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## Investigation on Consumer Decision Making Styles in Clothing Purchasing Process, Based on Sproles and Kendall Model

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### ABSTRACT

This investigation is aimed at using Consumer Decision Making Style Inventory (CSI) to study its impact on cloth purchasing process and effect of variables of sexuality, level of education, marital status, number of family members, number of siblings, birth order, income level, and age, on consumer decision making styles. The current study is a descriptive-navigational type, and data are collected using a questionnaire designed based on standard questionnaire. The investigated population is clothing consumers with ages between 18 and 35 selected using classified random sampling methods. Spearman correlation analysis and Freidman test are used to evaluate assumptions of the study and prioritized consumer decision-making styles, respectively. Cronbach's alpha coefficient is employed to evaluate perpetuity. According to results, there is significant relation between variables of education level, marital status, number of family members, number of siblings, income level, birth order, and age, on consumer decision making styles in purchasing clothing. Priorities of consumer decision-making styles including ranking averages of perfectionism consciousness, brand consciousness, novelty and fashion consciousness, recreational and hedonistic consciousness, price and value consciousness, impulsiveness and carelessness, confusion, and habitual orientation are 1.12, 2.38, 3.62, 4.88, 6.00, 7.12, 8.38, and 9.62, respectively.

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## INTRODUCTION

Since each person in the society is a consumer, it is important to attain knowledge on consumer purchasing behavior.

In literature of consumer behavior, most of investigations assume that all the consumers use specific decision-making characteristics while purchasing that are known as consumer decision-making styles (Walsh, 2001).

For marketing success, in its local and international aspects, consumer behavior should be understood. This point should be considered in commercial companies, private organizations, and government organizations that regulate market rules (Hawkins, 2001).

Nowadays, study of consumer decision-making styles is of great importance in literature of consumer behavior and researchers of this field use results of these studies to understand purchasing behavior of consumers. In addition, advertising and marketing managers benefit results of these studies to classify consumers. The objective of this investigation is to achieve a more accurate and precise understanding of consumer behavior in cloth purchasing.

### Problem Description:

Consumer decision-making styles are formed based on experiences of previous purchases. Investigations show that consumers face various factors while purchasing, such as quality, brand, confusion, and habit, to name a few (Sproles, 1986).

Therefore, consumers' decision-making styles are of great importance in understanding purchasing behavior. Many researchers have been performed on this field in United States of America, Korea, Germany, China, India, and Turkey. Among the most important ones, Sproles and Kendall studies in 1986 can be

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mentioned that resulted in a consumer style inventory. They used this scale to determine fundamental characteristics of styles. Present study is conducted to investigate consumer scale on cloth purchasing.

#### Background:

Many studies have been conducted on consumer purchasing decision-making styles in developed countries, like United States of America, Germany, and New Zealand. Recently, there have been some studies on this issue in developing countries, like Korea, Hong Kong, and China.

In addition to eight factors of consumer decision-making model, consumer style inventory was developed based on a study conducted by Sproles and Kendall on a sample of American students in 1986, to evaluate consumer decision-making styles. Developing this inventory provided new trends in consumer decision-making styles. Based on literature, CSI index has been investigated in different cultures. Durvasula *et al.* (1993) investigated eight presented styles of Sproles and Kendall on 210 New Zealand students. Lysonski *et al.* (1996) performed this investigation on New Zealand customers. They found three common decision making styles in two developed countries of United States of America and two developing countries of India and Greece. These styles are brand consciousness, fashion consciousness, and habitual oriented. The mentioned study determined effect of market environment, economic environment, and market structure on consumer decision-making styles.

**Table 1:** A summary of previous investigations in consumer decision making styles field.

Country	Researcher	Year
America	Sproles & Kendall	1986
	Chase <i>et al</i>	2007
South Korea	Hafstorm <i>et al</i>	1992
	Kim <i>et al</i>	2002
	Kim	2000
	Kim	2005
New Zealand	Durvasula <i>et al</i>	1993
	Lysonski <i>et al</i>	1996
England	Mitchell & Bates	1998
	Bakewell & Mitchell	2006
Germany	Walsh <i>et al</i>	2001
	Bauer <i>et al</i>	2006
China	Kwan <i>et al</i>	2004
Turkey	Gonen & Ozmete	2006
Greece	Rounti	2007
Taiwan	Yang & Wu	2007

#### Conceptual Model:

Cloth consumers seek favorable value and want a product that feel convenient with and suit their job and life style. In 60's and 80's, consumers showed great attention towards fashion and purchased their cloth based on fashion design and colors. Nowadays, consumers consider quality of the product more than whether it is on fashion or not, due to economic and social changes. Consumers put value on cloths that meet their requirements. Therefore, sellers provide their customers with products of different characteristics, prices, and qualities. Furthermore, they make sure that their sold products meet favorable standards of customers, such as design, durability, etc.

