

An Empirical Investigation into Consumer Decision Making Styles of Indian Consumers for Branded Apparel

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Abstract- Sproles and Kendall (1986) developed a scale, called the Consumer Style Inventory (CSI), which identified eight mental characteristics of consumer decision-making style. The CSI provides a quantitative instrument for classifying different consumer decision-making characteristics into distinct categories of shopping orientation. Sproles' (1986) exploratory study provided the foundation and conceptual framework for the CSI. CSI is a validated measure of eight basic consumer decision-making characteristics. Sproles and Kendall (1986) defined the consumer decision-making style based on individual traits. Then, they further proposed that consumers approach the marketplace with a specific style of decision-making. The objective of the paper is to investigate the decision making styles of Indian shoppers. A sample of 800 respondents was collected and CFA was used to test the hypothesis. It was found that Impulsive buying style and Novelty fashion conscious was also prominent in Indian decision making styles. Similarly, Recreational & hedonistic Brand & fashion Perfectionism Habitual & brand loyal Confused by over-choice Price Conscious is significant decision making styles of Indian shoppers.

Keywords: Recreational & hedonistic Brand & fashion Perfectionism Habitual & brand loyal Confused by over-choice Price Conscious, Impulsive buying style and Novelty fashion.

I. INTRODUCTION

The fashion consumption activity provides the consumer of value that is symbolic, immaterial and hedonistic and goes beyond the consumer's need that is based on the benefits that apparel can offer (Dobers and Strannegard, 2005). With their clothing, consumers can make social identity statements (McIntyre and Miller, 1992). However, where clothes and apparel products have similar utilitarian value in the sense of functionality (Naderi, 2013), fashion products have a hedonistic value, referring to fashion products being used for the emotional value that they provide (Sheth and Mittal, 2004). Fashion goes beyond solely protecting but functions as a self expression, (Gwozdz et al., 2013) or symbolic product (Niinimaki, 2010). Clothing is argued to differ from fashion, as clothing is fulfilling physical needs for protection and functionality where fashion expresses individual personality by marks, symbols, brands and status items; fashion melts together with emotional needs (Gwozdz et al., 2013). The consumption of fashion is therefore defined as "the use of clothing for purposes that go beyond utilitarian needs" (Gwozdz et al., 2013).

Apparel is a high body involving product of which the consumption is related to fit (Rosa et al., 2006). Body image is a person's mental picture of their bodies (Fallon, 1990) and has been found to be associated with the consumption of apparel (e.g., Cash and Cash, 1982; Solomon and Douglas, 1985). Consumers with high body satisfaction are found to use clothes more to express their individuality where consumers with low body satisfaction are more interested in clothes that provide camouflage (Kwon and Parham, 1994).

Sproles and Kendall (1986) developed a scale, called the Consumer Style Inventory (CSI), which identified eight mental characteristics of consumer decision-making style. The CSI provides a quantitative instrument for classifying different consumer decision-making characteristics into distinct categories of shopping orientation. Sproles' (1986) exploratory study provided the foundation and conceptual framework for the CSI. CSI is a validated measure of eight basic consumer decision-making characteristics. Sproles and Kendall (1986) defined the consumer decision-making style based on individual traits. Then, they further proposed that consumers approach the marketplace with a specific style of decision-making. Through empirical research, Sproles and Kendall (1986) defined the following eight characteristics of decision-making style shown in Figure:

Figure : Eight characteristics of consumer decision-making style. Adapted from Sproles & Kendall, (1986)

