



THE EFFECT OF CONSUMER DECISION-MAKING STYLE IN FOODSTUFFS AT CHAIN
STORES

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Abstract

Finding how to make decision about shopping by consumers is so important that it can contribute to a company in achieving their objectives. Any consumer takes specific type of decision-making under various conditions. Thus, an enterprise and organization will succeed if it finds way of making decision made by the related consumers. The present study is mainly intended to examine effect of consumer's decision-making styles (CDMS) in buying foods from chain stores and with respect to unlimited numbers of consumers, sample size of the research has been selected 384 members. The research data have been collected by librarian method and field study (questionnaire) for which the validity and reliability of questionnaire were confirmed. It should be noted that the structural equation technique was employed as analysis method in this study and AMOS software was utilized for this purpose. Finally, the results of research indicated that price-conscious and brand- and trade name- conscious styles and recreational decision-making style may impact on parameters of promotion, price, product, and retailing. Therefore, it is suggested to Citizen Chain Stores Company (SHAHRVAND Shop) to use the results of present study in line with finding decision-making style of consumers.

Keywords: consumer decision, making styles (CDMS), price conscious style, brand consciousness style, recreational decision-making style

I. INTRODUCTION AND EXPLAINING PROBLEM

To buy a product or service, consumer applies a set of measures as consumer's decision making process. After recognizes his need, he collects information and according to this information, evaluates buying options and finally decides (Jalilvand and Ebrahimi, 2011).



Consumers everyday decide and buying decision is main and central point of marketing efforts. Insignificant and precise studies of many big firms are done on consumers' buying decisions to answer basic questions that what consumer wants, how and how much, when and why he buys? (Kotler and Armstrong, 2011).

Identifying main effective components on consumers' decision making has become a necessary thing for products marketing in various businesses. Consumers' decisions styles are mental attitudes that determine consumer procedure to select among many products in the market. Consumer decision style are divided to three general groups. First one is utilitarian decision styles includes perfectionist and conscious consumers regard to recently produced products. Second group is social or prominent decision styles includes the consumers who know trade name, price, and are hedonist and loyal to trade name, and finally third group is called as improper decision styles include consumers decision making such as real time buying and confused in selection (Shim, 1996).

In marketing, branch of consumer checks how individuals and organizations select and buy services and products to meet their needs. Consumer behavior is not a simple matter and trying to understand consumers is one of the most important marketing managers' activities. Since consumer behavior science is an interdisciplinary one that uses various sciences such as sociology and psychology to explain why consumers' behavior is done in the market. Identifying this why can help marketers (Seyed Javadin and Esfidani, 2011), marketing science tries to influences consumers thoughts and reactions (Kotler and Armstrong, 2011).

Identifying consumer can help firms' managers to offer product successfully. In this line, products must be offered based on consumers' needs. Consumers use various decision making styles. And due to these styles, one can identify consumers in chain stores and classify products according to consumers. There are many decision making styles and this paper, due to special nature of foods, three important styles sensitive to price, trade name and pleasure are addressed.

Identifying how consumers' decision making in food buying is very important, because chain stores can classify their consumers and provide proper products for each style.

This paper aims to (check effect of consumers decision making styles on buying food materials) can help to marketers and stores managers, especially in food industry that considering thought attitudes and consumers decision making can has effective role in consumers buying.

Thus, this research checks this issue that how effect of consumer decision making styles in food buying by using mode (Sajad Rezaei, 2015)? Then, first, research theoretical concepts and are explained and then, research way, collecting data tool and research findings are come. Finally, by discussion about findings, functional suggestions from them are addressed.

II. RESEARCH THEORETICAL FUNDAMENTALS

Main Attitude Of Consumer Decision Making Styles

Consumer literature suggests that consumer decision making styles can be classified to three main procedures:



Consumer typology approach
Psychographic/lifestyle
Consumer characteristics approach

Consumer typology approach about defining consumer attitudes and interests through classifying consumers become different among infinite kinds. Psychographic research supposes that consumer interests and activities can effect on measure consumer personality and in result, predict his behavior (Park, 12: 2007).

