



ELSEVIER

Contents lists available at ScienceDirect

Journal of Retailing and Consumer Services

journal homepage: www.elsevier.com/locate/jretconser

A confirmatory factor analysis of consumer styles inventory: Evidence from Greece



Theodore Tarnanidis^{a,*}, Nana Owusu-Frimpong^{b,2}, Sonny Nwankwo^{c,3}, Maktoba Omar^{d,4}

^a University of Macedonia, Thessaloniki, Greece

^b Ghana Institute of Management and Public Administration (GIMPA) Business School, Ghana

^c University of East London, United Kingdom

^d Napier University, United Kingdom

ARTICLE INFO

Article history:

Received 10 May 2012

Received in revised form

9 July 2014

Accepted 9 July 2014

Available online 19 August 2014

Keywords:

Consumer styles inventory

Buying decisions

Shopping orientation

Exploratory factor analysis

Clothing industry

Greece

ABSTRACT

This paper tests the veracity of consumer decision-making styles inventory by exploring its factor structure. The overarching aim is to evaluate the generalizability of the consumer styles inventory (CSI) based on the original construct by Sproles and Kendall (1986). Using data from Greek university student and non-student samples, the paper offers purified and highly correlated dimensions of CSI that measures shopping orientations more robustly than the original model. The purified CSI scale is reliable, internally valid and practically useful especially at a time when many consumer markets/sectors are facing severe competitive pressures, volatile economic climates and shakeout. The purified CSI is likely to provide a useful guide for market segmentation and targeting purposes. Empirically, the paper extends knowledge of how CSI might be evaluated in order to improve its diagnostic stability. In this way, the findings contribute refreshing insights into CSI as a guide to measure shopping orientations.

© 2014 Elsevier Ltd. All rights reserved.

* Correspondence to: University of Macedonia, Department of Business Administration, 156 Egnatia Street, 540 06 Thessaloniki, Greece. Tel.: +30 2313891567; fax: +30 2313891525.

E-mail addresses: tarnanidis@uom.edu.gr (T. Tarnanidis),

nowusu-frimpong@gimpa.edu.gh (N. Owusu-Frimpong),

s.nwankwo@uel.ac.uk (S. Nwankwo), m.omar@napier.ac.uk (M. Omar).

¹ Theodore Tarnanidis, Ph.D. is a Postdoc researcher in the Management Department at the University of Macedonia. His research focuses on Decision-Making Processes in Sustainable Innovations and Entrepreneurship, Conjoint Models and preference measurement techniques, modeling of purchases and consumer behavior. His work has been published in various internationally renowned scientific conferences and journals mostly from the fields of Business Administration. Email: tarnanidis@uom.edu.gr

² Nana Owusu-Frimpong, Ph.D. is Professor of Marketing and PhD Program Coordinator in the Marketing and Communications Department, London in Metropolitan Business School. He has published extensively in leading academic journals in the areas of financial/services marketing, consumer behavior, international marketing, foreign direct investment in emerging markets and customer relations management. Email: n.owusu-frimpong@londonmet.ac.uk

³ Sonny Nwankwo, Ph.D. is Professor of Marketing and Director of Research at the University of East London Business School, University of East London, UK. He has published extensively in leading academic journals in the areas of consumer behavior, international marketing, marketing strategy and services marketing. E-mail: s.nwankwo@uel.ac.uk

⁴ Maktoba Omar, Ph.D., is a Reader in Marketing in the Marketing and Tourism department, at Napier University, Edinburgh. E-mail: She has published extensively in the areas of branding, consumer behavior, international marketing, and marketing strategy. E-mail: m.omar@napier.ac.uk

1. Introduction

Consumers differ in the way they make their consumption choices (Lysonski et al., 1996; Coward and Goldsmith, 2007) and different shopping orientations directly affect buying preferences (Siu et al., 2001). Essentially, consumers are influenced by many factors (both personal and non-personal) when expressing their consumption preferences and these factors vary between different consumer segments and markets (McDonald, 1994; Kongsompong, 2006). Consequently, attempts to measure discriminating styles of consumers in shopping orientation have continued to attract vibrant contestations as diverse marketing environments are focused (Bauer et al., 2006; Leonard et al., 1999; Park et al., 2010).

