

# PROFILING CONSUMERS' DECISION-MAKING STYLES: THE CASE OF ENVIRONMENTAL CONSCIOUS CONSUMERS IN BASAKSEHİR, İSTANBUL

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## ABSTRACT

Every person has differences from others through personality, lifestyle, economic wealth, and their interest. Hence these differences affect their decisions. This research provides a clear look for antecedent studies on consumer decision-making styles (DMS), connects the findings of those studies with today's consumers, and determine a new dimension of the consumers' DMS that affected by new consumer trends, which is thriving by environmental awareness of consumers. Where, less plastic usage and more green products are consumed by environmentally friendly consumers. The research starts with a brief summary of consumers' DMS dimensions, explains the need for the new dimension, clarifies consumers DMS of people that live in Başakşehir, Istanbul, and make suggestions for firm managers, marketers and the future researches. Lastly, results show that six out of eight factors suggested by Sproles and Kendall, (1986), are validated by the research. Whereas, two of the factors are not confirmed, and a new dimension has determined, which is named as "*environmentally conscious consumer*".

**Keywords:** *Consumer Decision-Making Styles, Environmentally Conscious Consumer*

## INTRODUCTION

When we take the customers decisions into consideration, we can assume that individual differences have an effect on consumption. Also, today's

fast-growing technologies, shopping by social media, increase in number shopping malls, and the developing delivery systems, make it easy for consumers to access too many types of products, which in turn makes it difficult and more complicated for consumers to decide about products. Therefore, these complexities on consumer decisions cause an important requirement for producers and the governments to profiling of consumer decision-making styles (DMS). Sproles and Kendall (1986) defined a consumer DMS as "a mental orientation characterizing a consumer's approach to making consumer choices". Therefore, decision-making is a complicated process, and while a consumer purchases a product may be affected by different factors. Also, noted that "the consumer literature suggests three ways to characterize consumer styles: the psychographic/lifestyle approach, the consumer typology approach, and the consumer characteristics approach" (p. 268). Kotler and Keller (2016) define psychographic as "the science of using psychology and demographics to better understand consumers." Because, even within the same demographic groups, people exhibit very different psychographic profiles and attitudes based on their psychological/personality traits, lifestyle or values (p. 280). The consumer typology approach, Darden and Ashton (1974) tries to characterize general consumer types. The consumer characteristics approach focuses on cognitive and affective orientations specifically related to consumer decision-making (Sproles, 1985; Westbrook & Black, 1985).

In today's world, the use of plastic products, and the resulting amount of plastic wastes are increasing. Each year, 75 to 80 million of tons of globally used packaging plastics are mixed into the oceans and, 80% of these wastes are mixed into the sea from land (Andrady, 2011:1597). Globally, only 5% of these wastes can be recycled and, %95 of plastic packaging material value is lost to the economy after short first use. This lost in value, costs to economy between 80 and 120 billion dollars annually (Ellen MacArthur Foundation, 2016:12). Another significant issue related to the environment unsustainability is human activities which pollute and consume a lot of water. Those activities, such as bathing, irrigation, washing, cooling, cleaning, and processing are all affecting the level of water consumption and pollution. Until the recent past, water management practices have increased the awareness that the companies and the characteristics of a supply chain and production has a strong impact on the volumes of water consumption and pollution which can be related with a final consumer product (Hoekstra et al., 2011). Another global issue with significant social, economic, and environmental implications is carbon emission and climate change. CO2 emission is one of the main causes of clima-

te change and the largest source of greenhouse gas emission result in 65 % of the total emission (IEA, 2010).

Thus, this research seeks to provide a better understanding of consumer's DMS in general by using eight factors that are conceptualized in the literature. The eight factors are as the following, "confused by overchoice, brand conscious/price equals quality, prices conscious/value for money, impulsive/careless, habitual/brand-loyal, recreational/hedonistic, perfectionistic/high quality conscious and novelty/fashion conscious" supposed by Sproles and Kendall (1986). However, recent concerns on environmental issues have caused sustainability to become one of the competitive priorities that brands must acknowledge while marketing their goods and services (Newton et al., 2015). This, in turn, caused a shift in strategic goals in business in line with increased consumer awareness about environmental sustainability (Kim and Damhorst, 1998). Considering that new consumer prototype makes more conscious choices while purchasing, this work proposes one additional factor to the eight DMS proposed by Sproles and Kendall (1986). We believe that environmental consciousness must be an additional factor that describes consuming behavior of a considerably large portion of consumers in today's world. This work will investigate validity of the stated claim among the young consumers in Başakşehir by conducting factor analysis. Additionally, we question relevance of contemporary theory on consumer's DMS (Sproles and Kendall, 1986) in the case of sampled population.

