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Deciphering Decision Making Style of Indian Youth: Evidences from Post Graduate Students from Lucknow City, India

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Abstract:

Purpose: How a consumer approaches and decides on the products/services he wants to purchase, how he arrives at his final decision, how he compares different available alternatives, which factors influence his approach and what guides his decision making process etc. are some questions bothering the marketers for many years. Consumers have been characterized as quality seekers, novelty fashion seekers, comparison shoppers, information seekers and habitual or brand loyal consumers. (Bettman 1979, Jacoby and Chestnut 1978, Maynes 1976; Miller 1981, Sproles 1986; Thorelli et al 1975).

A consumer decision making style has cognitive and affective characteristics and is defined as a mental orientation characterizing consumer's approach to making choices. Sproles and Kendall (1986) developed Consumer Style Inventory (CSI) to measure consumer decision making styles. The CSI has been investigated across cultures such as New Zealand, South Korea, Greece, India and China (Durvasula, Lysonski and Andrews 1993, Fan and Xiao 1998; Hafstrom, Chae and Chung 1992; Lysonski, Durvasula, and Zotos 1996). Some researchers (Lysonski et al 1996) have commented that the CSI is appropriate for application to developed countries only.

This paper applies CSI in Indian context. It has been used in Lucknow city and the paper makes an attempt to identify the decision making style amongst youth. Further the paper discusses the managerial and research implications of the same.

Findings: Factor analysis was used to check the reliability and validity of the items taken. Five decision making styles namely a) Perfectionism or High Quality Consciousness, b) Brand Consciousness. C) Novelty Fashion Consciousness d) Recreational, Hedonistic Shopping Consciousness consumer and e) Confusion from over-choice were found to be significant amongst the sample taken. While the reliability coefficient of 3 styles was found to be much lower than the acceptable range. These styles were a) Price and Value for Money Shopping Consciousness, b) Impulsiveness and c) Habitual, brand loyal orientation towards consumption.

Research limitation: The research was limited to Lucknow city of Uttar Pradesh and covering youths enrolled in Post Graduate programs only. So the findings of the research may not be true representative for entire country and the various segments therein.

Research implications: The paper makes an attempt to identify the common decision making styles used by youth. The result is mixed while 5 decision making styles were found to be reliable but the average variance explained in most of the factors is not very encouraging thus implying more efforts are required in fine tuning the items of the decision making style to get a true picture of decision making styles especially amongst youth.

Hence, more research efforts are required to better understand the nuances, process and variables affecting decision making.

Originality/value: Lot of work has been done to study the decision making style of customers. Still few studies have been done in Indian context and this paper makes an attempt to apply CSI in Indian context amongst youth (Post Graduate students) which are not only significant in terms of demographic figures but have the potential to define the way marketing will be done in upcoming years.

Keywords: *Consumer decision making, decision making style, consumer style inventory, cognitive components, affective component*

1. Introduction

What customers want is in-fact the most intriguing question which has been bothering the marketers since ages. Although there are many generic models which try to explain how a consumer arrives at a decision but these models have their limitations when applied to specific country, specific economy, and specific customer segment or in reference to a specific product category. These models may act as a guide but they lack predictive potential. Consumer decision making has always been a complex phenomenon which poses challenges for the marketers.

The consumer decision making literature suggests three prominent ways to characterize decision making styles namely a) Psychographic/lifestyle approach, b) Consumer typology approach and c) Consumer characteristics approach.

The psychographic approach identifies over 100 characteristics relevant to consumer behavior (Lastovicka 1982, Wells 1974), the consumer typology approach attempts to classify consumers into several "types" (Darden and Ashton, 1974-75, Moschis 1976, Stephenson and Willett 1969, Stone 1954). The consumer characteristics approach focuses on cognitive and affective orientations specifically related to consumer decision making (Sproles 1986, Westbrook and Black 1985).