Consumer style life emphasizes on way he lives; way of pattern is a finding of the life that fits with consumer's products, activities and resources. Also it determines that a person how spend his time, money for activities, interests and stating beliefs. A consumer's life style features effect on achievement activities, spending and discarding product by a person in everyday life (Amirshahi et al, 2011).

To check buying attitude and consumer decision making styles, an approach based on consumer features in wide level. In another words, in this approach, consumers are divided according to their buying behavior that stems from their various features (Chaisitthoj, 28: 2007).

This approach, focuses on emotional and cognitive attitudes that especially is related to consumer's decision making (Park, 12: 2007), in literature related to identifying consumer decision making styles that has long history in consumer behavior and marketing, among three above approach based on consumer features, is comprehensive, that is used widely, and has stronger and clearer effect on consumer buying attitude (ibid, 13). In this approach, we assume that consumer follows certain decision making features in using his buying tasks; the features such as sensitive to quality (Darden & Ashton, 1974) or loyal to brand or store (Moschis, 1976), Sperols and Kendall (1986), ordered these with other features and provided lists of consumer buying decision styles that called this as consumer styles list "CSI". In this list, eight consumers decision making styles are designed that frequently have been used by other researchers.

Consumer Decision Making Styles

There are many researches and models which in these researches, Sperlos and Kendall in 1986, designed a model to check consumers' decision making ways. Then, it explains this model and hypotheses based on it, which include our research conceptual model.

2-2-1 sensitive to price

Sensitive to price is defined as knowing best value and buying in sales with minimum possible price (Sperols and Kendall, 1986).

This group of consumers are precise to products price changes and do buying by comparison measures to decrease cost for the best quality.

2-2-2- markist

Sperols an Kendall, define markism as need to buy famous marks, expensive marks or marks that often promoted. For Stobart, only the most powerful international marks that include



famous and high quality names. Markist buyers believe that these marks have better marks and justify higher quality, higher prices (Sperols and Kendall, 1986).

This group of consumers prefer famous names, even give more costs to buy products with intended trade mark.

2-2-3- hedonist

There are studies and researches about consumers and buyers decision making way, in various states include:

Kyne 11 (2015) offered a paper under title of online consumer decision making style to increase understand consumer behavior. In this paper, they check online consumers' decision making style to understand consumer behavior. They developed to measure online consumers' decision making in online business in Makao.

Rezayi 12 (2015) offered a paper under title of consumer' decision making styles segmentation related to marketing: A partial least squares (PLS) offered path modelling way: the results showed that perfectionist features, knowing trade name, sensitive to price, and entertain and reaction are evaluated for products, price, advertisement and retail throughout channel.

Azizi 13 (2012) offered a paper under title of young Iranian consumer decision making style, and results of analysis showed that there are only two main styles of above model (loyalty to trade name and conscious trade name) among young Iranian consumers. In this research, age effects, marriage and income level on Iranian young decision making have been studied.

Amir Shahi et al 14 (2010) offered a paper under title of checking modernism of consumers on buying decision styles and research findings showed that modernism has direct relation with buying decision making (sensitive to high and perfectionist quality) and emotional modernism with buying decision making (sensitive to brand), (modern and fashionist), (researcher of entertain).

Zin rou et al (2015) offered a paper under title of Chinese consumers' decision making styles that suggests: Chinese has become an important markets for consumption goods. Thus, consumer decision making patterns are very important for marketers. The results showed that there are decision styles loyal to a brand and sensitivity to fashionable things. Also consumers in these two regions, are different in hedonist decision making and who want to buy as entertainment.

In internal researches, also Shiri and Rezayi Nasab (2015) offered a paper under title of checking decision making styles of consumers according to mode Sperols and Kendell. The results showed that five decision making styles: perfectionist, activist, confused are not identified in sensitive options to price among identified consumers and decision making styles sensitive to brand, modern and reactive among them. Also decision making style sensitive to price has highest priority and confused decision making style has minimum priority (Shiri and Rezai, 2015).