The article proceeds as follows. In the 'theoretical background and literature review', the conceptual background of the study has been explained then, in the 'scaling procedure, questionnaire design and sampling' section, the context of the study and clarification of the methods for both data collection and analysis by the use of SPSS program have been presented. In the 'analysis, and factor analysis and discussion' sections, the data analysis results of the empirical study have been illustrated by offering a summary of the research outcomes; then in the discussion part the main findings of each factor were highlighted. Finally, in the last section, several managerial implications in addition to conclusions that includes some suggestions for further research have been offered.

## **1. LITERATURE REVIEW AND THEORETICAL BACKGROUND**

For many years' scholars studied consumers' purchases and the factors that affects their decision-making styles (DMS). Moschis (1976) defined six

different DMS such as, “special shopper, brand-loyal shopper, store-loyal shopper, problem-solving shopper, psycho-socializing shopper, and name-conscious shopper”, Westbrook and Black (1985) defined six different DMS such as, “anticipated utility, role enactment, negotiation, choice optimization, affiliation, power and authority, and stimulation”, Sproles and Kendall (1986) defined eight different DMS such as, “perfectionistic/high quality consciousness, brand consciousness/price equals quality, novelty and fashion consciousness, recreation and hedonistic consciousness, impulsive/careless, confused by over choice, habitual/brand loyal, and price consciousness/value for money”, Shim (1996) defined three different DMS such as, “utilitarian, social/conspicuous, and undesirable orientation”, Hiu et al., (2001) defined three different DMS such as, “trendy/perfectionistic consumer, traditional/pragmatic consumer, and confused by overchoice consumer”, and Bakewell and Mitchell (2003) defined five different DMS such as, “recreational quality seekers, recreational discount seekers, shopping and fashion interested, trend setting loyal, and confused time/money conserving shoppers.

In this section the Sproles and Kendall's (1986) study of consumers' DMS has been used as a guideline. Through Sproles and Kendall's (1986) study, the theoretical background of the eight dimensions of consumer DMS will be clarified. In addition, another dimension that gains attention through new consumers' trends, *environmental consciousness* will be examined.

### **1.1. Confused by Over Choice**

One of the marketing problem is confusion in a variety of products in the market including food labeling (Ippolito and Mathios, 1994; Marshall et al., 1994), computer software and multi-media (Cahill, 1995; Khermouch, 1994), recycling symbols and environmentally-friendly claims (Kulik, 1993; Mendleson & Polonsky, 1995), and even complaint channels in public services (Ashton, 1993). Even though consumers may be sure about their buying criteria, their “consideration set” may still not be obvious as they can become confused when coming in contact with the environmental choice. Jacoby (1977) explained information as “the number of information dimensions presented to a subject time the number of purchase alternatives (brands)”. Hence, Confusion is arising not only from the excessive product offerings, but also from the increased information carried on each product. Thus, confusion usually related to three main factors: (1) similarity of products; (2) misleading, ambiguous, or

inadequate information conveyed through marketing communications. (3) Over choice of products and stores (Mitchell & Papavassiliou, 1999).

### **1.2. Brand Conscious/Price Equals Quality**

Moreover, old studies show that when evaluating purchases there is a tendency for consumers to believe that low prices mean low quality and high prices implicate high quality (Huber & McCann, 1982; Levin & Johnson, 1984). However, the present study has shown different idea by requiring thoughtlessness judgments where participants are expressed directly in units of quality and price. Unlike the rating tasks, the indifference task, allows us to get direct assessments of quality-price tradeoff in terms of how changes in quality are paralleled by expected changes in price, and vice versa. Tversky (1982) figured out a clue for the existence of simplifying heuristics, in a variety of decision-making and judgment situations. It is quite feasible that people use simple heuristics while they are doing purchasing process, for example, comparing perceived diversities in quality with arithmetic variations in price (as cited in Levin and Johnson, 1984:596).

