

FASHION ATTITUDES AND BUYING BEHAVIORS
OF CROSS-CULTURAL COLLEGE STUDENTS
TOWARD APPAREL PRODUCTS

A RESEARCH PAPER
SUBMITTED TO THE GRADUATE SCHOOL
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
MASTERS OF ART IN THE DEPARTMENT OF
FAMILY AND CONSUMER SCIENCES

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MAY 2012

ABSTRACT

RESEARCH PAPER: Fashion Attitudes and Buying Behaviors of Cross-cultural College Students toward Apparel Products

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DEGREE: Master of Arts

COLLEGE: Applied Sciences and Technology

DATE: May 2012

PAGES: 123

The purpose of this research study was to compare and contrast the fashion attitudes and buying behaviors of college students at a Midwestern university in the United States and at a metropolitan university in China toward apparel products, and to clarify the factors that contribute to differences and similarities among the two markets. Data were obtained from 317 American and Chinese college students with an age range of 18 to 24 years. The consumer decision-making characteristics related to fashion attitudes were supported by the buying behavioral results in this study. Although similarities outweighed differences overall, several subtle differences were identified in buying characteristics by country. The study confirmed that globalization and cultural background factors including demographics and psychographics have an impact on characterizing fashion attitudes and buying behaviors between American and Chinese college student consumers. Implications of the findings suggest to marketers of U.S. apparel firms that several appropriate globalization and management strategies can be implemented for gaining successful market presence in China.

ACKNOWLEDGEMENTS

I would like to thank all of the people who contributed to the completion of this project. A special thanks and much gratitude goes to my major professor, Dr. Amy Harden, as she went above and beyond the call of duty to provide me with assistance and feedback which has been invaluable to me during this long and rewarding process. Dr. Harden held my interest and pushed me to envision and complete the research project. Thank you to Dr. Carol Friesen for guiding me through this writing process from scratch with her generosity. Thank you to Dr. James Jones for not only running the statistical analysis, but also providing me professional supports from statistical perspective. Thank you to Dr. Chuwen Wang for assisting Chinese sampling with her patience and time. I would like to thank all survey participants from Ball State University and Fu Dan University. Lastly, thanks to my family for their continuous support throughout this entire process. This project would not have been possible without their supports.

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CHAPTER I

INTRODUCTION

Meeting multicultural consumer needs by providing the right products and services in today's global market is a great challenge for marketers, retailers, and suppliers (Kim, Forsythe, Gu & Moon, 2002). Currently, many fashion apparel industries under the influence of globalization have been eager to gain a larger market, not only in their country of origin, but also in other markets with high potential (Kim, Forsythe, Gu & Moon, 2002).

In the past two decades, global marketers have attempted to explore various market opportunities in China. China, with one fourth of the world's population, is the world's fastest rate of economic growth and ranks second in the world in gross domestic product (GDP: The World Bank, 2010). China offers enormous market opportunities for textile and apparel firms (Jin & Kang, 2010). On the other hand, the United States, with the largest purchasing power, saw imports of apparel products double between 1992 and 2002 to \$63.8 billion (Kunz & Garner, 2007). In the apparel and textile sector, U.S. companies claim only six percent of the imported apparel market in China compared to 46 percent for France and 38 percent for Italy (Zhang, Dickson, & Lennon, 2002). Most U.S. apparel firms historically have not effectively exploited the opportunity to sell their

brand in foreign market (Kunz & Garner, 2007), although numerous U.S. apparel companies have actively sought overseas opportunities for business expansion. These facts clearly denote that the United States should pursue more market opportunities in China (Wu & DeLong, 2006).

Consumers may choose particular products and brands, not only because these products provide the functional reasons such as basic physical and survival needs, but also because the products can be used to express consumers' personality, social status or to fulfill their internal psychological needs (Kim, Forsythe, Gu & Moon, 2002). According to Yau (1994), consumers' product choice and preference for a particular product or brand are generally affected by complex social influences and environment. Consumer's preference also changes over time as their consumption situation and environment change (Yau, 1994). The development of global markets has resulted in an increase in product choices, retail channels (e.g., mail catalogues, television, Internet, and stores) and promotional activities that provide an abundance of information. These developments make consumers' decisions more complex and even more important today than in the past (Walsh, Mitchell & Hennig-Thurau, 2001).

Problem

Identifying and understanding cross-cultural consumers' attitude and buying behaviors toward apparel products is the primary task for successful global apparel firms. To be successful, U.S. apparel firms should examine differences and similarities between American and Chinese buying behaviors and decision making styles, and clarify factors affected these differences and similarities. A comparison of these two markets will help

U.S. apparel firms make appropriate globalization strategies to appeal to their target market and widen profit as a successful firm in the future.

Purpose

The purpose of this research study was to compare and contrast the fashion attitudes and consumer buying behaviors of college students at a Midwestern university and Chinese college students at a metropolitan university toward apparel products.

Research Questions

The following research questions were examined in this study:

1. What fashion attitudes do American college student and Chinese college student consumers have based on consumer decision-making style toward apparel products?
 - a. How does it similar and how is it different?
 - b. What factors influence their fashion attitudes?
2. What buying behaviors do American college student and Chinese college student consumers have toward apparel products?
 - a. How does it similar and how is it different?
 - b. What factors influence their buying behaviors?
3. Is there any relationship between cross-national consumers' fashion attitudes and buying behaviors toward apparel products?

Rationale

Results of this study provides a better understanding of the cross-cultural fashion attitudes and buying behaviors used by comparison between American college students and Chinese college students. Although several cross-cultural consumer decision-making styles toward apparel products research can be found, updating a comparison study of cross-cultural consumer behavior is needed as consumers' purchase behavior changes over time following their consumption situation and environment change (Yau, 1994). This is especially important among Chinese consumers, due to the rapid economic growth that has occurred in recent years. Identifying the differences and similarities of consumer behavior styles between American college students and Chinese college students by using an established survey from previous studies would provide for the factors affecting these results. This information will help U.S. apparel firms make appropriate globalization strategies for gaining successful global market presence.

Assumptions

The researcher makes the following assumptions in the implementation of the study and in the interpretation of the data:

1. The students at an American Midwestern university are representative of American college student consumers in general;
2. The students at a Chinese metropolitan university are representative of Chinese college student consumers in general;

3. The questions asked in the survey are an adequate proxy to measure consumers' fashion attitudes and buying behaviors toward apparel products; and
4. All students were truthful in their answers.

Definitions

For the purpose of this study, the following definitions were used:

Apparel – clothing, not necessarily fashionable (Brannon, 2005)

Buying power (Purchasing power) – the amount of goods that can be purchased with a given amount of money at a given place and time (Kunz & Garner, 2007)

Consumer decision-making style – a mental orientation characterizing a consumer's approach to making choices (Sproles & Kendall, 1986)

Consumption – used of commodities (goods and services), their used, and services consumed (Kunz & Garner, 2007)

Demographics – Statistics that describe a population, including age, income, education, occupation, race, and geographic location (Brown & Rice, 2001)

Fashion – a style that is popular in the present or a set of trends that have been accepted by a wide audience (Brannon, 2005)

Firm – any business, corporation, proprietorship, or partnership (Kunz & Garner, 2007)

Generation Y – people born after 1976 (Brown & Rice, 2001)

Globalization – the process whereby the world's people are becoming increasingly interconnected in all facets of their lives (Kunz & Garner, 2007)

Global marketing – activities that accelerate the movement of goods and services from a manufacturer or retailer to consumers in many countries around the world (Kunz & Garner, 2007)

Marketing – Use of the company's resources to meet the customer's needs, wants, and demands, with the goal of making profit (Brown & Rice, 2001)

Market segmentation – dividing consumers into groups with common characteristics (Brown & Rice, 2001)

Product – the finished garment (Brown & Rice, 2001)

Psychographics – Characteristics of people according to their lifestyle values – interests, attitudes, and opinions (Brown & Rice, 2001)

Summary

Currently, under the influence of globalization, many fashion apparel industries have been eager for gaining large market not only in their country of origin, but also in other markets with high potential, especially in overseas countries (Kim et al, 2002). Identifying and understanding the cross-cultural consumers' shopping behavior of apparel products may help U.S. apparel firms make appropriate globalization strategies for success as a global firm. The purpose of this study was to examine the characteristics of fashion attitudes and buying behaviors toward apparel products between American college student consumers and Chinese college student consumers. The results of this study can help clarify factors that impact these differences and similarities among these two markets.

CHAPTER II

REVIEW OF LITERATURE

The purpose of this study is to compare and contrast the fashion attitudes and consumer buying behaviors of college students at a Midwestern university and Chinese college students at a metropolitan university toward apparel products. This chapter provides general background knowledge about consumers' product choice track and summarizes a variety type of research regarding consumers' shopping behaviors; market segmentation characteristics which affect a consumers' behavior style; and an overview of how to measure consumers' decision-making styles. This review emphasizes the generalizability of a cross-cultural decision-making style instrument.

Background

Consumers choose particular products and brands not only because these products provide the functional reasons, such as basic physical/survival needs, but also because products can be used to express the consumers' personality, social status or to fulfill their internal psychological needs (Kim, Forsythe, Gu & Moon, 2002). Consumers' product choice and preference for a particular product or brand are generally affected by complex

social influences and environment. Consumers' preference also changes over time as their consumption situation and environment change (Yau, 1994).

Cultural assumptions underlie thoughts and ultimately decisions. According to Tung (1995), culture refers to the dynamic process that occurs within a given society group and which creates the cognitive map of beliefs, values, meaning and attitudes that drive perception, thoughts, reasoning, actions, responses and interactions. Therefore, national culture has been proven to significantly impact an individual values and attitudes (Hofstede, 2001). Thus, culture is expected to have a significant influence on consumer buying style. Major cultural differences in cognition, emotion and motivation have been identified (Markus & Kitayama, 1991).

The development of global markets has resulted in an increasing number of product choices, retail channels (e.g., mail catalogues, television, Internet, and stores) and promotional activities, providing an abundance of information and causing consumers' decision making process to become more complex and more important today than in the past (Walsh, Mitchell & Hennig-Thurau, 2001). In an increasingly globalized business environment, it is essential that marketing management learn about differences in consumer decision-making. The success of an organization in a culturally different market place may be largely affected by how well the decision-makers grasp the consumers' buying behaviors, and how well they are able to incorporate such understanding into their marketing plan and strategies (Leo, Bennett, and Hartel, 2005).

A variety of shopping behaviors have been identified in previous literature. Studies on shopping orientations cover different industries, products, and group of consumers. Examples include: catalogue shopping (Gehrt & Carter, 1992; Bellenger &

Korgaonkar, 1980), grocery shopping (Williams, Painter, and Nicholas, 1978), non-store retailers shopping (Bellenger & Korgaonkar, 1980), supermarket shopping (Darden & Ashton, 1974), cosmetics shopping (Moschis, 1976), and recreational shoppers (Bellenger & Korgaonkar, 1980).

Target Market Segmentation

The demographics and psychographics of consumers in a target market help manufacturers and retailers determine the wants and needs of those consumers. As the demographics of the population change, so does the behavior of consumers. Identifying demographics and psychographics helps global apparel industries plan appropriate business strategies (Brown & Rice, 2001).

Demographics comparison

Demographics are statistics that describe a population, including age, income, education, occupation, race, geographic location, and other factors that affect a consumer's product preference (Brown & Rice, 2001). Demographic characteristics of consumers impact the methods and means they used to progress through the purchase decision process model (Taylor & Cosenza, 2002)

Young Consumers – Generation Y

Generation Y, also known as “Echo boomer,” refers to people who were born in the late-1970's or later (Bakewell & Mitchell, 2003). From the significance of Generation Y consumers' perspective, several studies have examined the purchase styles

and theories of young consumers, especially young consumers from the United States (Taylor & Cosenza, 2002; Bakewell & Mitchell, 2003; Parker, Hermans & Schaefer, 2004). In addition, the ease of collecting survey results from college students contributes to the wealth of Generation Y consumer research.

Youth market is the most trendy and ever-changing market in the apparel industry, perhaps because Generation Y consumers value fashion more than any other age group (Parker, Hermans & Schaefer, 2004). There are 560 million teens between the ages of 15 and 19 worldwide (Baker & Hayatko, 2000), with approximately 60 million Generation Y in the U.S.A alone (Bakewell & Mitchell, 2003). The greatest number of Generation Y is in China, India, Brazil, Indonesia, and the United States.

Researchers choose to study Generation Y's consumer behavior for several reasons. First, Generation Y consumers have significant flexible purchase power. When Generation Y's come of age, they will have experienced unprecedented purchasing power. It has been estimated that \$97.3 billion was spent annually in the U.S by Generation Y's (Ebenkamp, 1999). In the United States, a U.S. Department of Labor survey reported that the median amount of allowance and cash from parents was approximately \$50 per week in 2000 (ranging from \$20 to \$175 depending on geography and household income) (Taylor and Cosenza, 2002). Furthermore, this generation consumers spend heavily on fashion related items. According to Seventeen Magazine, young female consumers spend \$312 a month with half of this being spent on apparel and beauty products (Brookman, 2000). Second, Generation Y consumers are impressionable for brands and their brand loyalties are in the process of formation at this period. Meyer (2001) suggests that consumers establish their brand preferences between the ages of 15 and 25. If marketers

miss this crucial period, Meyer (2001) said that it could require expending two to three times more marketing dollars in an attempt to gain these consumers as they move into twenties and beyond. Third, Generation Y consumers will have more involvement in family decision making than other generations (Phelps, 1999). Fourth, the sheer size of the global teenage population makes it hard for researchers to ignore them from a marketing perspective. There is a large possibility that the Generation Y market will be expanded more. Fifth, they are extremely important as “future consumers” along with the money they will be spending over the remainder of their lives (MMR, 2000).

Demographic of Chinese market

China, with a population of approximately 1.3 billion, one fourth of the world's population, has the most consumers in the world. There are approximately 200 million persons in China between the ages of 10-19 years (Dickson, Lennon, Montalto, Shen & Zhang, 2004). According to The World Factbook (2011b), China officially recognizes 56 distinct ethnic groups, the largest of which are Han, who constitute about 91.9 percent of the total population with 73.6 percent of age range 15-64 years and median age of 35.5 years. In 2005, the average household size of urban area in China was 3.1; the average annual per capita disposable income of urban households was RMB 10,493 (U.S. \$1,281). Ninety percent of the population over the age of five can read and write; 34 percent of the population over the age of 15 years has enrolled in some secondary education institution and 11 percent have graduated from the secondary educational institution (The World Factbook, 2011b).

Since the late 1970s, China has moved from a closed, centrally planned system to a more market-oriented system that plays a major global role. In 2010, China stood as the second-largest economy in the world after the U.S. In 2001, China surpassed Japan in purchasing power parity (PPP) that adjusts for price differences (The World Factbook, 2011b). According to the Bureau of East Asian and Pacific Affairs (U.S. Department of State, 2010), the market-oriented reforms China has implemented over the past two decades have unleashed individual initiative and entrepreneurship, resulting in sustained average economic growth of over 9.5 percent for the past 26 years. In 2009, its \$4.814 trillion economy was about one-third the size of the U.S. economy. Export growth continues to play an important role in China's rapid economic growth. China, however, has placed greater emphasis on developing a consumer demand-driven economy to sustain economic growth and address global imbalances (U.S. Department of State, 2010).

In terms of Chinese Generation Y, the one-child policy that has been issued since the late 1970s has resulted in the “little emperors” family structure. The one child treasured from “six-pockets” which includes two parents and four grandparents (Wysocki, 1997). Salzman (1999) reported that these Chinese young generation consumers tend to be less tradition conscious, but more oriented towards brands, success and self-satisfaction. The huge Chinese young consumer market has been offering great opportunities for U.S. firms, not only in the apparel field, but also other diverse industries.

Demographics of the United States market

According to the U.S. Census Bureau (2010), with 308 million people, the United States of America is the third largest country both by land area and population. It is one

of the world's most ethnically diverse and multicultural nations: with 72.4 percent White American, 12.8 percent African Americans and 4.8 percent Asian. In addition, the population growth of Hispanic and Latino Americans (16.3% in 2010) is a major demographic trend today. Two-thirds (66.8%) of the total population consists of individuals between the ages of 15-64 years; the median age in the United States is 36.9 years. The pretax median household income in 2007 was \$49,777, with the median ranging from a high of \$65,469 among Asian American households to a low of \$32,584 among African American households. About 82 percent of Americans live in urban and suburb areas. Of Americans twenty-five years of age and older, 84.6 percent graduated from high school, 52.6 percent attended some college, 27.2 percent earned a bachelor's degree, and 9.6 percent earned a graduate degree (The World Factbook, 2011a). According to the International Monetary Fund (2010), the U.S. GDP of \$14.870 trillion constitutes 24 percent of the gross world product at market exchange rates and almost 21 percent of the gross world product at purchasing power parity (PPP). It has the largest national GDP in the world.

