

Consumption Style among Young Adults toward Their Shopping Behavior: An Empirical Study in Pakistan

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Abstract

The purpose of this study was to substantiate the consumption styles of adolescents as customer. The study was executed in Karachi, Pakistan by applying consumption style inventory (CSI) scale. The data covered of 1,048 respondents who are young and educated mostly students, which belong to the different universities in Karachi. The data was collected through structured and self administered questionnaire. To test objective Independent sample t test was used. The results show that young females are more shopping influenced, fashion conscious, recreational, and confused over-choice as compare to males whereas males are more reliance on media, perfectionist, brand conscious, and impulsive as compare to females for their consumption style toward shopping behavior. The research provides understanding about adolescents' decision making style of consumers in Karachi which would enable organizations to make more appropriate strategies to cater youth consumers market.

Keywords: Consumption style, Gender, Independent sample t-test, Young adults, Shopping behavior

1. Introduction

The market of young adults is the large and rising; youth as consumers represent a significant part in it. Since every single person in the society is considered to be a consumer, it is important to obtain information and develop awareness about the consumers' buying behavior (Schiffman, Bendall, Cowley, O'cass, Watson, & Kanuk, 2001; Kotler & Keller, 2006). The consumer behavior science holds consumers use specific characteristics while buying called consumption styles. Studying consumers' consumption styles is now essential in the consumer behavior literature and researchers use these studies to understand consumers' buying behavior. And so do marketers and advertising agencies to segment markets (Dittmar, Beattie, & Friese, 1996); Walsh, Mitchell, & Hennig - Thurau, 2001).

This research conducted to substantiate the styles of consumption of adolescents' as customers. C.S.I. (consumer style inventory) scale was used and established by (Sproles & Kendall, 1986). They developed a model of consumption styles which are as perfectionism consciousness (considering the quality), brand consciousness (paying attention to the brand), fashion consciousness (choosing the trendy and new things to buy), recreational consciousness (buying for the fun of it), impulsiveness and carelessness (buying regardless of any thought before) confused by over choice (consumer does Not know what to buy due to lots of choices). Six variables of CSI scale were used in this study

The research was executed in city Karachi in Pakistan as it is the provincial capital of Sind, and also the biggest cosmopolitan city of Pakistan. It was also assessed through the adolescents' gender their reliance for shopping decision on media and attitude towards the shopping influence. Only one (single) class of the products was the focused of the study which is the 'apparel products'. It was considered that the adults in young age lead relatively high as 'decision makers' and expression for that specific class i.e. apparel product due the style and fashion etc. The age range from 18 years to 24 years was taken as young adults for the study.

1.1 Objective of the Study

Understanding consumers' consumption style is very important for organization and marketing team. The general objective is to measure the consumption style of adolescents in the course of their 'demographic' (Gender) by using six variables (perfectionist, fashion, and brand conscious consumers, recreational, impulsive and confused consumer). It also further evaluated young consumers' attitude towards behavioral characteristics i.e. shopping influence and reliance on media. The consumption style was to be measured with six variables by using CSI scale.

2. Literature Review

2.1 The Adolescents Market

There were numerous reasons young adults are under consideration for researches throughout world especially about their consumption style (Grant & Waite, 2003). The intermediary phase, young adults try to reinforce their own personal behavior. As they grow in their behavior approaches and values, they form samples about consumption (Holbrook & Schindler, 1989; Fannin, 1984). Adolescents are under strong manipulating from their families, friends and colleagues especially on their consumption pattern. The culture and society are also very strong factor which influence the consumption pattern of young adults (Leslie, Sparling, & Owen, 2001). It varies from culture-to-culture. There were several studies which prove this hypothesis. So the family, friends, culture, society and their own-personality and psychological characteristics influence their consumption style.