Due to consumers' different interests in purchasing and their different decision making styles, conceptual framework that has been employed in current survey is the framework of Sproles and Kendall. Researches in this field present three different approaches to distinguish consumer decision-making styles:

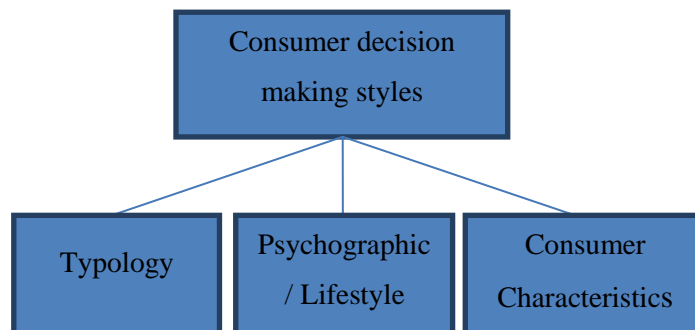
1. Consumer Characteristic Approach; that study different characteristics of consumer's behavior.
2. Psychographic/Lifestyle Approach; that study personality, attitude, values, and interests characteristics of consumers.
3. Typology Approach; that determines different consumers' type: economic, moral, ...

At 1986, Sproles and Kendall developed Consumer decision-making style inventory (CSI), which determines characteristics of consumer decision-making styles. Consumer decision-making styles are cognitive, subjective, and model intents that affect purchase decision-making approach of consumer. These styles are specific strategies that guide consumers' selections. Sproles and Kendall introduce consumer's decision-making styles as consumers' personality. Most of consumers' available approaches have been affected by one or more decision-making approaches and finally have an impact on the person's decision (Canabal, 2002).

To understand concept of consumer decision-making styles, Sproles and Kendall developed a model consisted of eight subjective decision making styles. These styles are:

1. Perfectionism Consciousness
2. Brand Consciousness
3. Novelty and Fashion Consciousness

4. Recreational and Hedonistic Consciousness
5. Price and Value Consciousness
6. Impulsiveness and Carelessness
7. Confused by over choice
8. Habitual and Brand Loyal Oriented



**Fig. 1:** Tertiary approaches of consumer decision making styles (Sproles, 1986).

Since Iran is a young country and level, of people, understanding and education have been increased and their attention towards social interactions and general appearance, an opportunity has been provided for producers and marketers in clothing field. Unfortunately, due to lack of proper attention toward clothing requirements in the country, nowadays, 70% of the clothing market is in possession of foreign producers like China. This issue should be further considered due to background and capability of Iran in clothing industry.

Here, we want to provide producers and marketers with appropriate methods to achieve a better attitude towards consumers, and their requirements and decision-making styles and help them to attain a larger section in Iran clothing industry.

This investigation is aimed at using consumer decision-making style inventory in cloth purchasing and analyzing different decision-making patterns among young consumers.

According to decision-making styles of Sproles and Kendall model, assumptions of this investigation are:

Primary assumption 1- There is a significant relation between sexuality and consumer decision-making styles in cloth purchasing.

Secondary assumption 1-1) There is a significant relation between sexuality and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 1-2) There is a significant relation between sexuality and consumer's brand consciousness in cloth purchasing.

Secondary assumption 1-3) There is a significant relation between sexuality and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 1-4) There is a significant relation between sexuality and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 1-5) There is a significant relation between sexuality and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 1-6) There is a significant relation between sexuality and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 1-7) There is a significant relation between sexuality and consumer's confusion in cloth purchasing.

Secondary assumption 1-8) There is a significant relation between sexuality and consumers' habitual oriented in cloth purchasing.

Primary assumption 2- There is a significant relation between level of income and consumer decision-making styles in cloth purchasing.

Secondary assumption 2-1) There is a significant relation between level of income and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 2-2) There is a significant relation between level of income and consumer's brand consciousness in cloth purchasing.