In terms of young generation, there are approximately 31 million Americans between the ages 12 and 20. Together they enjoy \$153 billion of buying power (MMR, 2000). Compared to past American generations, the Generation Y consumer is larger (72 million), more affluent, more educationally-oriented, and more ethnically diverse (Taylor & Cosenza, 2002). Additionally, they tend to be more comfortable with using credit cards and technology, and tend to be more group-oriented than their seniors (Bakewell & Mitchell, 2001). Dias (2003) found that Generation Ys' generally regard shopping as a

social activity, and that they prefer brands that represent “clean cut, all American” way of life (e.g., Tommy Hilfiger and Abercrombie and Fitch).

Psychographics

Demographic data are most useful when considered together with psychographic data. Psychographics characterize people according to their lifestyle values; interests, cultural values, attitudes and opinion (Brown & Rice, 2001). Understanding these psychographic aspects of target consumers helps predict what they expect and desire from a product as their values influence their clothing behavior.

Lifestyle

Environmental factors, such as leisure time usage and life priority, affect young consumer’s apparel purchase attitude. For the majority of Chinese juniors, their highest priority in life is to get an academic degree from a prestigious university. Chinese parents in one-child families have high expectations for their children’s futures; thereby education may be given a higher priority than fashion in Chinese Juniors (McEwen, Fang, Zhang & Burkholder, 2006). Wysocki (1997) reported that more than 25 percent of disposable income of one-child families goes toward the child’s school supplies such as books, notebooks and stationary products. Regardless of gender, Chinese juniors have limited importance to keep up to date with current fashions trend. Instead, both genders must succeed academically in China, due to the competitive school admissions. This trend can also be shown from the leisure time usage. According to Moses (2000), the majority of U.S. juniors reported spending time listening to the radio or music, while only

35 percent of the Chinese juniors indicated that they spent leisure time watching television, instead of spending time listening to music, 41 percent of the Chinese juniors indicated they spent more of their time reading print material (Moses, 2000). In addition, American juniors are heavy user of shopping malls or department stores, more than twice as many as compared to their Chinese counter parts. In the United States of America, many teens view shopping malls as an entertainment source, and the enjoyment of clothing shopping contribute to boost fashion consciousness and shopping motivation as they can acquire product information and new trend information from these shopping behaviors (Baker & Hayatko, 2000).

Cultural value

According to Yau (1994), consumers' product choice and preference for a particular product are generally affected by very complex social influences. Thus, consumers' values, which reflect social influences and environment, may affect needs to be fulfilled through purchase decisions or consumption behavior.

For most of Asian countries, Confucianism is a fundamental philosophical tradition (Jin & Kang, 2010). In a Confucian society, group cohesiveness is important; thus, most Confusion societies represent a collectivism culture, people in collectivist cultures are more comfortable in groups (e.g., family, coworker, and nation) and are more concerned with others' reactions and personal relationships than are people in individualistic cultures (Hofstede, 2001). For example, Chinese consumers are more likely to shop or eat in a group than other cultures (McEwen, Fang, Zhang & Burkholder, 2006). Many traditional Chinese values, such as group harmony, perseverance, thrift,

humbleness, and face-saving, come from Confucianism. Among these characteristics, the concept of “face-saving” is most useful in explaining Chinese consumers’ purchase behaviors. In Chinese culture, a person’s reputation and social standing is dependent on “saving face,” it is similar to dignity and prestige in Western culture. Therefore, the face-saving would play important role both in forming Chinese attitude and in determining purchase intention. For example, consumption of well-known foreign brands acts as a face booster to Chinese college student consumers, because the foreign well-known brand carries symbolic values such as success, glitter, empowerment, and new/international life (McEwen, Fang, Zhang & Burkholder, 2006).

In contrast, westerners tend to be much more individualistic than those from Confusion societies. Westerners live under expressing their inner value and tastes. For most of Americans, clothing offers a means of self-expression or a way of coping with social situations. Because clothing is a primary source for self-expression, it is natural that Americans would use clothing for the expression of their uniqueness rather than for others, the self-expression is especially important to the Generation Y (born after 1977) females (Taylor & Cosenza, 2002). Researchers found that individuals in this age group were preoccupied with social acceptance, social affiliation and “coolness” attached to make the “right” clothing choice. At the same time, brand/label loyalty received the lowest ranking in the study although were identified, because American young consumers tend to look for personalized products that allow for the expression of their uniqueness (Taylor & Cosenza, 2002). Additionally, Dias (2003) found that they rated comfort to be highly important when purchasing clothing, and trendiness, fit and the degree of matching to their personal style were rated as being of medium to high importance, and

the clothing's similarity to their friends or celebrity is rated on low importance in American young age consumers.

Globalization

Although several studies (e.g. Parker, Hermans & Schaefer, 2004; Moses, 2000) suggest that young consumers tend to have various shopping behavior and fashion attitudes on the cultural differences as described above, similarities between these groups are also apparent. The concept of "global teenager" has been recently published increasingly in literature, and the "global teenager" concept attracts marketers in all industries because it offers the opportunity to achieve scale economies through standardized product offerings and common marketing messages around the world (Moses, 2000). Tully (1994) and Wysocki (1997) support this idea and suggest it is relatively easy to form a global strategy, as they tend to act very similar all over the world and may purchase similar products. Because Generation Y consumers, especially juniors, value cell phones, satellite television and the internet, the international communication tools such as Internet chat room and online sites homogenize teen preferences and attitudes. The expansion of these communication tools has created greater similarity between juniors in different nations than between older persons in their same country (Tully 1994). These forces have also brought about unifying of global teen values, such as independence, self-expression, openness to new ideas and cultures, flexibility, mobility, and enjoyment of life (Moses, 2000).

The U.S. culture and their fashion have influenced young generations in different countries due to the development of worldwide media, such as the Internet and satellite

television. In fact, 80 percent of Eastern teens stated that the U.S.A was the country of most influential fashion and culture (Tully 1994). The availability of worldwide media, economic growth with great rising revenues has affected Chinese youth to become more westernized in recent years (Anderson & Hee, 1998). These westernizing influences are causing a shift in values among Asian teens. But some researchers' casts doubt on the globalization on teenagers because there is the influence of national, governments, and economic priorities on each country. However, the concept of a young consumer globalization is valuable to marketers.

Studies of Consumers' Behavior

Many researchers have attempted to explain consumers' decision-making behaviors when choosing new products. According to Sproles and Kendall (1986), consumer decision-making style refers to the mental orientation that characterizes a consumer's approach toward making choices. Consumer decision-making has both cognitive and affective characteristics. Although many factors influence consumer decision-making, consumers are thought to approach the market with certain basic decision-making styles (Sproles & Kendall, 1986). In the existing consumer behavior literature, most studies assume that all consumers approach shopping with certain decision-making traits that combine to form a consumer's decision-making style, such as brand/store loyalty (Moschis, 1976), quality consciousness (Darden and Ashton, 1974) or value consciousness (McDonald, 1993).

In addition, previous literature suggests three ways to characterize consumer decision-making style: the consumer typology approach, the psychographics/lifestyle

approach, and the consumer characteristics approach (Sproles & Kendall, 1986). The consumer typology approach seeks to categorize consumers into groups or types that are related to retail patronage (Bellenger & Korgaonkar, 1980). These studies have typically focused on specific products, product groups or on the general retail market place (Westbrook & Black, 1985). The psychographics/lifestyle approach identifies over a hundred characteristics related to consumer behavior based on general activities interests or life styles (Lastovicka, 1982). Lastly, the consumer characteristic approach emphasizes the cognitive and affective orientations towards purchasing in consumer decision-making (Sproles, 1985; Westbrook & Black, 1985). This approach holds the assumption that consumers process cognitive and affective orientations to determine their consumer decision-making styles (Fan & Xiao, 1998; Sproles & Kendall, 1986).

Although the three approaches provide for a unified theme that consumers approach the market with basic decision-making styles (Sproles & Kendall, 1986), the consumer characteristics approach has been perceived to be more powerful and explanatory than the consumer typology or psychographics approaches in an attempt to measure the decision-making styles of consumers in shopping orientations, as its focus on consumers' mental orientation (Lysonski, Durvasula & Zotos, 1996).

Measuring Consumers' Decision-Making Style

Sproles (1985) and Sproles and Kendall's (1986) developed a Consumer Style Inventory (CSI) to measure the decision-making styles of consumers in shopping orientations. This inventory has been widely validated and applied in different countries.

Development of the original instrument

Based on the literature related to consumer decision making in the field of marketing and consumer studies, Sproles (1985) developed an instrument to measure “general orientations toward shopping and buying.” A sample of 111 undergraduate female students in two home economics classes at the University of Arizona was used. Consumers decision-making styles were measured by 50 five-point Likert-scale items with strongly disagree and strongly agree as the end points. In a conceptual framework for analyzing consumer decision-making styles, nine hypothetical decision-making styles were derived. Using the principal factors methods with varimax rotation, six of nine hypothetical traits were confirmed. The other three trait orientations not confirmed were considered similar to several of the other traits (Sproles, 1985). That model presented the first time a quantitative instrument was developed to measure this range of six consumer decision- making style traits (Sproles & Kendall, 1986).

Development of Consumer Styles Inventory (CSI) --- Sproles and Kendall (1986)

In 1986, Sproles and Kendall (1986) used survey data for 482 high school students in 29 home economics classes to refine their original instrument (Sproles, 1985). The authors utilized a Consumer Styles Inventory (CSI), which is a measure of “Characteristics of consumer decision making”, and a Profile of Consumer Style (PCS), which is a format for reporting and individual’s characteristics. They identified eight basic mental characteristics of consumer decision-making styles and they confirmed the six style characteristics that had been identified in the original study (Sproles, 1985).

In addition, Sproles and Kendall (1986) added “Impulsive, Careless”, and “Habitual, Brand loyal” characteristics to their survey. The completed eight dimensions included in the CSI included:

- (1) *Perfectionism or High-quality conscious* – consumers seek the very best quality products, have high standards and expectations for consumer goods, and are concerned with the function and quality of products;
- (2) *Brand consciousness* – consumers are oriented toward the more expensive and well-known national brands and feel price is an indicator of quality;
- (3) *Novelty-fashion consciousness* – consumers gain excitement and pleasure from seeking out new things, and are conscious of the new things;
- (4) *Recreational, Hedonistic Shopping consciousness* – consumers find shopping pleasant, shop just for fun of it;
- (5) *Price Conscious, or “Value for money”* – consumers are low-price conscious, look for the best value for the money, and are likely to be comparison shoppers;
- (6) *Impulsiveness, Careless* – an orientation of consumers not to plan shopping or to be concerned about the amount of money they spend;
- (7) *Confused by Over-choice* – consumers who perceive many brands and stores from which to choose and have difficulty making choices; and
- (8) *Habitual, Brand-Loyal toward consumption* – consumers who are apt to have favorite brands and stores.

To develop a model for PCS, Sproles and Kendall (1986) established scale reliabilities using Cronbach’s alpha for items that loaded above 0.4 on each factor and for

subscales of the three top loading items on each factor. Although only the “Impulsive” characteristic recorded row reliability, the remainder had satisfactory reliabilities (> 0.48).

Limitation of CSI

One major issue with Sproles and Kendall’s CSI (1986) relates to its generalizability, as the original study used U.S. high school students to establish the reliability and validity of the instrument. The authors acknowledged that their results could not be generalized to all consumers, particularly to adult, as student samples are not representative of the general population, nor can they be generalized in a cross-cultural context as the results are not representative of their respective cultures.

The literature suggests that the cross-cultural generalizability of the CSI is limited, indicating that it needs to be tested CSI’s reliability and validity and confirmed before being used by consumer interest groups or marketers in other countries. If it is not confirmed, it may be necessary to propose a different CSI model that represents other countries’ consumer decision-making styles more adequately (Sproles & Kendall, 1986).

Studies of Cross-cultural consumers’ decision-making comparison

From an international marketing point of view, a single instrument to measure decision-making styles that is applicable to many different countries would be desirable because such instrument could be used to identify similarities and differences in consumer decision making between countries, and it could enhance comparability (Walsh, Mitchell & Hennig-Thaurau, 2001). Because the reliability and validity of the CSI were established using a sample of U.S. high school students, Sproles and Kendall (1986)

recommended validating the instrument across other populations, and further research has been required to demonstrate their applicability.

Although some concerns about the generalizability of the inventory have been expressed, the CSI represents the most-tested instrument currently available to assist marketers in examining cross-cultural decision-making styles (Walsh, Mitchell & Hennig-Thurau, 2001). At present, the CSI instrument has been applied to nine countries, including the U.S. (Sproles and Kendall, 1986), Korea (Hafstrom, Chae and Chung, 1992), New Zealand (Durvasula, Lysonski & Andrews, 1993), Greece, India (Lysonski, Durvasula & Zotos, 1996), the United Kingdom (Mitchell & Bates, 1998), China (Fan & Xiao, 1998; Hiu, Siu, Wang & Chang, 2001), Germany (Walsh, Mitchell & Hennig-Thurau, 2001) and Singapore (Leo, Bennett, and Hartel, 2005).

Korean sample

Hafstorm, Chae and Chung (1992) collected data in Korea using a questionnaire similar to the one used by Sproles and Kendall (1986). The set of 44 of the 50 Likert-scale items was administered to 310 randomly selected college students with a mean age of 21.1 years at four universities in Taegu, Korea, in 1989. Over half (53.5 %) of the respondents were female. Scales items were translated into Korean with minor changes in wording. The authors used the same eight-factor conceptual framework and analytical methods as Sproles and Kendall (1986). Data analyses proceeded in two steps; in the first step, factor analysis, the principal components method with varimax rotation of factors, was performed to identify characteristics of consumer decision making. In the second step, Cronbach's alpha was used for assessing reliabilities for each factor. For

consistency, the reliabilities should not be below 0.4, the same level used by Sproles and Kendall (1986). The eight-factor solution explained 47 percent of the variance in the correlation matrix compared to the 46 percent obtained by Sproles and Kendall (1986).

The results (Hafstrom et al.,1992) confirmed seven of eight factors that represented dimensions of consumer decision making. The decision-making styles of young consumers in Korea were classified, and several similarities and a few differences in decision-making styles were identified between Korean and U.S. consumers. The only factor that was not confirmed was “Novelty-Fashion Consciousness”. The authors attributed this to the combination of “Brand Consciousness” and “Fashion Consciousness” among young Korean consumers. On the other hand, “Time-energy Conserving” was identified for the Korean sample. They discussed the possible overlap of the “Recreational-shopping consciousness” and “Time-energy conserving” dimensions and indicated a need for further research to investigate these issues. They, however, identified that there is an indication of the generality of several consumer decision-making styles of young U.S. and Korean consumers.

New Zealand sample

Durvasula, Lysonski and Andrews (1993) collected data from 210 undergraduate business students at a large university in New Zealand. The subjects whose mean age was 20.2 years were evenly divided by gender. The set of 40 Likert-scale items scored from 1 (strongly disagree) to 5 (strongly agree), and the analysis employed statistical procedures identical to those used by Sproles and Kendall (1986). Although the results for the New Zealand sample are not entirely equivalent to the U.S. sample (Sproles &

Kendall, 1986), the similarities outweigh the differences. An examination of the loading pattern of all 40 items reveals that the magnitude of 32 out of 40 loadings (80%) is similar across both samples. Durvasula et al. (1993) confirmed a high level of reliability and validity of the eight characteristics style in the New Zealand sample. The eight-factor solution explained 56 percent of the variance in the correlation matrix compared to the 46 percent obtained by Sproles and Kendall (1986). The Cronbach alpha estimates are generally similar for both samples. The reliabilities of the eight CSI Scale of New Zealand sample ranged from 0.50 to 0.82. “Perfectionist,” “Novelty-Fashion Conscious” and “Recreational Shopping Conscious” are stable and internally consistent in both U.S. and New Zealand samples, however, only “Impulsive” factor was supported for internal consistency for measures for the New Zealand sample. In conclusion, Durvasula et al. (1993) supported that the New Zealand results compare positively to those of the U. S. sample and provide general support for CSI inventory, although not all the results were equivalent.