Youth are in digital world, the organizations are focusing this age group. In Pakistan more than 50 percent population is under this age category. The emerging market of Pakistan and this increasing age group motivate organizations to know about their consumption pattern, behavior about apparel products specially. Research indicate that parents who were wealthier they allowed their parents to spend amount independently (Kjeldgaard & Askegaard, 2005). This behavior is shaped and aware the young adults about their consumption behavior. Further education enhances the awareness level of young adults (John, 1999). The youth of developing countries are under influenced of western media (Ward, 1973). This factor also influenced the young adults in Pakistan especially in Karachi to emulate their consumption behavior. Research also indentify that the consumption behavior of parents have significant impact on their children consumption behavior.

2.2 Consumption styles

In most of theories consumption style also known as decision making style which reflect the behavior of consumer. There are several factors that determine the consumer choice behavior. The research indicates that these factors are helpful to determine the segment (Walsh et. al, 2001).

The consumption styles among young adults have been studied in several countries like United States of America, South Korea, New Zealand, Germany, china, Greece and India by researchers like (Sproles & Kendall, 1986; Hafstorm, Chae, & Chung, 1992; Durvasula, Lysonski, & Andrews, 1993; Walsh, et al. 2001; Fan & Xiao, 1998; Tai, 2005; Lysonski, Dursavula, & Zotos, 1996) respectively.

Researches show that consumption style is a cognitive, psychological, and heavily depend on their personality characteristics. It also varies between male and female (Sproles & Kendall, 1986). These styles are shopping strategies and principles that guide the consumer's choices. Like and compared to the psychological which introduced the consumption style of the consumer's basic personalities (Ling & Stanton, 2002). Most choices available to a consumer are under influence of one or more special decision making style and finally influence the consumer's decision making (Sepe & Stanton, 2002).

The early researches are dealt with adults and about their consumption behavior and less focused to young adults. But as the increasing population of this aged group inclined researchers to conduct the examination about their consumption style. Policy makers, academicians and multinational organization targeting youth and very keen to learn about their consumption pattern (Ward 1973).

- (1) Perfectionist conscious consumer. The consumers who fall under this category are highly focused on quality and search for best among alternative products. They are more perfectionists and this notion has been tested on Korean and US Students (Sproles & Kendall, 1986).
- (2) Brand conscious consumer. Brand consciousness is a tendency to buy expensive and famous brands. Believing higher price reflects higher quality, they prefer to buy the most advertised high-sale products for U.S. students by (Sproles & Kendall, 1986).
- (3) Fashion conscious consumer. Novelty and fashion consciousness tend to find newly produced trendy sensations. They like the up to date style and enjoy shopping for new things (Sproles & Kendall, 1986); (Bao, Zhou, K.Z. & Su, 2003).
- (4) Recreational shopping consciousness. Recreational and hedonistic are introduced by Sproles and Kendall (1986) who enjoys choosing products and relate it to fun activity (Sproles & Kendall, 1986); Mitchell & Bates, 1998; Bakewell & Mitchell, 2006; Bao et al. 2003).
- (5) Impulsive or careless consumer. Impulsive and the careless consumers have no plans for their shopping and do not care as is necessary (Sproles & Kendall, 1986; Hafstorm et al. 1992). In Germany it was demonstrated that females are more impulsive in clothes shopping than male by (Mitchell & Walsh, 2004).
- (6) Confused by over choice consumer. Consumers who are confused by over choice are poor decision maker among alternatives. They become easily confused during choice (Sproles & Kendall, 1986; Bakewell & Mitchell, 2006; Hafstorm et al. 1992).
- (7) Behavioral Characteristics. Shopping Influence variable discussed as young friends interact while shopping and has influenced over each other. This variable was also discussed as interaction between young consumers and their parents while shopping. Regarding relies on media; in line with previous research, by asking from respondents about their time which they surf for watching TV programs related to specific category. The media shall be included International and local newspapers, sports magazines, fashion magazine, movies, variety shows, and multiple TV channels (Moschis & Churchill, 1979).

2.3 Gender differences in consumption style

There are different products for male and females. But the factors which determine decision making behavior are relatively similar. This study focuses that whether these factors varies between male and female. And further analyze whether consumption style differs against male and female (Sproles & Kendall, 1986).