Research Opportunities

Research conceptual model also is a model (Sajad Rezayi, 16. 2015) according to dividing consumer decision making styles regard to marketing function. Thus, one can design below hypotheses:

First hypothesis: decision making style sensitive to price has positive effect on food product.



Second hypothesis: decision making style sensitive to price has positive effect on food price.

Third hypothesis: decision making style sensitive to price has positive effect on food advertisement.

Fourth hypothesis: decision making style sensitive to trade name has positive effect on food retail.

Fifth hypothesis: decision making style sensitive to trade name has positive effect on food product.

Sixth hypothesis: decision making style sensitive to trade name has positive effect on food price.

Seventh hypothesis: decision making style sensitive to trade name has positive effect on food advertisement.

Eight hypotheses: decision making style sensitive to trade name has positive effect on food advertisement.

Ninth hypothesis: entertain decision making style has positive effect on food product.

Tenth hypothesis: entertain decision making style has positive effect on food price.

Eleventh hypothesis: entertain decision making style has positive effect on food advertisement.

Twelfth hypothesis: entertain decision making style has positive effect on food retail.

III. RESEARCH METHODOLOGY

This research purposely is functional and field study.

Data derived from 21 options questionnaire that are selected as sample from branches consumers in Tehran Shahrvand chain stores by using Cochran formula. To determine sample volume, assess studied feature in infinitive statistic society is used. It must be noted that distribution process and collecting questionnaire in above stores, last more than 3 months. Also in this investigation, sampling is done by accidental way. Because anyone who has bought once food stores in Shahrvand chain stores, is member of this society.



Table (1): detail of questionnaire

Main variable	Secondary variable	questions	Resource
Decision making styles	Sensitivity to price	Do you know how much effect decision making sensitive to price on selecting food production? Do you know how much easy access to price show tool can effect on increasing consumers motivation to buy? Do you know how much attitude confirmed on this kind of decision can effect on increasing consumers motivation to buy?	Zhou et al (2010)
	Sensitivity to trade mark	Do you know how much trade advertisement can effect on food products? Do you know how much food product is based on trade name? How much buy decision behavior can be derived by trade product brand?	
	Entertain decision making	Do you know how much entertain decision making can effect on selecting food product? Do you know how much or to what product, buying basd on entertain style can be related? Do you know how much way of arrangement of food product in stores can effect on entertain decision making style?	
Advertisement	Advertisement	Do you know how much decision style can effect on food materials advertisement? Do you know how much buying based on trade name decision making depends on amount or kind of variety of advertisement? Do you know how much information is between advertisement development or buying product for entertain?	Gaski and Etzel (1986)
Price	Price	Do you know how much decision making style can effect on food advertisement? Do you know how much retail can effect on decision to buy through price? Do you know how much nature of fitness of price is related to wholesale goals?	(1986) Gaski and Etzel
Product	product	How much price central information can effect on food material or proper price? Do you know consumers decision making due to quality, can justify food materials price? Do you know how much maintaining real value of food materials can influence on behavior performance of buy decision?	Gaski and Etzel (1986)



retail	retail	Do you know how much decision making for retail food materials can effect on buying? Do you know how much trade-organizational system can effect on kind of decision and extending food material retail? Do you know how much relation of producer-seller can effect on kind of decision and extending food material retail?	Gaski and Etzel (1986)
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In this research, to check repeatability, stability and compatibility of collecting information tool, in other words, credit and reliability of questionnaire, Cronbach's alpha has been used that amount of Cronbach's alpha has been calculated for questionnaire by using SPSS 0.816. Due to this fact that amount of Cronbach's alpha is more than 0.7, hence, one can conclude that questionnaire has acceptable reliability.

Content credit and visual credit is used for questionnaire reliability.

