CHAPTER 4: RESEARCH RESULTS

4.1 Introduction

This chapter presents the findings and results of the research. The demographic characteristics of the respondents are first presented followed by the factor groupings of the respondents decision-making styles derived from the factor analysis conducted. The results of the reliability test will also be discussed. Finally, the frequency based on percentage of the three major races in terms of their decision-making style when shopping for casual wear are also presented.

4.2 Preliminary Analyses

In the data collection process, a total of 430 questionnaires were distributed to individuals either through e-mail or hardcopy with the expectation that some of the targeted respondents might not respond to the questionnaire. The targeted respondents were the researcher's MBA course mates from University of Malaya, teachers and administrative staff in primary schools in Klang Valley as well as the general public. Out of the 430 questionnaires distributed, only 398 were returned. This yielded a return rate of 93%. However, after the returned questionnaires were manually screened, 18 sets were rejected due to incomplete responses. As a result, the final questionnaires analysed consisted of 380 respondents, which yielded a response rate of 88%.

4.2.1 Demographic Data

Descriptive analysis was carried out to gain an understanding of the respondents' demographic characteristics in terms of number and percentage. A complete demographic data of the respondents who responded to the survey was constructed and is presented in Table 4.1 below:

Table 4.1: Respondent Demographics

		Frequency	Percentage
Gender	Male	100	26.3
	Female	280	73.7
	Total	**380**	**100.0**
Ethnic Group	Malay	219	57.6
	Chinese	96	25.3
	Indian	65	17.1
	Total	**380**	**100.0**
Age (years)	20 and below	4	1.1
	21 – 30 years	146	38.4
	31 – 40 years	145	38.2
	41 – 50 years	63	16.6
	51 – 60 years	19	5.0
	Above 60 years	3	0.8
	Total	**380**	**100.0**
Marital Status	Single	109	28.7
	Married	265	69.7
	Divorced / Widowed	6	1.6
	Total	**380**	**100.0**
Highest Level of Education	Secondary School	88	23.2
	Diploma	111	29.2
	Bachelor Degree	151	39.7
	Post Graduate Degree	24	6.3
	Others	6	1.6
	Total	**380**	**100.0**
Occupation	Professional / Manager	206	54.2
	Clerical Staff	61	16.1
	Full time Student	2	0.5
	Executive / Officer	61	16.1
	Not working / Retiree	1	0.3
	Others	49	12.9
	Total	**380**	**100.0**

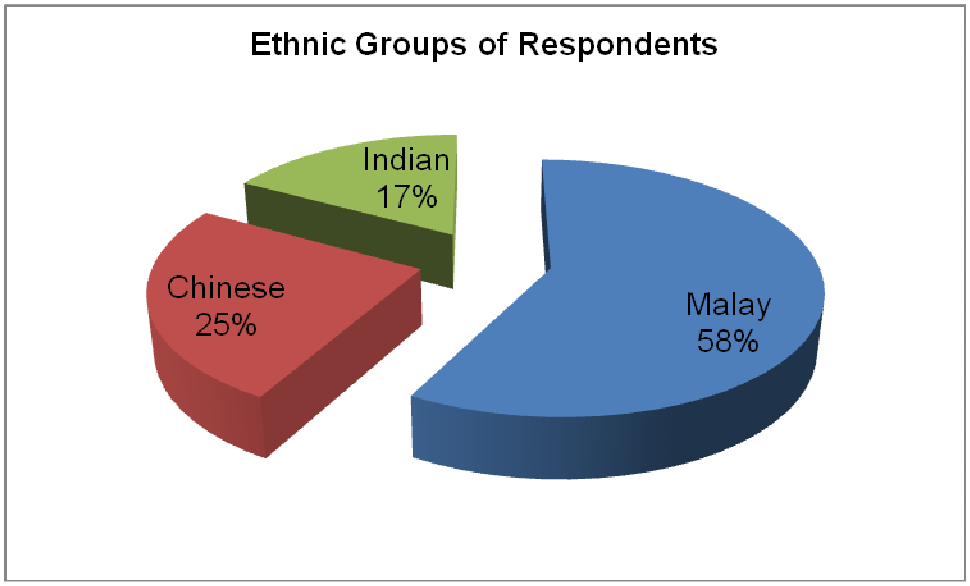
Table 4.1: Continued

		Frequency	Percentage
Monthly Personal Income	Below RM1,500	60	15.8
	RM1,501 – RM2,500	127	33.4
	RM2,501 – RM3,500	97	25.5
	RM3,501 – RM4,500	48	12.6
	RM4,501 – RM5,500	15	3.9
	RM5,501 – RM6,500	15	3.9
	RM6,501 – RM7,500	6	1.6
	RM7,501 – RM8,500	2	0.5
	RM8,501 or more	10	2.6
	Total	**380**	**100.0**
Household Size	1	22	5.8
	2	35	9.2
	3	55	14.5
	4	99	26.1
	5	69	18.2
	6	46	12.1
	7 & above	54	14.2
	Total	**380**	**100.0**