The previous research work suggests that consumer approaches the market with certain decision making styles. For Example, consumers have been characterized as quality seekers, novelty fashion seekers, comparison shoppers, and information seekers and habitual or brand loyal consumers. (Bettman 1979, Jacoby and Chestnut 1978, Maynes 1976; Miller 1981, Sproles 1986; Thorelli et al 1975).

1.1. Revisiting the Journey of Consumer Decision Making Styles

How a customer decides which products/services he wishes to purchase, why he wants to purchase them, which factors influence his decision making, what makes him prefer one offering over another, how he evaluates an offering are some questions which have been researched upon in previous studies. Lot has been done in the past but there is lot which needs to be explored and researched upon.

A better understanding of consumer decision dynamics will not only help in understanding what a customer does and why he does so, but it will also help marketers in creating a suitable marketing environment/ stimuli which will be of mutual benefit to the marketer and customer.

Previous literature suggests that decision-making style refers to a mental orientation describing how a consumer makes choices, and despite individuality in consumer's behavior all consumers approach shopping with certain basic decision making styles.

Previous researchers have identified that the final decision is an outcome of customer's personality traits, product/ service in question, situational stimuli etc. The following table summarizes various types of shopping behavior:

S. No	Shopping Behavior	Researchers
1	Economic Shopper	Bellenger and Korgaonkar, 1980; Darden and Reynolds 1971; Stone 1954)
2	Personalized Shopper	Darden and Reynolds 1971; Stone 1954
3	Ethical Shopper	Darden and Reynolds 1971; Stone 1954
4	Apathetic Shopper	Darden and Ashton 1974-75; Darden and Reynolds 1971; Stone 1954; Williams, Painter and Nicholas 1978
5	Store Loyal Shopper	Moschis 1976; Stephenson and Willett 1969
6	Recreational Shopper	Bellenger and Korgaonkar, 1980; Stephenson and Willett 1969
7	Convenience Shopper	Stephenson and Willett 1969, Korgaonkar 1984; Williams et al. 1978
8	Price Oriented Shopper	Stephenson and Willett 1969, Korgaonkar 1984; Williams et al. 1978
9	Brand Loyal Shopper	Jacoby and Chestnut 1978, Moschis 1976
10	Name Conscious Shopper	Moschis 1976
11	Problem solving Shopper	Moschis 1976
12	Quality Shopper	Darden and Ashton 1974-75
13	Fashion Shopper	Lumpkin 1985
14	Brand Conscious Shopper	Korgaonkar 1984
15	Impulse Shopper	Gehrt and Carter 1992

Table 1

A glimpse of previous researches indicates that decision making style and variables affecting it may be different. Some variables may be a part of macro economy while some factors may be more individualistic in nature and dependent on the personality traits of the individuals like problem solving, recreational, some variable may be affected by social needs or based on projection to society like fashion shoppers, some variables may emerge from the marketing mix or the efforts of marketing as well like pricing or branding strategy.

Based on the above variables and their interactions and as can be extracted from the literature review above, a customer may be brand conscious, price conscious, brand loyal or a store loyal or he may derive pleasure from shopping, or he may be more bothered about the price or convenience while shopping. On one hand his shopping behavior may be planned and on the other might be impulsive. His behavior might also change with reference to the product categories thus making the understanding of this process more complex.

Consumer decision making style is defined as the mental orientation of customer which decides his approach to making choices (Sproles and Kendall, 1986). Although many factors affect consumer decision making style still the behavior of individual customer is affected by certain dominant personality traits or it may be governed by certain underlying traits of the customers. In an effort to further consolidate the previous researches and to come up with a measurable scale Sproles (1986) identified 50 items related to consumer decision making. These items were reworked upon leading to development of more parsimonious scale with 40 items under the title of Consumer Style Inventory (CSI). The results of the study were based on responses collected from 482 usable questionnaires collected from five high schools in Tucson area. The CSI recognized following types of decision making styles and dominant traits of the same:

- Perfectionism or high quality Consciousness: The customers exhibiting this style are very systematic in their approach and search for best quality products
- Brand Consciousness: The decision style is governed by High Price- Better Quality notion, they purchase expensive and well-known brand.
- Novelty fashion consciousness: Innovative, exciting products are more preferred by customers of this group.
- Recreational, hedonistic shopping consciousness: Shopping not a necessity but for pleasure and fun for customers in this segment.
- Price and value for money shopping consciousness: These are comparison shoppers who look for minimum prices.
- Impulsiveness: Buying without planning is the guiding force of customers in this group. They are not very concerned about the money they spend on shopping.
- Confusion from over choice: The customers in this segment suffer from information overload and often feel they have too many brands and stores to choose from.
- Habitual, brand loyal orientation: The desired lot of marketers who show high level of loyalty towards their preferred brands and they tend to buy from the same stores as well.

1.2. Objective of the Study

In view of dearth of literature available on the decision making style of Indian consumer the paper attempts to test and validate the CSI, in Lucknow district of Uttar Pradesh amongst youth. Like original study the paper has also taken Post Graduate students as respondents. The data was collected from January-April, 2015.

Further the paper is divided into following sections, first we talk about the application and result of previous research works on CSI, second section discusses the research methodology, major findings and discussions, the last section talks about the research and managerial implications of the study.

1.3. Application and Results of CSI in Previous Research Work

Sproles and Kendall (1986), were of the opinion that the CSI must be administered to other populations as well so as to test and establish the validity of the instrument. Although establishing validity is a complex process which involves many researches and studies over time. (Brinberg and McGrath 1985, Peter 1981).

The CSI has been investigated across cultures such as New Zealand, South Korea, Greece, India and China (Durvasula, Lysonski and Andrews 1993, Fan and Xiao 1998; Hafstrom, Chae and Chung 1992; Lysonski, Durvasula, and Zotos 1996). Some of the researches are briefly described below.

In an effort to identify the decision making styles amongst Korean customers. Halfstrom et al. (1992) administered Consumer Style inventory to Korean students, the scale was not found to be reliable for three styles namely Time –energy consuming, Price Value conscious and Brand loyal.

When Hui et al (2001) used CSI to study the styles prevalent amongst Chinese customers the results were mixed. Five styles namely Perfectionist, Novelty- fashion conscious, Recreational, Price Conscious and Confused by over choice were found to be valid and reliable while the scale items were not found to be suitable for other styles.

When Fan and Xiao (1998) used a modified CSI on Chinese students they found that Brand conscious, time conscious, price conscious, quality conscious, and information utilizations styles were prevalent.

Although when similar studies using CSI were undertaken on German consumers 7 styles were found to present (Walsh et.al, 2001). They were brand consciousness, variety seeking, impulsiveness, novelty fashion consciousness, perfectionism, confused by over choice and recreational/hedonism.

The results were even more consistent in New Zealand where all the 8 decision making styles were found by Durvasula et al. (1993), when he administered CSI on 210 undergraduate business students.

The first attempt to apply CSI in Indian context was made by Cannabal (2002) when he used CSI on 173 college students in Coimbatore, South India. The data supported existence of 5 styles namely Brand conscious, Recreational, Impulsive, and Perfectionist and confused by Overchoice.

The overall results of the various studies are mixed, the results of studies done in US are more consistent with almost all the factors turning out to be significant except in study done by Lysonski, Durvasula, and Zotos 1996 where only 7 styles were found. The results of studies done in sample collected from New Zealand are also consistent with the US results. In a comparative study of US and New Zealand consumers, Lysonski et al 1993 concluded that although the results are not entirely equivalent, the similarities outweigh the differences. Despite the retailing environment being very different in these countries the consistency in results dispel the apprehensions of some researchers (Green and White, 1976) that consumer behavior studies may not be validated outside US markets.