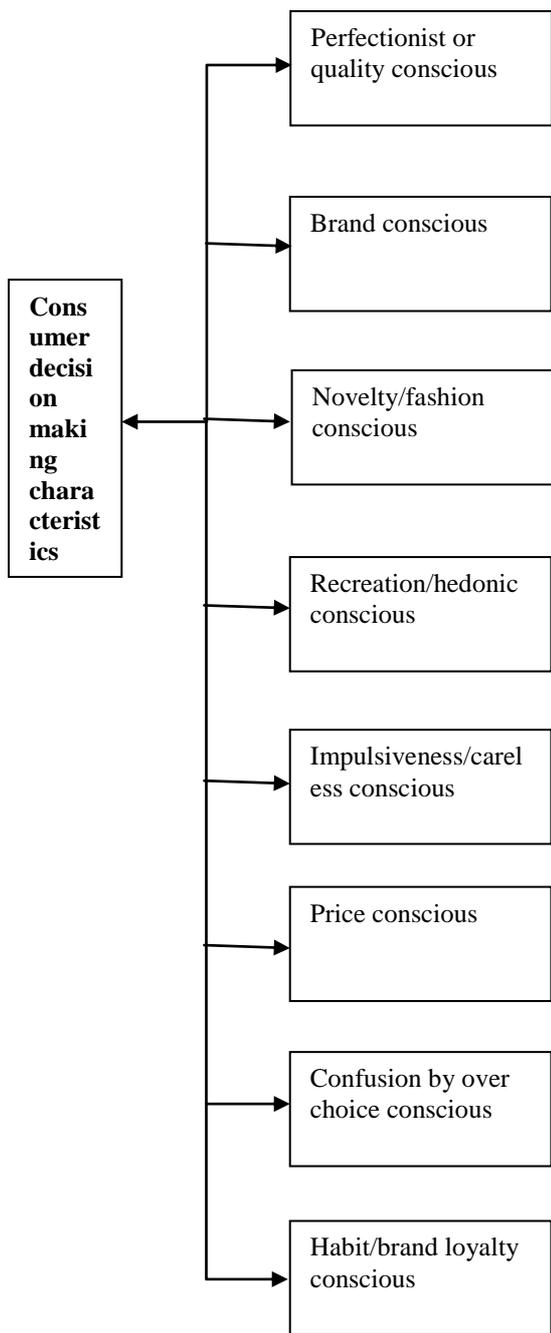
Perfectionist/High-Quality conscious

Perfectionist or quality consciousness is defined as an awareness of high quality products, and a desire to make the perfect choice when a consumer buys the products (Sproles & Kendall, 1986). This type of consumer has specific ideas about best products and the consistent look of these products in terms of their quality. Product quality affects consumer decision-making in an appropriate manner. Kim and Shim (2002) found that around 40 percent of shoppers classified themselves as sophisticated quality shoppers. Quality is an important factor when purchasing apparel products (Kim & Shim, 2002). The results indicated that quality consciousness is significant for consumer decision-making style.

Brand Conscious, Price Equals Quality

Sproles and Kendall (1986) define brand conscious as those with a need or desire to buy well-known brands, higher priced brands, and products. Many consumers are interested in purchasing brand name products such as BMW vehicles and Channel dresses, since well-known brand names are often associated with an individual's status (Wanke, Bohner, & Jurkowitsch, 1997). Brand conscious shoppers believe that these types of international brands result in better quality. Brand influences have been found to be an

important element in consumer purchasing processes (Cleaver, 1985; Sproles & Kendall, 1986). Brand familiarity positively influences shoppers' purchase intentions (Hafstrom, et al., 1992). Park and Stoel (2006) suggested that creating and promoting brand familiarity is a strategy to increase purchase intentions of the online apparel shopper.



Consumers have different attitudes toward foreign and domestic brands (Elliott & Camoron, 1994). Chinese consumers also have different attitudes toward imported brands and domestic brands (Wang, Siu, & Hui, 2002). Wang et al. (2002) investigated the relationship between consumers' decision-making style and their choices of domestic and imported brand clothing in China. Their study revealed that consumers who preferred to buy imported brand clothing had a unique lifestyle and shopping orientation that differed from those who preferred domestic brand clothing.

Novelty/Fashion Conscious

Novelty/Fashion consciousness is defined as an awareness of the newest, most modern, and exciting product, as well as the desire to

buy trendy products (Sproles & Kendall, 1986). Researchers emphasize fashion as an important factor in consumer decision-making (Gutman & Mills, 1982; Kim & Shim, 2002; Sproles & Kendall, 1986).