The literature on consumer decision-making styles generally follow the seminal work of Sproles and Kendall (1986). The prevailing logic is that the CSI represent a stable cognitive inventory that is generalizable especially in developed countries where there are higher propensities for spending than in developing countries (Lysonski et al., 1996). However, previous researchers who applied the CSI scale to different populations mainly did so simply by testing its generalizability (Siu et al., 2001; Hafstrom et al., 1992; Lysonski et al., 1996). Many of the studies simplistically present CSI as a “relatively consistent pattern of cognitive and affective responses” (Mokhlis and Salleh, 2009; see also, Fan and Xiao, 1998; Walsh et al., 2001) without a deeper product-specific focus (Siu et al., 2001) or critically examining its validity and reliability (Bauer et al., 2006).

Table 1

Comparison of reliability coefficients for studies on decision-making styles.

Source: Adapted from Siu et al. (2001).

Year	1986	1992	1996	1996	1996	1996	2001	2001	2006		
Country	US	South Korea	New Zealand	Greece	US	India	China	Germany	UK		
Authors	Sproles and Kendall	Hafstrom, Chae, and Chung	Lysonski, Durvasula, and Zotos				Siu, Wang, Chang, and Hiu	Walsh, Mitchell, Hennig-Thurau	Bakewell and Mitchell		
Consumer Styles											
1. Perfectionist	.74(8) ¹	.77(7) ²	.80(7)	.65(7)	.72(7)	.61(7)	.73(8)	.71(4)	.75(7)	.47(3) ¹¹	.64(3) ^{11,17}
2. Brand-conscious	.75(7) ¹	.84(11) ²	.59(6)	.68(6)	.63(6)	.71(6)	.70(7)	.68(4)	.73(6)	.76(5)	.76(5)
3. Novelty-fashion conscious	.74(5)	–	.75(4)	.63(4)	.75(4)	.72(4)	.77(5)	.69(3)	.71(8)	.73(3) ^{4,16}	.79(3) ^{4,9}
4. Recreational shopping	.76(5)	.70(6) ^{2,3}	.82(5)	.61(5)	.85(5)	.45(5)	.76(4)	.73(3)	.65(4)	.56(3) ¹¹	.38(3) ^{10,11}
5. Price Value Conscious	.48(3)	.31(3)	–	–	–	–	.44(3)	.30(2)	–	.36(1) ¹⁵	.39(2) ¹⁶
6. Impulsive	.48(5)	.54(4) ⁴	.71(5)	.64(5)	.68(5)	.41(5)	.50(5)	.50(3)	–	.26(2) ¹⁴	.48(2) ¹⁷
7. Confused by over-choice	.55(4)	.54(5)	.66(4)	.55(4)	.69(4)	.64(4)	.59(4)	.54(3)	.75(4)	.64(4)	.71(4)
8. habitual, brand-loyal	.53(4)	.34(3) ⁴	.54(3)	.34(3)	.62(3)	.51(3)	.48(4)	.52(3)	–	.09(2) ¹⁵	.43(2) ^{6,9}
9. Store-loyal											68(3)
10. Time energy conserving		.35(3)							.70(5)		
11. Information utilization									.53(5)		
12. Time energy conserving										.66(4)	.41(3)
13. Confused time restricted										.32(2)	
14. Store loyal//lower price seeking										.36(2)	
15. Store-promiscuous										.35(2)	
16. Bargain seeking											.59(2)
17. Imperfectionism											.66(2)
No. of items	40	38	34	34	34	34	40	25	38	38	38
No. of factors	8	8	7	7	7	7	8	8	7	12	12
Total variance (%)	48	47	54.6	53.7	57.5	52.5	–	–	51.9	63	66
Eigenvalues	1.3	1.28–6.19	> 1	> 1	> 1	> 1	–	–	1.58–5.44	1.05–4.76	1.07–4.43
Sample	High school	Under-graduate	Under-graduate	Under-graduate	Under-graduate	Under-graduate	Under-graduate	Shopping public > 18	Shopping public > 18	Male undergraduate	Female undergraduate

Values in parenthesis represent the number of items in each factor.

The superscript numbers from 1 to 17 indicate Factorial Complexity (load on two factors).

Download English Version:

<https://daneshyari.com/en/article/1028896>

Download Persian Version:

<https://daneshyari.com/article/1028896>

[Daneshyari.com](https://daneshyari.com)