Decision-Making Style of Chinese Consumer on Clothing

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ABSTRACT

The purpose of this study was to investigate the style of decision making of Chinese consumer in Malaysia towards clothing. This research is based on the Sproles and Kendall’s (1986) Consumer Style Inventory (CSI). 200 Chinese consumers in Klang Valley were selected as sample. Six reliable factors of consumer decision-making styles on clothing were identified in this study, which are price/value of money, confused by over choice, habitual/brand-loyal, novelty/fashion consciousness, brand consciousness, and impulsive/careless. The findings in this study were useful in helping marketer to reallocate their marketing strategies and provide information to marketers about the consumer’s decision-making profile of Chinese consumers in particularly in Malaysia.

INTRODUCTION

There are 3 major races in Malaysia: Malay, Chinese, and Indian. The ratio of 3 races is about 4:2:2 and the total of the population composition of Chinese is around 26%. Even though Chinese in Malaysia is just a small population, but the consumption among Chinese is very high if compares to other ethnics. So, it is very important to understand the consumer behavior among Chinese in decision making. Kotler (2000) defined ‘Market segmentation’ as the process of dividing the market into distinct group of buyers with different needs, characteristics, or behavior who might require separate products or marketing mixes. This statement showed that it is very important for the marketers to meet customers’ needs and wants, and to improve their products and organize the effective promotion for different target segmentation. According to Sproles and Kendall (1986), a consumer decision-making style is “a mental orientation characterizing a consumer’s approach to making choices” and proposes that consumer adopt a shopping “personality” that analogous to the more general concept of human personality in psychology. Furthermore, consumer decision-making styles can be characterize in three approaches: consumer typology approach (Darden and Ashton, 1974), the psychographics/lifestyle approach (Lastovicka, 1982) and the characteristics approach (Sproles, 1985; Sproles and Kendall 1986). They also believe that by understanding the consumer’ general orientation on buying will identify their decision-making styles. Consumer has certain strategies and some rules guiding the decision while making preference (Sproles, 1983). Each decision-making style represents a mental orientation characterizing the consumer’s approach to make a choices. In this context, the Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986) has been used as a tool to identify the basic characteristics of decision-making styles, and successfully provides a potentially useful instrument to assist marketers in examining consumer decision-making styles (Walsh et al, 2001).

Research is needed to understand more about Chinese consumer since decision-making styles are important for marketers to develop strategies for a big consumer groups targeted. Previous research pointed on several external factors which has been found affect the Chinese consumers on decision-making, such as they will consider about the price, quality, brand, novelty-fashion, confused over choice by brand, impulse, brand loyal, and recreational. Between 1960’s and 1980’s, consumers made fashion a major consideration, often purchasing the latest items, the latest color and the trendiest look. Present studies by Yao Zeng (2008) suggest that the Chinese consumers tend to be recreational, price, and quality conscious when buying apparel products.

The significant of this study is to helps companies or manufacturer in developing their business, to understand the consumer behavior, customer needs and wants and to know the consumer expectation on a product. Understand in
consumers’ decision-making styles could help marketers to find better ways of communicating with their consumers and to guide marketing mix decisions (Mitchell and Walsh, 2004). In order to achieve the target, and stay longer in the competitive market, marketers must be able to understand more about their buying behavior and formulate thus implement the new marketing strategies. This study also guides the marketers to achieve the market demand, understand the factors which force consumers on buying behavior, and given the opportunities to marketers to make an innovative and quality on their product and to improve their product based Research and Development (R&D).

LITERATURE REVIEW

Consumer Styles Inventory (CSI) was developed by Sproles and Kendall (1986) is to examine and describe the consumer decision-making style. This model has been used by many researchers, from different countries for test and determines the different mental characteristics or decision-making styles of consumers. In the CSI, Sproles and Kendall have indentified of eight mental consumer’s decision-making styles or characteristic. There are (1) Price/value of money; (2) Perfectionism/High-Quality Consciousness; (3) Brand consciousness, “Price equals quality”; (4) Novelty/fashion consciousness; (5) Recreational shopping consciousness; (6) Impulsive/careless; (7) Confused by over choice; and (8) Habitual/brand-loyal.