Jekielek and Brown (2005) showed that women are more fashion oriented than men. And also based on women are more hedonistic than men. With regard to impulsive, some research conducted in western societies like that of in Germany demonstrate that women are more impulsive in clothes shopping than men by (Kwan, Yeung, & Au, 2004).

Young people are influenced the purchases and decision-making from others. There are several factors like family, friends, culture, and society (Tai, 2005). Family and friends are two major social factors which impact on decision making style of young adults (Grant & Waite, 2003). Earlier sociologists delineate that young learn basic rational ways from parents. Research shows general consumer goals included teaching their kids about relationship of what they pay for goods and services and in exchange what quality they receive (Riesman & Roseborough, 1955). These findings suggest that parents may encourage their youngsters to use price as a criterion in evaluating products (Wackman, 1973).

Parents have great role in the behavior of children's. They shape the attitude of young generations (Moschis, 1978). Peers are also has influence over young friends (Campbell, 1969). As young people more interact on social media so they are well aware about the advertisements and shape their choice over brands.

3. Hypotheses

Considering the research questions of the study following hypothesis were developed:

H1 (a-b): Female consumers' attitudes toward shopping are more (a) socially influenced and (b) rely on media as compared to male consumers.

H2 (a-f): Female consumers are more (a) perfectionists, (b) fashion conscious (c) brand conscious, (d) recreational, (e) impulsive and (f) confused over choice as compared to male consumers

4. Research Method

A survey was conducted to measure the consumption style among young adults. A sample size of 1048 respondents was selected studying different universities. Out of 1048 respondents 544 were male and 504 were female which shows 52% and 48% respectively. The students various universities in Karachi were a target population. The questionnaires were provided and filled in questionnaires were collected from the respondents' and data was entered in computer software (SPSS) for quantitative analysis. In order to find out the consumption style among young adults the un-restricted non-probability sampling technique was used (Table 1).

4.1 Model selection

Insert Figure 1 here

The research model figure 1 shows consumer's decision-making styles. CSI, developed by Sproles and Kendall (1986) consists of eight major consumers characteristics. This study was conducted to determine the styles of consumption of adolescents' as customers. C.S.I. 'scale' was used and established by (Sproles & Kendall, 1986); they developed a model of decision making styles which were perfectionism consciousness (considering the quality), brand consciousness (paying attention to the brand), fashion consciousness (choosing the trendy and new things to buy), recreational consciousness (buying for the fun of it), impulsiveness and carelessness (buying regardless of any thought before) confused by over choice (consumer does Not know what to buy due to lots of choices).

5. The Results of Hypotheses Testing

Insert Table 2 here

Insert Table 3 here

In order to test the hypotheses the Independent sample t test applied that means are equal against groups. The result of table 3 shows that the means of all variables are different against male and female which indicated that there was a significant difference between male and female consumption style towards shopping behavior. Table 2 shows the means of female are higher than male in some variables such as shopping influence, fashion conscious, recreational, and confused over-choice.

This implies that female are more shopping influenced, fashion conscious, recreational, and confused over-choice as compare to male whereas male are more reliance on media, perfectionist, brand conscious, and impulsive as compare to females for their consumption style toward shopping behavior. Thus, H1 (a) and H2 (b, d, f) are accepted and the rest H1 (b) and H2 (a, c, e) are rejected in this empirical study.

6. Summary and Concluding Remarks

Pakistan is a place worth studying on this topic. Also, it was stressed that there was no research conducting on Pakistani young consumers' consumption style. The finding of the study is the young adults market within Pakistan, a large and emerging. In this study young adults gender and consumption styles as consumers was analyzed substantially. It shows that young adults are very conscious and well aware about fashion, brand and the consumption of apparel products and that they take decision themselves which are based on their environments.