The scale has been tested and purified in Chinese context as well. Fan and Xiao (1998) found five common styles prevalent amongst Chinese customers. Further while comparing the results with Korean and US customers they note that the five dimensions' brand consciousness, quality consciousness, price consciousness, time consciousness, and information utilization are identified. However, novelty fashion consciousness, impulsiveness, habitual brand loyal which are identified for one or both of the Korean and American samples are not confirmed in Chinese sample.

Hui et al (2001) note that the various cross cultural studies have shown that four consumer styles are relatively more applicable to different countries as suggested by the factor structure and reliability estimates a they are quality conscious, brand conscious, fashion conscious and recreational.

In their multi country research (Lysonski et al 1996) found that both India and Greece samples produced low level of reliability coefficients in all decision making styles, and conclude choices are limited either because of the level of economic development or government intervention in less developed countries.

2. Research Methodology

For the purpose of study CSI items were adopted from the exploratory studies of Sproles (1985) and Sproles and Kendall (1986). The various items were on a scale of one to five, with ratings of "Strongly Disagree" and "Strongly Agree" as end points.

The items were randomly ordered, administered to 400 students enrolled in Post Graduate programs aged between 20-25 years in Lucknow city, India. Questionnaires were hand carried and personally explained to respondents.

Purposive sampling was used for the study and all the respondents were enrolled in various Post Graduate programs. The Post Graduate students were selected because majority of the studies across culture focuses on decision making styles of young consumers, the young consumers are recognized as a specialized market segment for a variety of goods and services (Moschis and Moore 1979), the young have influence on family purchasing decisions (Turk and Bell 1972). Further students present marketers with the opportunity to catch consumers at a critical point in their life cycle (Bridges 1995). This also gives marketers an opportunity to build long term marketing relationship with students. According to Jenkinson (2000), students are an opportunity for marketers as it is during their student life that will develop many of their opinions and preferences, which they might keep through out their life. The students are high earners of the future (Arnold 1998). So in tandem with the opinion of various researchers we found to take this segment. Further in reference to CSI and dearth of its application in Indian context we thought this sample will provide sample comparability with other studies as well as most of the previous studies have taken students as sample.

2.1. Data Analysis

The data was analyzed as follows:

Confirmation of 8 factor model: Tables below present the results of factor analysis of CSI for each decision making style. High value (between 0.5 to 1) of KMO indicates that the data set for factor analysis is appropriate. Items having factor loadings and reliability coefficients more than 0.5 were included for interpretation.

➤ *Perfectionism or high quality consciousness*: 8 items were taken to measure this style, the initial reliability coefficient alpha was found to be 0.68, and five of eight items taken had loadings in the acceptable range. The loadings of items "A product doesn't have to be perfect, or the best to satisfy me", "I shop quickly, first buying the product/brand that seem good", and "My standards and expectations for the products I buy are very high" were found to be low than the acceptable range. The average variance explained was 32.31% which is also on the lower side. After removing items with lower loadings and analyzing with the five items the average variance explained moved up to 44.63%. The item "I usually try to buy the products which offer best overall quality" had the highest loading. Further it reveals that the young customer decides on the product after much thought and make special efforts to choose the very best quality products.

Perfectionist, High Quality Conscious Consumer			
Factor Loadings		Initial Loadings	Improved Loadings
Reliability Coefficient Cronbach's Alpha		.68	.68
KMO measure		.61	.68
1.	When it comes to purchasing, I try to purchase the best quality available	.50	.55
2.	A product doesn't have to be perfect, or the best, to satisfy me. (R)	.46	
3.	I really don't give my purchases much thought or care. (R)	.71	.78
4.	I shop quickly, first buying the product/ brand that seem good.	.38	
5.	Getting very good quality is very important to me.	.61	.52
6.	I usually try to buy the products which offer best overall quality.	.74	.82
7.	My standards and expectations for products I buy are very high.	.40	
8.	I make special efforts to choose the very best quality products.	.61	.68
Total Variance Explained		32.31	44.63

