

Study of Shopping Style as Expressions of Personal Values

Arief Helmi*
University of Padjadjaran, Bandung, Indonesia

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ABSTRACT

Shopping is one avenue where people confirm themselves. As the preference of Indonesian consumer to shop at shopping mall grows significantly, there was a need to understand their shopping style and also their personal values which are theoretically shaping their shopping style. In this research, a model of measurement employing confirmatory factor analysis was established initially, followed by correlation analysis. Nine hundred supermarket shoppers completed self-administered surveys regarding their attitudes towards shopping style and personal values items. This research not only confirmed the relation between personal values and shopping style but also formulated eight unique functions of shopping style, each of which is associated with different personal values.

Keyword: personal values, shopping style, shopping style function

1. INTRODUCTION

Marketing concept have led business to always put consumer as the focal point in designing and delivering products that can meet the needs and desires of consumers. Therefore, understanding consumer, is a key success for business.

One of the environmental influences that affect consumer purchase decisions is cultural values. Cultural values adopted by consumers as a part of society, Kahle & Kennedy (1989) have a strong suspicion that values directly affect the interest, activity, and role of a person, which in turn will affect consumer behavior.

The function of marketing is to help consumers meet their values (Kahle and Kennedy, 1989), nevertheless the importance of understanding the values of a consumer has not been a lot of interest of marketing researchers. As individuals have less value than the attitude, the concept of personal value is a concise way to describe and explain the similarities and differences among individuals, groups, and cultures (Rokeach, 1979).

Marketing research also enthusiasts to uncover the consumer decision-making process. Some researchers in the field of consumer economics conclude that the consumer has a different style or rules to make decisions when they are faced with the choice on the market (Canabal, 2002). The existence of such a rule or style by Sproles and Kendall (1986) defined as the consumer decision-making style (consumer decision-making style), which is a mental oriented that characterizes the approach in determining

the choice of consumers when buying a product. In line with Sproles & Kendall (1986), Stone (1954) introduced the concept of shopping oriented, which is defined as a shopping lifestyle and is used to predict consumer behavior on their activity in shopping.

Although many factors influencing consumer decision making, consumers are believed to approach the market with a particular shopping style. For example, consumers can be classified as consumers who search quality, style variations seekers, buyer price comparison, search information and loyal buyer or buyers habit (Ahmad, et al., 2008).

The tendency of urban society to shop at modern shopping centers will continue to increase, as indicated by the results of research conducted by AC Nielsen that throughout 2008, the expansion of modern shopping centers reached 27.5 percent with a total of 6,745 outlets throughout Indonesia (Koran Jakarta, May 4, 2009).

Based on the phenomenon mentioned above, this research focuses on two issues: the relationship between the personal value and consumer shopping style, and functions of shopping style.

2. THEORETICAL FRAMEWORK

Personal value owned by an individual is a set of beliefs or conceptions about what is considered important, valuable and worth to be followed, which will determine preferences and attitudes of individual. Personal value is also regarded as a characteristic or distinguishing factor of an individual to another.

Cultural and psychological researchers have tried to make inventory the shared values of various communities. Kahle & Kennedy (1989) formulates inventory of 9 personal values, which is called the List of Value (LOV): a sense of belonging, being well respected, excitement, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others and a sense of accomplishment.

Sproles and Kendall (1986) developed a consumer style inventory (CSI) and defined the consumer decision-making styles as a patterned, mental, cognitive oriented towards shopping and purchasing. They believed that CSI constantly dominates the consumer's choices and are relatively enduring. Sproles and Kendall also used CSI as an instrument for measuring the decision-making styles.

Consumer Style Inventory (CSI) consisting of eight mental characteristics that indicated consumers when making purchasing decisions. The eight styles are: perfectionism, value conscious/value for money oriented, brand consciousness, novelty-fad-consciousness fashion, shopping hedonistic consciousness, confused /support-seeking decision maker, impulsive/careless, and habitual/brand loyal.

In line with CSI, eleven shopping orienteds have been identified by Ownbey (1997), namely:

impulse shopping, shopping self-confidence, shopping gender roles, brand-loyal shopping, shopping center enthusiasm, economic shopping, personalized shopping, patronage loyalty, shopping opinion leadership, advertised-special shopping, and fashion conscious.