The results in this study, female are more socially influenced, fashion, recreational and confused over-choice as compared to male. Browne and Kaldenberg, (1997) showed that females are more fashion oriented than males. Young males were found significantly more likely to reliance on media, perfectionist & brand conscious and impulsive consumer. With regard to impulsive, some research conducted in western societies like that of Mitchell and Walsh (2004) in Germany demonstrates that females are more impulsive in clothes shopping than males.

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Table 1. Descriptive Statistics

Mean and standard deviation of shopping influence, Reliance on Medium Perfectionist, Fashion and Brand conscious, Recreational, Impulsive and Confused.									
		Shopping Influence	Rely on Media	Perfectionist	Fashion	Brand	Recreational	Impulsive	Confused
Gender Male/Female									
Male	Mean	2.274	2.253	2.907	2.76	2.576	2.594	2.552	2.66
	SD	0.869	0.955	1.051	1.392	0.971	0.981	0.861	1.133
Female	mean	3.464	3.593	3.968	4.14	3.84	3.956	3.73	3.927
	SD	1.138	1.218	0.803	0.983	0.984	0.848	0.972	0.972

Table 2. Group Statistics

Variables	Gender Male/Fe male	N	Mean	Std. Deviation	Std. Error Mean
Shopping Influence	Male	544	2.274	0.869	0.075
	Female	504	3.464	1.138	0.101
Reliance on Media	Male	544	3.593	1.218	0.108
	Female	504	2.253	0.955	0.082
Perfectionist Consumer	Male	544	3.968	0.803	0.072
	Female	504	2.907	1.051	0.090
Fashion Conscious	Male	544	2.760	1.392	0.119
	Female	504	4.140	0.983	0.088
Brand Conscious	Male	544	3.840	0.984	0.088
	Female	504	2.576	0.971	0.083
Recreational Consumer	Male	544	2.594	0.981	0.084
	Female	504	3.956	0.848	0.076
Impulsive Consumer	Male	544	3.730	0.972	0.087
	Female	504	2.552	0.861	0.074
Confused over-choice Consumer	Male	544	2.660	1.133	0.097
	Female	504	3.927	0.972	0.087

Table 3. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	Lower	Upper
Shopping Influence	Equal variances assumed	23.676	0	-9.555	260	0.000	-1.19039	0.12459	-1.43571	-0.94506
	Equal variances not assumed			-9.459	233.445	0.000	-1.19039	0.12585	-1.43834	-0.94244
Reliance on Media	Equal variances assumed	20.416	0	-9.949	260	0.000	-1.34014	0.1347	-1.60538	-1.07491
	Equal variances not assumed			-9.859	236.904	0.000	-1.34014	0.13593	-1.60793	-1.07236
Perfectionist	Equal variances assumed	15.729	0	-9.128	260	0.000	-1.0609	0.11622	-1.28976	-0.83204
	Equal variances not assumed			-9.221	251	0.000	-1.0609	0.11506	-1.2875	-0.8343
Fashion	Equal variances assumed	47.243	0	-9.207	260	0.000	-1.38041	0.14992	-1.67563	-1.08519
	Equal variances not assumed			-9.326	243.13	0.000	-1.38041	0.14802	-1.67196	-1.08885
Brand	Equal variances assumed	1.315	0.253	-10.463	260	0.000	-1.26397	0.12081	-1.50185	-1.02608
	Equal variances not assumed			-10.457	257.912	0.000	-1.26397	0.12087	-1.50198	-1.02595
Recreational	Equal variances assumed	2.927	0.088	-11.92	260	0.000	-1.36144	0.11372	-1.58536	-1.13751
	Equal variances not assumed			-12.08	258	0.000	-1.36144	0.11309	-1.58413	-1.13874
Impulsive	Equal variances assumed	4.145	0.043	-10.4	260	0.000	-1.17869	0.11325	-1.40169	-0.95569
	Equal variances not assumed			-10.36	250.293	0.000	-1.17869	0.11377	-1.40276	-0.95461
Confused	Equal variances assumed	6.95	0.009	-9.677	260	0.000	-1.26666	0.13089	-1.5244	-1.00892
	Equal variances not assumed			-9.734	258.516	0.000	-1.26666	0.13013	-1.52292	-1.01041

