious, fabric conscious and influence by significant others) were identified besides CSI, and these were added to the questionnaire for the study. The data was collected during the months of January 2012 to march 2012.

**RESULT & DISCUSSION**

**1. GENERAL PURCHASING BEHAVIOR OF MALE & FEMALE**

To analyze the general behavior of male and female frequencies and percentages were drawn. Table- 1 indicated that around 41% males prefer to go seasonally for apparel shopping whereas 33.3 % females prefer to go monthly for shopping. Around 43 % male and 38% female population spends 2-3 hours on each trip of shopping apparel on the other side 35%of females population spends 3-4 hours on each trip of apparel shopping indicates that females go for shopping more often and take more time for shopping compared to male consumers. Male (52 %) and female (47.3 %) both prefer to go with friends for shopping. Almost 51%male consumers prefer to go in branded stores whereas 45% females prefer to go in individual store to shop which indicates that male prefer branded clothes whereas female are not much brand loving. Sixty four percent male and 59% female spend same amount of money(1000-2000 rupees) per month on apparel shopping and they both prefer to shop in nearby markets and love to shop in malls rather than local market. Male(79%) and female (87%)consumers both consider that there is difference in involvement in term of time, money and decision making while purchasing apparels for daily wear or occasional wear. (Table-1)

**TABLE- 1 GENERAL PURCHASE BEHAVIOR OF MALE AND FEMALE (N-600)**

S.N	Clothing Purchase Behavior	Male (300)		Female (300)	
		F	%	F	%
1	Going for apparel shopping				
	Never	4	1.3	8	2.7
	Every two weeks	26	8.7	35	11.7
	Monthly	60	20	100	<b>33.3</b>
	Seasonally	121	<b>40.3</b>	95	31.7
	Only during festivals & occasions	77	25.7	55	18.3
	Twice in a year	6	2	4	1.3
	Yearly	6	2	3	1
2	Hours spend on each trip for apparel shopping				
	0-1 hour	33	11	25	8.3
	1-2 hour	76	25.3	52	17.3
	2-3 hour	130	<b>43.3</b>	115	<b>38.3</b>
	3-4 hour	60	20	106	<b>35.3</b>
	Others	1	.3	2	.7
3	Prefer to going for apparel shopping				
	Parents	27	9	55	18.3
	Friends	156	<b>52</b>	142	<b>47.3</b>
	Alone	47	15.7	31	10.3
	Brothers & sisters	25	8.3	29	9.7
	Husband/wife	45	15	43	14.3
4	Most frequent visited store for buying apparels				
	Department store	31	10.3	31	10.3
	Branded store	152	<b>50.7</b>	113	37.7
	Individual store	91	30.3	135	<b>45</b>
	Discount store	22	7.3	19	6.3
	Others	4	1.3	2	.7
5	Money spend on clothes monthly by your				
	1000-2000	192	<b>64</b>	176	<b>58.7</b>
	2001-3000	65	21.7	73	24.3
	3001-4000	22	7.3	29	9.7
	4001-5000	21	7	22	7.3
6	While purchasing clothes and accessories do you prefer market nearby your home				
	Yes	152	<b>50.7</b>	167	<b>55.7</b>
	No	148	49.3	132	44
7	Which Market you prefer to go for shopping clothes?				
	Mall	188	<b>62.7</b>	165	<b>55</b>
	Local market	112	37.3	135	45
8	Is there any difference in involvement like (in term of time, money, decision making) while purchasing apparels for daily wear or occasional wear				
	Yes	237	<b>79</b>	261	<b>87</b>
	No	63	21	39	13

**2. CONSUMER DECISION MAKING STYLE**

Exploratory factor analysis with varimax rotation was used to summarize the items into modified set of male and female decision making styles. Bartlett’s test of sphericity and Kaiser-Meyer-Olkin (KMO) measure were both adopted to determine the appropriateness of data for factor analysis. The result of Bartlett’s test of sphericity (0.00) and KMO 0.64 indicated the data was appropriate for factor analysis. For reliability the cronbach alpha value 0.6 or > 0.6 is considered as acceptable level, as many researchers like George &Mallery (2003), Juul et al. (2008) and Malhotra (2001) have considered 0.6- 0.7 cronbach alpha as acceptable value. In the table-2 the values shown against the factor denote the cronbach alpha and values against items are factors loading. Factors having cronbach alpha below 0.6 are excluded and in the selected factors items having factor loading below 0.4 are excluded as these do not represent the Jaipur population.