Recreational Shopping/Hedonistic Shopping Conscious

Recreational/hedonistic consciousness is defined as those consumers who gain pleasure from the shopping experience, which includes spending leisure time in stores and shopping just for fun (Bellenger & Korgaonkar, 1980; Sproles & Kendall, 1986). Bellenger and Korgaonkar (1980) found that around 70 percent of consumers enjoy shopping in their leisure time. After they examined the nature of retail recreational shopping, they also found that recreational shoppers were actively involved in information collection and participated in a greater amount of impulsive purchasing. Attractive window displays can be a key source of decision-relevant information for the recreational shoppers. Bloch, Sherrell, & Ridgeway (1986) suggest that consumers may seek out store windows primarily as a leisure activity for fun.

Price Conscious, Value-for-Money

Sproles and Kendall (1986) defined price consciousness as "an awareness of the best value, buying at sale prices or the lowest price choice" (p273). Although most consumers are affected by price when they purchase products, when a consumer consistently searches for sales, bargains, and lower-priced products, he or she is considered a price conscious shopper. Price significantly influences consumer choice and purchase decision (Bucklin, Gupta, & Siddarth, 1988). During the individual decision-making process, the price conscious shopper may consider the greatest value at the lowest price. Janiszewski and Lichtenstein (1999) found that if all product options were at the same benefit level, consumers would buy the lowest priced alternative. They concluded that price consciousness is an important factor of the decision-making process. Additionally, Kim and Jin (2006) found that price conscious shoppers shop more frequently than other types of shoppers.

Impulsive/Careless Consciousness

Impulsive/careless shopping is defined as making impulsive, unplanned and careless purchases (Sproles & Kendall, 1986). Bellenger, Robertson, and Hirschman (1978) found different degrees of consumers' impulse purchasing in different age groups. They found that nearly 40 percent of consumers are impulsive and around 30-60 percent of all department store shoppers are unplanned. They also found that age groups under 35 and over 65 years old show a larger percentage of impulse purchases. There are two different aspects of mpulsive shoppers: the positive and the negative psychological aspects (Watson & Tellege, 1985). Consumers with positive emotions feel like rewarding themselves when they purchase impulsively. According to Beatty and Ferrell (1998), the consumer's positive moods influence shopping enjoyment and purchasing decisions. Negative psychological aspects influence consumers' processing of persuasive messages, and persuasive messages usually produce negative moods when consumers are struggling with negative emotions (Bless & Forgas, 2000).

Confused by Overchoice Consciousness

Consumers may be confused and overwhelmed with too much product information and/or too many product choices (Sproles & Kendall, 1986). As there are many different brand name products in retail shops and online shopping sites, consumers have difficulty when purchasing specific products. Different sizes, prices, qualities, and colors also confuse consumers (Evans-Correia, 1992; Fletcher, 1987; Foxman, Muehling, & Berger, 1990). Variances in confusion with overchoice options exist across different groups.

Habitual, Brand-Loyal Consciousness

A consumer usually either consistently sticks with the same brand of product or the same store (Sproles & Kendall, 1986). Store attractiveness keeps many consumers coming back to the same store. How consumers view store image has long been considered an important part of consumer decision-making (Baker, Lavy & Grewal, 1992). The psychological attributions related to the environmental characteristics evoke an emotional response from the consumers, and create in them feelings of excitement, warmth, and arousal (Martineau, 1958).

