

**DETERMINING THE CONSUMER DECISION MAKING STYLES
OF YOUNG-ADULT MALAYS FROM UNIVERSITIES IN KEDAH,
PULAU PINANG, AND PERLIS**



UNIVERSITI TEKNOLOGI MARA

PREPARED BY:

**PROF. MADYA MAZNAH WAN OMAR
(UiTM Cawangan Kedah)**

**MOHD NOOR BIN MOHD ALI
(UiTM Cawangan Pulau Pinang)**

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No. Fail Projek:

Yang Berbahagia Prof. Dr Azni Zain Ahmed
Penolong Naib Canselor (Penyelidikan)
Institut Penyelidikan, Pembangunan dan Pengkomersilan (IRDC)
Universiti Teknologi MARA
40450 Shah Alam
Malaysia

Yang Berbahagia Prof. Dr,

LAPORAN AKHIR PENYELIDIKAN "Determining the Consumer Decision Making Styles of Young-Adult Malays from Universities in Kedah, Pulau Pinang, and Perlis."

Merujuk kepada perkara di atas, bersama-sama ini disertakan 3 (tiga) naskah Laporan Akhir Penyelidikan bertajuk "Determining the Consumer Decision Making Styles of Young-Adult Malays from Universities in Kedah, Pulau Pinang, and Perlis" oleh kumpulan Penyelidik UiTM Cawangan Kedah dan UiTM Cawangan Pulau Pinang untuk makluman Yang Berbahagia Prof. Dr.

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TABLE OF CONTENTS

CHAPTER	TOPICS	PAGE NUMBERS
	Abstract	1-2
1	INTRODUCTION Problem Statement Research Questions Objectives Definition of Terms and Concepts	3 4 4 4-7
2	LITERATURE REVIEW	8-13
3	RESEARCH METHOD Sample Method Method of Analyzing Data Purpose of Study Underlying Assumption	14 15 16-17 18 18
4	FINDINGS Descriptive statistics of UUM data sample. Frequencies statistics of UUM data sample. Descriptive statistics of UiTM Cawangan Kedah campus data sample. Frequencies statistics of UiTM Kedah data sample. Descriptive statistics of USM data sample Frequencies Descriptive statistics of UiTM Pulau Pinang data sample.	19 20-24 25 26-30 31 32-37 38

ABSTRACT

The research explores the interrelations between individuals' learning styles and their consumer decision-making styles. A Secondary Learning Styles Inventory was developed based on the study done by Sproles, E.K. and Sproles, G.B., to measure six characteristics of learning and a Consumer Styles Inventory (CSI) were used to measure eight characteristics of consumer decision making. Consumers decision-making styles were measured by 51 five-point Likert-scale items with strongly disagree and strongly agree as the end point. A Principal axis factoring (PAF) was used. The anti-image correlation matrix was used to assess the sampling adequacy of each variable. Variables with a measure of sampling accuracy that falls below the acceptable level of .5 were excluded from the analysis. Bartlett's test of sphericity and the Kaiser-Meyer-Olkin measure of sampling adequacy were also used to determine the factorability of the matrix as a whole. Principal axis factoring with varimax rotation was used to confirm the study.

The research reported in this paper explores the relationships between individuals' learning styles and their consumer decision-making styles. The traits used to confirm this study were based on the study done by Sproles (1985), where Sproles named and described these traits as: (1) "Perfectionism" - consumers seek the very best quality products, have high standards and expectations for consumer goods, and are concerned with the function and quality of products; (2) "Value Conscious, Value for Money Orientation" - consumers are low-price conscious, look for the best value for the money, and are likely to be comparison shoppers; (3) "Brand Consciousness" - consumers are oriented toward expensive and well-known national brands and feel price is an indicator of quality; (4) "Novelty-Fad-Fashion Consciousness" - consumers gain excitement and

pleasure from seeking out new things" and are conscious of the new fashions and fads, and (5) "Shopping Avoider-Time Saver-Satisfier" - consumers avoid shopping, "make shopping trips rapidly," and may forego some quality for time and convenience (1985: 81).; (6) "Confused, Support-Seeking Decision-maker" - consumers find the marketplace confusing, view brands as alike, and seek help from friends (1985).

This research also used a Consumer Styles Inventory (CSI), which was introduced by Sproles and Kendall. Consumer Styles Inventory (CSI) used by Sproles and Kendall were an instrument used to measure "characteristics of decision making".

Cronbach's alpha was used to establish scale reliabilities. Since this research is based on the model proposed by Sproles and Kendall, where items that loaded above .4 as reliable, our research also uses the same scale i.e .4 and above is classified as having satisfactory reliabilities. Only two Style Characteristics tested on Young-Malay adult shows an unsatisfactory reliability. They are "Recreational-Shopping Conscious (Factor 3) which is considered as non reliable. The reading is .2776 and the second Style Characteristics that is below the reliability level is "Habitual, Brand -Loyal" (Factor 7) with readings equal to .3831.