### **1.3. Prices Conscious/Value for Money**

Additionally, One important finding of research on the role of price in effecting consumers' purchasing behaviors and perceptions is the recognition that price plays a dual role in the way it influences consumer behavior (Lichtenstein et al., 1993; Monroe, 2002). Price plays a role as an indicator of what buyers need to give up in order to acquire a product. Consequently, it is less likely that a consumer would purchase a product when the price of it is higher, in this sense the relationship between price and willingness to buy seems to be negative. From the economic perspective of price there are two underlying phraseologies. The first one is that consumers are well informed about prices and where to locate the lowest prices. Also they seek to minimize the price paid (what they give up) (Kukar-Kinney et al., 2012:65). Lichtenstein et al., (1988) and Lichtenstein et al., (1993) stated that Price awareness refers to the extent that consumers focus on searching for and paying a low price for the service or product they plan to buy. Further, in contrast to non-price conscious consumers, price conscious consumers, getting a low price for the selected product is more important for them. They also try to engage in higher levels of price comparisons than fewer prices conscious consumers (Alford & Biswas, 2002). Additionally, "when buyers do not have enough knowledge to

judge a product or when they do not have sufficient time to assess alternatives, they tend to use the price-quality heuristic in such situations" (Kukar-Kinney et al., 2012:65).

#### **1.4. Impulsive/Careless**

Beatty and Ferrell (1998) defined impulsive buying as "a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task. The behavior occurs after experiencing an urge to buy and it tends to be spontaneous and without a lot of reflection" (p.170). More recently, the increase of new technologies and e-commerce like TV-shopping channels has resulted in situation for impulse buying since it has increased both the ease with which the purchases can be made and accessibility to products or services (e.g., "one-click buying"). "Impulsive buying accounts for 80% of all purchases in certain product categories and up to 62% of supermarket sales according to the some US studies" (Strack et al., 2006:206). Furthermore, it has been stated that purchases of new products result less from prior planning than impulse (Sfiligoj, 1996).

#### **1.5. Habitual/Brand-Loyal**

Brand loyalty is when consumers satisfy their past experience in use of the same brand and incur repurchase behavior (Assael, 1998). It also means brand preferences where consumers when they buy a product don't consider other brands products (Baldinger & Rubinson, 1996). Hence, brand loyalty is a repurchase intention in the future where consumers give a promise that they will not change their brand in different situations and still buy their preferable brand (Oliver, 1999). Moreover, brand loyalty includes two factors the attitude factors and behavior factors. Behavior loyalty describes repurchase behavior, and loyalty attitude explains the psychological commitment to a brand (Assael, 1998; Longwell, 1994; Oliver, 1999; Prus & Randall, 1995). The affective loyalty or as it has been called previously the behavior factors, which does not mean consumers will take purchase action even though he or she is having the repurchase intention. And it is to say that consumers hold brand loyalty (Jacoby & Chestnut, 1978; Oliver, 1999). On the other hand, action loyalty or the attitude factors indicates that consumers perform purchase action repetitively, in addition to their preferences to that specific brand (Jacoby & Chestnut, 1978; Oliver, 1999).

### **1.6. Novelty/Fashion Conscious**

“Some consumers are Fashion-oriented so they have heightened exposure to clothing information, and they enjoy doing shopping for clothing” (Sproles, 1979, as cited in Jin Gam, 2011:179). Those buyers who enjoy shopping are actually having specific lifestyles, opinions and motivations, related to shopping (Lee & Kim, 2008; Shim & Kotsiopulos, 1993). They involved in more shopping-related activities, such as attending recreational shopping (Moye & Kincade, 2003). Essentially, their shopping motivations are reflective of their recreational and social identities (Shim & Kotsiopulos, 1993), thus, they rarely hesitate to purchase styles they like and they are interested in appearing well put together (Moye & Kincade, 2003). An individual does not have to be either a fashion innovator or a fashion opinion leader to be considered as fashion conscious person. Rather, fashion consciousness people are who show interest in clothing and fashion and in one’s appearance (Gutman & Mills, 1982; Summers, 1970). Walsh et al., (2001) found that a desire for up-to-date styles, pleasurable shopping experiences and frequent changes in one’s wardrobe is related to fashion consciousness attitude of a person.