II. OBJECTIVES AND HYPOTHESIS FORMULATION

Based on the review, following objectives and hypothesis were formulated. The objective of the study is to investigate the decision making styles of Indian shoppers and to study the variation in these styles across different demographic variables

- 1th Recreational & hedonistic is significant decision making styles of Indian shoppers
- 2th Brand & fashion is significant decision making styles of Indian shoppers
- 3th Perfectionism is significant decision making styles of Indian shoppers
- 4th Habitual & brand loyal is significant decision making styles of Indian shoppers
- 5th Confused by over-choice is significant decision making styles of Indian shoppers
- 6th Price Conscious is significant decision making styles of Indian shoppers
- 7th Novelty fashion conscious is significant decision making styles of Indian shoppers
- 8th Impulsive buying is significant decision making styles of Indian shoppers

III. RESEARCH METHODOLOGY

The research was aimed at studying the consumer behavior and their purchasing intention towards branded apparels in NCR. The research design which was followed is exploratory cum descriptive research design. The areas covered under the research were Delhi, Gurgaon, Faridabad Ghaziabad and Noida. The major considerations for choosing these areas were increasing working population and rise of Malls in Delhi, Gurgaon, Faridabad Ghaziabad and Noida and have variable strata of population (Stratified sampling) as basis of living standard. National capital region of India was divided into four zones i.e. North East West South and based on this division the above mentioned areas one has been taken.(Delhi, Gurgaon, Faridabad Ghaziabad and Noida). Different income groups of domestic consumers were chosen to get the information. For this study total samples of 800 consumers were selected on the basis of Purposive sampling i.e. 200-300 from each area.

IV. DATA ANALYSIS

The The data was collected by distributing 800 questionnaires was interpreted and analyzed using reliability test, consisting factor analysis, confirmatory factor analysis and structural equation modeling. The data was generated using SPSS 21.0 program. However, only 747 are usable as 94% of them are outliers and removed from the data.

One sample t-test is conducted to compare the means score of a sample to a population mean. A one sample T test was conducted

by using “How Often do you buy apparels?” as a variable. From the output table I of T test has the significance of T-test is found to be 0.000. This indicated that at 95% confidence level, T-test proves the model is highly significant. In other words the rating given by the respondents are significantly different from each other.

Confirmatory Factor Analysis (CFA) is a factual procedure used to confirm the component structure of an arrangement of watched factors. CFA permits the specialist to test the speculation that a relationship between watched factors and their fundamental dormant builds exists. The scientist utilizes information of the hypothesis, observational research, or both, hypothesizes the relationship design from the earlier and afterward tests the speculation factually. CFA permits the specialist to test the theory that a relationship between the watched factors and their hidden inactive construct(s) exists. The specialist utilizes information of the hypothesis, observational research, or both, proposes the relationship design from the earlier and afterward tests the theory factually. Conventional measurable techniques regularly use one factual test to decide the noteworthiness of the examination. Be that as it may, Structural Equation Modeling (SEM), CFA particularly, depends on a few measurable tests to decide the amplexness of model fit to the information. The chi-square test shows the measure of distinction amongst expected and watched covariance frameworks. A chi-square esteem near zero shows little contrast between the normal and watched covariance frameworks. What's more, the likelihood level must be more prominent than 0.05 when chi-square is near zero.