As shown in table 4.1, the percentages of the respondents' ethnicity were considerably close to the ethnic group percentage representation of Malaysia as mentioned in Section 1.2. Though the research adopted the non probability and convenience sampling method, the ethnicity of the respondents were controlled during data collection as the objective of the research is to explore the decision-making style of the three major ethnic groups' towards casual wear buying in Malaysia. The ethnicity percentages of the respondents are 58% for Malay; 25% for Chinese and 17% for Indian. No questionnaires were given to respondents from other races due to the objective of this research which does not include them. Other than the control placed on the ethnicity groups of the respondents, the completed questionnaires were accepted from any respondents who filled them without considering other demographic characteristics of the respondents.

Figure 4.1 shows a chart of the distribution of the different ethnic groups of the respondents.

Figure 4.1: Distribution of the Ethnic Groups of the Respondents



There were more females respondents for the survey which account for 74% of the total respondents compared to male which account for only 26%. A high proportion of the respondents were from the younger generation, with 77.7% of them below 40 years old. Out of these younger generation respondents, 1.1% were below 20 years of age, 38.4% were at 21 – 30 years old and 38.2 percent were at 31 – 40 years old. The older respondents made up the rest of the sample with 16.6% at 41 – 50 years old, 5% at 51 – 60 years old and 0.8% were above 60 years old. 28.7% of the respondents are single, 69.7% are married with the balance 1.6% under the divorced / widowed category.

From the figure shown in Table 4.1, it is noted that 46% of the respondents were with university qualification. The rest of the respondents were mainly diploma holders (29%), secondary school (23%) and others (2%).

In terms of respondents' occupation breakdown, 54.2% of the respondents hold professional / managerial position. The percentage of respondents holding executive / officer position is the same as that of respondents working as clerical staff. Respondents under these two categories make up 16.1% each of the total respondents and 12.9% of the respondents hold other position other than those specified in the questionnaire. There were 2 full time student and 1 respondent under the not working / retiree category which is 0.5% and 0.3% respectively of the total respondents.

Statistics on the monthly personal income of the respondents show that a large proportion of the respondents have an income in the range of RM1,501 – RM2,500 (33%). 16% of the respondents indicated that they have a monthly income of less than RM1,500 and 3% have an income of more than RM8,501. The remaining of the respondents were in the RM2,501 to RM8,500 range (48%) where 25.5% were in the RM2,501 – RM3,500 range, 12.6% in the RM3,501 – RM4,500 range, 3.9% in the RM4,501 – RM5,500 range, 3.9% in the RM5,501 – RM6,500 range and 1.6% in the RM6,501 – RM7,500 range. The remaining 0.5% have an income within the range of RM7,501 – RM8,500.

For household size, the largest group has a household size of 4 persons (26%), followed by 5 persons (18%). Respondents with household size of less than 4 persons reported a figure of 30% and 26% has household size of 6 persons and above. These figures show that most of the respondents are staying with their family if they are still single. As for those respondents who are married and with household size of 7 and above, they probably are staying with their parents together with children of their own.

4.2.2 Normality Test

Normality test was conducted to ensure that the assumptions for the subsequent tests are met. Normality of the eight construct namely (1) Perfectionism / High Quality Consciousness; (2) Brand Consciousness; (3) Novelty-Fashion Consciousness; (4) Recreational, Hedonistic Shopping Consciousness; (5) Price and "Value for Money" Consciousness; (6) Impulsive and Carelessness; (7) Confused by Over-choice and (8) Habitual and Brand Loyal orientation were assessed by obtaining the skewness and kurtosis value which is less than 2 to confirm the normality of the data. The results of the normality test can be found in Appendix C.

4.2.3 Factor Analysis and Reliability Test

Factor analysis with principle component method and varimax orthogonal rotation was conducted on the 40-item Consumer Style Inventory (CSI) to determine if

the factors identified by previous researchers were common to the Malaysian sample. The 40-item CSI were used to measure 8 constructs. Factoring will ceased when all eigenvalues greater than one were obtained as well as when a set of factors explained a large percentage of the total variance was achieved.

To verify that the data collected are suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were used to determine the suitability of the data. According to Tabachnick and Fidell (1996), Bartlett's test of Sphericity should be statistically significant at (p<.05) in order for the factor analysis to be considered appropriate, while the minimum value for a good factor analysis is 0.6 or above for Kaiser-Meyer-Olkin (KMO) index. In this research, the sampling adequacy of the CSI is 0.870 and the Bartlett's test of Sphericity is significant (p=.000), therefore, it is appropriate to conduct factor analysis (See Table 4.2 for the results of the KMO Measure and Bartlett's Test of Sphericity).