First factor of consumer’s decision-making styles is price consciousness/value of money. Creyer and Ross (1997) suggest that when the consumers’ price consciousness increases, “demand for products that offer the highest benefit-to-cost ratio is likely to increase”. This means that consumers are likely to consider the most valuable product at the most acceptable or lower price than the retail quality, fashion conscious, and brand loyalty. In addition, they also examined the factors between price and quality, and found that most of the consumers are tend to select the lower price products, but with a higher value option, rather than select the higher price products, with a guaranteed best quality option. This is also supported by Bucklin et al. (1998). He stated that price consciousness is significantly influences consumer’s decision-making or choice and thus affects the purchase decision. He also found that, price conscious consumers are sensitive with the discount price and would switch to that brand and makes the consumers’ purchases early than usual require.

Quality is an important factor when purchasing apparel products (Kim and Shim, 2002). The results found that 40 percent of consumers are classified themselves as sophisticated quality shoppers and concluded perfectionist/high-quality conscious factor is significant for consumer decision-making style. Chinen et al. (2000), suggest that more American consumers are evaluating the quality of products than the other seven factors. This shown that the quality consciousness has become an important tool of measurement on purchase decision.

Brand has directly influences consumer’s purchase decision (Hafstrom, et al., 1992). Some of the consumers believe that price have equal with quality, so they would buy high price products as long as the quality is equally high and maximized toward their satisfaction. According to the Cleaver (1985); Sproles and Kendall (1986); Fitzsimons and Morwitz (1996), suggest that brand influences plays an important element in consumer purchasing processes. Sproles and Kendall (1986) have found the brand consciousness scores high in consumer decision-making, which at second place among other factors. In addition, the factor of brand conscious is rank number one in the list of the factors of consumer decision-making for the present study, which included the samples on Korean, the Chinese and the Indian and second for the United State sample. Furthermore, consumers have different attitudes toward foreign and domestic brands (Elliott and Camoron, 1994). Previous studies by Wang et al. (2002) also states that Chinese consumers have different viewpoint toward imported brands and domestic brand clothing in China. Their studies showed that consumers who preferred to purchase the imported brand clothing had a unique lifestyle and shopping more frequently than who preferred domestic brand clothing. However, brands are often perceived as a sign of quality, yet this does not indicate inherent quality (Stijn et al., 2000).

Fashion is one of the important factors in consumer decision-making (Gutman and Mills, 1982; Kim, 1988; King and Ring, 1980; Sproles, 1979; Sproles and Kendall, 1986). According to Kim (1988), fashion conscious consumers of the late of 20th century had strong fashion sense from the mass media and always considered before shopping. Fashion conscious consumers also tend to ignore about the quality, brand, and never compared the price.
Bellenger and Korgaonkar (1980) emphasize the nature of recreational shopping and they found that 70 percent of consumers enjoy shopping as an activity in their leisure time. They suggested that recreational consumers are actively in collection of information and participate in a greater amount of impulsive purchasing. According to Park (2005) impulse buying behavior is a sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices. Normally, consumer often felt regret after the purchases, because of their careless and unplanned shopping. Numerous studies have attempted to explain that there are two different types of impulsive shoppers. There are the positive and the negative psychological aspects (Watson and Tellege, 1985; Forney et al., 2005). On the other hand, negative emotion influence consumers’ processing of persuasive messages, and persuasive messages usually produce negative emotion when consumers are struggling with negative emotion (Bless and Forgas, 2000).

Previous studies have reported different sizes, prices, qualities, and colours also make consumers are confused (Evans-Correia, 1992; Fletcher, 1987; Foxman et al., 1990). Some of the company directors are target to position their new products next to well-known brands, to creating hesitation to the consumers that plan to purchase those brands (Foxman et al., 1990). Consumers that face the situation of confused by over choice sometimes need advice by other people or assist them to get the clear detail of information. However, this factor is relatively more common among the Malaysian and Indian samples compare to Korean, the Chinese or the U.S. samples (Safiek Mokhlis, 2009).

The image influences the consumer’s perceptions of goods and services purchased (Kunkel and Berry, 1968). How consumers view store image has long been considered as an important aspect of consumer decision-making (Baker, et al., 1992; Bell, 1999; Martineau, 1958). This is because of the consumers views and feeling toward the store might create a habit to shop at that shop repetitively or make them loyalty to that store. In another major study, Martineau (1958) points out that 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.

**METHODOLOGY**

This study focused on Chinese consumer on decision-making styles associated with clothing purchases. The questionnaire was used and 200 Chinese consumers were selected from the clothing department in Klang Valley. A non-probability sample was used. In order to achieve the accuracy of result, a fair numbers of 120 female consumers and 120 male consumers were selected using the Quota sample. The consumer decision-making characteristic were measured by the variables or factors in the original CSI (Sproles and Kendall, 1986) and a few items in CSI were modified to more clearly and relevant for this study.