IV. RESEARCH FINDINGS

Analyzing data

Row			Number	Frequency
1	Gender	Man	187	48.6
		Woman	197	51.4
2	Age	Less than 25 year	57	14.8
		Between 25 to 30 year	80	20.8
		Between 30 to 40 year	137	35.7
		Between 40 to 50 year	59	15.4
		More than 50 year	51	13.3
3	Education	Diploma and less	67	17.4
		Associate	55	14.3
		Bachelor	210	54.6
		Master and more	52	13.7
4	Marriage	Single	145	37.8
		Married	239	62.2



Table 3: summary of variables condition

variables	average	Standard deviation	Minimum amount	Maximum amount
Sensitive style to price	4.16	1.13	1/00	5/00
Sensitive style to trade name	3.96	1.16	1/00	5/00
Entertain style	4.01	1.20	1/00	5/00
Product	4.42	1.00	1/00	5/00
Price	3.12	1.04	1/00	5/00
Advertisement	3.69	1.09	1/00	5/00
Retail	3.76	1.14	1/00	5/00

In this research, first normality test of research variables is done. To this work, Kolmogroph-Smirnov test has been used that is explained in table 4.

Table (4): results of Kolmogroph-Smirnov test

Research variables	Meaningfulness levl	Result of hypothesis
Style sensitive to price		Is normal
Style sensitive to trade name		Is normal
Entertain style		Is normal
Product		Is normal
Price		Is normal
Advertisement		Is normal
Retail		Is normal

Results of this test, shows meaningfulness level more than 0.05, so, with probability of 0.98 we can agree that research variable ha normal distribution.

Now, b using Pierson correlation coefficient, we find meaningful relation between variables. Pierson correlation test has been showed among variables in table (3).

Table (5): output of Pierson correlation coefficient

		Sensit ive to price	Sensi tive to trade name	Enter tain price	price	price	adver tisement	retail
Sensitive to price	Correlation intensity Meaningfulness level Number	1 384						
Sensitive to trade name	Correlation intensity Meaningfulness level Number	** .658 0.000 384	1 384					



entertain	Correlation intensity	** .562	** .624	1				
	Meaningfulness level	0.000	0.000					
	Number	384	384	384				
product	Correlation intensity	** .510	** .616	** .657	1			
	Meaningfulness level	0.000	0.000	0.000				
	Number	384	384	384	384			
price	Correlation intensity	** .458	** .472	** .500	** .533	1		
	Meaningfulness level	0.000	0.000	0.000	0.000			
	Number	384	384	384	384	384		
Advertisment	Correlation intensity	** .656	** .456	** .659	** .660	** .516	1	
	Meaningfulness level	0.000	0.000	0.000	0.000	0.000		
	number	384	384	384	384	384	384	
retail	Correlation intensity	** .626	** .617	** .518	** .697	** .509	** .421	1
	Meaningfulness level	0.000	0.000	0.000	0.000	0.000	0.000	
	number	384	384	384	384	384	384	384

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

As table (5) shows, due to this fact that meaningfulness level is less than (0/01). In assurance level 99%, hypothesis zero (H0) is a statistics based on lack of relation of rejected variables and correlation among all meaningful variables, thus, one can measure research hypotheses and enter to structure equations discussion.

Table (6) shows that KMO is 0/781, due to meaningfulness level (0/000), Bartlet test is meaningful. So, due to this fact that sampling and meaningfulness of Batlet test, data correlation matrices is possible to enter to structure equations.

Table (6): kmo and result of Bartlet test for variables correlation matrices

Enough sample test	0.781
Croit Bartlet test	3041.34
Freedom degree	371
Meaningfulness level	0.000

The diagrams which we offer in this part, show measurement model of research variables in standard mood and meaningfulness.