Table 4.2: Results of the KMO Measure and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	7695.586
	df	780
	Sig.	.000

Kaiser's criterion was used to determine the number of factors to retain for further investigation. Using this rule, only factors with an eigenvalue of 1.0 or more are retained (Pallant, 2007).

As a result of the factor analysis, nine components recorded eigenvalues above 1 and these nine components explain a total of 66.72% of the variance. This percentage is higher than Sproles and Kendall's (1986) study which explained only 46% of the variation. After varimax rotation was performed, only eight components consisting of 39 items were retained in this research (Refer to Appendix C for the Rotated Component Matrix Table). The item in component nine was rejected because according to Pallant (2007), it is ideal to have three or more items loading on each component. As such, the only item with loading in component nine was not optimal to be considered as a factor.

The factors retained are named in line with Sproles and Kendall (1986) when similar decision-making styles are reflected between U.S. and Malaysian consumers. As the item "I am impulsive when purchasing casual wear" was not loaded together with the items in the original component (Impulsive and Carelessness), the factor was renamed as "Carelessness" as impulsive is no longer in the component. Table 4.3 shows the results and eigenvalue of the eight-factor solution for consumer decision-making style items.

Table 4.3: Factor analysis of consumer decision-making styles items

Items	Factor Loading	Eigenvalue
Factor 1 - Perfectionism / High Quality Conscious		
In general, I usually try to buy the best overall quality casual wear	0.773	8.81
When I want to buy casual wear, I try to get the very best or perfect choice	0.768	

Table 4.3: Continued

Items	Factor Loading	Eigenvalue
A casual wear doesn't have to be perfect or the best to satisfy me	0.750	
I usually buy the first casual wear that I find that seems good enough	0.745	
I use much time and effort to buy the best quality casual wear	0.727	
I really don't give my purchases of casual wear much thought or care	0.702	
Best quality casual wear are usually my choice	0.694	
My standards and expectations on the quality of the casual wear I am buying are very high	0.693	
Factor 2 – Brand Conscious, "Price Equals Quality" Consumer		
Best selling brands are usually my choice when buying casual wear	0.829	3.48
The most well-known and advertised clothing brands are usually good choices to purchase casual wear	0.816	
I usually buy more expensive clothing brands	0.810	
I usually purchase my casual wear from reputable international clothing brands	0.766	
The higher the price, the higher the quality of the casual wear	0.766	
Up-market departmental and specialty stores offer me the best casual wear	0.759	
Factor 3 – Novelty-Fashion Consciousness		
I keep my wardrobe up-to-date with the changing fashions	0.857	2.95
It is fun to buy new casual wear	0.799	
To get a variety of choices when buying casual wear, I usually shop different stores and choose different brands	0.758	
Fashionable, trendy and attractive styling is very important to me	0.758	
I usually have one or more casual wear of the very newest or trendy styles	0.692	

Table 4.3: Continued

Items	Factor Loading	Eigenvalue
Factor 4 – Recreational, Hedonistic		
I enjoy shopping just for the fun of it	0.831	2.71
Buying casual wear is not a pleasant activity to me	0.783	
Shopping at clothing retail outlets wastes my time	0.778	
I enjoy shopping for casual wear	0.776	
I make my shopping trips for casual wear fast	0.716	
Factor 5 – Confused by Over-choice consumer		
It always confuses me when I have much information on different brands' casual wear	0.871	2.55
The more clothing product information I learn, the harder it seems to choose the best	0.865	
Sometimes it's hard for me to choose which stores to shop for casual wear	0.780	
I often feel confused because there are many clothing brands to choose from when buying casual wear	0.775	
Factor 6 – Habitual, Brand-Loyal Consumer		
I always go to the same store / stores each time to shop for casual wear	0.831	1.91
I tend to stick to the clothing brands I like for buying casual wear	0.797	
I always change clothing brands that I buy for casual wear	0.778	
I have favourite clothing brands that I buy for casual wear over and over	0.698	
Factor 7 – Carelessness		
I spend much time to shop carefully for best buys of casual wear	0.777	1.79
When purchasing casual wear, I often make careless purchases and wish I had not made it later	0.756	
I carefully watch how much I spend when shopping for casual wear	0.720	
I should plan my shopping more carefully than I do	0.659	
Factor 8 - Price and "Value for Money" Consciousness		
I buy casual wear as much as possible at sale prices	0.821	1.48
I usually buy low price casual wear	0.803	
I look carefully to find the casual wear with the best value for money	0.645	