Method on factor analysis was used. According to Vogt (1999), factor analysis is often used in survey research questions or statements. An evidence of research in Huck (2000), he suggests that factor analysis also provides a measure of construct validity. For this purpose, factor analysis in this study was used to confirm the Consumer decision-making style and applied to convert the data into more manageable factors about consumer decision-making styles relating to clothing product. In factor analysis, varimax rotation and Kaiser-Meyer-Olkin (KMO) were used to summarize the items and to measure the sampling adequacy. KMO was extremely useful and assessed while the factor analysis was run. Generally, KMO varies from 0 to 1.0, but according to Hair et al (2006), the acceptable values of KMO statistics should higher or at least equal to 0.5 for a satisfactory factor analysis to proceed. At the same time, the use of varimax rotation was to achieve loadings of ones and zeros in the columns of the component matrix. Furthermore, to assess the internal consistency of each factor group, reliability test and Cronbach’s alpha were used in this study. According to Sproles and Kendall (1986), the acceptable Cronbach’s alpha coefficient was 0.4 or above.

**RESULTS ANALYSIS**

**Analysis of Consumer’s Decision-Making Styles**

A summary of consumer’s decision-making styles on clothing was analyze and shown in Table 1. Based on the percentage of five ratings from “strongly agree” to strongly disagree”, the questions were ranked according to the mean.
The highest rank is arranged by the highest mean, and then slowly follows by the lower of mean. To summarize the table below, the top ten rank in mean of consumer’s decision-making styles are consumers were likely to focus the good value for the money (3.84), prefer to purchase cheaper but good quality product (3.82), possibly will purchase the sale price products (3.63), prefer to buy fashionable and attractive styling products (3.62), plan carefully on the shopping expenditure (3.57), believe that branded product can prolong its usage life time (3.56), believe that the higher product’s price, the quality will be better (3.54), usually look for the lower price products (3.49), check carefully every detail of product condition when purchase it (3.42), and finally spend much time deciding on the products and brands (3.40).

### Dimension of Consumer’s Decision-Making Styles

Table 2 showed the summary of factor analysis results. The total percentage of variance explained by the six factors that extracted from the principal components analysis was 58.231% and all Eigen value were greater than 1.0. The six factors are price/value of money, confused by over choice, habitual/brand-loyal, novelty/fashion consciousness, brand consciousness, and impulsive/careless. Inside the six factors, there are 20 sub-variables. According to Hair et al. (2006), Eigen values that greater than 1.0 and a total variance that greater than 60% were considered significant and satisfactory. In this study, the result of all six factors of Eigen value has showed the significant rates which are 4.397 in factor one of price/value of money, 2.596 in factor two of confused by over choice, 1.959 in factor three of habitual/brand-loyal, 1.783 in factor four of novelty/fashion consciousness, 1.370 in factor five of brand consciousness, and 1.288 in factor six of impulsive/careless.

KMO test showed 0.728, which falls into middling range of degree of common variance. Moreover, the Cronbach’s coefficient alpha are 0.779 in factor one, 0.743 in factor two, 0.690 in factor three, 0.670 in factor four, 0.545 in factor five, and 0.635 in factor six. The highest total variance among six factors or 23 sub-variables loading is 19.117%, which is factor of price/value of money. Inside this factor, there are five sub-variables loading. The higher sub-variable loading is a consumer will only shop when sales or promotion season (0.786), this followed by consumers usually look for the lower price products (0.751), possibly will purchase the sale price products (0.734), prefer to purchase cheaper but good quality product (0.672), and focus the good value for the money (0.507). The result showed that consumers are high concern on the prices on clothing and very cautious or control on the money they spend. Besides that, consumers were always alert with the promotional place and aims to get lower prices of clothes but the best value for their money.

The factor of confused by over choice contains 11.289% of total variance. Inside this factor, the sub-variables loading of consumer feeling confuse after received all the information from different product (0.781) was the higher among other 3 factor loading which are consumer feel hard to choose which stores to shop (0.775), always confused when it comes to select different type of brands (0.764), and always depend on people opinion during shopping time (0.552). The result has explained that the consumer get confused easily by the information overload. This is due to when choices and information of clothing brands are too many, consumer unable to make decision on which brand to purchase, and which stores to visit. For example, Cheras Leisure Mall consists over 10 boutique stores such as F block Boutique, Esprit boutique, Poney boutique, Voir Boutique, Diesel boutique, Duet boutique, Giodana boutique many more. Thus, they will always seek for opinion from other people and purchase clothes followed by people opinion.