Secondary assumption 2-3) There is a significant relation between level of income and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 2-4) There is a significant relation between level of income and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 2-5) There is a significant relation between level of income and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 2-6) There is a significant relation between level of income and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 2-7) There is a significant relation between level of income and consumer's confusion in cloth purchasing.

Secondary assumption 2-8) There is a significant relation between level of income and consumers' habitual oriented in cloth purchasing.

Primary assumption 3- There is a significant relation between level of education and consumer decision-making styles in cloth purchasing.

Secondary assumption 3-1) There is a significant relation between level of education and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 3-2) There is a significant relation between level of education and consumer's brand consciousness in cloth purchasing.

Secondary assumption 3-3) There is a significant relation between level of education and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 3-4) There is a significant relation between level of education and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 3-5) There is a significant relation between level of education and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 3-6) There is a significant relation between level of education and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 3-7) There is a significant relation between level of education and consumer's confusion in cloth purchasing.

Secondary assumption 3-8) There is a significant relation between level of education and consumers' habitual oriented in cloth purchasing.

Primary assumption 4- There is a significant relation between marital status and consumer decision-making styles in cloth purchasing.

Secondary assumption 4-1) There is a significant relation between marital status and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 4-2) There is a significant relation between marital status and consumer's brand consciousness in cloth purchasing.

Secondary assumption 4-3) There is a significant relation between marital status and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 4-4) There is a significant relation between marital status and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 4-5) There is a significant relation between marital status and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 4-6) There is a significant relation between marital status and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 4-7) There is a significant relation between marital status and consumer's confusion in cloth purchasing.

Secondary assumption 4-8) There is a significant relation between marital status and consumers' habitual oriented in cloth purchasing.

Primary assumption 5- There is a significant relation between number of family members and consumer decision-making styles in cloth purchasing.

Secondary assumption 5-1) There is a significant relation between number of family members and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 5-2) There is a significant relation between number of family members and consumer's brand consciousness in cloth purchasing.

Secondary assumption 5-3) There is a significant relation between number of family members and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 5-4) There is a significant relation between number of family members and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 5-5) There is a significant relation between number of family members and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 5-6) There is a significant relation between number of family members and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 5-7) There is a significant relation between number of family members and consumer's confusion in cloth purchasing.

Secondary assumption 5-8) There is a significant relation between number of family members and consumers' habitual oriented in cloth purchasing.

Primary assumption 6- There is a significant relation between number of siblings and consumer decision-making styles in cloth purchasing.

Secondary assumption 6-1) There is a significant relation between number of siblings and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 6-2) There is a significant relation between number of siblings and consumer's brand consciousness in cloth purchasing.

Secondary assumption 6-3) There is a significant relation between number of siblings and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 6-4) There is a significant relation between number of siblings and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 6-5) There is a significant relation between number of siblings and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 6-6) There is a significant relation between number of siblings and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 6-7) There is a significant relation between number of siblings and consumer's confusion in cloth purchasing.

Secondary assumption 6-8) There is a significant relation between number of siblings and consumers' habitual oriented in cloth purchasing.

Primary assumption 7- There is a significant relation between birth order and consumer decision-making styles in cloth purchasing.

Secondary assumption 7-1) There is a significant relation between birth order and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 7-2) There is a significant relation between birth order and consumer's brand consciousness in cloth purchasing.

Secondary assumption 7-3) There is a significant relation between birth order and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 7-4) There is a significant relation between birth order and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 7-5) There is a significant relation between birth order and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 7-6) There is a significant relation between birth order and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 7-7) There is a significant relation between birth order and consumer's confusion in cloth purchasing.

Secondary assumption 7-8) There is a significant relation between birth order and consumers' habitual oriented in cloth purchasing.

Primary assumption 8- There is a significant relation between age and consumer decision-making styles in cloth purchasing.

Secondary assumption 8-1) There is a significant relation between age and consumer's perfectionism consciousness in cloth purchasing.

Secondary assumption 8-2) There is a significant relation between age and consumer's brand consciousness in cloth purchasing.

Secondary assumption 8-3) There is a significant relation between age and consumer's novelty and fashion consciousness in cloth purchasing.

Secondary assumption 8-4) There is a significant relation between age and consumer's recreational and hedonistic consciousness in cloth purchasing.