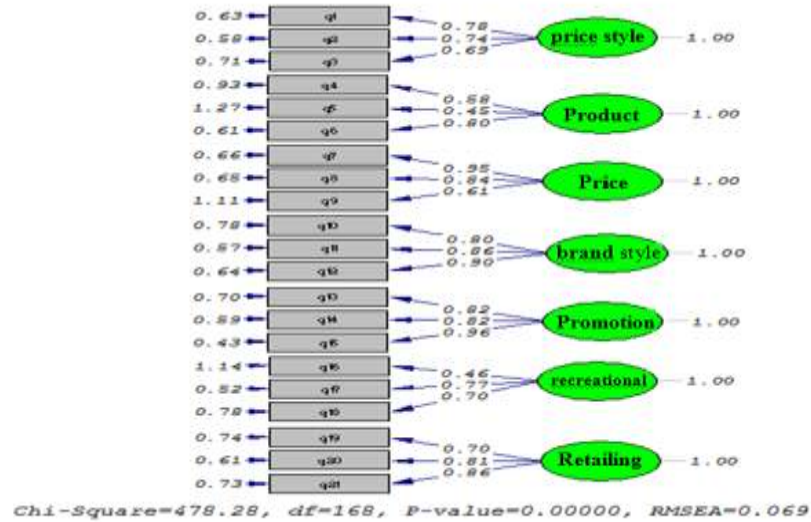


Diagram 1) measurement model of research variables by using factor analysis in standard mood

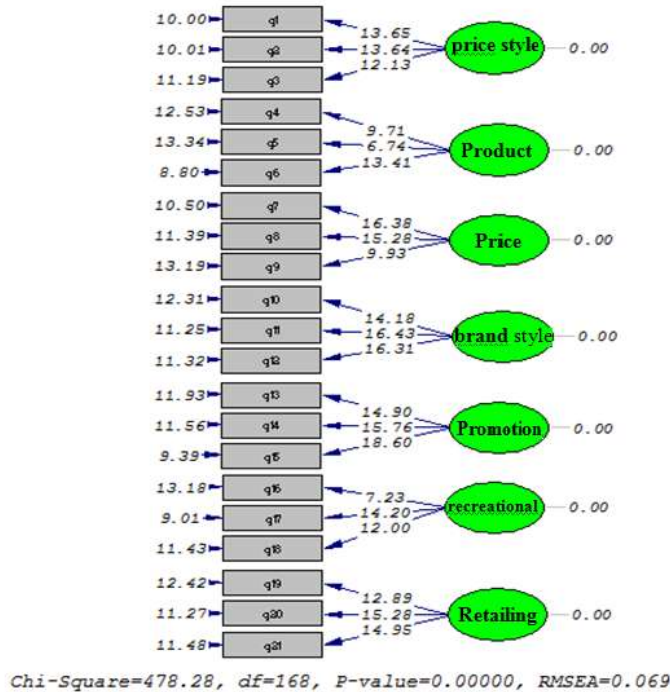


Diagram 1) measurement model of research variables by using factor analysis in standard mood

As we see in diagrams 1 and 2, amount of division of Chi-Score on freedom degree is 2/84 that is less than standard 3, amount of RMSEA is 0/069 is less than 0/08 and amount of P-Value is less than 0/05, so this model also is fit. And membership of all questions in variables is confirmed.



Hypotheses test by using structure equations pattern
Results of hypotheses test are reflected in diagram 3.

