

Impact of Consumer innovativeness on shopping styles; A Case of Pakistan

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ABSTRACT: *Purpose:* The main objective of this paper is to investigate the impact of consumer innovativeness on shopping styles in Pakistan. It is written with an aim to explore the relations among consumer innovativeness and shopping styles.

DESIGN/METHODOLOGY/APPROACH: Survey method was used to generate the Responses and sample of our study consists of 300 useful responses of respondents which were generated through questionnaire and Structural equation modeling (SEM) was applied by using Statistica 7 to examine the relation among cognitive and sensory innovativeness and six different shopping patterns.

FINDINGS: We find that Consumers along with cognitive innovativeness have quality consciousness, price consciousness and confused by over choice when they make decisions. Consumers with sensory innovativeness have brand consciousness, fashion consciousness and habitual orientation towards decision making. It means that cognitive and sensory innovativeness can lead to diverse shopping patterns.

RESEARCH LIMITATIONS: In our study we use convenience sampling technique to generate responses. So sample of 300 respondents generates exact results but these results cannot be applied on the whole population of Pakistan having different age groups. So major limitation of our research paper is generality of results

MANAGERIAL IMPLICATION: The findings of our research paper enable manager to get the idea how customer are different in their shopping styles. Marketers can develop complete understanding about customer's innovativeness and shopping styles so that they can launch successful marketing strategies for development of new products and make successful existing products.

KEYWORDS: *Consumer innovativeness, Decision Making Styles, SEM, Pakistan.*

I. INTRODUCTION

Decision making styles of consumers is a psychological placement which is symbolizing as a consumer tactic to make choice (Sproles & Kendall, 1986). For selection, buying and usage of services and products consumers frequently make verdicts. The choices of consumers are very vital for them and also for marketers (R.Bettman, Johnson, & Payne). "Consumer innovativeness" is the adoption of new services, practices and products. It is consumer propensity to accept new goods (Tellis, Yin, & Bell, 2009). "Innovative consumers" are considered very significant segment by the marketers. Revenue generated from innovative consumers by the adoption of new products is very important for many firms (Cowart, Fox, & Wilson, 2007). Both can get benefit from right innovation. All firms try to launch and advertise their products successfully for innovators. There must be good understanding about the decision making style of innovative consumers for making successful marketing strategies (Park, Yu, & Zhou, 2010). Researchers can get better understanding about the shopping behavior of consumers and can guide managers to target specific segment of consumers (Lysonski, Durvasula, & Zotos, 1996). (Venkatraman & Price, 1990) Study has got attention by differentiate cognitive and sensory innovativeness. Attention towards the differentiation of innovativeness has been given by the researchers. Previous researches have contributed minutely for such shopping styles in which consumer show innovative behavior.

The main purpose of our study is to differentiate the sensory and cognitive innovativeness, and also explain different patterns of shopping that are adopted by consumers during their shopping which are very important for developing marketing strategies. So, we see the potential differences between both types of innovative consumers in their buying. These differences are very helpful for marketers for fulfilling consumers' needs according to their wish. This study is developed to check what type of behavior is adopted by cognitive and sensory innovators in their buying decisions.

To measure styles of decision making, consumer style inventory CSI is presently accessible tool which was settled by (Sproles and Kendall 1986). Many researchers have focused on replication of CSI in their studies in different countries like China, Germany etc. Venkatraman & Price(1990) has conduct study on differentiation of cognitive and sensory innovativeness which is used here to see the effect of both in purchase decision. The other purpose of this paper is to convey further clearness to the understanding of decision making patterns of consumers through observing his further consequences, especially consumers innovativeness influence (Hirschman, 1980). Examining the relations among consumer style inventory, cognitive and sensory innovativeness can deliver gen which helps to understand the consumer motivation in their purchasing patterns and also assist in profiling of consumers of different segments (Park, Yu, & Zhou, 2010). So, we can make different profiles of consumer's relating to different segments upon the base of their liking and disliking. The further section of this papers explain in following sequence: literature review about decision making styles and innovativeness in order to explain the different researchers arguments regarding our research, then theoretical relationship between concepts to make the hypothesis, model, methodology, data collection method, results, conclusion and limitations.