Table 2

➤ **Brand Consciousness:** To measure this style 8 items were taken, and considering the retail pattern in India, the availability of various formats, and huge variation in the sizes of outlets one item “I prefer to purchase even from smaller/lesser known shops” was added which is not there in the CSI proposed by Sproles et al (1985), although they had an item “I prefer to purchase from well/known branded shops only”. We thought of adding this item to better capture the preferred place of shopping and his orientation towards bigger and smaller shops. The initial reliability coefficient was found to be 0.66 and it explained around 31.18% of variance. Out of total eight items taken loadings of six items were found to be acceptable. Further, the loadings indicate that this segment prefers brands which are well advertised, prefer well known and best selling brands and take price as a notion of quality.

Brand Conscious, “Price Equals Quality” Consumer		
Factor Loadings	Initial Loadings	Improved Loadings
Reliability Coefficient Cronbach’s Alpha	.66	.69
KMO measure	.55	.70
I prefer buying the bestselling brands	.62	.63
I prefer to purchase from well-known / branded shops only.	.50	.50
More expensive brands are usually my choices.	.67	.67
A product doesn’t have to be perfect, or the best, to satisfy me. (R)	.41	
The well-known national brands are best for me.	.61	.63
The higher the price of the product, the better its quality.	.62	.66
The most advertised brands are usually very good choices.	.65	.63
I prefer to purchase even from smaller/ lesser known shops. (R)	.20	
Total Variance Explained	31.18	39.3

Table 3

➤ **Novelty Fashion Consciousness:** 5 items were taken to measure this style. Initial loadings were found to be 0.66 and explained about 44.18% of variance. Loading of one item was found to be lower than the acceptable range but with the removal of that item the variance explained increased to 51.86%. The results further indicate that this segment wants to buy something which is new and exciting, and seeks variety while picking up the latest trends in the marketplace.

Novelty Fashion Conscious Consumer			
	Factor Loadings	Initial Loadings	Improved Loadings
	Reliability Coefficient Cronbach’s Alpha	.66	.67
	KMO measure	.65	.68
1.	Fashionable and attractive styling is very important to me.	.58	.53
2.	It’s fun to buy something new and exciting.	.80	.84
3.	I usually have one or more outfits of the latest style/ fashion.	.67	.71
4.	I keep my wardrobe up to date with the changing fashion.	.47	
5.	To get variety, I shop different stores and choose different brands.	.73	.74
6.	Total Variance Explained	44.18	51.86

Table 4

➤ **Recreational, hedonistic shopping consciousness consumer:** In their CSI inventory, Sproles et al (1985) measured this style with the help of five items, but in our study we measured it with six items. Additional item included was “I indulge in shopping very often” but its loading was found to be low. The loadings of four items were found in the acceptable range. In general shopping is considered to be a pleasant and enjoyable activity by the respondents.

Recreational, Hedonistic Consumer			
	Factor Loadings	Initial Loadings	Improved Loadings
	Reliability Coefficient Cronbach’s Alpha	.54	.51
	KMO measure	.52	.51
1.	Shopping is not a pleasant activity to me. (R)	.73	.70
2.	I like to spend less time in my shopping trips. (R)	.52	.51
3.	Shopping is a waste of time for me. (R)	.38	
4.	Going shopping is one of the enjoyable activities of my life.	.73	.83
5.	I enjoy shopping just for the fun of it.	.50	.58
6.	I indulge in shopping very often.	.41	
7.	Total Variance Explained	31.93	41.97

Table 5

➤ *Price and value for money shopping consciousness*: As proposed by Sproles et al (1985) this style was measured by three items. The reliability coefficient was found to be 0.05, which is too low. No further analysis was done on this factor as it is not considered to be a reliable scale for the sample covered for the study.

➤ *Impulsiveness*: The reliability coefficient of this factor was 0.16 which is again below the acceptable range thus implying that this scale is not reliable.