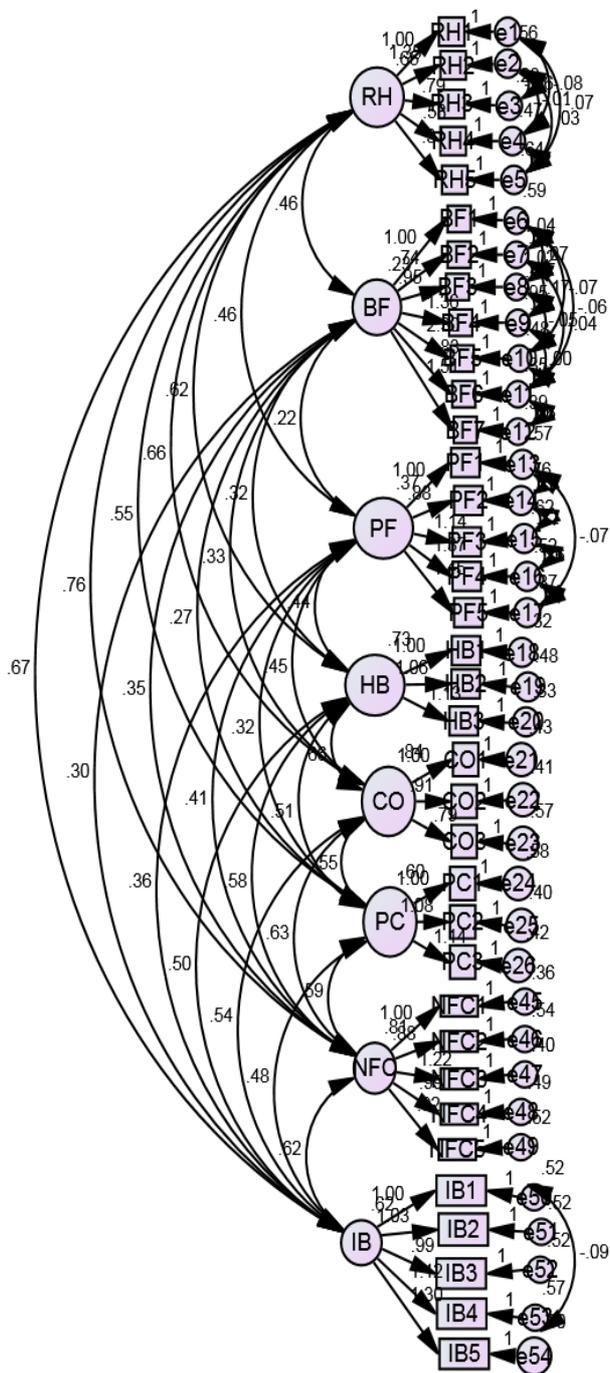
The Comparative Fit Index (CFI) is equivalent to the inconsistency work balanced for test measure. CFI ranges from 0 to 1 with a bigger esteem demonstrating better model fit. Worthy model fit is shown by a CFI estimation of 0.90 or more prominent (Hu and Bentler, 1999).

Root Mean Square Error of Approximation (RMSEA) is identified with remaining in the model. RMSEA values go from 0 to 1 with a littler RMSEA esteem showing better model fit. Satisfactory model fit is demonstrated by a RMSEA estimation of 0.06 or less (Hu and Bentler, 1999).

On the off chance that model fit is worthy, the parameter appraisals are inspected. The proportion of every parameter gauge to its standard mistake is disseminated as a z measurement and is critical at the 0.05 level if its esteem surpasses 1.96 and at the 0.01 level it its esteem surpasses 2.56 (Hoyle, 1995). Unstandardized parameter gauges hold scaling data of factors and must be deciphered with reference to the sizes of the factors. Institutionalized parameter appraisals are changes of unstandardized assessments that expel scaling and can be utilized for casual correlations of parameters all through the model. Institutionalized evaluations compare to impact measure gauges

Confirmatory Factor Analysis

RH	Recreational & hedonistic
BF	Brand & fashion
PF	Perfectionism
HB	Habitual & brand loyal
CO	Confused by over-choice
PC	Price conscious
NFC	Novelty Fashion Conscious
IB	Impulsive buying



Goodness of Fit

To estimate the goodness-of-fit of model, a number of measures of indices are used as suggested by **Hair et al. (1998), Iacobucci (2010), Schumacker (1992)**: Chi-square/degrees of freedom (χ^2/df) ratio, root mean-square error of approximation (RMSEA), Tuck Willis index (TLI), normed fit index (NFI), comparative fit index (CFI), incremental fit index (IFI).

Tests of Absolute Fit

The chi-square test of total model fit is label Discrepancy in this output. Its value is 994.419 with 259 degrees of freedom, returning a probability value of less than .000 that a chi-square value large or larger will be attained by chance if the null hypothesis that the model fits the data is correct.

The 259 degrees of freedom tells the level of over identification of the model. As the probability value of the chi-square test is less

than the 0.05 used by principle, we would not accept the null hypothesis that the model is fit.