Secondary assumption 8-5) There is a significant relation between age and consumer's price and value consciousness in cloth purchasing.

Secondary assumption 8-6) There is a significant relation between age and consumer's impulsiveness and carelessness in cloth purchasing.

Secondary assumption 8-7) There is a significant relation between age and consumer's confusion in cloth purchasing.

Secondary assumption 8-8) There is a significant relation between age and consumers' habitual oriented in cloth purchasing.

In addition, we answer to the question that what priorities of decision are making styles of Sproles and Kendall model among cloth consumers.

*Research Methodology:*

Current investigation is a practical one. In addition, according to collecting data methods, it is a descriptive-navigational investigation.

To obtain statistics, and efficient and accurate data, following methods were employed:

Library method:

- a) Using valid books and domestic and foreign investigations
- b) Using domestic and foreign journals and papers, related to the subject
- c) Using electronic documents, available in the internet

Questionnaire method:

In this method, a questionnaire is designed based on standard questionnaire of consumer decision-making styles; then, it was filled statistically. Liability is one of technical characteristics of measurement tool. The mentioned concept deals with the point that how identical are results of measurement tool in identical situations.

To determine perpetuity of the test, Cronbach's alpha method was used. This method is employed to calculate internal coordination of the measurement tool. To calculate Cronbach's alpha coefficient, firstly, variance of each subset of the questionnaire questions and the total variance should be calculated. Then, alpha coefficient is derived, using the following equation:

$$r_{\alpha} = \frac{J}{J-1} \left( 1 - \frac{\sum_{j=1}^n S_j^2}{S^2} \right)$$

in which  $j$  is the number of subsets of questionnaire questions,  $S_j^2$  is the variance of the  $j^{\text{th}}$  sub-test, and  $S^2$  is variance of the whole questionnaire.

Using data collected from questionnaires and SPSS statistics software, liability coefficient was calculated by Cronbach's alpha method; it was 0.854% for the whole questionnaire for 38 questions related to variables of the investigation. This shows that the questionnaire meets the required liability.

Base of this questionnaire was a standard questionnaire that was developed to evaluate consumer decision-making styles and its verity has been confirmed in several studies. In addition, marketing professors have confirmed validity of content of this questionnaire and it has the required credit.

A statistics population is a set of people or units that share at least one common quality. Common quality is a quality that is common among all elements of the statistic population and distinguishes a specific population from others (Adel, 2001).

Statistics population of this investigation was consisted of cloth consumers of Abhar town (18-35 years old). Since our country has a young population and young people pay more attention to social interactions and in turn to general appearance and related products like clothing, a good opportunity has been provided for producers and marketers in clothing field. In this regard, this age group has been selected for this study.

Statistics sample is a subset of the statistics population that enables the researcher to generalize the result to the whole of statistics population (Sekaran, 2002). In other words, a limited number of individuals of the statistics population that reflect major characteristics of the population are known as a sample (Adel, 2001).

According to the fact that this survey is performed in an unlimited society ( $\frac{n}{N} \leq 0.05$ ), above equation is modified as:

$n = \frac{(Z_{\alpha/2})^2 \times (p \cdot q)}{\epsilon^2}$	$n = \frac{(1.96)^2 \times (0.5) \times (0.5)}{(0.04)^2} \approx 600$
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Hence, sample size was obtained as 600.

Sampling was performed in classified random method. In this method, researcher divides the society to smaller groups, based on its characteristics and employ random sampling to select each group. If the researcher wants to form different groups with similar members, this method would be suitable. It is more expensive than random sampling method; however, if it is applied correctly, sampling error would be less. Therefore, it is usually used in marketing researches (Rusta, 2002).

*Data Analysis:*

In current investigation, descriptive and deductive statistics are used to analyze data. Employed statistics methods are as:

*Correlation coefficient:*

This coefficient shows type (direct or inverse) and intensity of relation between two variables. Here, to test assumptions, rank (Spearman) correlation coefficient was used. Zero assumption assumes that there is not any correlation. Rank correlation coefficient is expressed by  $r_s$ . Sometimes, it is called as 'Spearman rank correlation coefficient' after its inventor.