While, Bellenger(1977) mentioned the existence of two types of shopper, namely economic shoppers and recreational shoppers.

Table 1
Formulation of Shopping Style Dimension

<i>Consumer Inventory Sproles & Kendall (1986)</i>	<i>Style (CSI), Ownbey & Horridge (1997)</i>	<i>Shopping Oriented, Ownbey & Horridge (1997)</i>	<i>Shopper Oriented, Bellenger (1977)</i>	<i>Shopping Style</i>
1. <i>Perfectionism/Quality</i>				Perfectionist
2. <i>Value conscious</i>	1. <i>Economic shopping</i>	1. <i>Economic Shopper</i>		Economic
3. <i>Brand consciousness</i>				Brand Oriented
4. <i>Novelty-fad-fashion consciousness</i>	2. <i>Fashion conscious</i>	2. <i>Recreational Shopper</i>		Innovative
5. <i>Hedonistic shopping consciousness</i>	3. <i>Shopping interest</i>			Hedonist
6. <i>Confused/support-seeking decision maker</i>	4. <i>Shopping self-confidence</i>			Confuse
7. <i>Impulsive/careless</i>	5. <i>Impulse shopping</i>			Impulse
8. <i>Habitual/ brand loyal.</i>	6. <i>Brand-loyal shopping/</i>			Loyal
	7. <i>Patronage loyalty</i>			
	8. <i>Shopping gender roles</i>			Gender Roles
	9. <i>Advertised-special Shopping</i>			Sensitive to Promotion
	10. <i>Shopping opinion Leadership</i>			
	11. <i>Personalized shopping</i>			

In this research, the decision-making style (CSI) proposed Sproles and Kendall (1986), the oriented of shopping presented Ownbey & Horridge (1997) and the two types of shoppers by Bellenger (1980) are defined as *shopping style*, which consists of ten dimensions of shopping style: perfectionist, economic, hedonists, brand oriented, innovative, spontaneous, loyal, gender roles, and sensitive to promotions

Potential relation between shopping style and personal value has attracted attention from marketing researcher, Michon and Chebat (2004), and Ercis, Unal & Bilgili (2007), Susan (2008) concluded that personal values of consumers have a relationship (correlation) with their shopping style. This Research is intended to verify the relationship between each dimension of personal values with each dimension style shopping.

Based on the phenomenon and the framework above, this study formulates one major hypothesis: There is a relationship between personal values with consumer shopping style. Followed by 10 respective minor hypothesis, as follows:

- a. Hedonist shopping style is related to dimensions of personal value
- b. Economical shopping style is related to dimensions of personal value
- c. Innovative shopping style is related to dimensions of personal value
- d. Perfectionists shopping style is related to dimensions the personal value
- e. Brand oriented shopping is related to dimensions of personal value
- f. Confuse shopping style is related to dimensions of personal value
- g. Spontaneous shopping style is related to dimensions of personal value
- h. Loyal style shopping related is to dimensions of personal value
- i. Sensitive to promotion shopping style is related to dimensions of personal value
- j. Gender roles shopping style is related to the personal value

3. METHOD

To reveal the relationship between personal values and shopping style, verification research is considered the most appropriate method.

This research requires primary data through a survey with a questionnaire, and sampling is set to follow the rules of cluster sampling. A survey was conducted in two major cities in Indonesia, Bandung and Surabaya, with 425 respondents in each city.

In accordance with the main issue of this research, the data were analyzed by correlation analysis. Correlation or association between personal values and shopping style measured by a non-parametric statistic: Pearson Correlation. Statistic analysis generated a matrix correlation of inter-dimension of variables X (personal values) and Y (shopping style), this technique is similar to Chase (2007) and Susan (2008).

4. RESULTS

This study seeks to reveal various personal values that shape consumer shopping style by identifying relations personal values and shopping style. Pearson correlation analysis is conducted, and the result is as below.

