

Research on The Decision-making Style of Young Female Consumers Based On CSI

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Abstract. Young women, as the most potential consumer groups of women, are concerned more and more by the marketing scholars. On the basis of relative research in the domestic and foreign scholars, the author combined with Sproles & Kendall's work of CSI scale for young female consumer decision-making styles questionnaire in 1986, launched on the young female consumer decision-making styles, young female consumer decision-making styles mainly has six dimensions: fashionable, affordable, leisure and entertainment, loyalty, perfectionism and impulsiveness. This paper, for one hand, expands the consumer decision-making style research perspective, on the other hand, has important guiding value for the business target market segmentation and marketing strategy.

Introduction

With the arrival of the era of female consumption, female consumers have gradually become the main force in the market, especially in the consumption of clothing, cosmetics and luxury goods, womenundefineds consumption potential is huge. Therefore, to grasp the female consumption market is to seize a large part of the future high-end market, which is of great significance to the development of the future market of enterprises. The process of consumer decision-making is a very important part of consumer behavior. Previous researches on consumer decision-making have not involved the study of young womenundefineds consumption decision-making style. In this paper, young women consumers are chosen as the research objects, and their decision-making styles are studied, which will provide powerful decision-making guidance for the merchants who take young women as the target consumer groups.

Literature Review

Consumer Decision Style.

In the study of consumer behavior, Sproles and Kendall (1986 considered that consumer decision-making style (consumer decision-making styles) refers to "the psychological orientation characterized by the method by which consumers choose goods or services." At the same time, it has cognitive and emotional characteristics.

In 1986, Sproles & Kendall put forward the concept of consumer decision-making style on the basis of summing up previous studies, and compiled "Consumer decision style questionnaire". Through empirical research, it was found that consumer decision-making style has eight dimensions, that is, perfectionism. It means that consumers are very concerned about the quality and function of the goods and believe that the high quality is very important for the goods. Brand cognition means that consumers pay more attention to the popularity of commodity brands, and think that price is the indicator of quality, and the higher the price, the better the quality. Trendy fashion means that consumers like to consume the goods that lead the fashion trend, and enjoy the stimulation and happiness obtained from it, while paying close attention to the new fashion and new trend of consumption; Leisure and entertainment, refers to the consumer willing to spend a lot of time and energy on shopping, and never tired, think this is an important leisure and entertainment activities; Economic benefit refers to the consumers tend to pursue good quality and high value for money, will be in the different goods and brands of careful comparison, selection, and strive to buy the best value

for money goods; Impulse, is to point to the consumer shopping will not carry out a pre-spending plan, is entirely based on the mood of the purchase, do not care about the amount of spending; Confusion is that consumers feel that all stores are much the same, similar brands are very similar, so often can not make consumer decisions, often need to seek decision support from friends; Brand loyalty, which includes "store loyalty" and "brand loyalty", means that consumers tend to patronize their favorite stores and buy their favorite brands.

Current situation of Research on Consumer Decision-Making Style.

Based on the comparative study of different cultural backgrounds, this paper verifies whether different cultural backgrounds lead to different consumer decision-making styles by comparing the similarities and differences of consumer decision-making styles under different cultural backgrounds. Scholars at home and abroad have obtained that there are often differences in the decision-making styles of consumers in different cultural backgrounds, and different cultural backgrounds will lead to different consumer decision-making styles. The research based on population characteristics and consumer socialization mainly discusses the relationship between population characteristics and consumer decision-making style based on some demographic characteristics to verify whether population characteristics have a significant impact on consumer decision-making style. At the same time, the influence of socialization factors on consumer decision-making style is studied. Scholars at home and abroad have found that there is a significant correlation between demographic characteristics such as age, sex and consumer decision-making styles, as well as socialization factors, such as family, friends, media, education, etc. Also has the influence to the consumer decision-making style to a greater extent.

Measurement of Consumer Decision-Making Style.

In 1986, Sproles & Kendall put forward the concept of consumer decision style on the basis of summing up previous studies, and compiled the Consumer decision style questionnaire. The results show that consumer decision-making style has eight dimensions, which are perfectionism, brand cognition, fashion, leisure and entertainment, economy, impulse, confusion and brand loyalty. This research result is widely recognized by the academic circles. Since then, the measurement of consumer decision style has been carried out through the back translation of the Consumer decision style questionnaire and the adaptation of the questionnaire.

Research Design

Research Sample Selection.

This study selects young women who have mature consumption psychology and have certain economic income to independently control their own income. The National Bureau of Statistics defines the people aged 15-34 years as young people. Combined with the research goal of this paper, the author defines the age of the study object between 18-34 years old in the course of the research. That is to say, young women aged 18-34 years are chosen as the research object of this paper.

Description of Research Scale.

The decision-making style of young female consumers in this study refers to a kind of psychological characteristics of young female consumers when they are shopping and shopping, which reflects the consumption psychology and consumption habits of young female consumers. For the determination of the decision-making style of young female consumers, Sproles is chosen to follow the previous research results. In the process of using it, the localization research is carried out, and based on the particularity of young women as a consumer group, it is improved and revised to more accord with the actual situation of the research object and make the research more rigorous. In the design of the questionnaire, using the Likert five-level scale, from "totally disapproved, less approbable, general, relatively approbable, fully approved" were assigned to 1 to 5 points respectively. The lower the score is, the lower the degree of acceptance of the item is, whereas, the lower the score is, the lower the score is. The higher the score, the higher the recognition, and the subjects will be asked to choose according to their actual situation.