Tests of Relative Fit

As the chi-square test of total model fit is responsive to sample size and not normal in the primary distribution of the key variables, researcher often go for various descriptive fit statistics to find the full fit a model to the data. In this structure, a model may not be accepted on an absolute basis; still a researcher can still say that a model outperforms few other baseline models by a considerable amount. In other words, the case researchers make in this context is that their taken model is considerably less wrong than a baseline model, specially the independence model. A model that is economically, and yet performs well in contrast to other models may be of considerable interest. For instance, Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI) checks the absolute fit of the said model to the absolute fit of the Independence model. The higher the discrepancy in the overall fit of the two models, the bigger the values of these descriptive statistics. A different block of the output shows stiff adjusted R^2 in multiple regression analysis: the parsimony fit statistics penalize large models with many estimated parameters and few leftover degrees of freedom.

The fit output contains a large array of model fit statistics. All are designed to test or describe overall model fit. Each researcher has his or her favourite collection of fit statistics to report. Commonly reported fit statistics are the chi-square (labeled *Discrepancy* in the output shown above), its degrees of freedom (*DF*), its probability value (*P*), the Tucker-Lewis Index (*TLI*), and the Root Mean Square Error of Approximation (*RMSEA*) and its lower and upper confidence interval boundaries. There is also a Standardized Root Mean Residual (*Standardized RMR*), but it is important to note that this fit index is only available for complete datasets (it will not be printed for databases containing incomplete data).

Various rules of thumb for each of these fit statistics exist. These rules of thumb change as statisticians publish new simulation studies that further document the behaviour of various measures of fit. The chi-square test is an *absolute* test of model fit: If the probability value (*P*) is above .05, the model is accepted.

The other measures of fit are descriptive. Hu and Bentler (1999) recommend RMSEA values below .08 and Tucker-Lewis Index values of .95 or higher. Since the RMSEA for this model is .065 and the Tucker-Lewis Index value is .921, the model fit well according to the descriptive measures of fit.

Summary Table-CFA

The Normed Fit Index (NFI)	0.917	The Normed Fit Index Exceeds 0.90 (Byrne, 1994) or 0.95 (Schumacker & Lomax, 2004)
Incremental fit index, IFI	0.934	IFI should be more than or equal to 0.90 to accept the model
the Tucker-Lewis Index (TLI)	0.921	Tucker-Lewis Index (TLI) must be nearer to one
The Comparative Fit Index	0.934	CFI exceeds 0.93 (Byrne, 1994)
The Goodness of Fit Index	0.919	The Goodness of Fit Index (GFI) exceeds .90 (Byrne, 1994)
RMSEA	0.065	the RMSEA (good models < .08)