### **1.7. Recreational/Hedonistic**

In consumer behavior, hedonic consumption is an important topic. Hedonic consumption shows a pattern of consumption related to complementing emotional satisfaction and emotional qualifications. Specifically, hedonic consumption can be explained as a dimension attaching to the sensorial, fantasy and emotional aspects of product usage (Hirschman & Holbrook, 1982:100). Simultaneously, the concept of hedonism can be described in brief as a form of dedication to delight, or the pursuit of pleasure. Hedonic consumers tend to make shopping for different uneconomical reasons such as individual satisfaction, playing role, entertainment, physical activity, social experience, sensorial stimulation, communication with people who share similar interests. Furthermore, the consumers who perform prompt buying decisions are as constant customers of supermarkets and shopping centers which carry out unplanned purchases at high numbers. The hedonic consumers are more inclined to wear latest fashion clothes and buy only famous brands to show their interest in fashion. In addition, they tend to pay more attention and give more importance to the decoration of a shop like shop window design when choosing the stores in which they will do their shopping in (Kirgız, 2014:202).

### **1.8. Perfectionistic/High Quality Conscious**

According to Tjiptono (2008) in order to achieve business goals, companies should create customer satisfaction through understanding consumer buying behavior (as cited in Herawati et al., 2019). Customer satisfaction and value creation is the key to managing customer relationships (Kotler & Armstrong, 2012). Hence, if the company was able to satisfy its customers with the value provided by their goods or services, then the consumers will become loyal for a long time and continue purchasing regularly. Schiffman & Kanuk, (2009) explain a decision as "selecting an act of two or more alternative choices". There are several factors that have an influence over purchasing decisions, including product quality, product pricing, product design, promotion, service, motivation, and others. Therefore, businesses are encouraged to excellence and differentiate in its products and require businesses to keep up with market developments and the elements that influence consumer purchase decisions. Ultimately, good quality product works as a purchasing motivator and increase the chance of purchasing decision of an item (Herawati et al., 2019).

### **1.9. Environment Conscious**

Recently, Consumers' awareness of the environment has increased, in addition to the accessibility of green products in the marketplace. Thus, companies' ecological practices have become more crucial in marketing strategies. Previous literature highlighted that consumers who are more environmentally conscious will tend to buy more of green products and they are willing to pay more for them (Kim & Damhorst, 1998). Kim and Damhorst (1998), and Butler & Francis (1997) stated that Consumers' environmental consciousness and knowledge influence their purchase of other products, such as food since it is related directly to health concerns, but do not have an impact on their purchase of apparel products. Furthermore, consumers feel reluctant and more hesitant to purchase green apparel products for some reasons for example, higher cost, fewer choices, it has an aesthetic and functional disadvantage, consumers are uncertain about the actual benefit to the environment and consumers lack information about the green products in general. In the past there was a whole wealth of research, where variety of segmentation variables were used with the aim of profiling the environmentally conscious members of the general population. Two distinct categories has been used which are: personality measures, such as alienation, locus of control, dogmatism and conservatism

(Balderjahn, 1988; Crosby et al., 1981; Kinnear et al., 1974; Schlegelmilch et al., 1996) and socio-demographics, such as age, gender, social class and education (Schlegelmilch et al., 1996). On the one hand, the Personality variables have been found to have more linkages to people' environmental consciousness (Kinnear et al., 1974; Schlegelmilch et al., 1996; Schwepker & Cornwell, 1991). On the other hand, for specific pro-environmental behaviours, such as green purchasing decisions, the results are somewhat inconsistent while this is true for general environmental measures, (Balderjahn, 1988; Schlegelmilch et al., 1996). Latest findings have shown that consumers make more green purchasing decisions when they exhibit high levels of environmental consciousness than those who show low levels of exhibition (Onurlubaş, 2019). Hence, it is conceived that "measures of environmental consciousness will be more closely related to purchasing habits than either socio-demographics or personality variables" (Schlegelmilch et al., 1996).