Chinese Sample

Fan and Xiao (1998) collected data in China using a modified model of Sproles and Kendall (1986)’s consumer decision-making model from 271 undergraduate students with age range from 18 to 25 and 41 percent females at five universities in Guanzhou, China. The 50 items in the instrument were Likert-scaled items, originally developed by Sproles and Kendall (1986) with scale of one or “strongly disagree” to five or “strongly agree” at the end point. Using the same analytical methods as those of Sproles and Kendall (1986), a seven –factor model clearly identified only five dimensions: (1) Brand

Consciousness; (2) Time Consciousness; (3) Price Consciousness; (4) Quality Consciousness; and (5) Information Utilization, since the Cronbach alpha reliability tests suggested that two out of the seven factors were unreliable, with alpha less than 0.5. The “Time Consciousness” factors combines both a “Time-Energy Conserving” and “Recreational Shopping” trait, and the factor “Information Utilization” includes “Confused by Overchoice” and consumers’ ability to process and take advantage of information available. The results were compared with those of U.S. data (Sproles and Kendall, 1986) and Korean data (Hafstorm, Chae and Chung, 1992). The results indicated that the average Chinese student in the sample was not very brand conscious, but quite price and quality conscious. The student was neither very time conscious nor overwhelmed by information. The comparison indicates that only Chinese sample does not confirm two dimensions “Impulsiveness” and “Fashion Consciousness”, and a larger percentage of Chinese sample scored lower in all confirmed dimensions than Sproles and Kendall’s (1986) U.S. sample. The authors suggest that differences in consumer purchasing power and maturity of the consumer market may contribute to the differences in consumer decision-making styles.

Hiu, Siu, Wang, and Chang (2001) collected data from 370 female residents in Guangzhou, China inside shopping malls and department stores. In order to test the inventory in a heterogeneous sample, although various age groups were selected, most of the respondents fell in the age groups of 20 to 25 (18.0%) and 25 to 29 (19.7%) with 80 percent female, nearly 30 percent of the samples earned RMB 1,000 to 1,999 per month and over 80 percent completed high school or above. The questionnaire for measuring decision-making styles developed by Sproles and Kendall (1986) was adopted using a 40

Likert-scaled CSI items scored from 1 (strongly disagree) to 5 (Strongly agree). The analysis employed statistical procedures identical to those used by Sporles and Kendall (1986). The study investigated the applicability of the CSI to the Chinese culture by examining its reliability and validity. The Cronbach Alpha reliabilities of the CSI Scale of Chinese sample ranged from 0.42 to 0.78. Overall results from the China sample compare positively to those of the Sproles and Kendall's (1986) original study and have provided a general support to the inventory. "Perfectionist", "Novelty-Fashion Conscious", and "Recreational" are common to the two cultures U.S. and China. The "Brand Consciousness" factor is also nearly identical, while the reliabilities of four scales are low in both samples: "Price Conscious," "Impulsive," "Confused-by-Over-choice," and "Habitual Brand-Loyal". Some items displayed a different pattern loadings compared to the U.S. finding. Hiu et al. (2001) indicated that the results showed that some of the shopping styles of the Western and Chinese consumers are similar, although not all the results are equivalent.

Germany

Walsh, Mitchell and Hennig-Thurau (2001) collected data from 455 shoppers entering or leaving a shop in Luneburg (Lower Saxony) and Hamburg in Germany during July and August 1998. Because the subjects were selected randomly, various age groups were selected, although most of the respondents fell in the age groups of 18 to 31 (34%) and 32 to 44 (31%) with more educated trend, and 56% female. The questionnaire was developed by translating the 40 items of the original CSI (Sporoles & Kendall, 1986) into German. The terminology was adapted to suit German shoppers. The questionnaire was

validated twice using exploratory small sample interview (n=11 and 21). According to their confirmatory factor analysis for testing the appropriateness of the original eight-factor model proposed by Sproles and Kendall, the seven-factor solution model was developed that fits the Germany sample better. The result shows that the original U.S. eight-factor model could not be confirmed completely, but support was found for six factors: “Brand consciousness”, “Perfectionism, Recreational”, “Confused by Over-choice”, “Impulsiveness”, and “Novelty-fashion consciousness”, although with several different items and loadings.

A comparison with the Sproles and Kendall’s (1986) results reveals that the majority of factor loading in this Germany sample study were higher than that study. A “Price-Value Consciousness” was not confirmed in the Germany general public sample, but also was not found in student samples in New Zealand, Greece, U.S., and India (Lyonski, Durvasula & Zotos, 1996). Walsh et al. (2001) explained that the non-confirmation of this factor in Germany indicates that price does not play a decisive role in German decision making and German consumers may line “Brand Consciousness” and “Price Consciousness” in same way.

Others

Lyonski, Durvasula and Zotos (1996) compared the factors structures of the CSI Scale across four countries (United States, New Zealand, Greece and India). The finding has provided a general support to the Sproles and Kendall’s (1986) Inventory. However, Lyonski et al. (1996) found that the instrument seems more applicable to higher income countries than to developing ones; both Greece and India samples produced low level of

reliability coefficients in all decision-making styles. They conclude that consumers' choices are limited either because of the level of economic development or government intervention in less-developed countries.

Furthermore, Leo, Bennett, and Hartel (2005) compared decision-making styles between Singaporeans and Australians with utilizing Hofstede's (2001) framework. The data consisted of 352 Singaporeans with 54.8 percent female and mean age of 32-36 and 182 Australians with 64.3 percent female and mean age of 27-31. From the reliability test, six of eight factors representing dimensions of consumer decision making was confirmed. Marked differences were found between the two populations for: "Brand Consciousness," "Innovativeness" and "Confused by Over-choice;" but no cultural differences in: "Quality consciousness," "Recreation Consciousness" and "Brand Loyalty" decision-making styles. The results suggest that some consumer decision-making styles differ due to consumers' cultural values.

Summary of CSI studies

These above cross-cultural studies have shown that the CSI has a potential utility across international populations, although decision-making styles can vary across cultures. However, Hiu, Siu, Wang & Chang (2001) suggests that lower scale decision-making model are relatively more applicable to different countries than the original eight mental characteristics consumer styles (Sproles & Kendell, 1986) as suggested by the factor structure and reliability estimates of the factors. For example, Hiu et al. (2001) recommended four factor model: "Quality Conscious", "Brand Conscious", "Fashion

Conscious”, and “Recreational” are more fit to measure global consumer decision-making style.

Summary

China, with the world’s fastest rate of economic growth, offers enormous market opportunities for the U.S. textile and apparel firms, although most U.S. apparel firms historically have not effectively exploited the opportunity to sell their famous brand. Consumers’ product choice and preference for a particular product or brand are generally affected by complex social influences and environment. Of them, a national culture has been proven to give significant impact on individual values and attitudes; it is expected to have a major influence on consumers’ buying styles. For establishing appropriate marketing strategies to local consumers, global apparel manufacturers and retailers may need to consider their market segmentation characteristics including: demographics; psychographics; and globalization factors. Especially youth market of apparel industries have been studied more than any other age group due to their significant purchase power, most trendy and ever-changing market characteristics.

Although there are several approaches towards consumers’ decision-making styles, the consumer characteristics approach is one of the most promising instruments as it emphasizes consumers’ mental orientations towards purchasing in consumer decision-making. Sproles and Kendall (1986) developed a Consumer Style Inventory (CSI) that represents the most-tested instrument currently available to assist marketers in examining cross-cultural decision-making styles. The CSI has been validated and applied in several countries, although there is a concern about the generalizability of the inventory.

CHAPTER III

METHODS

The purpose of this research study is to compare and contrast the fashion attitudes and consumer buying behaviors of college students at a Midwestern university and Chinese college students at a metropolitan university toward apparel products. This chapter describes the methods used to conduct the study.

Institutional Review Board

Permission was requested from Ball State University Institutional Review Board prior to implementing this study. The primary researcher successfully completed the Collaborative Institutional Training Initiative (CITI) Human Subjects tutorial prior to conducting this study (Appendix A-1).

Subjects

Subjects included college students from China and the United States of America. Altogether, at least 200 students between the ages of 18 through 24 years were needed to respond to the survey. College students were chosen for three reasons: 1) the convenience of data collection; 2) to generalize the results from this study to previous studies; and 3) the college students' large purchasing power. The Chinese samples were

obtained from Fu Dan University in Shanghai, a major city in China. Shanghai was chosen as global apparel firms in Shanghai are cognizant of the fast growth with increasing their competition, and it represents the largest consumer market and major commercial centers for fashion trends. Although findings from Shanghai subjects could not be generalized to the whole Chinese population, the city can be perceived as a good economic indicator in predicting the fashion consumption pattern of the Chinese consumers (Wu & DeLong, 2006). The U.S. sample was collected from Ball State University in Muncie, Indiana. Although findings from Muncie subjects may not be generalized to the entire United States population, the college population does represent a standard consumption market toward fashion products in the U.S.A. According to a generic power analysis, having approximately 100 subjects in each sample group would achieve 94% power to detect moderate effect size difference with a significance level (alpha) of 0.05 using a two-sided two sample t-test.

Survey Instrument

An online survey built by online survey software Qualtrics was used as a survey instrument in this study. All data collected was anonymous. No identifying information (e.g., name, student identification number) was collected.

The survey questionnaires consisted of two parts. Part one included the questionnaires adapted from the instrument developed and used by Sproles and Kendall (1986) to measure consumer decision-making mental characteristics. The Consumer Style Inventory (CSI) is composed of 40 Likert-scaled items scored from 1 strongly disagree to 5 strongly agree. The CSI has been applied and validated in nine countries, to

include the U.S. (Sproles and Kendall, 1986), Korea (Hafstrom, Chae and Chung, 1992), New Zealand (Durvasula, Lysonski & Andrews, 1993), Greece, India (Lysonski, Durvasula & Zotos, 1996), the United Kingdom (Mitchell & Bates, 1998), China (Fan & Xiao, 1998; Hiu, Siu, Wang and Chang), Germany (Walsh, Mitchell & Hennig-Thurau, 2001) and Singapore (Leo, Bennett, and Hartel, 2005).

Part two included demographic questions (e.g., the subjects' age, gender, year in school and major) and shopping behavioral questions (e.g., frequency of visiting retailers and purchasing apparel products, actual money amount and percentage of monthly spending on apparel products, and frequency of reading fashion magazine and advertisement.) The shopping behavioral questions profiled the underlying cross-national consumers' buying behaviors toward apparel products in reality and to compare these buying behaviors between Chinese and American college students.

In this study, both the original (English) version of informed consents (Appendix B-1) and questionnaires (Appendix C-1), and the Chinese version of informed consent (Appendix B-2) and questionnaires (Appendix C-2) were prepared: the original version is the survey instrument for American subjects and the Chinese version is the survey instrument for Chinese subjects. The Chinese version of survey instrument was translated from English into Chinese by two translators. Then the questionnaire was back translated into English to enhance translation equivalence. The terminology was adapted to meet Chinese consumers to achieve an equivalence of meaning rather than a direct translation.

Data Collection

U.S. sampling

An e-mail advertisement (Appendix D-1) was sent to all students in Ball State University through Ball State Communication Center. The email included the URL address to an online survey. The researcher contact information of principal investigator and a faculty supervisor were posted in the e-mail as well. It took approximately ten minutes to complete all questionnaires. The URL link to the online survey was available to students until 200 complete surveys are obtained. The investigator stored the completed surveys on the researcher's password protected computer and placed them until they were prepared for data entry and analysis.

Chinese sampling

A professor in the College of Foreign Language and Literature in Fu Dan University was asked to cooperate with the survey sampling from undergraduate students in Fu Dan University at Shanghai. Upon permission from the professor (Appendix D-2), the principal investigator provided the professor with the study information (e.g. study purpose and rationale, survey directions, risk and benefits.) An e-mail advertisement (Appendix D-3) was sent to all students in Fu Dan University through research service center in the University. The email included the URL address to a Chinese version online survey. The researcher contact information of principal investigator and a faculty supervisor were posted in the e-mail as well. It took approximately ten minutes to complete all questionnaires. The URL link to the online survey was available to students until 200 complete surveys were obtained. The investigator stored the completed surveys

on the researcher's password protected computer and placed them until they are prepared for data entry and analysis.

Data Entry and Analysis

Data were entered into an Excel spreadsheet and uploaded into SPSS v19.0 for Windows (SPSS, 2011) for statistical analysis. After the data entry and analysis from completed surveys, they will be stored in the researcher's password protected computer for three years after which time they will be destroyed.

The data analysis of consumer decision-making mental characteristics (Survey: Part 1) was proceeded by country in two steps following the method used by Sproles and Kendall (1986). The analysis examined the psychometric properties of the Consumer Style Inventory (CSI). First, the dimensionality of the CSI was assessed by examining the factor solution to identify subjects' decision-making characteristics. To obtain the factor solution, a principal components factor analysis was used with a varimax rotation. For comparability with Sproles and Kendall's work (1986), an eight-factor solution was used to the factor analysis. Specifically, the amount of variance explained by the extracted factors (i.e., their eigenvalues) was noted to judge model adequacy. In addition, item-factor correlations (i.e., factor loadings) and other indices of model adequacy were examined. The purpose of factor analyzing the 40-item inventory was to determine if the factors identified by Sproles and Kendall (1986) are common for current Chinese and U.S. sample in this study. In the second step, Cronbach's alpha coefficient for subscale of items loading above 0.4, the same level used by Sproles and Kendall (1986) for consistency, was computed to assess the scale reliabilities for each factors identified by

country. In cross-cultural research, such as approach is common as a first step in determining the generalizability of a model or scale to another culture.

Next, once the consumer decision-making characteristics had been identified, descriptive analysis of profiling consumer style characteristics was developed using the same approach as Sproles and Kendall (1986). First, the three top-loading items for each factor (characteristic) were determined. Next, subjects' raw scores on the three top-loading items were added for each factor by country sample groups. This addition yielded scores of 3 to 15 for each subject on each characteristic. Because subjects scored "5" points for strongly agree, and "1" point for strongly disagree in their answer, the more positive attitudes a subject had, the more points they were given. The means score of each three-item scale for each factor, the percentages of subjects scoring high (12-15), medium (7-11) and low (3-6) on each scale, and quartile score ranges were calculated by country.

The demographics and behavior questionnaires data (Survey: Part 2) were analyzed by country. Descriptive statistics and frequencies counts were calculated for age, gender, year in school, major, times of visiting retailers and purchasing apparel products, actual money amount and percentage of monthly spending on apparel products, and times of reading fashion magazine and advertisement.

Finally, the consumer style characteristics and the buying behaviors of American college students and Chinese college students toward apparel products were compared and contrasted. The comparisons were made in three areas to identify and understand the differences and similarities between American college students and Chinese college students: the validity and reliability of the consumer decision-making styles, the profile

of consumer style characteristics, and the actual shopping behavior. The results would conduct the factors affecting the fashion attitudes and buying behavior styles, which will help U.S. apparel firms make appropriate globalization strategies for gaining successful global market.

CHAPTER IV

RESULTS

The purpose of this research study is to compare and contrast the fashion attitudes and consumer buying behaviors of college students at a Midwestern university and Chinese college students at a metropolitan university toward apparel products. Results of the study are presented in this chapter.

Subjects

Data were collected from 347 college students from both of countries, the United States and China. All respondents except between the ages of 18 through 24 years and those with incomplete responses were deleted, resulting in altogether 317 usable questionnaires, 219 from a Midwestern University in Indiana, U.S.A., and 98 from a Chinese University in Shanghai, China.

In the U.S. sample, approximately 68 or 55% of the participants were between 18 and 19 years of age and were in their Freshman and/or Sophomore year. The majority of the participants (186 or 84.9%) were female. Participants' area of study or major included: 67 or 31.3% were majoring in Humanities field, 55 or 25.7% were in Social sciences field, 34 or 15.9% were in Fashion/Fine arts field and 33 or 15.4% were in Science/Medicine field.

In the Chinese sample, more than 50% consisted of 19 and 20 years old in their sophomore and junior years, and only 5 or 5.1 % were in their freshman year. The majority of the sample consisted of female (60 or 61.2%), 39 or 39.7% were majoring in Science/Medicine field, 34 or 34.7% were in Humanities, 21 or 21.5% were in Social Science, and there were no Fashion/Fine Arts majors in the Chinese sample. Compared to U.S. sample, the Chinese sample had more male participants (38.8%; compared to 15.1% for U.S. sample) and Science/Medicine majoring sample proportion (39.7%; compared to 15.4% for U.S. sample) with no Fashion/Fine arts major sample (0%; compared to 15.9% for U.S. sample) (see Table 1).