Results conform 6 factor model for male and 5 factor models for female being appropriate for Jaipur population. The male six factor model shows that four of the eight CSI original factors plus two new male factors (Environment and health conscious& fabric conscious) were found acceptable. The five factors model for female shows the three of eight CSI original factors plus two new female factors (Environment and health conscious& fabric conscious) were conformed. The factor along with the male and female values and items along with factor loading model are presented in table- 2.

TABLE-2: ALPHA & FACTOR ANALYSIS OF MALE AND FEMALE CONSUMER'S (N-600)

S.No.	Consumer Decision Making Style	Cronbach Alpha (α) & Factor loading	
		Male (300)	Female (300)
Factor 1	<b>Perfectionist high quality conscious consumer</b>	α=.670	α=.334
	In general, I usually try to buy the best apparel in overall quality	.607	-
	My standards and expectation for apparel I buy are very high	.543	-
	I make special effort to choose the very best quality apparel	.571	-
	When it's come to purchase garment, I try to get the very best or perfect choice	.532	-
	I shop quickly buying the first product or brand I find that seems good enough	.412	-
	Getting very good quality is very important for me	.605	-
Factor 2	<b>Brand conscious</b>	α=.690	α=.694
	The more expensive apparel brands are usually my choice	.574	.577
	The well-known national brands apparel are best for me	.587	.624
	I prefer buying the bestselling apparel brands	.625	.701
	The most advertised apparel brands are usually very good choice	.498	.576
	The higher the price of a apparel, the better its quality	.699	.497
Factor 3	<b>Habitual brand loyal consumer</b>	α=.679	α=.635
	I change brands I buy regularly	.462	.512
	Nice department and specialty stores offer me the best apparel	.671	-
	I have favorite brands I buy over and over	.583	.513
	Once I find a product or brand I like , I stick with it	.487	.434
	I go to same stores each time I shop	.476	.647
Factor 4	<b>Recreational hedonistic consumer</b>	α=.381	α=.490
	shopping in store waste my time	-	.125
	I enjoy shopping just for fun	-	.762
	I make my shopping trip fast	-	.144
	Shopping is not a pleasant activity for me	-	.647
	Going shopping for footwear is one of the enjoyable activity of my life	-	.734
Factor 5	<b>Impulsive careless consumer</b>	α=.568	α=.498
	I am impulsive when purchasing footwear	.524	-
	I take time to shop carefully for best buy	-	-
	Often I make careless purchase I later wish I had not	.328	-
	I carefully watch how much I spend	.601	-
	I should plan my apparel shopping more carefully then I do	.630	-
Factor 6	<b>Novelty fashion conscious</b>	α=.694	α=.714
	I keep my wardrobe up to date with the changing fashion	.682	.692
	Fashionable, attractive style is very important for me	.681	.763
	To get variety, I shop different stores and choose different brands	.566	.584
	I usually have one or more outfits of very newest style	.738	.710
	it's fun to buy something new and exciting	.679	.659
Factor 7	<b>Confused by over choice consumer</b>	α=.432	α=.644
	The more I learnt about footwear the harder it seems to choose the best	-	.624
	there are so many brands to choose from that often I feel confused	-	.527
	Sometimes it's hard to choose which store to shop	-	.711
	All information I get on different footwear confuse me	-	.621
Factor 8	<b>Price conscious 'price equals money" consumer</b>	α=.676	α=.562
	The lower price apparel products are usually my choice	.725	-
	I look carefully to find the best value for the money	.558	-
	I buy as much as possible at sale price	.741	-
Factor 9	<b>Care and maintenance conscious</b>	α=.243	α=.135
	I buy those fabrics which does not require iron	.363	.423
	I love to take care of my apparels	.534	.354
Factor 10	<b>Environment and health conscious</b>	α=.770	α=.793
	I am willing to pay higher price for those apparel that can maintain my health	.902	.910
	I frequently purchase apparels that claim to be environmental friendly	.905	.923
Factor 11	<b>Fabric conscious</b>	α=.724	α=.610
	I always keep fabric type in mind when I purchase apparels	.797	.849
	I buy a particular/same fabric every time	.737	.832
Factor 12	<b>Influenced by significant others</b>	α=.468	α=.519
	Advice from sales people influence my choice of clothing	.485	.621
	It is important that others like the clothing and brands I buy	.598	.432