For each pair of data  $(X_i, Y_i)$ ,  $i = 1, 2, \dots, k$ , correlation coefficient is calculated in the following manner: at first,  $X_s$  and  $Y_s$  are ranked according to their values; afterward, the difference between rankings of each pair ( $d_i$ ) is calculated. Then, second order of  $d_s$  is calculated, resulting in deriving rank correlation coefficient (Rusta, 2002):

$$r_s = 1 - \frac{6 \sum_{i=1}^k d_i^2}{n(n^2 - 1)}$$

*Freidman test:*

In comparison of some groups, this test determines whether a group can be in the society or not. In this test, variables are organized based on a sequential scale. To determine importance of each component of consumer decision-making styles, Friedman test is used to calculate ranking of each one. The Freidman formula is as (3):

$$X^2 = \frac{12}{nk(k+1)} \times \sum (R_j)^2 - 3n(k+1)$$

Where  $J = 1$ ,  $R_j$  is the ranking summation,  $n$  is the number of samples,  $k$  is the number of tests, and  $X^2$  is Freidman.

*Results:**Demographic description of the sample:*

Sexual frequency shows 41.67% male and 58.33% female. Level of education variable: 45.2% diploma, 25% associate degree, 24% bachelor degree, and 5.8% master degree and higher. Age variable: 13.5% under the age of 20, 42% between 20 and 24 years old, 31% between 25 and 29 years old, and 13.5% between 30 and 35 years old. Variable of the number of family members: 1.7% alone, 20.3% two members, 13.8% three members, 31% four members, 18.8% five members, and 14.3% six or more members. Variable of the number of siblings: 21.3% the only child, 33.1% one sibling, 20.3% two siblings, 18.3% three siblings, and 8.8% four siblings or more. Marital status variable: 66.5% single and 33.5% married. Variable of average cloth purchasing: 4.4% less than 50000 tomans, 29.9% between 50000 tomans and 200000 tomans, 37.7% between 200000 tomans and 500000 tomans, 21.2% between 500000 tomans and 1 million tomans, and 7.5% more than 1 million tomans. Level of income variable: 2.8% less than 250000 tomans, 32.5% between 250000 tomans and 500000 tomans, 46.9% between 500000 tomans and 1 million tomans, 16.3% between 1 million tomans and 2 million tomans, and 1.5% more than 2 million tomans.

*Results of Assumptions Test:*

In this section, firstly, results of assumptions test are presented; then, some suggestions will be offered.

*Assumption Tests:*

Generally, to decide whether a statistics zero-one assumption should be confirmed or rejected, level of significance or p-value that is expressed by sig term in the software is used. If significance level is less than the test error ( $\alpha$ ), zero assumption is rejected; otherwise, zero assumption is confirmed. Rejection of the zero assumption (zero correlation) means confirmation of the investigation assumption.

**Table 2:** Assumption Tests.

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Primary 1: relation between sexuality and consumer decision making styles	0.061	0.137	5%	600	Rejected
Secondary 1-1) relation between sexuality and consumer's perfectionism consciousness	0.124	0.002	5%	600	Confirmed
Secondary 1-2) relation between sexuality and consumer's brand consciousness	0.069	0.091	5%	600	Rejected
Secondary 1-3) relation between sexuality and consumer's novelty and fashion consciousness	0.198	0.000	5%	600	Confirmed
Secondary 1-4) relation between sexuality and consumer's recreational and hedonistic consciousness	0.108	0.008	5%	600	Confirmed
Secondary 1-5) relation between sexuality and consumer's price and value consciousness	-0.013	0.746	5%	600	Rejected
Secondary 1-6) relation between sexuality and consumer's impulsiveness and carelessness	0.145	0.000	5%	600	Confirmed
Secondary 1-7) relation between sexuality and consumer's confusion	0.069	0.090	5%	600	Rejected
Secondary 1-8) relation between sexuality and consumer's habitual oriented	0.046	0.265	5%	600	rejected

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Primary 2: relation between level of income and consumer decision making styles	0.258	0.000	5%	600	Confirmed
Secondary 2-1) relation between level of income and consumer's perfectionism consciousness	0.276	0.000	5%	600	Confirmed
Secondary 2-2) relation between level of income and consumer's brand consciousness	0.249	0.000	5%	600	Confirmed
Secondary 2-3) relation between level of income and consumer's novelty and fashion consciousness	0.269	0.000	5%	600	Confirmed
Secondary 2-4) relation between level of income and consumer's recreational and hedonistic consciousness	0.266	0.000	5%	600	Confirmed
Secondary 2-5) relation between level of income and consumer's price and value consciousness	-0.212	0.000	5%	600	Confirmed
Secondary 2-6) relation between level of income and consumer's impulsiveness and carelessness	0.032	0.432	5%	600	Rejected
Secondary 2-7) relation between level of income and consumer's confusion	0.155	0.000	5%	600	Confirmed
Secondary 2-8) relation between level of income and consumer's habitual oriented	0.249	0.000	5%	600	Confirmed