Table 1. Demographic Characteristics of the sample (n= 317)

Sample Characteristics	Sample Group		
	U.S.	Chinese	Total
Age:			
18	31.1% (68)	7.1% (7)	23.7% (75)
19	24.2% (53)	27.6% (27)	25.2% (80)
20	11.4% (25)	22.4% (22)	14.8% (47)
21	16.0% (35)	15.3% (15)	15.8% (50)
22	5.5% (12)	16.3% (16)	8.8% (28)
23	7.8% (17)	11.2% (11)	8.8% (28)
24	4.1% (9)	0.0% (0)	2.8% (9)
Gender:			
Male	15.1% (33)	38.8% (38)	22.4% (71)
Female	84.9% (186)	61.2% (60)	77.6% (246)
Year:			
Freshman	44.3% (97)	5.1% (5)	32.2% (102)
Sophomore	14.6% (32)	40.8% (40)	22.7% (72)
Junior	12.3% (27)	19.4% (19)	14.5% (46)
Senior	13.7% (30)	14.3% (14)	13.9% (44)
Fifth year or higher in UG degree	4.6% (10)	6.1% (6)	5.0% (16)
Graduate student	10.5% (23)	14.3% (14.3)	11.7% (37)
Major:			
Technology/Engineering	11.6% (25)	4.1% (4)	9.3%(29)
Social Science	25.7% (55)	21.5% (21)	24.3% (76)
Fashion/ Fine Arts	15.9% (34)	0.0% (0)	10.9% (34)
Humanities	31.3% (67)	34.7% (34)	32.4% (101)
Science/Medicine	15.4% (33)	39.7% (39)	23%(72)

Consumer Decision-making Characteristics

A factor analysis was conducted to identify consumer decision-making mental characteristics. The factor analysis results of the 40-item inventory (the Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986)) revealed an eight-factor solution for the 317 participants. The eight factor model appears adequate as it explained 62% of the variation, which is a very reasonable proportion (Sproles & Kendall, 1986); all eight factors have eigenvalues greater than 1.0 (the highest was 7.5 and lowest was 1.1), which is a rule often used to judge model adequacy. Each factor loadings were higher than .500 (absolute value) (see Table 2).

The eight factors are summarized here. Factors are labeled in line with those of Sproles and Kendall (1986).

Factor 1. This factor measured a “Perfectionism or High-quality conscious consumer” characteristic. Items loading on this factor indicated that the consumers who scored high sought to purchase the very best quality products, have high standards and expectations for products, and are concerned with the function and quality of products;

Factor 2. This factor reflected a “Brand consciousness or Price equals quality consumer” characteristic. It measured consumers’ orientation toward buying the more expensive and well-known brands and the feeling that price is an indicator of quality. Consumers scoring high on this factor appeared to equate higher prices with better quality;

Factor 3. This factor measured a “Novelty-fashion consciousness consumer” characteristic. High scorers on this factor were fashion conscious, kept up-to-date with styles, and were likely to gain excitement and pleasure from seeking out new things. The

highest loading item on this factor was “I keep my wardrobe up-to-date with the changing fashions”;

Factor 4. This factor indicated “Recreational, Hedonistic Shopping consciousness consumer” characteristic. The highest loading item on this factor was, “Going shopping is one of the enjoyable activities of my life.” Those scoring high on it found shopping pleasant and shop just for the fun of it;

Factor 5. This factor measured a “Price Conscious, or ‘Value for money’ consumer” characteristic. High scorers looked for sale prices and appeared conscious of lower prices in general. They likely shop more carefully and tend to be comparison shoppers as they are concerned with getting the best values for their money;

Factor 6. This factor measured an “Impulsiveness, Careless consumer” characteristic. High scorers indicated they are impulsive when buying, regret this impulsive shopping behavior, and feel they should plan their shopping more carefully than they do. They do not plan their shopping and are unconcerned about how much they spend;

Factor 7. This factor indicated a “Confused by Over-choice consumer” characteristic. High scorers on this characteristic perceived there are many brands and stores from which to choose and have difficulty making choices. Furthermore, they experience information overload; and

Factor 8. This factor appeared to measure “Habitual, Brand-Loyal toward consumption consumer” characteristic. High scorers on this factor buy their favorite brands and visit their favorite stores over and over again, and seem to have formed habits in choosing these.

Table 2. Consumer Style Characteristics: Eight Factor Model

Style Characteristics and Items	Factor Loadings
Factor 1 – Perfectionistic, High-Quality Conscious Consumer	
In general, I usually try to buy the best overall quality.	.850
Getting very good quality is very important to me.	.842
I make special effort to choose the very best quality products.	.812
When it comes to purchasing apparel products, I try to get the very best or perfect choice.	.760
My standard and expectations for apparel products I buy are very high.	.595
Factor 2 – Brand Conscious, “Price Equals Quality” Consumer	
The most advertised brands are usually very good choices.	.724
Nice department and specialty stores offer me the best products.	.703
I prefer buying the best-selling brands of products.	.677
The well-known national brands are best for me	.673
The higher the price of an apparel product, the better its quality.	.661
The more expensive brands are usually my choice	.593
Factor 3 – Novelty-Fashion Conscious Consumer	
I keep my wardrobe up-to-date with the changing fashions.	.756
I usually have one or more outfits of the very newest style.	.747
Fashionable, attractive styling is very important to me.	.708
To get variety, I shop different fashion retail stores and choose different brands.	.629
Factor 4 - Recreational, Hedonistic Consumer	
Going shopping is one of the enjoyable activities of my life.	.768
Shopping the stores wastes my time.	-.766
Shopping is not a pleasant activity to me.	-.762
I enjoy shopping just for the fun of it.	.703
I shop quickly, buying the first products I find that seems good enough	-.626
I make my shopping trips fast.	-.625
I really don't give my apparel products purchases much thought or care.	-.581
It's fun to buy something new and exciting.	.548
Factor 5 – Price Conscious, “Value for Money” Consumer	
I look carefully to find the best value for the money.	.682
The lower price products are usually my choice.	.661
I take the time to shop carefully for best buys.	.611
I buy as much as possible at sale prices.	.581
I carefully watch how much I spend.	.552
An apparel product doesn't have to be perfect, or the best, to satisfy me	
Factor 6 – Impulsive, Careless Consumer	
I am impulsive when purchasing apparel products.	.836
Often I make careless purchases I later wish I had not.	.649
I should plan my shopping more carefully than I do.	.635
I carefully watch how much I spend.	-.510
Factor 7 – Confused by Over-choice Consumer	
The more I learn about apparel products, the harder it seems to choose the best.	.809
Sometimes it's hard to choose which stores to shop.	.806
All the information I get on different products confuses me.	.760
There are so many brands to choose from that often I feel confused.	.755
Factor 8 – Habitual, Brand-Loyal Consumer	
Once I find an apparel product or brand I like, I stick with it.	.721
I have favorite brands I buy over and over.	.625
I change brands I buy regularly.	-.624
I go to the same stores each time I shop.	.573

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

For determining the generalizability of a model, reliability coefficients or Cronbach's alpha for subscale of top three highest loading items on each factor was computed to assess the scale reliabilities for each factor identified. The alpha estimates are generally similar for both samples, and the reliabilities are satisfactory in all cases with the possible exception of the "Habitual, Brand-Loyal consumer" characteristic in the Chinese sample, which alpha was below .40. Given that an alpha of .70 or better is desired for any measurement scale (Durvasula, Lysonski & Andrews, 1993), the factors "Perfectionistic," "Brand Conscious," "Novelty-Fashion Conscious," "Recreational Shopping" and "Confused by Over-choice" consumer characteristics are stable and internally consistent in the two samples. While the factor "Habitual, Brand-Loyal consumer" is identified in factor analysis and its values .735 for the U.S. sample, the Chinese sample had a lower reliability with alpha of .350, therefore it may not be considered to be a reliable factor in identifying decision-making styles for the Chinese sample (see Table 3).

Table 3. *Reliability Coefficient for Eight Consumer Style Characteristic for combined sample, U.S. sample and Chinese sample*

Consumer Style Characteristics	Chronbach Alpha for subscale of top three loading items		
	Combined	U.S.	China
<i>Perfectionistic</i> (Factor 1)	.866	.863	.868
<i>Brand Conscious</i> (Factor 2)	.770	.757	.713
<i>Novelty-Fashion Conscious</i> (Factor 3)	.844	.869	.821
<i>Recreational Shopping</i> (Factor 4)	.827	.842	.704
<i>Price-Value Conscious</i> (Factor 5)	.639	.603	.645
<i>Impulsive</i> (Factor 6)	.699	.744	.522
<i>Confused by Over-choice</i> (Factor 7)	.808	.794	.719
<i>Habitual, Brand-Loyal</i> (Factor 8)	.655	.735	.350

Profiles of Consumer Decision-making Characteristics

Following the same approach used by Sproles and Kendall (1986), a profile of consumer decision-making styles for both U.S. sample and Chinese sample were established, employing the subscale of top three highest loading items. As samples' raw scores on the three top-loading items were added up for each factor by country, this addition yields scores of 3 to 15 on each factor. Because subjects scored "5" points for strongly agree, and "1" point for strongly disagree in their answer, the more positive attitudes a subject had, the more points they were given. The means score of each three-item scale for each factor, the percentages of subjects scoring high (12-15), medium (7-11) and low (3-6) on each factor, and quartile score ranges were calculated by country sample groups (see Table 4). Profiles of consumer decision-making style for U.S. sample and Chinese sample are summarized here.

Perfectionistic or High-quality conscious. Overall, the mean value and percentage scorings are generally similar for both samples, the U.S. college students and the Chinese college students. The mean was 10.47 for U.S. sample and 11.10 for Chinese sample. Although the Chinese sample scored slightly higher than U.S. sample as 54.1% of Chinese samples scored in the high range (12-15) compared to 44.7% of U.S. sample, more than 85% of both samples scored high or medium for the 'perfectionism or high-quality conscious' consumer characteristics, indicating both U.S. consumer and Chinese consumer in the sample are positively 'perfectionistic or high-quality conscious' consumers for apparel products.

Brand consciousness or Price equals quality consumer style. The mean value of Chinese samples was 9.16 while the U.S. sample was 7.37. Although more than half of

both samples scored in medium range (7-11): 74.5 % of Chinese subjects and 55.7% of U.S. subjects, almost 40% of the U.S. sample scored in the low range (3-6) compared with only 12.2% of Chinese who scored low. Overall, the large proportion of the Chinese sample scored in the medium range with almost equal score proportion for both low and high ranges, on the other hand, the large proportion of U.S. sample scored in low and medium range. This result indicated that they were not very brand consciousness or price equals quality consumer, but American consumers in the sample had less of a 'brand consciousness' consumer characteristic than Chinese consumers in the sample.

Novelty-fashion consciousness consumer style. The results showed that both samples had quite similar tendency for their percentage scoring and quartile score range, and both sets of means scored in the medium range: 8.63 for the U.S. sample and 8.51 for the Chinese sample, indicating both sample groups had a similar level of a 'Novelty-fashion consciousness' consumer characteristic averagely.

Recreational, Hedonistic shopping consciousness consumer style. More than two-thirds of U.S. participants (67.1 %) scored in the high range while only 25.5% of Chinese participants scored in that range; furthermore only 27.9% U.S. participants while two-thirds of Chinese participants (66.3%) scored in the medium range. The mean was 11.84 for U.S. participants and 9.79 for Chinese participants, showing that although both sample consumers have 'recreational, hedonistic shopping conscious' consumer characteristic, the U.S. consumers in the sample had a more positive attitude toward the 'recreational, hedonistic shopping consciousness'.

Price Conscious or "Value for money" consumer style. Ninety percent or more of the participants reported positive attitudes toward this characteristic. Both sample

groups' mean scored relatively high in medium range, but the U.S. sample's mean was approximately 1.00 higher than those of Chinese sample, this result came from the percentages differences between high and medium score range: 54.3% of U.S. sample were in high score and 45.2% were in medium score, in contrast, 40.8% of Chinese sample were in high score and 54.1% were in medium score. This tendency points out that a large proportion of consumers in this study had 'price conscious, or "Value for money"' consumer characteristic, especially more than half (54.3%) of U.S. consumers who were actually conscious of lower prices in general and comparison shoppers.

Impulsiveness, Careless consumer style. More than three-quarters of the Chinese sample (76.5%) scored in the medium range versus 56.2% of the U.S. sample. There is no great difference found between the mean of both sample groups (8.18 for U.S. sample and 9.07 for Chinese sample). However, the percentage scoring in low range showed a difference: 31.1% for U.S. sample versus only 10.2% for Chinese sample. The results illustrate that less U.S. consumers in the sample had 'impulsiveness or careless' consumer characteristic than Chinese consumers, however, still more than half of consumers in the sample do not really plan their shopping and how much they spend and are sometimes impulsive when buying.

Confused by Over-choice consumer style. While over half of U.S. sample (52.5%) scored in the low range, only 8.2% of Chinese sample scored low, instead of the low score range, 68.4% of Chinese sample were in the medium range. In addition, while only 5% of U.S. sample scored high, almost one-quarter of the Chinese sample (23.5%) scored in the high range. Therefore the mean value showed a remarkable difference between the two sample groups: 7.05 for U.S. sample and 9.44 for Chinese sample,

indicating that although both sample groups' consumer do not have a strong 'confused by over-choice consumer' characteristic, Chinese consumers in the sample were easier confused by over-choice than U.S. sample.

Habitual, Brand-Loyal toward consumption consumer. More than 90% of consumers in this study scored in the medium and high range: 54.8% of the U.S. sample and 73.5% of the Chinese sample scored in the medium range, and 35.6% of the U.S. sample and 19.4% of the Chinese sample scored in the high range. U.S. sample's mean (10.41) scored higher than those of Chinese sample (9.83), which derived from the percentages differences in the high range, illustrating most of consumers in the study had average or advanced 'habitual, brand-loyal toward consumption consumer' characteristic while some U.S. consumers were more likely to buy their favorite brands and stores repeatedly. Although this characteristic was analyzed here, it is not considered a reliable characteristic for Chinese consumer in general (Cronbach's alpha = .350)

Table 4. Consumer Style Inventory: Statistical Analysis of Three-Item Subscales

Style Characteristics		Mean	Percentage Scoring:			Quartile Score Ranges:			
			High (12-15)	Medium (7-11)	Low (3-6)	Upper	2 nd	3 rd	Lower
<i>Perfectionistic</i>	U.S.	10.47	44.7%	42.5%	12.8%	13-15	12	10-11	3-9
	China	11.10	54.1%	37.8%	8.2%	14-15	13	11-12	3-10
<i>Brand Conscious</i>	U.S.	7.37	4.6%	55.7%	39.7%	10-15	8-9	7	3-6
	China	9.16	13.3%	74.5%	12.2%	12-15	10-11	9	3-8
<i>Novelty-Fashion Conscious</i>	U.S.	8.63	23.7%	48.4%	27.9%	12-15	9-11	7-8	3-6
	China	8.51	17.3%	55.1%	27.6%	11-15	10	7-9	3-6
<i>Recreational Shopping</i>	U.S.	11.84	67.1%	27.9%	5.0%	15	13-14	11-12	3-10
	China	9.79	25.5%	66.3%	8.2%	13-15	11-12	9-10	3-8
<i>Price-Value Conscious</i>	U.S.	11.67	54.3%	45.2%	0.5%	14-15	13	12	3-11
	China	10.64	40.8%	54.1%	5.1%	13-15	12	10-11	3-9
<i>Impulsive</i>	U.S.	8.18	12.8%	56.2%	31.1%	11-15	9-10	7-8	3-6
	China	9.07	13.3%	76.5%	10.2%	11-15	10	9	3-8
<i>Confused by Over-choice</i>	U.S.	7.05	5.0%	42.5%	52.5%	9-15	7-8	6	3-6
	China	9.44	23.5%	68.4%	8.2%	12-15	10-11	9	3-8
<i>Habitual, Brand-Loyal</i>	U.S.	10.41	35.6%	54.8%	9.6%	13-15	12	10-11	3-9
	China	9.83	19.4%	73.5%	7.1%	12-15	11	10	3-9

Consumer Buying Behavioral Characteristics

The consumer behavioral questions profiled the cross-national consumers' buying behaviors toward apparel products in reality for comparing buying behaviors between Chinese and American college students. Descriptive statistics were calculated for frequencies of visiting retailers and purchasing apparel products, actual money amount and percentage of monthly spending on apparel products, and frequencies of reading fashion magazine and advertisement (see Table 5).