FACTOR ANALYSIS WITH VARIMAX ROTATION

3. FACTORS IDENTIFIED FOR MALE AND FEMALE

Four factors (brand conscious, novelty fashion, environment and health conscious and fabric conscious) were identified for male and female consumers as Jaipur young population exhibit brand, fashion, environment and health and fabric consciousness in their purchasing behavior. On the other side male consumers

shows perfectionism and price consciousness in their buying behavior and female consumers exhibits confusion by over-choice at the time of purchase (Table - 3).

TABLE-3 FACTORS FOR MALE &amp; FEMALE

S.No.	Decision making style		
	Factors for male & female	Factors for Male	Factors for Female
1	Brand conscious	Perfectionist high quality conscious	Confused by over-choice
2	Novelty fashion conscious	Price conscious	-
3	Environment and health conscious	-	-
4	Fabric conscious	-	-

#### 4. DECISION MAKING STYLE AMONG MALE AND FEMALE POPULATION

To understand the similarities and dissimilarities in decision making style in male and female population mean, s.d. and 't' ratio was calculated and it was found that brand conscious and novelty fashion conscious decision making style were found in both male and female but there is significant difference exists in brand consciousness and novelty fashion consciousness of male and female as the 't' value of brand conscious is 1.97 and novelty fashion conscious is 2.00 which are significant at 0.05 levels. The mean values with s.d. of brand conscious and novelty fashion conscious indicated that male consumers are more brand consciousness compared to females whereas female consumers are more novelty fashion conscious compared to male consumers. A number of authors e.g. Unal & Ercis (2008); Mokhlis & Salleh (2009) and Bae (2004) concluded that male and female college-aged consumers had different shopping patterns. On the other side Chase (2004) found that there is a significant relationship between gender and the Recreational/Hedonistic consumer decision-making style. Females tend to be more recreational shoppers than males. 'T' value for environment health conscious and fabric conscious shows that there is no difference in male and female styles and they both prefer them at the same level.

TABLE- 4: T-RATIO BETWEEN MALE &amp; FEMALE DECISION MAKING STYLE

S. No.	Consumer Decision Making Style	Male		Female		T-ratio
		Mean	SD	Mean		
F-2	Brand conscious	17.02	3.48	16.41	4.07	1.97*
F-3	Novelty fashion conscious	17.68	3.58	18.29	3.93	2.00*
F-4	Environment and health conscious	6.14	2.29	5.89	2.38	1.302
F-5	Fabric conscious	5.82	1.83	6.09	2.14	1.65

Significant at 0.05\* level

#### CONCLUSION

This study has adapted the Consumer-Style-Inventory developed by Sproles and Kendall 1986, and identified a revised six factor model for males and five factor model for female to fit decision-making styles of the Jaipur samples. Common factors from Sproles and Kendall model confirmed in both populations were brand conscious and novelty fashion conscious. In addition to this two factors of CSI (perfectionist high quality conscious and price conscious) for males and one factor of CSI (confused by over-choice) for females were conformed. Two new factors besides CSI (environment and health conscious & fabric conscious) conformed for both populations. Another important finding is that though both the gender follows few same styles, yet they show significant difference in the levels of decision making styles in perfectionist high quality, brand loyal, and novelty fashion conscious. It is concluded that CSI by Sproles and Kendall, 1986 can be applied in different areas with modification. Modifications are necessary as each country and each region is different in terms of socio, cultural background which has its impact on the purchasing styles of its residents.

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