The third factor is habitual/brand-loyal which consists of 8.517% of total variance and there are four factors loading under habitual/brand-loyal. Consumers will prefer to shop at the same stores with higher factor loading (0.718), this is followed by consumers would not shift to other brands after they found their favorable product (0.715), they will loyal on their favorite brands and buy over and over again (0.688), and they will ignore other new-release product except their favorite brand (0.580). The above result showed that consumers were loyal to their favorite brand of clothing, and once they are found their favorite brand, they will only focus and shop at the same store without looking at others new release brands of clothes.

The fourth factor is novelty/fashion consciousness with 7.75% of total variance. It consist four factors loading also and the highest factor loading was consumer preferred to buy fashionable and attractive styling products (0.824). After that, factor loading of (0.792) by consumer always keep up to date with the fashion trends, consumer won’t wear the apparel that out of date (0.556), and purchase fashionable apparel even though the price is high (0.529). The result
showed that consumers are very sensitive with the modern fashion trend, and always purchase the stylish clothing and always wish to try the new and trendy clothes before everyone. The consumer also won’t wear the apparel that out of date and never care for the price when purchasing a new fashion clothes.

Brand consciousness was recognized as the fifth factor with 5.957%, and three sub-variables were under this factor. The variable of consumer believe that branded product can prolong its usage life time has the highest factor loading (0.732), followed by consumer believe that the higher product’s price, the quality will be better (0.640), and they will choose the branded products (0.511). The result explained consumers are more concern on the well-known brands or the best selling brands of clothes, without care about the price of the money. Addition, they also believed that wearing branded clothes can upgrade their image and represent high social class than other people.

The sixth factor is impulsive with 5.601% and three sub-variables loading. Factor loading of consumer will plan carefully on the shopping expenditure was the higher (0.821), followed by consumer will spend much time deciding on the products and brands (0.719), and they will check carefully every detail of product condition when purchase it (0.617). Based on the result above, consumers would tend to be impulsive, but they still have a clear budget of expenditure on clothing, willing to spend time or compare different brands of clothing before purchasing, and check every detail of the cloth carefully such as the cutting or any broken at the cloth, and whether it is fix to their body size.

**SUMMARY AND CONCLUSION**

Six reliable factors of consumer decision-making styles on clothing were identified in this study, which are price/value of money, confused by over choice, habitual/brand-loyal, novelty/fashion consciousness, brand consciousness, and careless. The findings in this study were useful in helping marketer to reallocate their marketing strategies and provide information to marketers about the consumer’s decision-making profile of Chinese consumers in Malaysia. Moreover, the results also have implications for advertising, consumer behavior, and future judgment towards decision-making research.

One of the key findings in this study is the confirmation of majority of the Chinese consumers in Klang Valley were high concerns in price/value of money. Most of the respondents were categorized in this factor and the highest correlated to respondents among six factors. To gain more profit, marketer must improve their marketing strategies by organize more events and sales programs to attract this type of consumer, such as Giant hypermarket which having the everyday low price programs.

Due to vary of information and information overload, consumers will fall in factor of confuse by over choice when they make decision on purchase clothing. To reduce the information overloaded by consumers, marketer can guide consumers by briefly make the analysis of comparison in price, quality and other detail and posted at internet or printed at the price tag, so that consumers will aware of the differences and thus less confused to varies information. Next, the result has showed that consumers were habitual and high brand-loyal toward their favorite brand on clothing. To maintain customer’s loyalty of brand, marketer can use the strategy of offers the joining membership, lucky draw, and offers free gift product. For the membership strategy, marketer can hardly push the benefit of joining the member under their company, so that consumers will loyal keep return to their store and helps promote for their brand and also product. Besides that, free gift strategy also extremely useful to built customer’s loyalty such as promote the edition set series of attractive free gift.