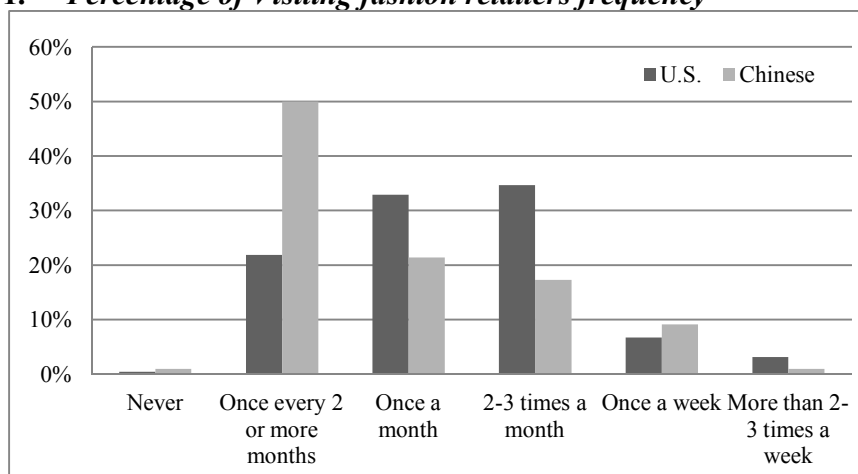
Table 5 *Buying Behavioral Characteristics of the sample (n= 317)*

Sample Characteristics	Sample group		Total
	U.S.	Chinese	
Visiting fashion retailers frequency:			
Never	0.5% (1)	1.0% (1)	0.6% (2)
Once every 2 or more months	21.9% (48)	50.0% (49)	22.7% (97)
Once a month	32.9% (72)	21.4% (21)	29.3% (93)
2-3 times a month	34.7% (76)	17.3% (17)	29.3% (93)
Once a week	6.8% (15)	9.2% (9)	7.6% (24)
More than 2-3 times a week	3.2% (7)	1.0% (1)	2.5% (8)
Actual purchasing apparel products frequency:			
Never	1.4% (3)	1.0% (1)	1.3% (4)
Once every 2 or more months	35.6% (78)	48.0% (47)	39.4% (125)
Once a month	33.3% (73)	33.7% (33)	33.4% (106)
2-3 times a month	23.7% (52)	16.3% (16)	21.5% (68)
Once a week	5.5% (12)	1.0% (1)	4.1% (13)
More than 2-3 times a week	0.5% (1)	0.0% (0)	0.3% (1)
Monthly spending on apparel products on average:			
\$00.00 to \$25.00	27.1% (59)	24.5% (24)	26.3% (83)
\$25.01 to \$50.00	29.4% (64)	39.8% (39)	32.6% (103)
\$50.01 to \$100.00	25.7% (56)	21.4% (21)	24.4% (77)
\$100.01 to \$150.00	10.6% (23)	6.1% (6)	9.2% (29)
More than \$150.01	7.4% (16)	8.2% (8)	7.6% (24)
Percentage of monthly spending on apparel products:			
Less than 5%	28.6% (62)	19.4% (19)	25.7% (81)
5-10%	32.7% (71)	29.6% (29)	31.7% (100)
11-30%	20.7% (45)	36.7% (35)	25.7% (81)
31-50%	11.5% (25)	12.2% (12)	11.7% (10)
More than 51%	6.4% (14)	2.0% (2)	5.1% (16)
Reading fashion magazine frequency:			
Never	38.9% (84)	50.0% (49)	42.4% (133)
Once every 2 or more months	25.0% (54)	25.5% (25)	25.2% (79)
Once a month	14.4% (31)	19.4% (19)	15.9% (50)
2-3 times a week	12.0% (26)	3.1% (3)	9.2% (29)
Once a week	6.5% (14)	1.0% (1)	4.8% (15)
More than 2-3 times a month	3.2% (7)	1.0% (1)	2.5% (8)
Reading fashion advertisement frequency:			
Never	26.7% (58)	41.8% (41)	31.4% (99)
Once every 2 or more months	22.6% (49)	23.5% (23)	22.9% (72)
Once a month	11.1% (24)	9.2% (9)	10.5% (33)
2-3 times a month	13.8% (30)	8.2% (8)	12.1% (38)
Once a week	10.1% (22)	6.1% (6)	8.9% (28)
More than 2-3 times a week	15.7% (34)	11.2% (11)	14.3% (45)

The buying behavioral characteristics for U.S. sample and Chinese sample are summarized here.

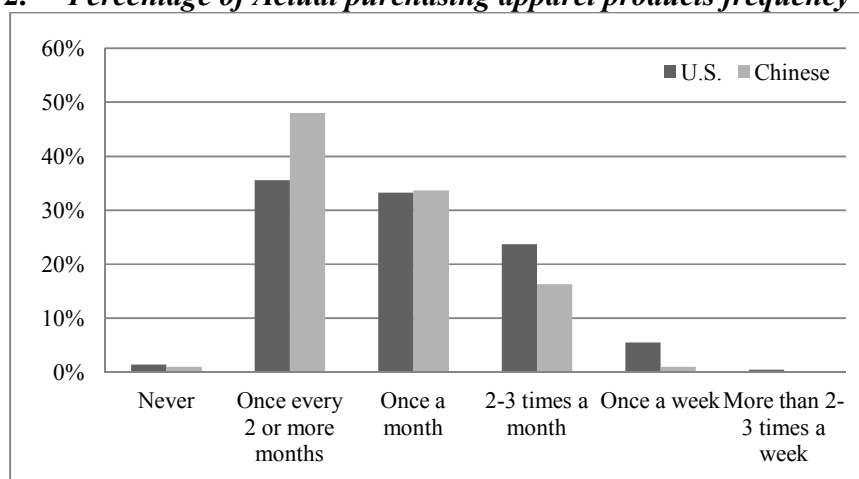
Visiting fashion retailers' frequency. The term "Fashion retailers" in this study included department stores, specialty stores, mall, and retail outlets. The results showed a different tendency of visiting fashion retailers frequency between the U.S. sample and the Chinese sample. Regardless, almost 90% of the consumers of both sample groups visited fashion retailers either once every two or more months or once every two or three times a month. Half of the Chinese sample (50.0%) reported that they visited fashion retailers "Once every two or more months" and then the frequency decreased to 21.4% for "Once a month" and 9.2% for "2-3 three times a month". In contrast, 21.9% of the U.S. sample visited fashion retailers "Once every two or more months" and then the frequency gradually increased to 32.9% for "Once a month" and 34.7 % for "2-3 three times a month" (see Figure 5-1).

Figure 5-1. Percentage of Visiting fashion retailers frequency



Actual purchasing apparel products frequency. The term “apparel products” in this study included clothes, shoes and accessories. Both samples (U.S. and Chinese) had a similar profile for this behavior although it seems that the overall frequency of actual purchasing apparel products for the Chinese sample was slightly less than those of the U.S. sample. Both sample groups’ actual purchasing frequency reached a peak (35.6% for the U.S. sample and 48.0% for the Chinese sample) at the category of “Once every two or more months”, and the frequency gradually decreased to the category “2-3 times a month” (23.7% for the U.S. sample and 16.3% for the Chinese sample) (see Figure 5-2).

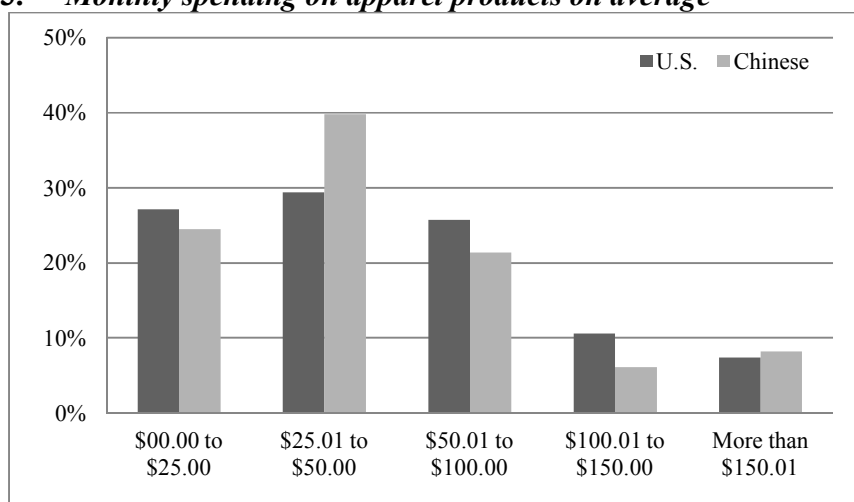
Figure 5-2. Percentage of Actual purchasing apparel products frequency



Monthly spending on apparel products on average. This question was asked to investigate how much money the participants generally spent on only apparel products monthly. The local currency was used in the Chinese version survey for Chinese sampling based on the current exchange rates (\$1 = approximately RMB 6.49: August 2011). The results revealed that almost one-quarter of both sample groups rated their

monthly spending on apparel products, on average, in the range of \$00.00 to \$25.00 and \$50.01 to \$100.00 respectively. The proportion of participants indicating the price range \$25.01 to \$50.01 revealed a difference between the two sample groups. The Chinese sample scored a higher percentage than U.S. sample: 29.4% for the U.S. sample and 39.8% for the Chinese sample. Although they have nearly the same proportion at the price range of more than \$150.01, there was larger percentage of the U.S. sample (10.6%) than those of Chinese sample (6.1%) in the price range range of \$100.01 to \$150.00 (see Figure 5-3).

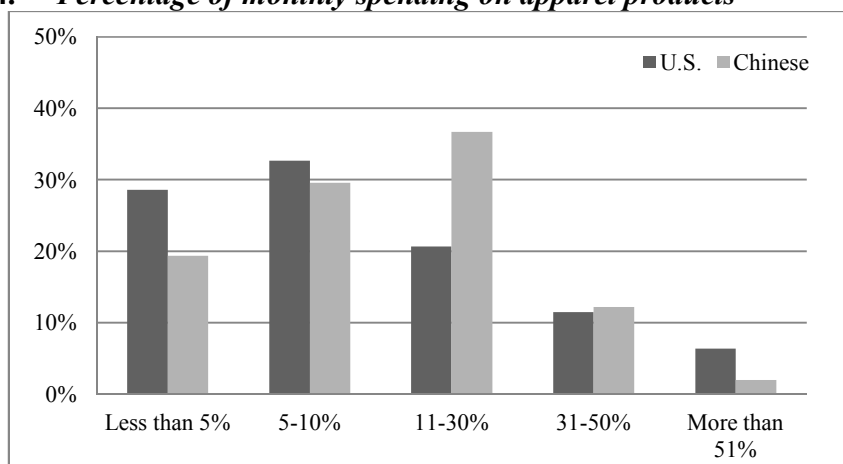
Figure 5-3. *Monthly spending on apparel products on average*



Percentage of monthly spending on apparel products. The question regarding the perceived percent spent monthly on apparel products was asked to measure the consumers' particular emphasis on monthly purchase of apparel products. Whereas approximately 30% of the U.S. sample reported their percentage of monthly spending on apparel products in the categories of "less than 5%" and "5 to 10%", the Chinese sample

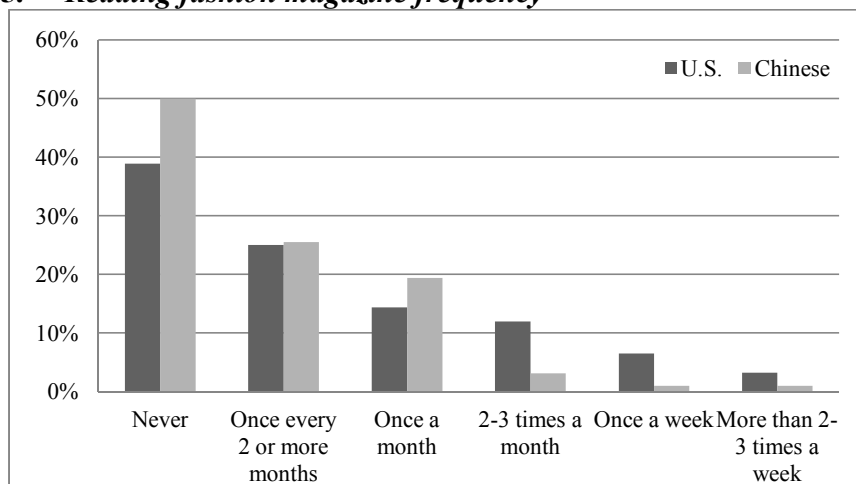
reported their spending in the categories of “11 to 30%” (36.7% of the Chinese participants), and the category of “5 to 10%” (29.6% of the Chinese sample) (see Figure 5-4).

Figure 5-4. *Percentage of monthly spending on apparel products*

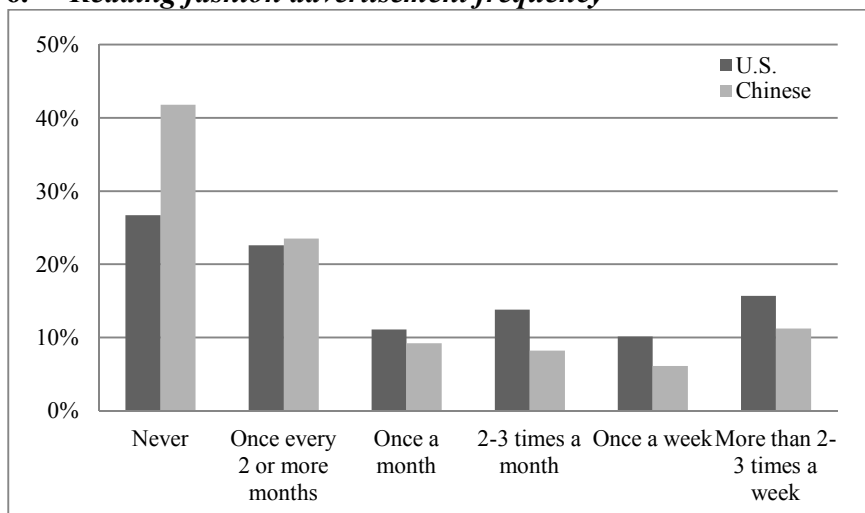


Reading fashion magazine frequency. Not only did half of the Chinese sample (50.0%) never read fashion magazines, but almost 40% of the U.S. sample also reported that they never read fashion magazines. The two sample groups revealed a similar tendency in this behavior with a declining curve as the higher frequency the smaller percentage, but slightly larger percentage of the U.S. sample reported higher frequency categories than those of the Chinese sample. For example, 12.0% of the U.S. sample versus 3.1% of the Chinese sample were reported in the category of “2-3 times a week”, while 6.5% of the U.S. sample versus 1.0% of the Chinese sample were reported in the category of “Once a week” (see Figure 5-5).

Figure 5-5. Reading fashion magazine frequency



Reading fashion advertisement frequency. Both sample groups in this behavioral characteristic showed nearly identical profiles in reading fashion frequency with the exception of the category “More than two or three times a week”. While the results of both sample groups revealed only a few percentage in the frequency category of “More than two or three times a week” for reading fashion magazine frequency, more than 10% of both sample groups marked at the same frequency category for reading fashion advertisement (15.7% for the U.S. sample and 11.2% for the Chinese sample). Although the highest percentage of the U.S. sample (26.7%) indicated ‘never reading fashion advertisement’, it is less than those of the Chinese sample (41.8%). Overall, the U.S. sample scored a slightly higher percentage than the Chinese sample for all frequency categories except the category of “Never”, indicating that the U.S. consumers read fashion advertisement more often than Chinese consumers in this sample (see Figure 5-6).

Figure 5-6. Reading fashion advertisement frequency

CHAPTER V

DISCUSSION

The purpose of this research study is to compare and contrast the fashion attitudes and consumer buying behaviors of college students at a Midwestern university and Chinese college students at a metropolitan university toward apparel products. The following is a discussion of the results starting with comparison of consumer decision-making styles, comparison of profiles of consumer characteristics, and comparison of consumer buying behavioral characteristics.

Comparison of Consumer Decision-making Characteristics

The factor analysis results of the 40-item inventory (the Consumer Style Inventory (CSI) originally developed by Sproles and Kendall (1986)) revealed an eight consumer decision-making mental characteristics for the 317 participants: “Perfectionistic”, “Brand consciousness”, “Novelty-Fashion conscious”, “Recreational”, “Price conscious”, “Impulsive”, “Confused by Over-choice” and “Habitual, Brand-Loyal” characteristics. The identified eight styles in this study are almost same to those of U.S. young consumers confirmed by Sproles and Kendall (1986) overall. Although there are some differences in factor item loadings, the overall decision-making styles are quite

similar to the previous studies (Sproles and Kendall, 1986; Hafstrom, Chae and Chung, 1992; and Durvasula, Lysonski & Andrews, 1993.)