## **2. SCALING PROCEDURE, QUESTIONNAIRE DESIGN AND SAMPLING**

The data of this research was collected by a questionnaire that contains three main sections, and 42 questions that these three sections. The first section was designed to determine the demographic information of participants with 8 questions, the second section was designed to measure the participant's decision-making styles (DMS) with 29 questions, and the third section was designed to determine the participant's attributes and thoughts to plastic with 5 questions. Google Forms is used to make the filling of questionnaires easy and accurate. It was structured in the form of an ordinal scale in which respondent evaluate only one object at a time and the 5 points itemized rating type scale ranging from strongly disagree (1) to strongly agree (5). The design of the questionnaire was developed with another questionnaire that taken from the literature (Sproles & Kendall, 1986:272). The second section of the questionnaire designed to measure 9 factors for to profile the consumers' DMS in Başakşehir, Istanbul. 8 of the factors were taken from literature with no changes, and 1 factor added to measure profile of *environment conscious consumers'* DMS. The sample size of the research is 51 respondents from which we have collected data. The sample targets of the research were young adults from Başakşehir, Istanbul, which we have determined the age of the participants' that between 18-30 years old. The sampling method of research is "Random Sampling".

### 3. ANALYSIS

#### 3.1. Descriptive Statistics

**Table 3.1.** Characteristics of Sample Data (n=51)

<b>Marital Status</b>				<b>Gender</b>					
		Frequency	Percent	Cumulative Percent		Frequency	Percent	Cumulative Percent	
Valid	Married	5	9.8	9.8	Valid	Female	24	47.1	47.1
	Single	46	90.2	100.0		Male	27	52.9	100.0
	Total	51	100.0			Total	51	100.0	

<b>Age</b>				<b>Frequency of Shopping</b>					
		Frequency	Percent	Cumulative Percent		Frequency	Percent	Cumulative Percent	
Valid	Between 18-21	15	29.4	29.4	Valid	Daily	1	2.0	2.0
	Between 22-24	19	37.3	66.7		Fortnightly	9	17.6	19.6
	Between 25-27	13	25.5	92.2		Once a month <sup>a</sup>	21	41.2	60.8
	Between 28-30	4	7.8	100.0		One or two times a week <sup>a</sup>	13	25.5	86.3
	Total	51	100.0			One or two times a week <sup>a</sup>	13	25.5	86.3
					Three or five times a week <sup>a</sup>	7	13.7	100.0	
					Total	51	100.0		

<b>Level of Education</b>				<b>Primary Decision Maker of Household</b>					
		Frequency	Percent	Cumulative Percent		Frequency	Percent	Cumulative Percent	
Valid	Bachelor Degree	13	25.5	25.5	Valid	No	7	13.7	13.7
	College Degree	6	11.8	37.3		Not all the time	16	31.4	45.1
	High School Degree	8	15.7	52.9		Yes	28	54.9	100.0
	Master Degree	24	47.1	100.0		Total	51	100.0	
	Total	51	100.0						

**Table 3.2. Attributes and Thoughts of Participants to Plastic (n=51)**

<b>Plastic Recycling</b>					<b>Awareness of Campaigns to Reducing Plastic Usage</b>				
		Frequency	Percent	Cumulative Percent			Frequency	Percent	Cumulative Percent
Valid	No	15	29.4	29.4	Valid	No	11	21.6	21.6
	Not all the time	25	49.0	78.4		There are no campaigns	3	5.9	27.5
	Yes	11	21.6	100.0		Yes	37	72.5	100.0
	Total	51	100.0			Total	51	100.0	

<b>Knowledge of Sample About Lack of Plastic into Oceans</b>					<b>Participants' Thoughts to Plastic Bag Regulation</b>				
		Frequency	Percent	Cumulative Percent			Frequency	Percent	Cumulative Percent
Valid	No	30	58.8	58.8	Valid	I'm not sure	8	15.7	15.7
	Yes	21	41.2	100.0		No	9	17.6	33.3
	Total	51	100.0			Yes	34	66.7	100.0
	Total	51	100.0			Total	51	100.0	

<b>Awareness of Their Plastic Consumption Rate</b>				
		Frequency	Percent	Cumulative Percent
Valid	No	36	70.6	70.6
	Yes	15	29.4	100.0
	Total	51	100.0	

A questionnaire was administered amongst 51 young adult people (between 18-30 years old) in Başakşehir, Istanbul. The first section of the questionnaire distributed to participants to define their demographic details, which contains age, gender, marital status, educational level, primary decision maker of household, and their frequency of shopping. 51 respondents answered the questionnaire. Table 3.1 shows demographic characteristics of respondents.