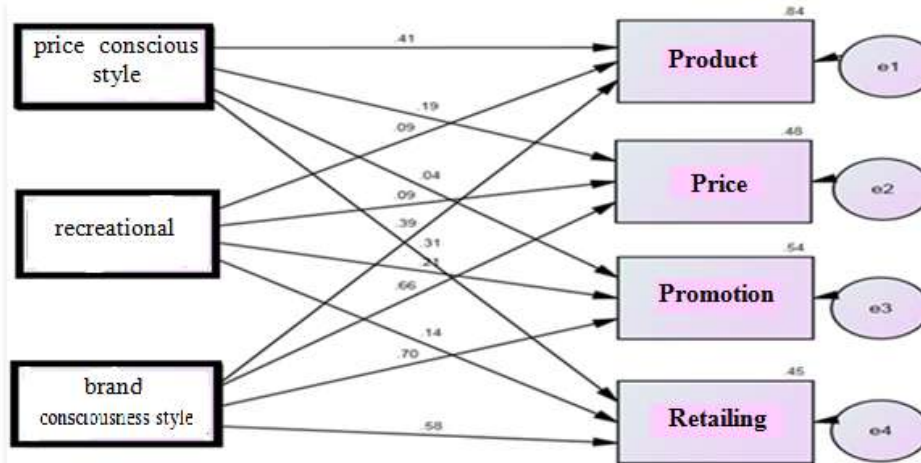


Diagram 3) measuring final model and results of hypotheses

Table 6) summary of results of hypotheses test

Hypotheses	Standard coefficient	Meaningfulness coefficient	Meaningfulness level	Result
First hypothesis: decision making style sensitive to price has positive effect on food materials product	0.41	9.95	0.000	Confirmed
Second hypothesis: decision making style sensitive to price has positive effect on food materials price	0.19	5.26	0.000	Confirmed
Third hypothesis: decision making style sensitive to price has positive effect on food materials advertisement	0.04	1.26	0.202	Rejected
Fourth hypothesis: decision making style sensitive to price has positive effect on food materials retail	0.21	2.31	0.000	Confirmed
Fifth hypothesis: decision making style sensitive to trade name has positive effect on food materials product	0.39	9.47	0.000	Confirmed
Sixth hypothesis: decision making style sensitive to trade name has positive effect on food materials price	0.66	17.95	0.000	Confirmed
Seventh hypothesis: decision making style sensitive to trade name has positive effect on food materials advertisement	0.70	20.09	0.000	Confirmed
Eighth hypothesis: decision making style sensitive to trade name has positive effect on food materials retail	0.58	15.42	0.000	Confirmed



Ninth hypothesis: entertain decision making style has positive effect on food materials product	0.49	2.07	0.038	Confirmed
Tenth hypothesis: entertain decision making style has positive effect on food materials price	0.09	2.34	0.019	Confirmed
Eleventh hypothesis: entertain decision making style has positive effect on food materials advertisement	0.21	5.59	0.000	Confirmed
Twelfth hypothesis: entertain decision making style has positive effect on food materials retail	0.14	3.63	0.000	Confirmed

According to table 6, all our hypotheses are confirmed except hypothesis 3.

Fitting final model

In table (7), general indexes of final model are offered. Results show that Chi square relation to freedom degree is less than 3 and other fitting indexes confirm fitting model.

Table (7) fitting final model

Name of index	Fitting index						
	X ² /df	RMSEA	NNFI	CFI	IFI	RMR	GFI
Final model	2/26	0/043	0/98	0/95	0/92	0/003	0/91
Accepted level	<3	<0/08	>0/90	>0/90	>0/90	Close to zero	>0/90

V. CONCLUSION AND RECOMMENDATIONS

Results of this research suggest this fact that all hypotheses are confirmed except third hypothesis. According to these results, one can say that buying decision styles sensitive to price, trade name, entertain to price, product, retail food material has positive effect and only food materials advertisement has positive effect on styles sensitive to trade name and entertain. So one can conclude that products quality, maintaining real value of food materials products and product complementary information, products price, price fitting to selling generally, making accessibility easily to product price show tools, retail environment, retail trade-organization system and relation between producer and seller, food material trade brand, food materials advertisement and variety of this advertisement, way of arranging products in increasing consumers' attitude to buy food materials are effective with above mental styles.

There are recommendations based on decision making sensitive to price on buying food materials



Informing about extraordinary selling products festivals can be effective in attracting this group of consumers.

Since persons want spend cost related to products real value, so one must introduce products in the way that makes best value for consumers.

There are recommendations based on decision making sensitive to trade name on buying food materials

Also chain stores must use credit brands and products and famous brands, to increase consumer excitement to buy.

Place of retail can be effective in buy decision making of this group of consumers, so we can parallel internal and external space of stores similar to famous stores throughout the world, and encourage consumers to buy from intended store.

In store and products advertisement, we must use famous persons.

Recommendations based on entertain decision style on buying food materials

Modern and attractive retails places, good smell and... increase attitude to buy this group of consumers.

It is recommended to managers to prioritize measures such as excitement, curiosity excitement feeling, buying easily, using appeal designs, colors, attractive music, offering enough information about product, quality and price, due to consumers' decision making styles.

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