Cronbach's alpha for subscale of top three highest loading items on each characteristic was computed to assess the scale reliabilities for each factor identified. Seven out of eight characteristics are confirmed in both American college students and Chinese college students' consumer samples with acceptance reliability in this study, except the "Habitual, Brand-Loyal" consumer characteristic for Chinese students. In addition, five out of the eight characteristics: "Perfectionistic," "Brand Conscious," "Novelty-Fashion Conscious," "Recreational Shopping," and "Confused by Over-choice", obtained very high reliability (Chronbach Alpha.70 or better) for both sample consumers, indicating these five characteristics are more reliable and stable as consumer decision-making styles than other characteristics. Interestingly, these five characteristics were also stably confirmed in previous studies: in the U.S. (Sproles and Kendall, 1986), Korea (Hafstrom, Chae and Chung, 1992), New Zealand (Durvasula, Lysonski & Andrews, 1993), Greece, India (Lysonski, Durvasula & Zotos, 1996), and Germany (Walsh, Mitchell & Thaurau, 2001), indicating there is the cross-cultural generalizability of these characteristics. Although "Price-Value Conscious" and "Impulsiveness" factors did not reach the desired high reliability (Chronbach Alpha.70 or better) in this study as with the results of original study conducted by Sproles and Kendall (1986), the two factors are still acceptable scale as consumer decision-making styles. In addition to the "Impulsiveness" factor's slightly unstable reliability of 0.522 in Chinese consumer sample, the "Habitual, Brand-Loyal" factor obtained a very low reliability for the Chinese sample of 0.350, which was not found in previous studies: Korea (Hafstrom, Chae and

Chung, 1992), Greece (Lysonski, Durvasula & Zotos, 1996), and Germany (Walsh, Mitchell & Hennig-Thurau, 2001.) One explanation for this may be because their items were loaded on the other correlation characteristics factor such as “Recreational Shopping” (Hafstrom, Chae and Chung, 1992: Walsh, Mitchell & Hennig-Thurau, 2001.)

Comparison of Profiles of Consumer Styles

Profiles of consumer decision-making styles for both American college student and Chinese college student were established, employing the subscale of top three highest loading items of each characteristic. Although there were several differences and similarities in actual mean value and percentage score range, overall, both samples showed similar tendencies on their profiles of consumer decision-making characteristics. Each consumer decision-making style is discussed below.

Perfectionistic or High-quality conscious consumer style

Since more than 85% of both sample groups scored in the high or medium range in the “Perfectionism or High-quality conscious consumer” characteristic with the similarity of relatively high mean, there was no major disparity between American and Chinese college consumers in this characteristic. Most of the college consumers in both countries sought to obtain the best quality products as much as possible, have medium to high standards and expectations for products, and were relatively concerned with the function and quality of products.

Brand consciousness or Price equals quality consumer style

In this characteristic, the Chinese sample scored higher than the U.S. sample. Almost 40% of the U.S. sample scored in the low range compared with only 12.2% of the

Chinese sample. Although more than half of both sample groups scored in medium range, more Chinese college student consumers felt that price is an indicator of quality. In contrast, four out of ten American college students did not demonstrate the same 'brand consciousness or price equals quality consumer' characteristic. There are two possibilities to explain this result. First, the face-saving; a traditional value in Chinese culture and dependent on a person's reputation and social standing; would play important role both in forming Chinese attitudes and in determining purchase intention. For example, consumption of well-known foreign brands may act as a 'face booster' to Chinese college student consumers. This may occur because the foreign well-known brand is thought to carry symbolic values such as success, glitter, empowerment, and new/international life (McEwen, Fang, Zhang & Burkholder, 2006.) Additionally, because many counterfeited products and unqualified poor quality products are sold in the market due to less refined market regulation by the government and business self-regulation in China, differentiating and avoiding buying these products is one of the consumer issues in China (Fan & Xiao, 1998). Thus, most of Chinese consumers may believe buying the more expensive and well-known brands equals buying better quality.

Novelty-fashion consciousness consumer style

The results showed that both samples had quite similar tendency for their percentage scoring and quartile score range, in addition to both sets of means scored in the medium range. Therefore, both American and Chinese college student consumers may have same moderate level of a novelty-fashion consciousness, and may have some, but not very, conscious to keep up-to-date with styles in this study.

Recreational, Hedonistic shopping consciousness consumer style

Although more than 90% of both sample groups scored in medium or high range for the ‘recreational, hedonistic shopping consciousness’ factor, 67.1% of the U.S. participants scored in high range while only 25.5% of the Chinese participants scored high in ‘recreation, hedonistic shopping consciousness’ consumer style. Therefore, the majority of American college student consumers indicated that going shopping is one of the enjoyable activities in their life, in addition, most of Chinese college student consumers also find shopping pleasant, just not to the same extent. This may be related to the leisure time usage difference between American young people and Chinese young people. According to Baker and Hayatko (2000), American juniors are heavy users of shopping malls or department stores, more than twice as many when compared to their Chinese counterparts. In the United States, many teens view shopping malls as an entertainment source, and the enjoyment of clothing shopping contribute to boost fashion consciousness and shopping motivation as they can acquire product information and new trend information from these shopping behaviors (Baker & Hayatko, 2000). In contrast, Moses (2000) reported that nearly half of the Chinese juniors they surveyed indicated that they spent more of their time reading print material than shopping.

Price Conscious or “Value for money” consumer style

More than 90% of both sample consumers in this study had medium or high ‘price conscious, or value for money’ consumer characteristic. More than half of American college student consumers indicated being conscious of lower prices and being comparison shoppers in general, which was a larger proportion compared to the Chinese college student consumers. Consequently, American college student consumers are slightly more concerned with getting the best values for their money than the Chinese

college student consumer. Even though the median income level of Chinese household was not higher than those of American households because of the different stages of economic development, due to China's rapidly expanding middle class in recent years, there may be no significant differences of the median amount of allowance or disposable income to spend on apparel products for college students between these two countries. This may be related to the "little emperors" family structure in China where the only child is treasured from "six-pockets" which includes two parents and four grandparents due to the country's one-child policy (Wysocki, 1997.) As Salzman (1999) reported, these Chinese young generation consumers tend to be less tradition conscious but more oriented towards brands, success and self-satisfaction. Chinese college student consumers in this study were less conscious of lower prices with their sufficient allowance. In contrast, according to the data from 2003-04 National Postsecondary Student Aid Study (NPSAS, 2005), regardless of age, gender, race/ethnicity, dependency, enrollment status and type of institution attended, 70 to 80 % of college students in the United States have a part-time or full-time job while they are enrolled in a college or university. It would be rationale that the results indicate that American college student consumers take spending their money to apparel products more serious than Chinese college student consumers who can earn allowance easily from their "six-pockets".

Impulsiveness, Careless consumer style

Chinese college students had a little stronger impulsiveness, careless consumer characteristics than the American college students. However, still more than half of both samples do not really plan their shopping and how much they spend when buying. The main difference in this consumer style is that more than 30% of the American college

student sample scored in low range compared to only 10% of the Chinese sample, indicating less American college student consumers are impulsive consumers, but plan their shopping carefully and are concerned about how much they spend than the Chinese college students. This tendency might be reasoned by the same explanation with the ‘price conscious, or value for money’ consumer characteristic. As discussed previously, because of the differences in the ease of earning their spending money, more American college students may spend money, which they earned from their own jobs, more carefully than Chinese college students.

Confused by Over-choice consumer style

As over half of the U.S. sample (52.5%) scored in low range compared to less than 10 % of the Chinese sample in the ‘confused by over-choice consumer characteristic, instead, only 5% of U.S. sample scored high compared to almost one-quarter of Chinese sample (23.5%) who scored in the high range. Therefore, overall Chinese college student consumers were more likely to be confused by over-choice than American college student consumers. Nearly every American college student in this study was less likely to have difficulty making choices with many brands and stores while most of Chinese college students experience information overload and confusion by excess information. Two possibilities could be suggested to explain this tendency. First, the difference may reflect the greater maturity of young American consumers due to their greater familiarity with market exchange. American consumers may be more advanced in the consumer socialization process than the Chinese college student consumer. For instance, many young American consumers have been heavy users of shopping malls or department stores and acquire product information or new trend information from these shopping

behaviors since they are teenagers in the United States (Baker & Hayatko, 2000.) Next, there may be a difference of culture values. According to Taylor and Cosenza (2002), Westerners live under expressing their inner value and tastes, for most Americans, clothing offers a means of self-expression or a way of coping with social situations. Because clothing is a primary source for self-expression, American college students tend to be quite aware of their preference and what they want. In contrast, Chinese people live under one of Confucianism society, therefore, they are more concerned with others' reactions and personal relationships than are people in individualistic culture such as the United States (Hofstede, 2001.) Thus Chinese college students tend to be confused by over-choice they have because they need to decide what to buy, not only because of their own preference, but also other's evaluation.

In addition, the factor Confused by Over-choice was the only item confirmed in every country thus far investigated, including the United States (Sproles and Kendall, 1986), Korea (Hafstrom, Chae and Chung, 1992), New Zealand (Durvasula, Lysonski & Andrews, 1993), Greece, India (Lysonski, Durvasula & Zotos, 1996), the United Kingdom (Mitchell & Bates, 1998), China (Fan & Xiao, 1998; Hiu, Siu, Wang & Chang), Germany (Walsh, Mitchell & Hennig-Thurau, 2001) and Singapore (Leo, Bennett, and Hartel, 2005). This substantiates the idea that confusion may be playing an increasingly significant role in today's cluttered market place (Mitchell and Bates, 1998). Marketers could suggest the development of special package/products to aid consumers to make faster and more effective buying decisions (e.g., by offering products with larger fonts carrying less irrelevant information), and less complicated tags (Walsh, Mitchell & Hennig-Thurau, 2001.)

Habitual, Brand-Loyal toward consumption consumer

More than 90% of consumers in this study scored in the medium and high range for this characteristic: 54.8% of the U.S. sample and 73.5% of the Chinese sample scored in the medium range, and 35.6% of the U.S. sample and 19.4% of the Chinese sample scored in the high range. Although this factor is not considered a reliable scale for the Chinese generalizability (Cronbach's alpha = .350), the profile was still analyzed for consistency of the study. Overall, most of the college student consumers in both countries demonstrated average or advanced habitual, brand-loyal toward consumption consumer characteristic while American college student consumers were more likely to buy their favorite brands and visit their favorite stores over and over again. This result conflicts with the findings, according to Taylor and Cosenza (2002), who reported that brand/label loyalty received the lowest ranking in their study because American young consumers tended to look for personalized products that allowed for the expression of their uniqueness. In contrast, Wu, and DeLong (2006) stated that low brand loyalty was often observed in Chinese consumers.

Another factor for the tendency of the results reported here may be related to the residential area of the samples. Since the Chinese sample participants lived in Shanghai, a major city in China; the largest consumer market and also the major commercial centers for fashion trends; there are more choices can be made for consumers with the fast growth of increasing global apparel firms' competition than the Midwest U.S. which was the location of the participants in the American sample in this study. As both of the foreign and local branded apparel product offering keep increasing in volume and diversifying in categories, Chinese consumers must compare brands each time they make

a purchasing decision in order to find the best value. This may account for their relatively low brand loyalty.

From a marketer's point of view, as not only is the "Habitual or Brand-Loyal" characteristic unconfirmed in Chinese college student in this study but also in other countries such as Korea (Hafstrom, Chae and Chung, 1992), Greece (Lysonski, Durvasula & Zotos, 1996), and Germany (Walsh, Mitchell & Hennig-Thurau, 2001), the absence of a brand-loyal consumer characteristic seems to be a great concern because brand-loyal consumers are desirable for a number of reasons for apparel firms. According to Wells (1993), it is four to six times less costly to retain old customers than to obtain new ones. Moreover, Meyer (2001) suggested young consumers are impressionable for brands and their brand loyalties are in the process of formation at this period. Meyer reported that consumers establish their brand preferences between the ages of 15 and 25, if marketers miss this crucial period, it could require that they expend two to three times more marketing dollars in an attempt to gain their consumers as they move into their twenties and beyond. Therefore, a major goal of marketers operating in China should be to develop brand loyalty by communicating the benefits, such as lowered risk of buying an unsatisfactory product, time saving and savings in decision-making efforts.

Consumer decision-making characteristics of each sample group were sorted in descending order of mean value to compare their priorities with scale differences of American and Chinese college student consumers. Comparing the order of consumer decision-making characteristics in both samples, although small variation of each order can be found, the overall strong and weak categories for both samples have a similarity.

For example, “Price conscious or Value for money”, and “Perfectionistic or high-quality conscious” consumer characteristic are found in the top three strongest consumer characteristics for both samples, moreover, “Impulsiveness or Careless”, and “Brand consciousness” or Price equals quality” are shown in the top three weakest consumer characteristics for both samples (see Table 6).

While the Chinese sample scored relatively intermediate mean value for each characteristic, the U.S. sample obtained higher scores to the highest mean characteristic and lower scores to the least mean characteristic than those of Chinese sample, demonstrating American college student consumers are likely to have more distinct consumer decision-making style characteristics than Chinese college student consumers. For example, each mean of the top three characteristics (“Recreational Shopping”, “Price-Value Conscious” and “Perfectionistic” to the U.S. sample; and “Perfectionistic”, “Price-Value Conscious” and “Habitual, Brand-Loyal” to the Chinese sample) of U.S. sample are all higher when compared to the Chinese sample. Respectively, each mean of lowest three characteristics (“Impulsive”, “Brand Conscious” and “Confused by Over-choice”) of U.S. sample are all lower than those of Chinese sample (“Brand Conscious”, “Impulsive” and “Novelty-Fashion Conscious”) (see Table 6).

There are three characteristics which ranked differently in both samples: “Recreational shopping consciousness”, “Novelty-fashion consciousness”, and “Confused by Over-choice”. The U.S. sample ranked “Recreational shopping consciousness” at the top characteristic while the Chinese sample ranked it in the middle. The Chinese sample ranked “Novelty-fashion consciousness” the least characteristic while the U.S. sample ranked it in the middle. Finally, the U.S. sample ranked

“Confused by Over-choice” as the least characteristic while Chinese sample ranked it in the middle (see Table 6).

Table 6 *Consumer characteristics in Descending Order of Mean*

No.	U.S. samples		Chinese sample	
		Mean		Mean
1	Recreational Shopping	11.84	Perfectionistic	11.10
2	Price-Value Conscious	11.67	Price-Value Conscious	10.64
3	Perfectionistic	10.47	Habitual, Brand-Loyal	9.83
4	Habitual, Brand-Loyal	10.41	Recreational Shopping	9.79
5	Novelty-Fashion Conscious	8.63	Confused by Over-choice	9.44
6	Impulsive	8.18	Brand Conscious	9.16
7	Brand Conscious	7.37	Impulsive	9.07
8	Confused by Over-choice	7.05	Novelty-Fashion Conscious	8.51

As discussed previously, the ranking differences of these characteristics may be explained by their demographic and psychographic differences. For example, the strength difference of Recreational shopping consciousness characteristics could be reasoned by lifestyle and leisure time usage differences. Many American teens view shopping malls as an entertainment source and they are heavy users of shopping malls or department stores than Chinese juniors according to Baker and Hayatko (2000). The difference of “Novelty-fashion consciousness” could also be supported by the lifestyle and life priority differences. Wysocki (1997) reported juniors have limited importance to keep up to date with current fashions trend since their highest priority in life is to succeed in the academic field. Lastly, the difference in rank of “Confused by Over-choice” consumer characteristics may be illustrated by both greater maturity of young American consumers and culture value differences: western individualistic culture value vs. Confucianism collectivism culture value, in which people are more concerned with other’s evaluations (Hofstede, 2001).

Comparison of Consumer Buying Behavioral Characteristics

Overall there was no remarkable difference of consumer buying behavioral characteristics between American college student consumers and Chinese college student consumers in this study, although American college student consumers showed slightly more positive buying behavior attitude on apparel products. While most of behavior characteristics showed similar tendencies between these two consumer groups, several differences in the proportion of each frequency was found, especially with the component of visiting fashion retailers' frequency and the monthly spending percentage of disposable income. Each buying behavioral characteristics will be discussed below.