The third section of the questionnaire distributed to participants to determine their plastic usage, and their attitudes to plastic issues, which contains, knowledge of plastic damage to the environment, their awareness to plastic consumption and its recycling, and their thoughts about recent regulations plastic bag regulations. 51 respondents answered the questionnaire. Table 3.2 shows the participant's attributes and thoughts to plastic.

According to Table 3.2, we can assume that more than half of the participants have no knowledge about the lack of plastic into oceans per year. First of all, participants aware of the campaigns to reduce plastic consumption around them and they believe the plastic bag regulations help the environment through reducing plastic bag usage. But, even they aware of those campaigns and

regulations, participants do not know how much plastic they consume and do not recycle their used plastics or do not pay attention to do it.

### 3.2. Correlations Analysis

In the research, 29 questions were asked to respondents to measure profile consumers' decision-making styles (DMS). Questions with the opposite meanings to the factors that they belong, 7 of 29 questions were reversed to get accurate correlation result. According to correlation analysis findings, 8 of 29 questions has no significant correlations. Therefore, those questions were not added to the following analysis.

Findings indicated that 7 of 9 DMS are valid in Başakşehir, Istanbul. (1) Environment conscious, (2) perfectionistic/high quality conscious, (3) confused by over choice, (4) brand conscious/price equals quality, (5) habitual/brand-loyal, (6) novelty and fashion conscious, and (7) recreational/hedonistic. 2 of 9 factors with no significant correlation detected and assume that they are not valid in Başakşehir, Istanbul. Therefore factors (1) prices conscious/value for money, and (2) impulsive/careless did not included to the reliability and the factor analysis.

### 3.3. Reliability Analysis

**Table 3.3** Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
6.25	6.34	21

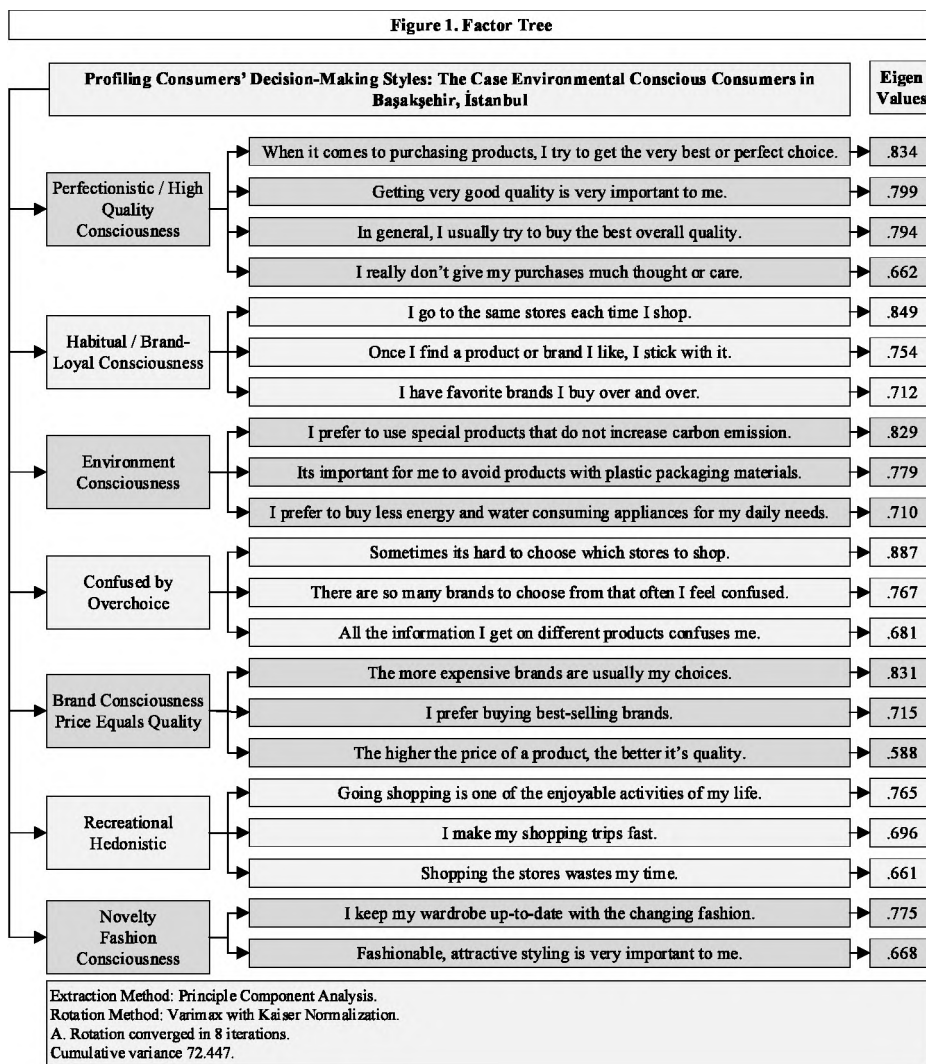
The data were tested with '*Cronbach's Alpha*' for initial 21 items. A '*Cronbach's Alpha*' value between 0.61 and 0.8 represents internal consistency and according to the value of the '*Cronbach's Alpha*' that can be seen in Table 3.3 is 0.634 which is greater than 0.61.