Table 2
Pearson Matrix Correlation
Relation between Personal Values and Shopping Style

Personal Values	Shopping Style								
	Hedo- nist	Inno- vative	Perfec- tionist	Brand. Orient	Con- fuse	Spon- tan	Loyal	Sens.to prom	Gen- der
A sense of belonging	0,097**	0,075*	0,162**	0,131**	0,128**	0,003	0,102**	0,125**	0,051
	0,006	0,035	0,000	0,000	0,000	0,935	0,004	0,000	0,154
Excitement	0,032	0,013	0,137**	0,033	0,039	0,010	0,024	0,019	0,002
	0,374	0,720	0,000	0,357	0,269	0,784	0,507	0,594	0,961
being well respected	0,140**	0,035	0,164**	0,064	0,038	0,009	0,106**	0,076*	0,021
	0,000	0,329	0,000	0,072	0,283	0,808	0,003	0,033	0,562
Fun and enjoyment	0,243**	0,230**	0,337**	0,338**	0,137**	0,164**	0,217**	0,118**	0,013
	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,001	0,713
Security	0,169**	0,014	0,150**	0,090*	0,111**	0,000	0,133**	0,202**	0,044
	0,000	0,690	0,000	0,011	0,002	0,988	0,000	0,000	0,213
Self-fulfillment	0,161**	0,118**	0,233**	0,216**	0,147**	0,152**	0,162**	0,112**	-0,026
	0,000	0,001	0,000	0,000	0,000	0,000	0,000	0,002	0,463
Self -respect	0,152**	0,050	0,236**	0,115**	0,056	0,045	0,120**	0,138**	0,029
	0,000	0,164	0,000	0,001	0,118	0,208	0,001	0,000	0,421
warm relationships with others	0,163**	0,053	0,180**	0,063	0,058	-0,025	0,099**	0,101**	0,040
	0,000	0,136	0,000	0,079	0,101	0,475	0,005	0,005	0,260
a sense of accomplishment	0,108**	0,037	0,121**	0,097**	0,089*	-0,039	0,020	0,123**	0,058
	0,002	0,296	0,001	0,006	0,012	0,271	0,582	0,001	0,106

Pearson Correlation, ** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

n=789

Relations between each dimension of personal value and shopping style are shown by the matrix correlation coefficient (Table 2), which shows that there are eight shopping styles which have a significant correlation with the dimensions of personal value. Sequentially, style shopping: hedonist, innovative, perfectionist, brand oriented, confuse, spontaneous, loyal, and sensitive to promotion positively correlated significantly with eight, three, nine, six, six, two, seven and eight dimensions of personal values. There is only one shopping style which unrelated to any personal values, namely gender roles.

Based on the correlation between these dimensions, it can be concluded that there is a positive and significant relationship between the personal values with of consumer shopping styles. This is consistent with previous studies by Chebat Michon (2004), Ercis, Unal & Bilgili (2006), Susan (2008).

One of the distinctive shopping styles of urban consumers in Indonesia is hedonists, the type of consumer who adores shopping activity. In fact, they make shopping as a leisure activity. As noted in Table 2, hedonist shopping style has a significant correlation with the eight dimensions of personal values. Thus, it can be formulated in a function that shows the dimensions of the value of anything related to the following hedonist shopping style (SS):

$$\text{SS (Hedonist)} = f (\text{a sense of belonging, being well respected, excitement, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others, a sense of accomplishment})$$

For a hedonist consumer, shopping is an expression of the desire of reaching the pleasures of life, self-esteem, dignity, and self-fulfillment. The atmosphere of the shopping mall can provide enjoyable entertainment and prestigious lifestyle representation for this kind of consumer. They do not only enjoy finding and choosing the groceries but also like to spend time there. By doing so, the value of self-fulfillment, self-esteem at the same time can be achieved.

The articulation of the value of life for modern society has shifted from satisfying basic needs and desires towards the fulfillment of more emotional manifestations. Having new experiences through new product trials can give the sensation of satisfaction. Innovative shopper is a kind of consumer who has the excitement of looking for new stuff and be aware of fashion and fads. The function for an innovative shopping style can be formulated as follows:

$$\text{SS (Innovative)} = f (\text{fun and enjoyment, a sense of belonging, self-fulfillment})$$

Some Indonesian consumers are also identified as perfectionist shopper. The characteristic of perfectionist shopping style is a consumer who has high standard and expectations on the product sought. And, when they are shopping, they like looking for high-quality product. From Table 2, we can see that all nine personal values have a positive and significant correlation with perfectionist kind of consumer, so the function of shopping styles is:

$$\text{SS (Perfectionists)} = f (\text{a sense of belonging, being well respected, excitement, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others, a sense of accomplishment})$$

Perfectionists shopper is not only tend to find the best product which will perform its functional benefit, but also its emotional benefit. For them, buying the best product is the articulation of personal ego and social fulfillment.