Visiting fashion retailers and actual purchasing frequency

Half of Chinese sample indicated that they visit fashion retailers 'once every few months' compared with only one fifth of the American sample. In contrast, more than 85% of American sample indicated that they visited fashion retailers 'more than once a month', compared with less than half of Chinese sample. Therefore, American college students visit fashion retailers more frequently than Chinese college students in this study. Interestingly, regardless the difference of "Visiting fashion retailer frequency", there was no significant difference in the "Actual purchasing apparel products frequency" between American college student consumers and Chinese college student consumers. Although the U.S. sample indicated that their actual purchasing frequency was slightly higher than those of the Chinese sample, the Chinese sample scored highest in the category, once every two or more months. Overall, both sample groups had a similar tendency in this behavior (see Chapter IV, Figures 5-1 and 5-2). The two combined results revealed that American college student consumers tend to prefer going shopping to fashion retailers,

not only for actual purchasing but also for window-shopping, more than those of Chinese college student consumers. The results strongly supports the notion that American college student consumers have a stronger “Recreational, Hedonistic shopping consciousness consumer” characteristic in Consumer decision-making styles. As discussed previously, leisure time usage differences between American young people and Chinese young people supporting the results by Baker and Hayatko (2000) that American juniors are heavy user of shopping malls or department stores, more than twice as many as compared to their Chinese counter parts, thus many teens in the United States view shopping malls as an entertainment source (Baker & Hayatko, 2000).

Monthly spending on apparel products

The result of monthly spending on apparel products indicated that the majority of college student consumers in both the U.S. and Chinese groups spend their money similarly (from \$0.00 to \$100.00 (RMB00.00 to RMB649.00)) on apparel products monthly, and the highest amount category for both samples was \$25.01 to \$50.00 (RMB162.01to RMB 324.00) although the overall amount of U.S. sample spending was slightly higher than those of Chinese sample. While the results of both samples showed a similar distribution of monthly spending on apparel products, there was a slight difference in the proportion of monthly spending on apparel products to their total disposable income or allowance. Most Chinese college students in this study spent 11 to 30 % of their monthly disposable income or allowance to apparel products, followed by 5 - 10%. In contrast, the largest number of American college students spent only 5 to 10 % on apparel products monthly, followed by less than 5 % (see Chapter IV, Figure 5-4.) These results may be confirmed by the characteristic of “Price Conscious or Value for

money” consumer in Consumer decision-making styles, which declared that Chinese college student consumers are slightly less concerned with getting the best value for their money than American college student consumer due to the ease of Chinese college students’ earning allowance comes from “six-pockets” regardless the less overall average income level of the Chinese consumer. Therefore, there is not much difference in the monthly spending money amount on apparel products between American and Chinese college students. However, since the average income level of the Chinese consumer is still lower than those of American consumers because of the different stages of economic development, it may be supported that Chinese college student consumers spend a larger proportion on apparel products of their total disposable money or allowance than American college students regardless of the same amount of total money.

Reading fashion magazine and advertisement frequency

Although both American college students and Chinese college students have similar tendencies for “Reading fashion magazine and advertisement frequency”, American college students read them more often than Chinese college students. This result may support one of the reasons why American college students tend to be less confused by over-choice than Chinese college students. It can be assumed that because of their higher frequency of reading fashion related material, American young consumers may be more advanced in the consumer socialization process than Chinese young consumer in addition to the culture value differences, and therefore they are less confused by over-choice. However, the remarkable fact in “Reading fashion magazine frequency” is that half of the Chinese college students (50%) have never read fashion magazines, and 40 % of American college students also answered “never”. Furthermore, the largest

proportion of both samples have never read fashion advertisement as well as fashion magazine, more than 40% of Chinese sample answered 'never' while only 25% of American answered 'never' in "Reading fashion advertisement" (see Chapter IV, Figures 5-5 and 5-6).

The demographic characteristic differences of both sample groups may be an influencing factor for this tendency. The Chinese sample had a larger proportion of male and science/medicine majoring student who may be considered to be less fashion consciousness in general than those of the U.S. sample. In addition, there were no students majoring in fashion/fine arts in the Chinese sample who would be considered to have fashion consciousness characteristics. Interestingly, unlike reading fashion magazine frequency, more than 10% of both samples read fashion advertisements more than two or three times a week, indicating at least 10% of both college student consumers are fashion consciousness on apparel products which may be related to the "Novelty-Fashion conscious" consumer characteristics in Consumer decision-making style.

Summary

Seven out of eight characteristics were confirmed in the generalizability as consumer decision-making styles because both American college students and Chinese college student consumers obtained approval reliabilities for these characteristics in this study, except the "Habitual, Brand-Loyal" consumer characteristic for Chinese consumer due to a very low reliability.

Overall there were several similarities and differences between American college students and Chinese college students as demonstrated by their fashion attitudes. For

example, most of college consumers in both countries sought to find the best quality products as much as possible; more Chinese consumers considered price as an indicator of quality because of the “face-saving” value and the prevalence of counterfeited and unqualified poor quality products in the market; both consumers had similar moderate levels of novelty-fashion consciousness; the majority of American college student consumers considered that going shopping is one of the enjoyable activities as the leisure time usage difference between American and Chinese young people; American college student consumers were slightly more concerned with getting the best values for their money and plan their shopping carefully as the ease differences of earning their disposable money with Chinese college students; Chinese college students tended to be confused by over-choice since the greater maturity of young American consumers and culture value differences; and American college student consumers were more likely to buy their favorite brands and shop stores over and over again due to the Chinese sample’s low brand loyal tendency in general and the sample’s residency environment.

American college student consumers showed slightly more positive attitudes of buying behavioral characteristics on apparel products than Chinese college student consumers, although both samples had quite similar tendency overall. The results demonstrated that American college student consumers tended to prefer going shopping to fashion retailers, not only for actual purchasing but also for window-shopping; Chinese college student consumers were likely to spend a larger proportion of their disposable income on apparel products while both consumers spent almost same amount of money; and American college students read fashion magazine and advertisement slightly more

often than Chinese students but many of sample of both countries had reported never reading fashion magazines.

CHAPTER VI

CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

Conclusions

The primary objectives of this study were to identify and understand characteristics of fashion attitudes and buying behaviors toward apparel products between American college students and Chinese college students. In addition, clarification of the factors that impact the differences and similarities among these two markets was investigated.

This study provided an examination of consumer decision-making styles by utilizing the Consumer Style Inventory (CSI), a set of 40 Likert-scale items (Sproles & Kendall, 1986), to identify the characteristics of buying attitudes of college student consumers in the U.S. and China. The decision-making styles of college student consumers for both samples were established, and several similarities and differences in decision-making styles were identified between American and Chinese college student consumers.

The factor analysis results of the CSI revealed an eight consumer decision-making mental characteristics for 317 participants: “Perfectionistic”, “Brand consciousness”, “Novelty-Fashion conscious”, “Recreational”, “Price conscious”, “Impulsive”,

“Confused by Over-choice” and “Habitual, Brand-Loyal” characteristics. Seven out of eight characteristics are confirmed their validity as the scales measuring consumer decision-making styles for both American and Chinese college student consumers with approval reliability in this study, except the “Habitual, Brand-Loyal” consumer characteristic for Chinese consumer. Interestingly, the five factors excluding “Price conscious” and “Impulsive” traits were stably identified in previous studies investigating this behavior internationally: the U.S. (Sproles and Kendall, 1986), Korea (Hafstrom, Chae and Chung, 1992), New Zealand (Durvasula, Lysonski & Andrews, 1993), Greece, India (Lysonski, Durvasula & Zotos, 1996), and Germany (Walsh, Mitchell & Hennig-Thurau, 2001), indicating the cross-cultural generalizability of these factors. The “Habitual, Brand-Loyal” trait could not be confirmed for Chinese college student consumers due to its low reliability with alpha of .350 in this study and also relatively unreliable in most of countries in previous studies.

This study integrated the concept of consumer decision-making style with responses about their actual buying behaviors. Although the results of the profiles of consumer decision-making styles and buying behavioral characteristics between American and Chinese college students are not entirely equivalent because of their culture background, overall the similarities outweighed the differences.

For example, most of college consumers in both countries sought to find the best quality products as much as possible and were conscious of lower prices in general, they had medium to high standard expectations for products, and average or advanced habitual, brand-loyal consumer characteristic. In addition, more than half of consumers in both groups were not very brand conscious consumers with moderate level of fashion

consciousness, and did not plan their shopping and how much they spent when buying. Moreover, most of them reported spending less than \$100 for apparel products once a month, or once every two or more months, and rarely read fashion magazines.

The concept of “Globalization” with the availability of worldwide media and telecommunication tools might have created greater similarity on purchasing styles between young consumers in different nations than older age groups (Tully, 1994). The Chinese economic growth with great rising revenues has affected Chinese youth to be westernizing in recent year as they enabled to have same level of lifestyle with the people in western countries, and these westernizing influences are causing a shift in values such as independence, self-expression, openness to new ideas and cultures, flexibility, mobility, and enjoyment of life among Chinese young consumers (Anderson & He, 1998; Moses, 2000). Especially since the U.S. culture and their fashion have influenced young generations in China by the prevalence of U.S. media in China, it homogenizes their preferences and fashion attitudes of their buying behaviors between American and Chinese youth consumers.

Overall, fashion attitudes and buying behavior showed similar tendencies between Chinese and American college students as well as several subtle differences distinguished each group’s consumer buying styles. The demographic and psychographic factors including lifestyle values, interests, cultural values, and economic situations have had an impact on characterizing their own fashion attitudes and consumer behavior of both American and Chinese college student consumers.

For instance, more Chinese college student consumers may consider a price is an indicator of quality, or have “Brand conscious” consumer characteristics than American

samples, according to the profiles of consumer decision-making characteristics in this study. It may be due to the “face-saving” value, which encourages the consumption of well-known foreign brands for their reputation, and the prevalence of counterfeited and unqualified poor quality products in market, which makes avoiding buying these products as one of the consumer issues for Chinese consumers.

Second, most of American college student consumers showed higher recreational shopping characteristics than Chinese consumers in this study. This may be related to the leisure time usage difference between American and Chinese young people. According to Baker and Hayatko (2000), American teens are heavy user of shopping mall or department store more than twice as many as compared to their Chinese counterpart. This logic would be supported by the results of visiting fashion retailers’ frequency in this study: American college student consumers visit retailers slightly more often than Chinese consumers in general, indicating they are likely to prefer going shopping to fashion retailers, not only for actual purchasing but also for window-shopping.

In addition to the “Recreational shopping” characteristic, the factor also supports the reason why much less American college students are “Confused by Over-choice” as well. The slightly higher frequency of reading magazine and advertisement and visiting fashion retailers in this study supports the greater maturity of young American consumers, which direct them to be familiar with market. A culture value difference is a crucial factor to explain the “Confused by Over-choice” characteristics as well: western individualistic culture value, in which people tend to be quite aware of their preference and what they want, vs. Confucianism collectivism culture value, in which people are more concerned with other’s evaluation than their preference (Hofstede, 2001).

Lastly, American college student consumers seems to be slightly more concerned with getting the best value for their money and plan their shopping trips more carefully than Chinese students. This may be explained by the differences in the ease of earning their disposable money. While most of Chinese students earn their allowance easily from “six-pockets” (parents and grandparents) in the “little emperors” family structure, the majority of American students in the United States have part-time jobs to earn their disposal income by themselves. The explanation could be strongly supported by the result of monthly spending in this study. The reported proportion of money spent showed that Chinese consumers were likely to spend a larger proportion of their disposable income on apparel products while both consumers spent almost same amount of money regardless median income level of Chinese households which was less than the American consumers.

As discussed, there is a strong relationship between their consumer decision-making characteristics and actual buying behavioral characteristics in this study. Each buying behavioral results gave strong support to clarifying consumer decision-making characteristics. Since the relationship between their consumer decision-making characteristics and actual buying behavioral characteristics was supported in this study, the buying behavioral characteristics will give not only strong support for the consumer decision-making mental characteristics but also better in-depth understanding for their consumer styles for previous studies.

Implications

There are several implications flowing from this study.

First, the theoretical analysis in this study will provide useful insight on how globalization and cultural background affects consumer buying characteristics among cross-national young consumers for corporations expanding to global markets. Meeting multicultural consumer needs by providing the right products and services in today's global market is a great challenge for marketers, retailers, and suppliers (Kim, Forsythe, Gu & Moon, 2002). The study of cultural values is still essential to effective globalization and management strategy as it enables the improvement of the quality of products and services.

Second, the findings from this study provide indication that marketers of U.S. apparel firms could make appropriate globalization strategies for gaining successful global markets. For example, as "Confused by Over-choice" characteristic was strongly confirmed in Chinese samples, marketers could propose the development of special package/products to aid consumers to make faster and more effective buying decisions, and less complicated tags to reduce the stress from over-information (Walsh, Mitchell & Hennig-Thurau, 2001.) In addition, according to the results of buying behavioral characteristics in this study, it is suggested that posting an advertisement on worldwide media such as Internet and satellite television would be effective for college student consumer, and it would be appropriate to set prices less than 50 dollars per item for the apparel firm aiming to reach the mass youth consumer market as the highest monthly spending amount on apparel products for both consumers was \$25.01 to \$50.00 in this study. Furthermore, because of the stronger "Brand Conscious" consumer tendency in

Chinese college student consumers, the U.S. apparel firms could suggest advertising featuring their brand name as a well-known foreign brand. However, the “Brand-Loyal” characteristics was unconfirmed in Chinese sample as many other countries, major goal of marketers operating in China should be to develop brand loyalty by communicating the benefits, such as lowered risk of buying an unsatisfactory product, time saving and savings in decision-making efforts.

Lastly, the profile of consumer-making style has a broad application in consumer education. Marketing or consumer researchers could add these decision-oriented traits to their inventories of psychographic and lifestyle studies to have better understanding of consumers from the consumer mental and behavior aspects. Academic educators could introduce the scale of the consumer decision-making mental characteristics to students and the public who can assess their own personal styles in making choices. They can use this information to encourage development of consumer education programs that include the relation of different decision-making styles to consumer well-being. This type of education should help to prepare young people to function effectively as consumers (Hui, Siu, Wang & Chang, 2001).

By using an established survey from previous studies, and integrating the concept of consumer decision-making style with responses about their actual buying behaviors, the differences, similarities of consumer behavior characteristics, and these factors of globalization and culture background affecting the results between American college students and Chinese college students were revealed in this study. These factors can be hints for marketers and educators to help U.S. apparel firms make appropriate globalization strategies for gaining successful global market in China.

Recommendations for Future Research

Based on the results of this study, the following recommendations for future research are made:

First, the comparability of samples from both countries could be controlled to make more direct comparisons. Although both U.S. and Chinese samples were college students with approximately same average age in this study, there were variation in the number of samples in each country completing the survey, as well as in the demographics such as the proportion of gender, income level and geographic location between U.S. sample and Chinese sample. To gain a better and more credibility overview to college students for this study, future studies may increase the population size and improve the equivalence of the number of college students in the U.S. and China to gain more valuable information.

Second, although the original eight-factor consumer styles, developed by Sproles and Kendall (1986), were supported in this study, reliability scores of some factors were relatively low and some factors are unstable such as “Brand-Loyal/Habitual” traits. This suggests that further study would be needed to develop new items for these factors so as to improve psychometric properties, or to apply lower scale decision-making model so as to be more applicable to cross-nationals as confirmed in previous studies (Fan & Xiao, 1998; Hiu, Siu and Chang, 2001).

Third, as the development of communication media today, the new field of buying behavior such as electronic commerce has been occurring. The new questionnaires to examine these alternative buying behaviors suited to today’s market should be developed for future studies.

Moreover, future research could examine specific demographic variables on each consumer buying style such as gender, age, major and income. Integrating different variables could provide a more in-depth analysis of the different demographic segments of future cross cultural studies.

Lastly, since the samples collected for this study only examined college students, it is not representative of all young consumers in China and the United States, and the result are not intended to be generalized. Testing young and non-college groups in future studies would help to establish generalizability of young consumers in both countries.

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APPENDIX A-1

**CITI Collaborative Institutional Training Initiative Certificate
Certificate of Completion: Yuanayuan Zhang**

CITI Collaborative Institutional Training Initiative

Social & Behavioral Research - Basic/Refresher Curriculum Completion Report Printed on 1/18/2011

Learner: Yuanyuan Zhang (username: yzhang6)

Institution: Ball State University

Contact Information Department: Family and Consumer Sciences
Email: yzhang6@bsu.edu

Social & Behavioral Research - Basic/Refresher: Choose this group to satisfy CITI training requirements for Investigators and staff involved primarily in Social/Behavioral Research with human subjects.