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Data Collection and Statistical Analysis

Questionnaire Recovery.

The author began to do a questionnaire survey in Xiundefindan area on April 15, 2011. All the questionnaires were distributed through the way of on-site distribution. As of June 15, 2011, 200 questionnaires were sent out, 192 were returned, and the recovery rate of the questionnaires was 96. After eliminating some invalid questionnaires, 187 valid questionnaires were obtained, which accounted for 97.4% of the questionnaires collected.

Purification of CSI Scale.

Although the CSI scale has been mature, and has been studied and translated locally, and the question sentence with similar meaning and unclear meaning is deleted during the process of translation, the scale is still obtained after translation of foreign literature. Therefore, it is necessary to purify and test the scale in order to form a more rigorous research scale. After purification, the reliability and validity of the scale will be improved. For the purification of the scale, the two statistical analysis methods, Cronbacha value and factor load standard, will be used in this study.

Cronbacha Check.

Table 1 shows the reliability of the CSI scale, which contains 26 items after backtranslation and localization studies. The reliability of Cronbachundefineds Alpha is 0.656, which is a relatively high reliability.

Tab 1 Reliability Statistics

Cronbach's Alpha	N of Items
.656	26

Corrected Item-Total Correlation value and Cronbachundefineds Alpha if Item Deleted value are obtained by Reliability analysis, in SPSS16.0 statistical analysis software. According to the relevant statistical analysis theory, any item whose Corrected Item-Total Correlation is less than 0.4 and whose Cronbacha value will increase after the deletion of the item should be eliminated. Deletes options that meet the deletion criteria.

Factor Load Standard Detection.

Through the analysis of SPSS16.0 statistical analysis software, the value of KMO and sig. are obtained. Value to verify that variables are suitable for factor analysis. The validation results are shown in Table 2, where the KMO value is 0. 752% sig. A value of 0.000, we can see that these variables are suitable for factor analysis.

Tab 2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	5068.242
	df	190.000
	Sig.	.000

Defining the Dimensions of Young Female Consumersundefined Decision Style

The factor load matrix after rotation is obtained by factor analysis in SPSS16.0 statistical analysis software. According to the suggestion of Nunnally (1978), items whose load after rotation is less than 0. 4 or whose load values on both factors are greater than 0. 4 at the same time should be

deleted. According to the above deletion criteria, the items that meet the deletion criteria are deleted, and finally a relatively stable consistency scale is obtained, as shown in Table 3.

Tab 3 Through factor analysis get the final scale

Item	Factor Load
Trendy Fashion	
16. I like fashionable clothes	0.945
17. Like fashion style	0.953
19. Will keep the wardrobe in line with the trend.	0.971
24. New products are on the market, usually the first to be purchased.	0.867
Leisure And Recreation	
4. I like to talk about buying clothes.	0.898
14. I like shopping for clothes.	0.850
18. Shopping for clothes can bring me a lot of happiness.	0.865
Economic Benefits.	
7. Calculate the price of clothes.	0.816
23. Look carefully for good value for money clothes.	0.813
25. buy discounted clothes as much as possible.	0.824
26. Other expenses will be kept in mind.	0.777
Loyalty	
3. Like clothing shop, will frequent patronage.	0.735
9. Often go to the same clothes shop to buy clothes.	0.814
11. Favorite brands are often purchased.	0.719
Perfectionism	
6. It is important to get high-quality clothes.	0.836
8. The higher the price, the better the quality.	0.567
10. High standards and expectations for the clothes you choose	0.728
Impulse	
13. Favorite clothes will be bought without thinking.	0.589

Table 3 shows that young womenundefineds consumer decision-making styles are mainly expressed in six dimensions: trendy fashion, leisure and entertainment, economic benefits, loyalty, perfectionism and impulse, and Sproles.Formal Channels Can Not Meet The Needs of Private Enterprises

Conclusion

Through statistical analysis and verification, it is found that the consumer decision-making styles of young women are mainly reflected in six dimensions: trendy fashion, leisure and entertainment, economic benefits, loyalty, perfectionism and impulse. Compared with the eight dimensions of consumer decision style proposed by Sproles&Kendall in 1986, the two dimensions are excluded from brand cognition and confused. The reason for eliminating the dimension of brand recognition may be that brand products are often expensive, while Chinese consumers are deeply influenced by the traditional culture of hard work and simplicity, and prefer to pursue economic benefits and good quality and cheap price; Eliminating the dimension of bewilderment, on the one hand, may be because the research object selected in this study is young women, and generally has higher academic qualifications, received a good education, has developed a vigorous style of conduct; On the other hand, it may be because the time pressure of young women in modern society is increasing, not allowing them to hesitate and pondering carefully, or because of the lack of diversity of the selected research objects in the course of the research.

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