

**CONSUMER DECISION MAKING STYLES  
IN SHOPPING BEHAVIOR AMONG STUDENTS:  
A STUDY BETWEEN GENDER**

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**UNIVERSITI UTARA MALAYSIA**

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A STUDY BETWEEN GENDER**

A thesis submitted to the College Of Business  
in partial fulfillment of the requirements for the degree  
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Universiti Utara Malaysia

by

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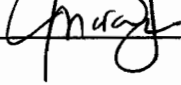
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# ABSTRACT

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The general purpose of this study was to investigate the decision making style of Malaysian consumer on shopping behavior. The specific aim of this study is to investigate the different approach of male and female Malaysian consumer towards shopping behavior. The researcher used Sproles and Kendall's (1986) eight dimensions of Consumer Style Inventory (CSI) on a sample of 140 local undergraduate Malaysian's male and female students. For this purpose, structural questionnaires were used to gather information which could provide the answers to subject matter. The finding of this study showed that there is a significant difference between male and female consumers on brand conscious, price conscious and impulsive conscious shopping behavior. On the other hand, there is no significant difference between male and female consumers on high quality conscious, novelty fashion conscious, recreational conscious, confuse by over choice and brand loyal conscious shopping behavior. Recommendation, implication and direction for future research are also discussed.

# ABSTRAK

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Tujuan am kajian ini adalah untuk mengenal pasti gaya dalam membuat keputusan membeli di kalangan pengguna Malaysia. Manakala objektif khusus untuk kajian ini adalah untuk mengenal pasti sama ada gaya membuat keputusan membeli adalah berbeza di antara pengguna lelaki dan perempuan di Malaysia. 8 dimensi Consumer Style Inventory (CSI) oleh Sproles & Kendall (1986) telah digunakan pada sample sebanyak 140 orang siswazah lelaki dan perempuan. Untuk tujuan ini, borang soal selidik digunakan untuk menjawab persoalan. Hasil analisis menunjukkan bahawa adanya perbezaan signifikan di antara perbezaan pengguna lelaki dan perempuan terhadap kecenderungan pada jenama, harga dan gerak hati. Manakala, analisis menunjukkan bahawa tiada perbezaan signifikan di antara perbezaan pengguna lelaki dan perempuan terhadap kecenderungan kualiti tinggi, fesyen, rekreasi, keliru dengan banyak pilihan dan jenama dalam membuat pembelian. Cadangan, implikasi dan haluan untuk bakal penyelidik juga di sediakan.

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In the name of Allah the Almighty, the Merciful, and the Beneficent

Glory to Allah S.W.T, Most Gracious, the Most Merciful, and peace upon his messenger Prophet Muhammad S.A.W. All the worship belongs to only Allah. I seek refuge to Allah from the wickedness from the evil deeds. I also praised to Allah S.W.T for giving me the courage, time, strength, and knowledge to complete this project paper properly.

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# LIST OF ABBREVIATIONS

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- **UUM**                      Universiti Utara Malaysia
- **COB**                      College Of Business
- **CSI**                        Consumer Style Inventory
- **SPSS**                      Statistical Package for Social Science Program
- **Sig**                         Significance

**1.0**

# **INTRODUCTION**

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**CONSUMER DECISION MAKING STYLES IN SHOPPING BEHAVIOR  
AMONG STUDENTS: A STUDY BETWEEN GENDER**

# 1

## INTRODUCTION

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### 1.1 CHAPTER DESCRIPTION

This chapter will discuss the background of the study and research problems. This is followed by the purpose of study, research questions and objectives of the research. This chapter will also discuss the scope of research, significance and limitations of this research.

### 1.2 BACKGROUND OF THE STUDY

People nowadays have been brought up in an era where shopping is not regarded as a simple act of purchasing. The proliferation of retail and product choice has resulted in a retail culture where acts of shopping have taken on new entertainment and/or experiential dimensions (Lehtonen and Maenpaa, 1997). US-style shopping malls, and their European equivalents, have become essentially giant entertainment centres bringing together a whole new combination of leisure activities, shopping and social encounters (Chaney,



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# **REFERENCES**

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**CONSUMER DECISION MAKING STYLE IN SHOPPING BEHAVIOR  
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