Stage 1. Basic Course Passed on 01/15/11 (Ref # 5433537)

Required Modules	Date Completed	Score
Belmont Report and CITI Course Introduction	01/10/11	3/3 (100%)
Students in Research - SBR	01/10/11	8/10 (80%)
History and Ethical Principles - SBR	01/10/11	4/4 (100%)
Defining Research with Human Subjects - SBR	01/10/11	5/5 (100%)
The Regulations and The Social and Behavioral Sciences - SBR	01/10/11	3/5 (60%)
Assessing Risk in Social and Behavioral Sciences - SBR	01/11/11	4/5 (80%)
Informed Consent - SBR	01/11/11	4/5 (80%)
Privacy and Confidentiality - SBR	01/11/11	4/5 (80%)
Research with Prisoners - SBR	01/11/11	4/4 (100%)
Research with Children - SBR	01/12/11	3/4 (75%)
Research in Public Elementary and Secondary Schools - SBR	01/12/11	4/4 (100%)
International Research - SBR	01/12/11	3/3 (100%)
Internet Research - SBR	01/15/11	4/4 (100%)
Research and HIPAA Privacy Protections	01/15/11	8/11 (73%)
Workers as Research Subjects-A Vulnerable Population	01/15/11	4/4 (100%)
Conflicts of Interest in Research Involving Human Subjects	01/15/11	2/2 (100%)
Ball State University	01/15/11	no quiz

For this Completion Report to be valid, the learner listed above must be affiliated with a CITI participating institution. Falsified information and unauthorized use of the CITI course site is unethical, and may be considered scientific misconduct by your institution.

Paul Braunschweiger Ph.D.
Professor, University of Miami
Director Office of Research Education
CITI Course Coordinator

[Return](#)

APPENDIX B-1

Informed consent for U.S. sampling

Informed Consent Form

Study Title Fashion Attitudes and Buying Behaviors of Cross-cultural College Student toward Apparel Products.

Study Purpose and Rationale

The purpose of this research project is to compare and contrast the fashion attitudes and consumer buying behaviors of college students at a Midwestern university and Chinese college students at a metropolitan university toward apparel products. Findings may help U.S. apparel firms make appropriate globalization strategies for success as a global firms in China.

Inclusion/Exclusion Criteria

To be eligible to participate in this study, you must be between the ages of 18 and 24, and be able to read at the third grade level.

Participation Procedures and Duration

For this project, you will be asked to complete a series of questionnaires about your fashion attitudes and buying behavior. It will take approximately 10 minutes to complete the questionnaires.

Data Anonymity

All data will be maintained as anonymous and no identifying information such as names will appear in any publication or presentation of the data.

Storage of Data

The data will be entered into a software program and stored on the researcher's password-protected computer for three years and then deleted. Only members of the research team will have access to the data.

Risks or Discomforts

There are no perceived risks for participating in this study. However, if you feel uncomfortable with a question, you can skip that question or withdraw from the study altogether. If you decide to quit at any time before you have finished the questionnaire, your answers will NOT be recorded.

Who to Contact Should You Experience Any Negative Effects from Participating in this Study

Should you experience any feelings of anxiety, there are counseling services available to you through the Ball State University Counseling Center, Room 320 Lucina Hall, in Muncie, Indiana, 765-285-1736.

Benefits

There are no perceived benefits for participating in this study.

Voluntary Participation

Your participation in this study is completely voluntary and you are free to withdraw your permission at anytime for any reason without penalty or prejudice from the investigator. Please feel free to ask any questions of the investigator before signing this form and at any time during the study.

IRB Contact Information

For one's rights as a research subject, you may contact the following: For questions about your rights as a research subject, please contact the Director, Office of Research Compliance, Ball State University, Muncie, IN 47306, (765) 285-5070 or at irb@bsu.edu.

Researcher Contact Information

Principal Investigator:

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Faculty Supervisor:

Dr. Amy Leahy
Family and Consumer Sciences
Ball State University
Muncie, IN 47306
Telephone: (765) 285-5958
Email: aleahy@bsu.edu

-
- I Agree
 I Decline

>>

APPENDIX B-2

Informed consent for Chinese sampling

知悉同意书

研究题目

时装观念和购物习惯对跨文化大学生购买服装产品的影响。

研究的目的是理由

本研究项目的目的是比较和对比时装观念和消费购物习惯对美国中西部大学生和中国都市大学生购买服装产品的影响。探寻可能有助于使美国服装公司作为一个全球性公司在中国成功的合适的全球化战略。

参与调查入选/排除标准

参与这项调查，您的年龄必须在18岁到24岁之间。

参与程序和期限

对于这个调查，您会被要求填写一份关于您的时装观念和购物习惯的系列问卷调查。这将需要花费你大约10分钟完成问卷。

数据匿名

所有数据都将不具名保存。因为没有身份信息，您的姓名不会出现在任何出版物或数据显示上。

存储数据

这些数据将被输入到软件程序中，然后存储在经研究人员密码保护的计算机内，3年后删除。只有调查小组的成员才可以访问数据。

风险或不妥

参与这项调查没有预计风险。不过，如果您觉得提问不妥，您可以跳过这个问题，或者退出调查。在完成调查问卷前，您决定退出的话，您的回答将不会被记录。

因为参与调查遇到任何负面影响时您应该与谁联系

如果您遇到任何焦虑的情绪，州立波尔大学心理咨询中心将提供咨询服务。
请致电：Room 320 Lucina Hall, in Muncie, Indiana, 765-285-1736.

经济利益

参与这项调查没有任何经济利益。

自愿参与

参与这项调查是完全自愿的，你可以自由地在任何时候以任何理由撤回你的承诺而不必担心被罚或者受损。在签署此表格前和在调查期间的任何时候，请随意向调查者提任何问题。

IRB联系信息

你作为研究对象的权利问题，请联系研究合规办公室主任，
Ball State University, Muncie, IN 47306, (765) 285-5070 or at irb@bsu.edu.

研究员联系信息

首席研究员：张元元
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- 我同意
- 我拒绝

>>

APPENDIX C-1

Survey Instrument for U.S. sampling

STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
16. I keep my wardrobe up-to-date with the changing fashions.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Fashionable, attractive styling is very important to me.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. To get variety, I shop different fashion retail stores and choose different brands.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. It's fun to buy something new and exciting.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Shopping is not a pleasant activity to me.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
21. Going shopping is one of the enjoyable activities of my life.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Shopping the stores wastes my time.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. I enjoy shopping just for the fun of it.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. I make my shopping trips fast.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. I buy as much as possible at sale prices.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. The lower price products are usually my choice.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. I look carefully to find the best value for the money.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. I should plan my shopping more carefully than I do.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. I am impulsive when purchasing apparel products.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. Often I make careless purchases I later wish I had not.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
31. I take the time to shop carefully for best buys.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. I carefully watch how much I spend.				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. There are so many brands to choose from that often I feel confused.				

Part Two:

*Listed below are statements about your demographic information.
Please read each statement carefully and Check appropriate one for each statement to
indicate your current state.*

What is your age?

-
- Under 18
 - 18
 - 19
 - 20
 - 21
 - 22
 - 23
 - 24
 - 25 or Over

What is your gender?

-
- Male
 - Female

What year are you in?

-
- Freshman
 - Sophomore
 - Junior
 - Senior
 - Fifth year or higher in undergraduate degree
 - Graduate student

What do you major in?

-
- Applied Sciences and Technology
 - Architecture and Planning
 - Business
 - Communication, Information, and Media
 - Education

- Fashion
- Fine Arts
- Humanities (Literature and Social Sciences)
- Law
- Medicine
- Science (Anthropology, Biology, Chemistry, etc)

>>

How often do you visit fashion retailers (department stores, specialty stores, mall and outlet)?

- Never
- Once every 2 or more months
- Once a month
- 2-3 times a month
- Once a week
- 2-3 times a week
- 4-5 times a week
- More than 5 times a week

How often on average do you actual purchase apparel products (clothes, shoes and accessories)?

- Never
- Once every 2 or more months
- Once a month
- 2-3 times a month
- Once a week
- 2-3 times a week
- 4-5 times a week
- More than 5 times a week

Generally How much on average do you spend monthly on apparel products (clothes, shoes and accessories)?

- \$00.00 to \$25.00
- \$25.01 to \$50.00
- \$50.01 to \$100.00
- \$100.01 to \$150.00
- \$150.01 to \$200.00
- \$200.01 to \$250.00
- \$250.01 to \$300.00
- \$300.01 to \$350.00
- \$350.01 to \$400.00

- \$400.01 to \$450.00
- \$450.01 to \$500.00
- More than \$500.00

On average what percentage (%) of your monthly spending is on apparel products (clothes, shoes and accessories)?

- Less than 5%
- 5 -10%
- 11-30%
- 31-50%
- 51-60%
- 61-80%
- More than 80%

How often do you read fashion magazine?

- Never
- Once every 2 or more months
- Once a month
- 2-3 times a month
- Once a week
- 2-3 times a week
- 4-5 times a week
- More than 5 times a week

How often do you read advertisement on fashion?

- Never
- Once every 2 or more months
- Once a month
- 2-3 times a month
- Once a week
- 2-3 times a week
- 4-5 times a week
- More than 5 times a week

Thank you for completing this survey!

>>

APPENDIX C-2

Survey Instrument for Chinese sampling

Part One:

下面列出的是关于购买服饰产品的习惯和关于时装的提问。

请仔细阅读每个提问，并在表示您同意或反对的选项打钩。

	非常反对	不同意	说不定	同意	非常赞同
1. 对我而言，得到质地非常好的服饰产品很重要	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. 购买服饰产品时，我试图得到最好或完美的选择	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. 我通常买整体质量最好的服饰产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. 我会化很大的功夫去选择品质最好的产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. 我买东西很随意的	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. 我买东西时，要求和期望值都很高	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. 我购物时，很快买下第一眼看上去不错的东西	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. 即使不是最好最完美的产品，也能够满足我	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. 我最喜欢有名的国产品牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. 我通常选择较昂贵的品牌产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	非常反对	不同意	说不定	同意	非常赞同
11. 产品的价格越高、质量越好	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. 精致的百货店和专卖店给我提供最好的产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. 我更喜欢购买畅销名品的产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. 广告宣传最多的品牌产品，通常是不错的选择	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 我通常有一两套最新款式的服装	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. 跟随时装流行的变化，我的衣柜总保持最新款的服装	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. 时髦、美观的款式对我很重要	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

非常反对	不同意	说不定	同意	非常赞同
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. 我在不同的商店选择不同的品牌，以保持品种丰富				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. 买一些新的和令人兴奋的产品款式总是很开心				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. 对我而言，购物不是一件开心的事				
非常反对	不同意	说不定	同意	非常赞同
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. 逛商店是我人生中很享受的一件事				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. 购物浪费我的时间				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. 我喜欢购物，只是为了它好玩				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. 我购物总是越快越好				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. 我尽可能在打折季节购物				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. 通常我选择售价较低的产品				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. 我仔细寻找性价比最高的产品				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. 我真该事先更仔细地计划购物的				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. 我购物时总是很冲动				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. 我常常购物很粗率，事后很后悔				
非常反对	不同意	说不定	同意	非常赞同
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. 为得到最佳购物，我会花时间				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. 我很在意花了多少钱				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. 面对如此众多可供选择的品牌，我常常感到困惑				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. 有时很难决定去哪个商店购物				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. 我越了解产品，就越难挑选出最好的一款				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

非常反对	不同意	说不定	同意	非常赞同
36. 能看到不同产品的大量信息，反而使我困惑	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37. 我会一遍又一遍买我最喜欢的品牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. 找到一个我喜欢的品牌和产品，我会一直用下去	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. 我每次去同一家商店购物	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. 我定期改变我买的品牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>

Part Two:

下列提问是关于您的统计资料。请仔细阅读每个提问，并在表示您当前状况的选项打钩。

您的年龄是？

- 低于 18
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 大于 25

您的性别是什么？

- 男
- 女

你的学年是？

- 大一
- 大二
- 初级
- 高级
- 五年级以上学历，本科学历
- 研究生

您主修什么？

- 应用科学与技术
- 建筑与规划
- 商务
- 通信，信息，媒体
- 教育
- 时尚

- 美术
- 人文学科（文学与社会科学版）
- 法律
- 医学
- 科学（人类学，生物学，化学等）

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您多长时间去一次时装店（百货店，专卖店，购物中心和奥特莱特）？

- 从不
- 两个月以上一次
- 每月一次
- 每月两到三次
- 每周一次
- 每周两到三次
- 每周四到五次
- 每周五次以上

您平均多长时间实际购买服装产品（衣服，鞋子和配件）？

- 从不
- 两个月以上一次
- 每月一次
- 每月两到三次
- 每周一次
- 每周两到三次
- 每周四到五次
- 每周五次以上

您大概每月平均花多少钱在服装产品上（衣服，鞋子和配件）？

- 人民币 00.00 - 162.00 元
- 人民币 162.01 - 324.00 元
- 人民币 324.01 - 649.00 元
- 人民币 649.01 - 973.00 元
- 人民币 973.01 - 1297.00 元
- 人民币 1297.01 - 1622.00 元
- 人民币 1622.01 - 1946.00 元
- 人民币 1946.01 - 2270.00 元
- 人民币 2270.01 - 2595.00 元
- 人民币 2595.01 - 2919.00 元
- 人民币 2919.01 - 3243.00 元
- 人民币大于 3243 元

您每月平均花在服装产品上的钱占您支出的多少百分比（%）？

- 少于 5%
- 5 -10%
- 11-30%
- 31-50%
- 51-60%
- 61-80%
- 大于 80%

您多长时间看一次时装杂志？

- 从不
- 两个月以上一次
- 每月一次
- 每月两到三次
- 每周一次
- 每周两到三次
- 每周四到五次
- 每周五次以上

您多长时间看一次时装广告？

- 从不
- 两个月以上一次
- 每月一次
- 每月两到三次
- 每周一次
- 每周两到三次
- 每周四到五次
- 每周五次以上

感谢您协助成这个调查！

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APPENDIX D-1

E-mail advertisement for U.S. sampling at Ball Student University

Dear Prospective Participant:

My name is Yuanyuan Zhang and I'm in the Master's program at the Department of Family and Consumer Sciences at Ball State University. I am researching Fashion Attitudes and Buying Behaviors of Cross-cultural College Student toward Apparel Products.

You must be 18 or older to participate in this study.

You will enter this web link to take part in the study:

https://survey.qualtrics.com/SE/?SID=SV_1AgMCX4wb3iUPpW

This study has been approved by the Ball State University Institutional Review Board for distribution (Protocol #:). You will only need to enter the website for the study one time. Your responses are anonymous.

Thank you for your interest in this study. Your responses are greatly appreciated.

Sincerely,

Yuanyuan Zhang, Graduate Student.
Family and Consumer Sciences
Ball State University
yzhang6@bsu.edu

Adviser:
Amy Leahy, Ph.D.
Assistant Professor
Family and Consumer Sciences
aleahy@bsu.edu

APPENDIX D-2

**Letter of Support from Dr. Chuwen Wang
at Fudan University in Shanghai**

June 16, 2011

To Whom It May Concern,

I, Dr. Chuwen Wang, grant permission for Yuanyuan Zhang to conduct a research study assessing the fashion attitudes and buying behaviors of cross-cultural college students toward apparel products. The study will involve undergraduate students in Fudan University that enrolled in any classes. I will be conducting the Chinese survey sampling at Fudan University. The survey sampling includes a distribution of e-mail advertisement with an online survey URL address to all students in the University.

If you were to have any questions or concerns, please contact me at 86- (021) 54237844, wangchuwen2004@yahoo.com.cn.

Sincerely,



Chuwen Wang
Assistant Professor
College of Foreign Language and Literature
Fudan University

APPENDIX D-3

E-mail advertisement for Chinese sampling at Fudan University

亲爱的调查参与者：

就时装观念和跨文化学生对服装产品购物行为的研究需要您的参与。

您大约需要 10 分钟来完成这项调查。

完成这项调查没有特别的限制。

如果您能参与，请点击下面的链接。您的答案不会记名。

https://survey.qualtrics.com/SE/?SID=SV_d717sf5ejQKHq2E

这项研究已经波尔州立大学公共审查委员会的批准同意散发（议定书：250991-1）。为了研究，您只需要进入学校网站一次。

我的名字是张元元，现在美国印第安那州波尔州立大学的家庭和消费科学系在读硕士课程。我正在进行时装观念和跨文化学生对服装产品购物行为的研究，我期待您在这一研究项目上的帮助。

感谢您对这项研究的兴趣，对您的回答不胜感激！

您诚挚的

张元元 M.A.

家庭及消费科学

美国印第安那州波尔州立大学

yzhang6@bsu.edu

导师：

Amy Leahy 博士

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