II. LITERATURE REVIEW

Decision making Style of Consumers during Shopping: Decision making is a procedure through which we select best option among different available alternatives by gathering and evaluating information. According to (Splors, 1985, (Sproles & Kendall, 1986) consumers decision making patterns described as "this is a patterned, psychological and cognitive alignment which continually dominates the choice of consumers during shopping". Today the decision making practices become more difficult than earlier (Ravindran, Ram, & Kumar, 2009). Bundle of products and services are available and we have to evaluate them carefully in order to get product according to our choice. Sometimes consumers only depend upon simple policies instead of following a process for decision making (Kwan, Yeung, & Au, 2004).

Consumers use some typical features of (Sproles, 1985, (Sproles & Kendall, 1986) in their decision making. They had made different profiles of consumers regarding their decision making styles and these styles are associated with products features. The marketers can judge from consumer's decisions that the marketing policies and strategies are accurately planned and implemented or poorly designed. It is essential for all business to get full understanding about customer's decisions for making strategies (Bandara, 2014). When a consumer make decisions he/she considers different factors like which information he gather for purchase of product and service? How much time he spend and show readiness to pay for any brand? Does he prefer the quality of specific brand? (X.fan, J.Xiao, & Xu, 1997). The consumer decision is depend upon his perception of risk (Constantinides, 2004). He may take low or high involvement decisions (vague line) it depends upon the type of product, information and his experience with product or service. The flow of information regarding any product and service has cost and benefits which effect the consumer decisions and his/her preferences (Ariely, 2000). The physiognomies of an individual like his/her health, age; gender, cohort and motivation affect their capability to make decision (Yoon, Cole, & Lee, 2009). When consumer buys product/service his good or bad mood and emotions influences his judgments and decisions (Han, Lerner, & Keltner, 2007). Decision of consumer varies according to his cultural orientation and we can forecast his behavior by understanding his cultural personality (Leo, Bennett, & Härtel, 2005). Consumers also consider price and life style during shopping (Hassan, Muhammad, & Bakar, 2010).

The decision making styles of customers are divided into three different categories: first one is lifestyle/ psychological approach, second is typology and third is buyer characteristics approach (Ghodeswar). From all these approaches the "buyer characteristics approach" is most significant because it emphasis on mental and emotional/affective alignment during shopping decisions (Lysonski, Durvasula, & Zotos, 1996). Sometime general orientation is given to all customers but marketers should focus on distinct orientation to categorize varied decision making styles. This may generate useful results for making customers segments. If marketers observe how, when and why customers buy the products and services then they can produce according to their needs and may be better than their competitors (Jain & Sharma, 2013). It is useful to develop understanding about consumers segments upon the base of demographic information for making strategies (Bae, Pyun, & Soonhwan). The main theme of all these approaches is "impulsiveness, rational buying and consciousness" which is adopted by consumers during their shopping decisions (Durvasual, Lysonsk, & Andrews, 1993). Sproles and Kendall had pooled these and some supplementary characters for developing a list for consumer decision making style which is called consumer style inventory (CSI). The CSI is divided in to eight categories including quality conscious or perfectionism, price conscious/ give value to money, some consumers are confused due to over choice, brand consciousness, fashion conscious, impulsiveness, loyalty of brand/ habitual buying consumers and recreational orientation consumers (Park, Yu, & Zhou, 2010).

The consumer style inventory (CSI) has been confirmed and verified in global setting by comprising New Zealand (Durvasual, Lysonsk, & Andrews, 1993) China (Hui, Sia, Wang, & Chang, 2001) and South Korea (Hafstrom, Chae, & Chung, 1992) for making consumer clusters in these areas.

Innovativeness of Consumers: There is enormous literature on innovativeness. Many researches have been conducted on consumer innovation. “Consumer Innovation is something unique, new and significant in any field which halts in to the society and market”. Consumer innovativeness can be defined as the tendency of consumers to accept the new service or product (Tellis, Yin, & Bell, 2009). Innovative consumers adopt new products faster than others (Ho & Wu, 2011). The organizations focus on this segment because some are opinion leaders and suggest others to buy product or service. According to (Jaiyeoba & Opeda, 2013) Innovative customers are significant segment for the marketers to generate profit from new product. (Sethi, Smith, & Park, 2001) Said that success of new product is depending upon consumers how they differentiate it from competitor and give more value to it. (Cropley, Kaufman, & Cropley, 2011) said that innovation is not only to generate new idea but it requires an appreciated product. The “product” not only comprises some tangible or intangible objects but contains all value chain process like sales, marketing research, advertisement, distribution and customer service. “Innovation” performs significant role in developing quality for customers and also for the stakeholders (Setijono). Innovative consumer shows his interest towards the new idea and adopts it irrespectively other people experience (Midgely & Dowlin, 1978).