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Primary 3: relation between level of education and consumer decision making styles	0.149	0.000	5%	600	Confirmed
Secondary 3-1) relation between level of education and consumer's perfectionism consciousness	0.298	0.000	5%	600	Confirmed
Secondary 3-2) relation between level of education and consumer's brand consciousness	0.042	0.308	5%	600	Rejected
Secondary 3-3) relation between level of education and consumer's novelty and fashion consciousness	0.026	0.525	5%	600	Rejected
Secondary 3-4) relation between level of education and consumer's recreational and hedonistic consciousness	0.251	0.000	5%	600	Confirmed
Secondary 3-5) relation between level of education and consumer's price and value consciousness	0.065	0.114	5%	600	Rejected
Secondary 3-6) relation between level of education and consumer's impulsiveness and carelessness	0.151	0.000	5%	600	Confirmed
Secondary 3-7) relation between level of education and consumer's confusion	0.075	0.066	5%	600	Rejected
Secondary 3-8) relation between level of education and consumer's habitual oriented	-0.012	0.776	5%	600	Rejected

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Primary 4: relation between marital status and consumer decision making styles	0.159	0.000	5%	600	Confirmed
Secondary 4-1) relation between marital status and consumer's perfectionism consciousness	0.221	0.000	5%	600	Confirmed
Secondary 4-2) relation between marital status and consumer's brand consciousness	0.059	0.149	5%	600	Rejected

Secondary 4-3) relation between marital status and consumer's novelty and fashion consciousness	-0.050	0.224	5%	600	Rejected
Secondary 4-4) relation between marital status and consumer's recreational and hedonistic consciousness	0.019	0.634	5%	600	Rejected
Secondary 4-5) relation between marital status and consumer's price and value consciousness	0.160	0.000	5%	600	Confirmed
Secondary 4-6) relation between marital status and consumer's impulsiveness and carelessness	0.242	0.000	5%	600	Confirmed
Secondary 4-7) relation between marital status and consumer's confusion	0.167	0.000	5%	600	Confirmed
Secondary 4-8) relation between marital status and consumer's habitual oriented	0.006	0.890	5%	600	Rejected

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Primary 5: relation between number of family members and consumer decision making styles	-0.198	0.000	5%	600	Confirmed
Secondary 5-1) relation between number of family members and consumer's perfectionism consciousness	-0.199	0.000	5%	600	Confirmed
Secondary 5-2) relation between number of family members and consumer's brand consciousness	-0.172	0.000	5%	600	Confirmed
Secondary 5-3) relation between number of family members and consumer's novelty and fashion consciousness	-0.098	0.017	5%	600	Confirmed
Secondary 5-4) relation between number of family members and consumer's recreational and hedonistic consciousness	-0.003	0.939	5%	600	Rejected
Secondary 5-5) relation between number of family members and consumer's price and value consciousness	-0.009	0.818	5%	600	Rejected
Secondary 5-6) relation between number of family members and consumer's impulsiveness and carelessness	-0.177	0.000	5%	600	Confirmed
Secondary 5-7) relation between number of family members and consumer's confusion	-0.193	0.000	5%	600	Confirmed
Secondary 5-8) relation between number of family members and consumer's habitual oriented	-0.107	0.009	5%	600	Confirmed

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Primary 6: relation between number of siblings and consumer decision making styles	-0.385	0.000	5%	600	Confirmed
Secondary 6-1) relation between number of siblings and consumer's perfectionism consciousness	-0.215	0.000	5%	600	Confirmed
Secondary 6-2) relation between number of siblings and consumer's brand consciousness	-0.437	0.000	5%	600	Confirmed
Secondary 6-3) relation between number of siblings and consumer's novelty and fashion consciousness	-0.387	0.000	5%	600	Confirmed
Secondary 6-4) relation between number of siblings and consumer's recreational and hedonistic consciousness	-0.076	0.062	5%	600	Rejected
Secondary 6-5) relation between number of siblings and consumer's price and value consciousness	-0.269	0.000	5%	600	Confirmed
Secondary 6-6) relation between number of siblings and consumer's impulsiveness and carelessness	-0.165	0.000	5%	600	Confirmed
Secondary 6-7) relation between number of siblings and consumer's confusion	-0.268	0.000	5%	600	Confirmed
Secondary 6-8) relation between number of siblings and consumer's habitual oriented	-0.497	0.000	5%	600	Confirmed