➤ *Confusion from over choice*: This style was measured with the help of four items; reliability coefficient was found to be 0.62, all the items were significant, and explained 47.47% of variance. For the sample covered, more information was adding to their confusion and adding difficulty in making the final decision regarding the store as well as the product.

Confused by Over Choice Consumer			
Factor Loadings		Initial Loadings	
Reliability Coefficient Cronbach's Alpha		.62	
KMO measure		.63	
1.	Sometimes it's hard to choose which stores to shop.	.60	
2.	All the information I get on different products, confuses me.	.81	
3.	There are so many brands to choose from that I often feel confused.	.65	
4.	The more I learn about products, the harder it seems to choose	.66	
5.	Total Variance Explained	47.47	

Table 6

➤ *Habitual, brand loyal orientation toward consumption*: The reliability coefficient of this style was found to be 0.26, thus implying that the scale is not reliable for the sample covered.

3. Findings and Discussions

The results of the factor analysis clearly indicate that the application of CSI indicates five prominent decision making styles namely Perfectionism or high quality consciousness, Brand Consciousness, Novelty fashion consciousness, Recreational, hedonistic shopping consciousness consumer and confusion from overchoice. The scale was not found to be reliable for measuring remaining three types of style.

The results of the study are not very consistent with the CSI as proposed by Sproles and Kendall (1985), but to a large extent they are consistent with the studies done by other researchers, wherein in his study on Korean customers, Halfstrom et al (1992) also found 5 styles to be consistent.

The comparison of results of some studies done outside US clearly reveals that not all the styles may be measured with the CSI. As the table below indicates, previous studies done in China, Korea and India clearly reveal that 5 styles are exhibited by the respondents of those studies. Although there is difference in the type of styles exhibited during decision making. However, despite differences, it is also interesting to observe that Perfectionism and Brand Consciousness are two styles which were found to be significant in all the studies, while Price and value for shopping consciousness and habitual brand loyal orientation was not found to be significant in many studies tabulated here.

	Current Study	Canabal et al (2002)	Hafstrom et al (1992)	Fan and Xiao (1998)	Siu et al (2001)	Walsh et al (2001)	Durvasula et al (1993)
Country of study	India	India	Korea	China	China	Germany	New Zealand
Perfectionism or high quality consciousness.	√	√	√	√	√	√	√
Brand Consciousness.	√	√	√	√	√	√	√
Novelty fashion consciousness.	√	X	X	X	√	√	√
Recreational, hedonistic shopping consciousness consumer.	√	√	√	X	√	√	√
Price and value for money shopping consciousness.	X	X	X	√	X	X	√
Impulsiveness.	X	√	√	X	X	√	√
Confusion from over choice.	√	√	√	X	X	√	√
Habitual, brand loyal orientation toward consumption.	X	X	X	X	X	√	√

Table 7

Further, the result of this study when compared with the study done by Canabal (2002) et al in Coimbatore, an Indian city clearly reveal that four common styles found are perfectionism, brand consciousness, recreational and confusion from overchoice. Canabal found his sample to be impulsive in nature which was not the case in this study. The significance of similar style can be considered as positive and indicates the dominant traits used by Indian Youth while arriving at a decision. It also clearly implies that Indian youth is very brand conscious, wants products of good quality, enjoys shopping and considers it to be a pleasant activity but is often confused with the wide variety of options and information available.