(Goldsmith & Foxall, The Measurement of Innovativeness, 2003) Stated that innovativeness is a process through which new ideas, product and practices are formed, or we can say idea, practice or product itself. (Park & Dyer, 1995) argues that innovative behavior requires high involvement of customers in products, capacity to solve the problem and creativity so, we can say that “innovative consumer” show more intent to use different and new products which gives them new experiences. Innovative consumers perform significant part in spreading word of mouth and also increase organizations profits by buying new products (Jordaan & Simpson, 2006). Consumers who agree to try new technique are more likely willing to accept new products as compare to those who adopt new products and have high creativity. (Midgely & Dowlin, 1978) They argued that “consumer innovativeness is dormant personality trait which prefer for different and new experience”. Innovativeness is one of the significant ideas for consumers conduct. The predisposition of consumers to accept novel goods, services and concepts perform a vital part for the philosophies regarding loyalty of brand, decision making, likings and communication. Usually all consumers are innovators because they accept products, services and concepts which they are considered new in their lives (Hirschman, 1980) for example if late majority or laggards buy iPhone this is not considered innovativeness but for them it is innovativeness because they are going to use entirely new thing. Some researchers proposed “*innovativeness trait*” as a single paradigm but some suggested that it have many paradigms such as sensory and cognitive traits. Sensory and cognitive innovativeness are differing from each other on the base of demographics, personality traits and their acceptance behavior (Venkatraman & Price, Differentiating Between Cognitive and Sensory Innovativeness Concepts, Measurement, and Implications, 1990). Cognitive innovative consumers use their mind to make decisions and search new experience. They like to think, solve problems, puzzles and find out new experiences which motivate these mental actions. Sensory innovators prefer fresh experiences and activities which motivates their sanities. Such involvements contain inside formed new experiences like “fantasizing, imaginary, externally stirring and adventurous activities” (Ehizabeth C Hirschman, 1984).

Some consumers may prefer cognitive innovativeness or some may choose sensory innovativeness but some consumers select both in their purchase decisions. Our research focus is on differentiating them. Cognitive innovators are older consumers and have high education whereas sensory innovators are young males (Ehizabeth C Hirschman, 1984), (Venkatraman & Price, Differentiating Between Cognitive and Sensory Innovativeness Concepts, Measurement, and Implications, 1990), (Zuckerman, 1979) . “Cognitive innovators” purchase functional and practical products, some consumers search out information from magazines and newspapers. Whereas sensory innovators purchase pleasant and interesting products without evaluating information from magazines and newspapers they do impulse buying (Chou & Chen, 2006). Cognitive innovators may put more concentration on utilitarian products and sensory focus on aesthetic features of a product (Jaiyeoba & Opeda, 2013). According to (Ehizabeth C Hirschman, 1984), (Venkatraman & MacInnis, 1985) *cognitive innovator* seek larger amount of vehicles of mass media, have high propensity to read newspaper, advertisement, magazines, packaged information and seek extra investigation by doing purchasing such as do browsing at window display. Cognitive innovators are convinced by and have high believe on realistic advertisement as compare to evaluative advertisement (Venkatraman & Price, Differentiating Between Cognitive and Sensory Innovativeness Concepts, Measurement, and Implications, 1990).

Cognitive style states that an individual has reliable and typical tendencies of observing, memorizing, classifying, processing, thinking and then solve the problem (Liu & Ginther, 1999). Cognitive consumers answer to factual communication applications which consist of logical and provable explanation of tangible products characteristics then, they evaluative advertisement which comprises demonstrative, personal impression of intangible products (Venkatraman & Price, Differentiating Between Cognitive and Sensory Innovativeness Concepts, Measurement, and Implications, 1990). *Sensory innovators* do decision making upon the base of whole assessment of differences between products whereas cognitive consumers do risk, uniqueness, tangibility assessment for decision making (Park, Yu, & Zhou, 2010).

Innovativeness is a personality trait that prejudices consumer to purchase new goods, it is anticipated that cognitive and sensory innovativeness has important positive relationship with the buying of new products (Chou & Chen, 2006). The difference among cognitive and sensory innovativeness of consumer occur due to their demographic and cultural profiles, their way to search out information and their attitude (Park, Yu, & Zhou, 2010). On the base of above literature we can conclude that both cognitive and sensory innovators are different on the base of their choice, thinking style, Information searching process, evaluations method and their involvement in decision making.