Pearson correlation calculation also showed that the personal values of a sense of belonging, fun and enjoyment, security, self-fulfillment, self-respect, a sense of accomplishment have a positive and significant correlation with brand oriented shopping style. Therefore, the function of shopping style brand oriented is:

$$\text{SS (Brand-Oriented)} = f (\text{a sense of belonging, fun and enjoyment, security, self-})$$

fulfillment, self-respect, a sense of accomplishment)

A well-known branded product tends to be perceived as high quality, reliable, and prestigious product. A brand-oriented consumer tries to ensure themselves of getting a high-quality product and experiencing personal pleasure and respect from other people by consuming a well-branded product,

Some consumer can be characterized as has confused shopping style. They often seek referrals from friends (shopping-friend) before they make any purchase decision. Consumer who have this shopping style try to reduce the functional and social risk from the product they buy by receiving much referral from other people. The function of confused shopping style is:

SS (Confuse) = f (a sense of belonging, fun and enjoyment, security, self-fulfillment, self-respect, a sense of accomplishment)

Furthermore, it was revealed that spontaneous shopping style was correlated only with two personal values, which express the value of trying to get pleasures of life and the value of accomplishment. So the function of spontaneous shopping style can be formulated as:

SS (Spontaneous) = f (fun and enjoyment, a sense of accomplishment)

This shopping style function shows that the tendency to shop without much consideration or without planning (impulse), apparently motivated by a desire to achieve the pleasures of life and even self-indulgence. They considered shopping as entertainment activities.

Some consumer chooses to shop at the same supermarket and buy the same brand for a long period of time, this shopping style is called loyal. Loyalist shopper tends to has a favorite supermarket and product, and by being loyal they get the satisfaction rationally and emotionally. Not only satisfied with the performance of the product, but loyalty to a product or a particular store is also a form of self-expression of pride. The function loyal shopping style is formulated as follow:

SS (Loyal) = f (a sense of belonging, being well respected, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others)

Finally, Pearson correlation calculation resulted in sensitive to promotion shopping style.

SS (Sensitive to Promotion) = f (a sense of belonging, being well respected, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others, a sense of accomplishment)

For a consumer who tends to has this shopping style, shopping is one of expression of the importance of saving. This shopping style is also related to the value of self-fulfillment end enjoyment, some consumers experience a kind of happiness when they can buy a product at lower prices.

4. CONCLUSION

This study proves the relationship between personal consumer value and shopping style. Unless gender roles shopping style, all shopping are associated with different personal values. Each shopping style is unique because each is the expression of various personal values.

- Hedonist shopping style is the expression of personal values: a sense of belonging, being well respected, excitement, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others, a sense of accomplishment.

-Innovative shopping style shaped by personal values: fun and enjoyment, a sense of belonging, self-fulfillment

- Perfectionist shopping style is the articulation personal value: a sense of belonging, being well respected, excitement, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others, a sense of accomplishment

-Brand oriented shopping style is a manifestation of personal values: a sense of belonging, fun and enjoyment, security, self-fulfillment, self-respect, a sense of accomplishment.

-Confuse Shopping style is an expression of personal values of a sense of belonging, fun and enjoyment, security, self-fulfillment, self-respect, a sense of accomplishment

-Spontaneous shopping style is a manifestation of the value of fun and enjoyment, a sense of accomplishment

-Loyal Shopping style is the projection of the personal values of togetherness, respectable, the pleasures of life, security, fulfillment, self-esteem, and the warmth of the relationship.

-Sensitive to promotional shopping style is a representation of a sense of belonging, being well respected, fun and enjoyment, security, self-fulfillment, self-respect, warm relationships with others, a sense of accomplishment

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