## 4. FACTOR ANALYSIS AND DISCUSSION

The data were tested with reliability test that shows '*Cronbach's Alpha*' and '*Inter-Item Correlation Matrix*', the next step is to investigate different dimensions of consumers' profiles. Principal component factor analysis using Varimax rotation is employed.

According to test results, 7 different factors have defined and similar factors with Sproles and Kendall's (1986) work named in line with those proposed by Sproles and Kendall (1986). These seven factors cumulatively explain

72.447 percent variance in the model. Also, the ‘Cronbach’s Alpha’ test was implemented in each factor to calculate reliability value. The ‘Cronbach’s Alpha’ test result for “Perfectionistic/High Quality Consciousness” is .804, “Confused by Over Choice” is .759, “Brand Consciousness/Price Equals Quality” is .689, “Habitual/Brand-Loyal Consciousness” is .750, “Novelty/Fashion Consciousness” is .693, “Recreational/Hedonistic” is .649, and “Environment Consciousness” is .741. Finally, the items, factors that related to items, and the eigen value for each item can be seen in Figure 1.



**Factor 1** reflects the characteristics of *perfectionistic/high-quality conscious* (eigenvalue 3.724 and Cronbach's alpha .804) consumer decision-making style (DMS). According to factor analysis getting very good quality is very important for consumers that live in Başakşehir, Istanbul. Hence, they are usually tried to get the very best or perfect choice products and if the product is not at the level of their satisfaction, they try to buy very best overall quality. Also, they are sensitive about purchasing and they spend time to think on products when they are purchasing it. Therefore, this factor labeled as *perfectionistic/high-quality conscious* consumer. **Factor 2** reflects the characteristics of *habitual/brand-loyal* (eigenvalue 3.282 and Cronbach's alpha .750) consumer DMS. According to factor analysis consumers that live in Başakşehir, Istanbul shows brand-loyal attributes. First of all, they prefer to go to the same shop to purchase products. They are loyal to brands that they see as their favorite. Also, when consumers find a new product that they like, they attend to buy over and over again and become loyal to the brand's new product. Therefore, this factor labeled as *habitual/brand-loyal* consumer. **Factor 3** reflects the *environment-conscious* (eigenvalue 2.584 and Cronbach's alpha .741) consumer characteristics. This factor is founded by the research on consumers that live in Başakşehir, Istanbul. The factor suggests that consumers are sensitive about environmental issues. Research shows that even the consumers do not pay attention to recycle their consumed plastics; they try to avoid products with plastic packaging. Hence, the result can be interpreted as the consumer try to protect the environment from the plastic damage by not to buy products with a plastic package. Consumers are seeking for the special products that do not increase the carbon emission. Also, they purchase the products as home-appliances which they are less consumed energy or water. Therefore, this factor labeled as *environment-conscious* consumer. **Factor 4** reflects the characteristics of *confused by overchoice* (eigenvalue 1.860 and Cronbach's alpha .759) consumer. The factor suggests that the consumers that live in Başakşehir, Istanbul having a hard time to choose the store to shop, and they are overloaded by the excessive information about products, which make them confused while making a decision to choose a brand from the vast number of consumer brands. Therefore, this factor labeled as *confused by overchoice* consumer. **Factor 5** reflects the characteristics of *brand conscious/price equals quality* (eigenvalue 1.572 and Cronbach's alpha .698) DMS. The factor suggests that consumers that live in Başakşehir, Istanbul prefer purchasing the best-selling brands, and most expensive products. The reason behind this action is the