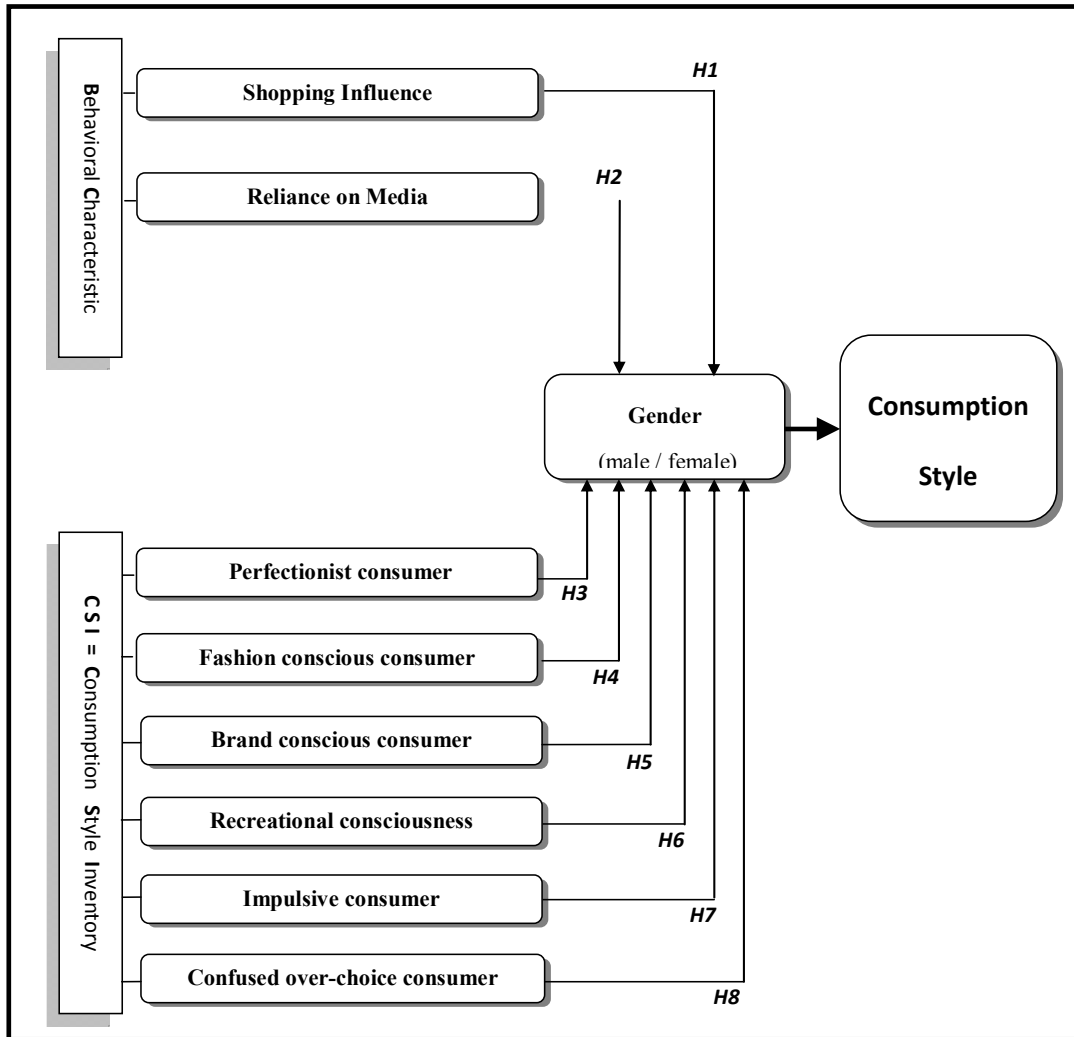


Figure 1. Research Model developed