Marketer can attract consumer’s attention that concerned on fashion by placing more advertisements in internet, television, and fashion magazines. The consumers that fall into factor of brand consciousness, marketer can improve their environment of store to more grand and elegant to makes their customers feel that they are different to others and only high status class of customers only able to shopping at their store. Lastly, for the consumers that consist of factor impulsive and careless, marketer can eliminate the customer’s concerns that the purchase would be unwise, by promoting and influence consumer’s mind to the purchase of the product is worthy and valuable. For example, marketer can promote their products which have the specialty on the design where designed by the famous designer and no other shops can compare with it. Thus consumers would not feel regret after they purchased the product. In conclusion, after the overall observation of consumer’s decision making styles on clothing, marketer should continuous put efforts in developing the new strategies and innovative idea to attract and satisfy different types of consumer behaviour.
APPENDICES

Table 1: Summary of Consumer’s Decision-Making Styles on Clothing (%)

<table>
<thead>
<tr>
<th>Consumer’s Decision</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will like to focus the good value for the money.</td>
<td>0.0</td>
<td>6.5</td>
<td>25.5</td>
<td>45.5</td>
<td>22.5</td>
<td>3.84</td>
<td>1</td>
</tr>
<tr>
<td>I prefer to purchase cheaper but good quality product.</td>
<td>3.0</td>
<td>8.5</td>
<td>21.5</td>
<td>37.5</td>
<td>29.5</td>
<td>3.82</td>
<td>2</td>
</tr>
<tr>
<td>I possibly will purchase the sale price products.</td>
<td>0.0</td>
<td>10.5</td>
<td>33.5</td>
<td>39.0</td>
<td>17.0</td>
<td>3.63</td>
<td>3</td>
</tr>
<tr>
<td>I will prefer to buy fashionable and attractive styling products.</td>
<td>1.0</td>
<td>10.5</td>
<td>30.5</td>
<td>41.5</td>
<td>16.5</td>
<td>3.62</td>
<td>4</td>
</tr>
<tr>
<td>I will plan carefully on the shopping expenditure.</td>
<td>1.0</td>
<td>8.5</td>
<td>35.5</td>
<td>42.5</td>
<td>12.5</td>
<td>3.57</td>
<td>5</td>
</tr>
<tr>
<td>I believe that branded product can prolong its usage life time.</td>
<td>2.0</td>
<td>12.5</td>
<td>28.5</td>
<td>41.0</td>
<td>16.0</td>
<td>3.56</td>
<td>6</td>
</tr>
<tr>
<td>I believe that the higher product’s price, the quality will be better.</td>
<td>1.0</td>
<td>11.5</td>
<td>35.0</td>
<td>37.0</td>
<td>15.5</td>
<td>3.54</td>
<td>7</td>
</tr>
<tr>
<td>I usually look for the lower price products.</td>
<td>3.0</td>
<td>14.0</td>
<td>32.5</td>
<td>32.0</td>
<td>18.5</td>
<td>3.49</td>
<td>8</td>
</tr>
<tr>
<td>I will check carefully every detail of product condition when purchase it.</td>
<td>2.5</td>
<td>18.0</td>
<td>29.0</td>
<td>36.0</td>
<td>14.5</td>
<td>3.42</td>
<td>9</td>
</tr>
<tr>
<td>I will spend much time deciding on the products and brands.</td>
<td>1.5</td>
<td>16.0</td>
<td>35.5</td>
<td>34.5</td>
<td>12.5</td>
<td>3.40</td>
<td>10</td>
</tr>
<tr>
<td>I always depend on people opinion during shopping time.</td>
<td>2.0</td>
<td>13.0</td>
<td>42.0</td>
<td>32.0</td>
<td>11.0</td>
<td>3.37</td>
<td>11</td>
</tr>
<tr>
<td>I will choose the branded products.</td>
<td>2.0</td>
<td>17.0</td>
<td>37.5</td>
<td>32.0</td>
<td>11.5</td>
<td>3.34</td>
<td>12</td>
</tr>
<tr>
<td>I will feel confuse after all the information I get on different product.</td>
<td>1.0</td>
<td>19.5</td>
<td>36.5</td>
<td>30.5</td>
<td>12.5</td>
<td>3.34</td>
<td>13</td>
</tr>
<tr>
<td>I will only shop when sales or promotion season.</td>
<td>4.5</td>
<td>16.0</td>
<td>33.5</td>
<td>34.0</td>
<td>12.0</td>
<td>3.33</td>
<td>14</td>
</tr>
<tr>
<td>I always keep up to date with the fashion trends.</td>
<td>2.0</td>
<td>17.0</td>
<td>35.0</td>
<td>37.5</td>
<td>8.5</td>
<td>3.33</td>
<td>15</td>
</tr>
<tr>
<td>I will loyal on my favorite brands and buy over and over.</td>
<td>2.5</td>
<td>17.5</td>
<td>37.0</td>
<td>35.0</td>
<td>8.0</td>
<td>3.28</td>
<td>16</td>
</tr>
<tr>
<td>I feel hard to choose which stores to shop.</td>
<td>0.5</td>
<td>20.0</td>
<td>38.0</td>
<td>36.0</td>
<td>5.5</td>
<td>3.26</td>
<td>17</td>
</tr>
<tr>
<td>I will not shift to other brands after I found my favourite product.</td>
<td>3.5</td>
<td>18.5</td>
<td>36.5</td>
<td>34.0</td>
<td>7.5</td>
<td>3.24</td>
<td>18</td>
</tr>
<tr>
<td>I will prefer to shop at the same stores.</td>
<td>1.5</td>
<td>18.5</td>
<td>44.0</td>
<td>29.5</td>
<td>6.5</td>
<td>3.21</td>
<td>19</td>
</tr>
<tr>
<td>I always confused when it comes to select different type of brands.</td>
<td>2.0</td>
<td>20.0</td>
<td>42.0</td>
<td>30.0</td>
<td>6.0</td>
<td>3.18</td>
<td>20</td>
</tr>
<tr>
<td>I will purchase fashionable apparel even though the price is high.</td>
<td>7.0</td>
<td>15.0</td>
<td>39.0</td>
<td>32.0</td>
<td>7.0</td>
<td>3.17</td>
<td>21</td>
</tr>
<tr>
<td>I won't wear the apparel that out of date.</td>
<td>6.5</td>
<td>19.5</td>
<td>41.5</td>
<td>27.5</td>
<td>5.0</td>
<td>3.05</td>
<td>22</td>
</tr>
<tr>
<td>I will ignore other new-release product except my favourite brand.</td>
<td>5.0</td>
<td>27.0</td>
<td>33.0</td>
<td>28.5</td>
<td>6.5</td>
<td>3.05</td>
<td>23</td>
</tr>
</tbody>
</table>