consumers believe that if the price of products is higher, quality of the product is better. Therefore, this factor labeled as *brand conscious/price equals quality*. **Factor 6** reflects the characteristics of *recreational/hedonistic* (eigenvalue 1.123 and Cronbach's alpha .649) DMS. The factor suggests that consumers that live in Başakşehir, Istanbul see the going shopping as an enjoyable and pleasant activity of life. Two items related to the dimension were reversed and the factor showed that when the items reversed, they fell into factor. Hence, we can assume that consumers take time to shop and believe that shopping is a worthy activity to spend time on it. Therefore, this factor labeled as *recreational/hedonistic* consumer. **Factor 7** reflects the characteristics of *novelty/fashion conscious* (eigenvalue 1.068 and Cronbach's alpha .693) DMS. The factor suggests that consumers that live in Başakşehir, Istanbul following the change in the fashion trends is important. They believe that fashionable, attractive styling is important to them. Therefore, this factor labeled as *novelty/fashion conscious* consumer.

This research confirms six out of eight dimensions of consumer-making styles proposed by Sproles and Kendall (1986), and determines another factor related to environmental conscious consumers. They are "Perfectionistic/High-Quality Consciousness", "Habitual/Brand-Loyal", "Confused by Overchoice", "Environment-Consciousness", "Brand Consciousness/Price Equals Quality", "Novelty/Fashion Consciousness", and "Recreational/Hedonistic" DMS. "Price Consciousness/Value for Money" and "Impulsive/Careless" dimensions of DMS that identified by Sproles and Kendall (1986) were not confirmed in the result of the research.

## 5. CONCLUSION AND MANAGERIAL IMPLICATIONS

The result of this research provides important implications for managers and marketers. As a result of the research showed the consumers has exhibited different consumer decision making-styles. However, *price consciousness/value for money* and *impulsive/careless* decision-making styles (DMS) have not been confirmed in the study. This implies that the consumers do not price sensitive, but also do not make purchases without thinking very well.

As the *perfectionistic/high-quality conscious* dimension of the DMS suggest that the consumers within the sample of research, showing sensitivity on purchasing decision and they think very carefully during the shopping their wants. They believe that getting the best quality is very important for them. Because as the *brand conscious/price equals quality* dimension of the consumer

DMS suggest that consumers believe that if the product is expensive, its quality is also higher.

Another important implication of the result, as the *habitual/brand-loyal* dimension of the consumer DMS explains, consumers within the sample tend to be loyal customers of the brands, and also the *novelty/fashion conscious* dimension of the DMS suggest that the consumers try to keep pace with the changes in the fashion trends and keep their wardrobe up to date with those changes. These two dimensions are very important for the managers because as the *recreational/hedonistic* dimension of the DMS shows they see the shopping as an enjoyable activity and spending their time for shopping is worthy. These dimensions imply the consumers seeking for new, high-quality products. They believe that getting high quality, fashionable products improve their life quality. If the brand can provide those products within the fashion changes, they can increase their loyal-customer numbers and can make a profit. Because the consumers enjoying shopping and tend to go the same store over and over again.

In the other hand, the managers and the marketers need to understand that the consumers are sensitive about environmental issues and they get confused by the overchoice of the products, which may affect the purchasing decisions. As the *confused by overchoice* dimension of the DMS shows that, the consumers overloaded by vast of information of the products. We can suggest that the managers and marketers should focus on increasing the quality of the products rather than the increasing variety of products. It is important to reduce the number of products that seen as poor-quality products by the consumers and being selective while replacing the products that seen as high-quality products by the consumers is important.

Also, another important thing that managers and marketers should consider is the consumers are environmentally sensitive. As the *environmental conscious* dimension of the DMS shows that the consumers try to avoid products plastic packaging that may damage the environment after consuming them. They are looking for special products that do not increase the carbon emission and the products that consume less water and energy. As discussed in previous parts such as, **Factor 1** and **Factor 6**, consumers are not price sensitive and even those products are expensive, we can assume that they are willing to pay the amount to protect the environment, and increase their life quality.

As a result of the research showed that another dimension of DMS has confirmed. We can assume that the numbers of *environmental conscious* consumers are increasing by the effect of the new trends and knowledge of environmental issues. For further research, we can suggest that the considering of these numbers of environmentally conscious consumers will be more effective on the products and marketing strategies.

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