Hypothesis Development: The result of differences between *cognitive and sensory innovativeness* shows that consumers with these diverse tendencies do decision making by using different patterns (Venkatraman & Price, 1990). By succeeding this squabble, we hypothesized different features of cognitive and sensory innovativeness; these characteristics have great effect in consumer's patterns of decision making. The empirical study of (Sproles & Kendall, 1986) recognized eight mental features which explain consumer's decision making patterns by using 40 customer style inventory (CSI). Consumer styles (*quality conscious, confused by over choice price, conscious, brand conscious, fashion conscious, recreational orientation, impulsiveness and habitual buying*) have effect on their decision making.

H1: Consumers who have tendencies towards "cognitive innovativeness" are persuaded to have decision making styles of quality consciousness, price consciousness and confused by over choice.

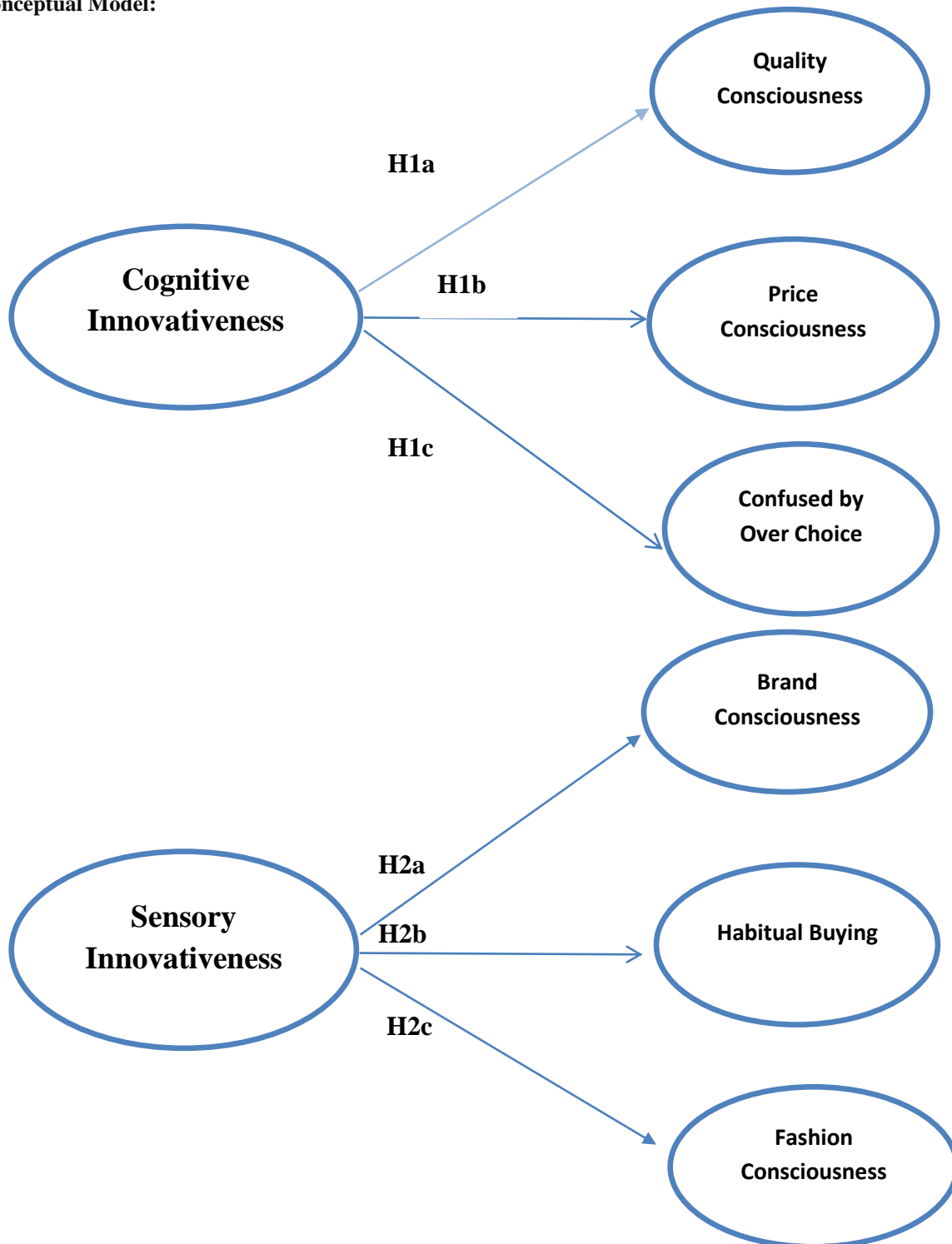
The first style is "high quality conscious" which indicates that the consumers search perfectionism in products, evaluate more information, compare different products and do shopping very carefully. The second style is "price or value conscious" states that this type of consumers show more concern towards price. They want to receive full value against their money. They also compare products price (Ravindran, Ram, & Kumar, 2009) which they pay and value which they receive. Consumers who are "confused by over choice" observe many stores and brands for shopping. They face difficulty in decision making because they have excess of information which make them confuse. These three styles refer that consumers depend on their cognitive skills for decision making.