3.1. Research Implications

The study offers following issues for further research:

- a) Attempts should be made to further refine the CSI and items within the different styles. The study introduced 1 item each in Recreational and Brand Conscious consumers, but their reliability coefficient came out to be low. Efforts should be made to start from Focus Group discussion which will help in identifying the various variables which may be affecting the decision making amongst youth. This will facilitate the formation of items for various decision making styles. Further this will also help to understand the relevance of 3 styles which are not found to be significant in this study namely a) Price and value for money shopping consciousness b) Impulsiveness and c) Habitual, brand loyal orientation towards consumption.
- b) The CSI can be implemented with similar target segment in different parts of country, this will help in arriving at a consensus about the common decision making styles prominent amongst youth.
- c) The CSI can be implemented with different segments to identify their dominant traits while arriving at a decision and will help in understanding the differences in approach of various segments while arriving at a purchase/consumption decision.
- d) Considering the rapid growth of Organized Retailing in last one decade in India, CSI should also be implemented for consumers for their purchases from organized outlets. This will help in understanding that whether the consumer behaves in similar or different manner when he is exposed to different retail environment.
- e) The CSI should be administered to different Indian cities and different customer segments to further strengthen its generality. Some of the items need to be relooked upon to ensure better internal consistency, efforts should be made to further investigate the operationalisation of the styles found not reliable in this study. Further some efforts are also needed to identify any other style prevalent amongst youth or other customer segments.

3.2. Managerial Implications

Better understanding of consumer decision making styles and what customer looks for while making his purchases are no doubt of immense relevance for the marketers. In the sample studied we found that the respondents look for quality products and are willing to make special efforts to choose the best quality products and are very careful while making their purchase which is further supported by absence of impulsiveness/careless behavior. They often look for latest products which calls for keeping a close eye on latest trends and happenings in the environment and making timely adjustments in the offering. They are not reluctant to spend more money to get an expensive brand and consider price as a notion for quality, which is in tandem with their approach of having exclusive brands. Another interesting feature is they like to buy more advertised brand but are also confused by over choice; they carefully look for products to select the best one but are often confused while deciding the shop or product and are not brand loyal as well. These aspects need to be handled carefully. The youth have various sources to access the information but it only adds to their confusion. So efforts should be made to dispel any doubts or confusion when he is in the shop/store and may be, training the salesperson to handle this confusion out of overchoice is helpful. Secondly building loyalty amongst this customer needs to be carefully thought upon as he is an informed customer and wishes to make purchase after a lot of deliberation and search. For this segment shopping is fun and pleasant activity and he prefers to devote lot of time to it. This has implications while designing the store atmospherics and making sure that it is exciting and generates a feeling of wow in every visit. Just to outline the major implications of the study:

- a) Quality rules: The study indicates that the youth wants to purchase products of high quality. The decision making is deliberate and emphasis is put on evaluating the quality of products. Hence emphasis should be made to not only deliver quality products but also to understand the notion of quality as the notion of quality may vary from one customer segment to another.
- b) Love for Brands: The respondents of the study give lot of emphasis to the brand of the product as well as to the brand of the outlet. The marketers should take adequate branding efforts to reach to the customers and also to ensure that customers have high awareness and positive/favorable brand image. This also has an important notion in times especially when organized retail is booming in India. Efforts should also be made to create favorable store atmospherics and services to leave a positive impact on customer and enhance the brand value of store.
- c) Innovate and stand away from the crowd: The respondents show special interest and liking for new and innovative products. New designs which gives a feeling of uniqueness and novelty attracts youth. Hence more effort should be put in trying to identify the upcoming popular trends and for organized retail outlets this should be reflected in their visual merchandizing to create an overall exciting environment.
- d) Shopping is fun: The respondents associate shopping with fun and love to indulge in the same. For respondents shopping is a fun activity, a time pass in which they would like to indulge often, which indicates that the efforts should not be limited to only making the best quality products but on providing the best possible shopping experience and store atmospherics to the customers.

- e) Dispel Confusion: Another important implication of the study is that the respondents are confused about the products, brands and stores from where to purchase. In this digital era, on one hand information is available at ease and on the other hand there are consequences of information overload as well. On one hand consumer is looking for variety and novelty and on the other hand is getting confused from a variety of choices. The marketers have to carefully decide which channels of retailing should be used to reach to such segments and try to strike a balance between the variety and confusion arising from over-choice.

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