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Primary 7: relation between birth order and consumer decision making styles	-0.151	0.000	5%	600	Confirmed
Secondary 7-1) relation between birth order and consumer's perfectionism consciousness	-0.117	0.004	5%	600	Confirmed
Secondary 7-2) relation between birth order and consumer's brand consciousness	-0.268	0.000	5%	600	Confirmed
Secondary 7-3) relation between birth order and consumer's novelty and fashion consciousness	-0.206	0.000	5%	600	Confirmed
Secondary 7-4) relation between birth order and consumer's recreational and hedonistic consciousness	-0.063	0.123	5%	600	Rejected
Secondary 7-5) relation between birth order and consumer's price and value consciousness	0.233	0.000	5%	600	Confirmed
Secondary 7-6) relation between birth order and consumer's impulsiveness and carelessness	0.049	0.232	5%	600	Rejected
Secondary 7-7) relation between birth order and consumer's confusion	-0.022	0.598	5%	600	Rejected

Assumptions	Correlation coefficient	Sig. (2-tailed)	$\alpha$ (test error)	N	Result
Secondary 7-8) relation between birth order and consumer's habitual oriented	-0.269	0.000	5%	600	Confirmed
Primary 8: relation between age and consumer decision making styles	-0.187	0.000	5%	600	Confirmed
Secondary 8-1) relation between age and consumer's perfectionism consciousness	-0.044	0.287	5%	600	Rejected
Secondary 8-2) relation between age and consumer's brand consciousness	-0.219	0.000	5%	600	Confirmed
Secondary 8-3) relation between age and consumer's novelty and fashion consciousness	-0.226	0.000	5%	600	Confirmed
Secondary 8-4) relation between age and consumer's recreational and hedonistic consciousness	-0.123	0.003	5%	600	Confirmed
Secondary 8-5) relation between age and consumer's price and value consciousness	-0.123	0.003	5%	600	Confirmed
Secondary 8-6) relation between age and consumer's impulsiveness and carelessness	0.030	0.461	5%	600	Rejected
Secondary 8-7) relation between age and consumer's confusion	-0.144	0.005	5%	600	Confirmed
Secondary 8-8) relation between age and consumer's habitual oriented	-0.242	0.000	5%	600	Confirmed

### Prioritizing Consumer Decision Making Styles:

Performing Freidman test, priorities of styles of Sproles and Kendall model among cloth customers are as:

**Table 3:** Freidman test results.

Ranking average	styles
Habitual oriented	9.62
Confusion	8.38
impulsiveness	7.12
price and value consciousness	6.00
recreational and hedonistic consciousness	4.88
novelty and fashion consciousness	3.62
Brand consciousness	2.38
Perfectionism	1.12

### Conclusion and Suggestions:

These suggestions are offered to producers, marketers, and advertisers in clothing industry. We hope that these suggestions are efficient in developing marketing policies, market segmentation, scoping, and advertising.

- People who have perfectionism decision-making style are more involved with the product and it is important for them to know more about qualitative characteristics of the product. Therefore, when providing them with the product, related information, qualitative standards, and information on cloth selection standards should be considered and reported to the consumer.
- According to discussions of the researcher and consumers and distributors, one reason that Iranian cloths are not successful brands is that they are not diverse and up-to-date, which is of great importance for young audience. As it was pointed out, one important decision making style is fashion consciousness style. When fashion consciousness is high, brand loyalty is increased. In this regard, efforts on producing diverse and up-to-date products that suit society social and cultural conditions would result in consumer grace and loyalty towards Iranian brands.
- Study on decision-making styles in accordance with level of income or the money spent on cloth in different sections of market is another suggestion of this investigation. Studying people cloth expenses can help us understand decision-making styles and perform appropriate marketing policies.
- Finally, it can be claimed that since the youth are more recreational conscious, recreational centers, such as restaurants and coffee shops, in cloth shopping centers (especially the ones with younger than 30 years old age group target) can attract them.

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