V. FINDINGS OF THE STUDY

Perfectionist or quality consciousness is defined as an awareness of high quality products, and a desire to make the perfect choice when a consumer buys the products (Sproles & Kendall, 1986). This type of consumer has specific ideas about best products and the consistent look of these products in terms of their quality. Product quality affects consumer decision-making in an appropriate manner. Kim and Shim (2002) found that around 40 percent of shoppers classified themselves as sophisticated quality shoppers. Quality is an important factor when purchasing apparel products (Kim & Shim, 2002). The results indicated that quality consciousness is significant for consumer decision-making style. Sproles and Kendall (1986) define brand conscious as those with a need or desire to buy well-known brands, higher priced brands, and products. Many consumers are interested in purchasing brand name products such as BMW vehicles and Chanel dresses, since well-known brand names are often associated with an individual's status (Wanke, Bohner, & Jurkowitsch, 1997). Brand conscious shoppers believe that these types of international brands result in better quality. Brand influences have been found to be an important element in consumer purchasing processes (Cleaver, 1985; Sproles & Kendall, 1986). Brand familiarity positively influences shoppers' purchase intentions (Hafstrom, et al., 1992). Park and Stoel (2006) suggested that creating and promoting brand familiarity is a strategy to increase purchase intentions of the online apparel shopper. Consumers have different attitudes toward foreign and domestic brands (Elliott & Camoron, 1994). Chinese consumers also have different attitudes toward imported brands and domestic brands (Wang, Siu, & Hui, 2002). Wang et al. (2002) investigated the relationship between consumers' decision-making style and their choices of domestic and imported brand clothing in China. Their study revealed that consumers who preferred to buy imported brand clothing had a unique lifestyle and shopping orientation that differed from those who preferred domestic brand clothing. Recreational/hedonistic consciousness is defined as those consumers who gain pleasure from the shopping experience, which includes spending leisure time in stores and shopping just for fun (Bellenger & Korgaonkar, 1980; Sproles & Kendall, 1986). Bellenger and Korgaonkar (1980) found that around 70 percent of consumers enjoy shopping in their leisure time. After they examined the nature of retail recreational shopping, they also found that recreational shoppers were actively involved in information collection and participated in a greater amount of impulsive purchasing. Attractive window displays can be a key source of decision-relevant information for the recreational shoppers. Bloch, Sherrell, & Ridgeway (1986) suggest that consumers may seek out store windows primarily as a leisure activity for fun. Sproles and Kendall (1986) defined price consciousness as "an awareness of the best value, buying at sale prices or the lowest price choice" (p273). Although most consumers are affected by price when they purchase products, when a consumer consistently searches for sales, bargains, and lower-priced products, he or she is considered a price conscious shopper. Price significantly influences consumer choice and purchase decision (Bucklin, Gupta, & Siddarth, 1988). During the individual decision-making process, the price conscious shopper may consider the greatest value at the lowest price. Janiszewski and Lichtenstein (1999) found that if all product options were at the same benefit level, consumers would buy the lowest priced alternative. They concluded that price consciousness is an important factor of the decision-making process. Additionally, Kim and Jin (2006) found that price conscious shoppers shop more frequently than other types of shoppers. Consumers may be confused and overwhelmed with too much product information and/or too many product choices (Sproles & Kendall, 1986). As there are many different brand name products in retail shops and online

shopping sites, consumers have difficulty when purchasing specific products. Different sizes, prices, qualities, and colors also confuse consumers (Evans-Correia, 1992; Fletcher, 1987; Foxman, Muehling, & Berger, 1990). Variances in confusion with overchoice options exist across different groups. A consumer usually either consistently sticks with the same brand of product or the same store (Sproles & Kendall, 1986). Store attractiveness keeps many consumers coming back to the same store. How consumers view store image has long been considered an important part of consumer decision-making (Baker, Lavy & Grewal, 1992). The psychological attributions related to the environmental characteristics evoke an emotional response from the consumers, and create in them feelings of excitement, warmth, and arousal (Martineau, 1958). Novelty/Fashion consciousness is defined as an awareness of the newest, most modern, and exciting product, as well as the desire to buy trendy products (Sproles & Kendall, 1986). Researchers emphasize fashion as an important factor in consumer decision-making (Gutman & Mills, 1982; Kim & Shim, 2002; Sproles & Kendall, 1986). Novelty did not come out to be an important decision making style. Further, Impulsive/careless shopping is defined as making impulsive, unplanned and careless purchases (Sproles & Kendall, 1986). Bellenger, Robertson, and Hirschman (1978) found different degrees of consumers' impulse purchasing in different age groups. They found that nearly 40 percent of consumers are impulsive and around 30-60 percent of all department store shoppers are unplanned. They also found that age groups under 35 and over 65 years old show a larger percentage of impulse purchases. There are two different aspects of impulsive shoppers: the positive and the negative psychological aspects (Watson & Tellege, 1985). Consumers with positive emotions feel like rewarding themselves when they purchase impulsively. According to Beatty and Ferrell (1998), the consumer's positive moods influence shopping enjoyment and purchasing decisions. Negative psychological aspects influence consumers' processing of persuasive messages, and persuasive messages usually produce negative moods when consumers are struggling with negative emotions (Bless & Forgas, 2000). Even Impulsive buying style and Novelty fashion conscious was also prominent in Indian decision making styles. Similarly, Recreational & hedonistic Brand & fashion Perfectionism Habitual & brand loyal Confused by over-choice Price Conscious is significant decision making styles of Indian shoppers.

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