Cognitive innovators enjoy thinking, spend more time in shopping and find out best quality. They try to get full value for their money and get maximum benefit from their purchasing. They search out more information, evaluate products how they work and find out facts about products how to use it in a good way and get maximum benefits. It is not easy to evaluate more information, sometime it makes consumer confused in their decisions. He may find hurdle in selection of best option from all available options. So, the greater "*cognitive innovativeness*" is favorable for information exploration actions which are depend on cognitive alignment. We suggest that the consumers with high predisposition of "cognitive innovativeness" will demonstrate quality conscious, price conscious and confused by over choice in their decision making patterns. We hypothesized that:

H2: Consumers who have tendencies towards "sensory innovativeness" are persuaded to have decision making styles of brand consciousness, fashion consciousness and habitual orientation. According to (Zuckerman, 1979) "Sensory innovators like innovation, inclined to have a light-hearted, they are risk taker, relaxed behavior about life and perform such actions which make them happy without too much consideration and thinking. They love dreaming, play and fantasy, all activities which are based upon pleasure principal. Sensory innovators enjoy innovation and try to do such acts which give them happiness without too much thinking and consideration (Zuckerman, 1979). (Venkatraman & Price, 1990) States that for handling of information they prefer visual to verbal plans and they are less consider with reasoning which shows that, they are less concerned to classify, intricate and assess information to which they are exposed. Extremely sensory innovative consumers use information stored in their memory instead of consuming time on evaluation of information. They may also use their past experience if it proves successful. Sensory innovative consumers show predisposition of brand consciousness, fashion conscious and brand loyal in their decisions during shopping. The first CSI style "brand consciousness" states that consumers purchase famous, expensive and more buying brand without consideration of its quality and characteristics. They do not compare products, they buy brand which is more advertised and sell in the market. They not only show concern with brand name but also preference functional and personal

value from brand (Al-Motairi & Al-Meshal, 2013). “Fashion consciousness” consumer prefers products which are more liked and up to date. It’s fun for them to spend on new things. Such types of consumers like to get excitement from new trends and fashions (Sproles & Kendall, 1986).The third style is “habitual buying/brand loyal” consumers prefer their favorite brands and stores with evaluating other available options. They become loyal with certain brands and always prefer them in their shopping. Upon this base we suggest that sensory innovative consumers will demonstrate brand consciousness, fashion consciousness and habitual buying in their shopping decision making.

Conceptual Model:



III. METHODOLOGY

Measures: The questionnaire (Sproles and Kendall, 1986) was used to which was poised of CSI measure six consumers decision-making styles. The consumer style inventory (CSI) has been confirmed and verified in global setting by comprising New Zealand (Durvasual, Lysonsk, & Andrews, 1993)China (Hui, Sia, Wang, & Chang, 2001). (Splors, 1985, Sproles & Kendall, 1986) decision making style of consumers described as “it is a patterned, mental and cognitive orientation which continually dominates the choice of consumers during shopping”. Innovativeness was measured by using scale of Innovativeness (Venkatraman & Price, 1990) (Goldsmith & Foxall, 2003) stated that innovativeness is a process through which new ideas, product and practices are formed, or we can say idea, practice or product itself. We use 5 point likert scales (five for strongly agree to one for strongly disagree) for measurement.

Sample: China and India are most growing and emerging markets of the world so multinational companies are seeking business opportunities in these markets in large number consumers research has been conducted in these countries as compare to Pakistan. Pakistan is a market which has a large number of potential customers but in Pakistan research on consumers has been conducted in very small numbers so as a researcher it was opportunity for us to conduct consumer’s research in Pakistan. Sample size of our study was 400 which was calculated through thumb rule (Number of Questions x 10) on may2014s.