Table 2: Summary of Factor Analysis Results

<table>
<thead>
<tr>
<th>Dimension (Factors) (sub-Variables)</th>
<th>Sub-Variables Loading</th>
<th>Percentage of Variance Explained (Eigenvalue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Price/value of money</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will only shop when sales or promotion season.</td>
<td>.786</td>
<td></td>
</tr>
<tr>
<td>I usually look for the lower price products.</td>
<td>.751</td>
<td>19.117</td>
</tr>
<tr>
<td>I possibly will purchase the sale price products.</td>
<td>.734</td>
<td>(4.397)</td>
</tr>
<tr>
<td>I prefer to purchase cheaper but good quality product.</td>
<td>.672</td>
<td>α = 0.779</td>
</tr>
<tr>
<td>I will like to focus the good value for the money.</td>
<td>.507</td>
<td></td>
</tr>
<tr>
<td>2. <strong>Confused by overchoice</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will feel confuse after all the information I get on different product.</td>
<td>.781</td>
<td></td>
</tr>
</tbody>
</table>
I feel hard to choose which stores to shop. .775 11.289
I always confused when it comes to select different type of brands. .764 (2.596)
I always depend on people opinion during shopping time. .552 α = 0.743

3. Habitual/brand-loyal
I will prefer to shop at the same stores. .718
I will not shift to other brands after I found my favorable product. .715 8.517
I will loyal on my favorite brands and buy over and over. .688 (1.959)
I will ignore other new-release product except my favorite brand. .580 α = 0.690

4. Novelty/fashion consciousness
I will prefer to buy fashionable and attractive styling products. .824
I always keep up to date with the fashion trends. .792 7.750
I won't wear the apparel that out of date. .556 (1.783)
I will purchase fashionable apparel even though the price is high. .529 α = 0.670

5. Brand consciousness
I believe that branded product can prolong its usage life time. .732 5.957
I believe that the higher product’s price, the quality will be better. .640 (1.370)
I will choose the branded products. .511 α = 0.545

6. Impulsive/careless
I will plan carefully on the shopping expenditure. .821 5.601
I will spend much time deciding on the products and brands. .719 (1.288)
I will check carefully every detail of product condition when purchase it. .617 α = 0.635

Total Percentage of Variance 58.231
Note: α is a value of the internal reliability of each factor.

REFERENCES