Convenient sampling technique was used to fill to questionnaire in different areas of Pakistan out of 400 questionnaires 300 questionnaires were received backed in complete form. Out of 300 hundred respondents 162 were female and 138 were male from different areas of Pakistan who have completely filled the questionnaire and give it back and from those respondents 96 are from rural are 166 from urban and 38 were from sub urban areas of Pakistan., so our final sample size for this study consists of 300 useful responses. Our respondents were mostly students because these would be our future consumers so marketers should have knowledge about there need and wants and that knowledge will lead the marketer to provide consumer the product according to their requirements. We used the CSI because of two reasons. First reason is that Consumers use some typical features of (Sproles1985, Sproles and Kendall, 1986) in their decision making. They had made different profiles of consumers regarding decision making they take and these styles are associated with products features. The marketers can judge from consumer’s decisions that the marketing policies and strategies are accurately planned and implemented or poorly designed. It is essential for all business to get full understanding about customer’s decisions for making strategies (W.M.C.Bandara, 2014). And second we have chosen students as sample in our research through we can generate some discerning contrasts with previous research in this domain of research.

IV. VALIDITY AND RELIABILITY:

We used *statistica7* to evaluate the psychometric properties of the eight constructs involving 40 items in confirmatory factor analysis. And choose 4 criteria’s to check the goodness of fit $\chi^2/d.f$ should be ≤ 3 , $GFI \geq 0.9$, $AGFI \geq 0.9$ and $RMSEA \leq .08$, CFA produced respectable fits: High quality-consciousness $\chi^2/d.f$ 3.60987/2 =1.805, GFI, .994 AGFI.969, RMSEA.054, Brand-consciousness $\chi^2/d.f$ 17.0413/9=1.894GFI.981AGFI.955,RMSEA.056,Fashionconsciousness $\chi^2/d.f$ 1.16773/2 0.5839GFI .998 AGFI .990 ,RMSEA 0.00Price-consciousness $\chi^2/d.f$ 2.19603/2 =1.098 ,GFI .996,AGFI .982 , RMSEA 0.017Habitual/brand or Brand loyal orientation towards consumption $\chi^2/d.f$ 2.4402/2 =1.2201, GFI.996,AGFI .979,RMSEA .028,Confusion by over choicex $\chi^2/d.f$ 1.711/2 =0.8555 ,GFI .997 ,AGFI .986 ,RMSEA 0.00 ,Cognitive Innovativeness , $\chi^2/d.f$ 1.695/2 =0.8475,GFI .997,AGFI .986 ,RMSEA 0.00, Sensory Innovation $\chi^2/d.f$ 6.419/5 =1.284, GFI, 992 ,AGFI, .976, RMSEA,.025Results of CFA shows that all values of $\chi^2/d.f \leq 3$, $GFI \geq 0.9$, $AGFI \geq 0.9$ and $RMSEA \leq .08$. Which was according to the set standards that show that each factor is fit or prediction? We assessed construct reliability by calculating composite reliability for each construct (FornellandLarcker, 1981). And reliability scale of our research study is 0.862.

Analysis: we run structural equation modeling and we used *Statistica 7* to assess the purposed relationship Results shows the chi-square value for the model was $\chi^2/d.f$ 769.646/ 399.000=1.929, GFI .962, AGFI, 0.939, RMSEA, 0.052, p-value=0.00 which is $< \alpha$. So these results advocate that the hypothesized model does describe the relationships among the measured variables very well and supporting H1 and H2. If we examined the results of Table 2, that explains the hypothesized relation among all variables. Results of table no 2 shows that Cognitive innovativeness is positively related to shopping styles of, Quality consciousness ($\beta=0.238$, p-value <0.00), price consciousness ($\beta=0.116$, p-value <0.00) and confusion by over choice ($\beta =0.294$, p-value <0.00) and p-value of all variables is $< \alpha$ so it means reject H_0 and accept H1 (a,b,c). The data also provide evidence that sensory innovativeness has also positively relation with Brand consciousness ($\beta=0.256$, P-value <0.00), fashion consciousness ($\beta=.412$,P-value <0.00) and brand loyal orientation ($\beta=0.421$,P-value <0.00)

and P-value of all variables is $< \alpha$ so it means reject H_0 and accept H_{2a} , H_{2b} and H_{2c} , positive value of Parameter Estimate (β) shows that the proposed relationship is significant

V. CONCLUSION

On the base of given sample data we concluded that the Consumers having tendencies towards “cognitive innovativeness” are persuaded to have decision making styles of Quality consciousness, Price consciousness and Confused by over choice .According to (Ehizabeth C Hirschman, 1984), (Venkatraman & MacInnis, 1985) cognitive innovator seek larger amount of broadcasting vehicles, have high desire of reading newspapers, advertisement, , packaged information and information and do more investigations by making shop does not like surfing the display. Cognitive innovators are convinced by and have high believe on realistic advertisement as compare to evaluative advertisement (Venkatraman & Price, Differentiating Between Cognitive and Sensory Innovativeness Concepts, Measurement, and Implications, 1990) and Consumers who have tendencies towards sensory innovativeness are persuaded to have decision making styles of Brand consciousness, Fashion consciousness and loyalty .The sensory innovators prefer those activities and practices that motivate the senses. These practices contain inside formed new experiences like “fantasizing, imaginary, externally stirring and adventurous activities” (Ehizabeth C Hirschman, 1984). So marketers should provide the products in a way that would appeal the different innovators according to their exceptions and style. The differences which we find in our research will increase our knowledge based in these both dimensions of consumer research. Our research also suggested that these both types of customers are different in decision making. Sensory innovators make decisions on the base of whole assessment of differences between products whereas cognitive consumers take risk, uniqueness, tangibility and assessment for decision making (Park, Yu, & Zhou, 2010).

Research Limitations: First limitation of our study is generality. the most of the respondent are students and the results have been generated from these responses cannot be applied on whole population because of cultural differences ,age, income ,life style, job status can influence the decision making styles so that is a limitation of our research because these are not the representative result for population. Hypothesis of our studies is not tested with diverse types of product category which make our study general examination of innovation which is parity of (innovative predisposition concept referred) to by (Midgley & Dowling, 1993).

Managerial Implication: It is important for every company to collect right type of information about their customers to make marketing strategies so; they can offer them according to their wish and enhance their profitability and customer ratio. If managers read this paper carefully they can get the idea how the customer are different in their shopping styles. The ideal form of product is linked to customer experience with product usage. Manager can make marketing strategies by linking product form, innovativeness of consumers and their shopping styles. Cognitive consumers prefer quality, performance and feature of products and sensory consumers prefer product design, its likability in market etc. rather than its performance. If companies want to develop new product it must keep in mind the tow perspective of products that appeal differently both type of consumers. Our study indicates that the cognitive consumer shows their tendency towards quality consciousness, price consciousness and confused by over choice. So, marketers have to provide clear information about quality and price of products. Marketer tries to design store in a way that help buyers to avoided confusion by over choice. On the other hand, the sensory innovative consumer shows interest in fashion, brand consciousness and habitual buying. For these consumers the managers have to design fashionable brand personalities and give them information about new trends. Marketers can keep such customers with them for long time by offering new and innovative products because these are brand loyal consumers. We can say that if marketers can develop complete understanding about customer’s innovativeness and shopping styles they can launch successful marketing strategies for development of new products and make successful existing products.

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Summary:

In this paper we investigate the influence of consumer innovativeness on different shopping styles. Consumer innovativeness can be defined as the tendency of consumers to accept the new service or product. Consumer's choices are different when they purchase product or service.

Appendix:
TABLE-1: TEST OF RELIABILITY

Cronbach's Alpha	No .of Items
.862	40

TABLE-2: DESCRIPTIVE STATISTICS OF QUANTITATIVE VARIABLES

Variable	Minimum	Maximum	Mean	Std. Deviation
Age	18	61	22.34	3.499

TABLE-3: DEMOGRAPHIC VARIABLES

Items	Percentage%	Frequency
Gender		
Male	46.0	46.0
Female	54.0	54.0
Area		
Rural	32.3	97
Urban	55.3	166
Suburban	12.3	37

TABLE-4: CONFIRMATORY FACTOR ANALYSIS AND STRUCTURAL EQUATION MODELING

Items	Parameter Estimate	Standard Error	T Statistic	Prob. Level
High quality-conscious				
Getting good quality is very important to me.	0.498	0.050	9.929	0.000
In general, I usually try to buy the best overall quality.	0.581	0.049	11.982	0.000
I make a special effort to choose the very best quality products.	0.558	0.052	10.659	0.000
My standards and expectations for products I buy are very high	0.485	0.067	7.278	0.000
Brand-conscious				
The well-known national brands are for me.	0.465	0.065	7.183	0.000
The more expensive brands are usually my choices.	0.701	0.070	9.993	0.000
The higher the price of the product, the better the quality.	0.661	0.072	9.219	0.000
Nice department and specialty stores offer me the best products.	0.485	0.066	7.299	0.000
I prefer buying the bestselling brands.	0.613	0.061	10.081	0.000
The most advertised brands are usually very good choices.	0.491	0.069	7.066	0.000
Fashion-conscious				
I usually have one or more outfits of the very newest style	0.505	0.079	6.363	0.000
Fashionable, attractive styling is very important to me.	0.630	0.081	7.782	0.000
To get variety, I shop different stores and choose different brands.	0.509	0.075	6.742	0.000
It's fun to buy something new and exciting.	0.368	0.076	4.842	0.000
Price-conscious				
The lowest price products are usually my choice.	0.300	0.062	4.845	0.000
I look carefully to find the best value for the money.	0.246	0.052	4.733	0.000
I save money as much as I can during shopping.	1.122	0.046	24.454	0.000
I usually use coupon to save money.	0.316	0.062	5.074	0.000
Habitual/brand loyal orientation towards consumption				
I have favorite brands I buy over and over.	0.635	0.072	8.869	0.000
Once I find a product or brand I like, I stick with it.	0.728	0.078	9.362	0.000
I go to the same stores each time I shop.	0.595	0.075	7.887	0.000
I change brands I buy regularly.	0.286	0.074	3.882	0.000
Confusion by over choice				
There are so many brands to choose from that I often feel confused	0.482	0.070	6.858	0.000

The more I learn about products, the harder it seems to choose the best.	0.600	0.079	7.639	0.000
All the information I get on different products confuses me.	0.724	0.088	8.194	0.000
It make me confused to evaluate different products	-0.062	0.069	-0.894	0.372
Cognitive Innovativeness				
I try to find out the meaning of uncommon/ unfamiliar statements.	0.400	0.070	5.676	0.000
I think about different ways to explain the same thing.	0.529	0.070	7.526	0.000
I Analyze my own feelings and reactions	0.598	0.078	7.663	0.000
I Figure out the shortest distance from one city to another	0.374	0.080	4.669	0.000
Sensory innovativeness				
Being on a raft in the middle of a beautiful river.	0.267	0.069	3.854	0.000
I had an unusual dream with strange colors and sounds.	0.556	0.068	8.207	0.000
I Wake up with a strange dream in the morning.	0.601	0.074	8.169	0.000
I have a strange new feeling as I awake in the morning.	0.649	0.071	9.206	0.000
I have a strange new feeling as I awake in the morning.	0.672	0.081	8.271	0.000

TABLE-5: CFA GOODNESS OF FIT TABLE # 1

Variables	$\chi^2/d.f$	GFI	AGFI	RMSEA
High quality-consciousness	3.60987/2 = 1.805	.994	.969	.054
Brand-consciousness	17.0413/9 = 1.894	.981	.955	.056
Fashion-consciousness	1.16773/2 = 0.5839	.998	.990	0.00
Price-consciousness	2.19603/2 = 1.098	.996	.982	0.017
Habitual buying/ Brand loyal	2.4402/2 = 1.2201	.996	.979	.028
Confusion by over choice	1.711/2 = .8555	.997	.986	0.00
Cognitive Innovativeness	1.695/2 = 0.8475	.997	.986	0.00
Sensory Innovation	6.419/5 = 1.284	.992	.976	.025

TABLE-6: RESULTS OF HYPOTHESIS TESTING

Independent variable	Dependent Variable	Standardized coefficients	Hypotheses
Cognitive innovativeness	Quality-conscious	0.238*	H1a Supported
	Price-conscious	0.116*	H1b Supported
	Confused by over choice	0.294*	H1c Supported
Sensory innovativeness	Brand conscious	0.256*	H2a Supported
	Fashion conscious	0.412*	H2b Supported
	Habitual/brand-loyal	0.421*	H2c Supported
Fit statistics			
	ML Chi-Square	769.646	
	Degrees of Freedom	399	
	RMSEA	0.052	
	GFI	0.962	
	AGFI	0.939	

Notes: Standardized solutions are reported; *P<0.00