Reliability analyses were also conducted to test the reliability of the factors presented in Table 4.3. The reliability analyses show that the Cronbach's alpha for the eight factors range from 0.679 to 0.906. According to Pallant (2007), Cronbach's alpha should be at least 0.70 to be considered as acceptable. However, according to Sproles and Kendall (1986), the reliabilities of the CSI Scale ranged from 0.48 to 0.76. From the analyses shown in this research, the Cronbach alpha's coefficient show value that are higher than those stated by Sproles and Kendall (1986) in the USA sample researched. The alpha value for the price and "value for money" consciousness factor for the USA sample were 0.48 which is lower compared to the current one for the Malaysian sample which is 0.679. In view of these considerations, all eight factors identified for the Malaysian samples are retained. Table 4.4 gives a summary of the reliability statistics conducted.

Table 4.4: Summary of Reliability Statistics

Factor	Cronbach's Alpha	N of Items
Perfectionism / High Quality Conscious	.899	8
Brand Conscious, "Price Equals Quality"	.906	6
Novelty-Fashion Consciousness	.885	5
Recreational, Hedonistic	.869	3
Confused by Over-choice Consumer	.788	4
Habitual, Brand-Loyal Consumer	.839	4
Carelessness	.717	4
Price and "Value for Money" Consciousness	.679	3

4.3 Consumer Decision-Making Styles towards Casual Wear Buying: Comparison by Ethnic Groups

Once the reliability tests were completed and confirmed that the factors identified were reasonably reliable, the decision-making styles towards casual wear buying were compared among the ethnic groups in Malaysia using Frequency Analysis.

Table 4.5 shows that Indian respondents scored higher in quality conscious and perfectionistic in characteristic compared to Malay and Chinese in casual wear buying.

Table 4.5 shows that Indian respondents are perfectionists and highly quality conscious in casual wear buying. More than 50% of respondents score high (agree) with the items in this factor. This trait was also identified by Canabal (2002) when studying the decision-making styles of South Indian students. More than 50% of the Malay respondents indicated that best quality casual wear are usually their choice and that their standards and expectations on the quality of the casual wear they buy are very high. Casual wear also have to be perfect of the best to satisfy them and that they give their purchases of casual wear much thought or care. From the figures in the table, Chinese respondents were shown to score lower on this factor compared to the other two ethnic groups as the percentage of respondents agreeing to most of the items are 50% or lower with the exception of one item where the percentage is 59.4%.

Table 4.5: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Groups (Perfectionism / High Quality Conscious)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
In general, I usually try to buy the best overall quality casual wear	49.3	45.8	63.1
When I want to buy casual wear, I try to get the very best or perfect choice	57.5	59.4	69.2
* A casual wear doesn't have to be perfect or the best to satisfy me	50.7	50.0	53.9
* I usually buy the first casual wear that I find that seems good enough	49.8	39.6	53.9
I use much time and effort to buy the best quality casual wear	40.6	27.1	50.8
*I really don't give my purchases of casual wear much thought or care	56.2	40.6	73.8
Best quality casual wear are usually my choice	55.3	43.8	55.4
My standards and expectations on the quality of the casual wear I am buying are very high	55.7	26.1	52.3

Note: Items with asterisk (*) are negatively worded. Recoding has been done to reverse these items before data analysis was done.

When brand and "price equals quality" is concern, Malays scored higher than the other two ethnic groups respondents in five of the items indicating that Malays are more brand conscious and believe that price equals quality. This conforms to the findings of Ahmad (2004) as according to him, modern Malays buy "branded" goods with famous brand names originating from Europe, America or Japan. However, base on the figures shown in Table 4.6, the percentage of respondents agreeing to the items under this brand conscious, "Price equals quality" factor only range from 35.2% to 40.2%. This indicates there are a big proportion of adults that do not consider brand as the most important factor when buying casual wear.

Table 4.6: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Groups (Brand Conscious, "Price Equals Quality" Consumer)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
Best selling brands are usually my choice when buying casual wear	39.7	33.3	32.3
The most well-known and advertised clothing brands are usually good choices to purchase casual wear	37.9	24.0	27.7
I usually buy more expensive clothing brands	36.5	28.1	30.8
I usually purchase my casual wear from reputable international clothing brands	36.5	29.2	26.2
The higher the price, the higher the quality of the casual wear	40.2	28.1	26.2
Up-market departmental and specialty stores offer me the best casual wear	35.2	26.0	35.4

From the figures shown in table 4.7, the Indian respondents were more novelty – fashion conscious compared to the Malay and Chinese respondents. 55.4% Indian respondents responded that they usually shop from different stores and choose different brands to get a variety of choices when buying casual wear. Chinese respondents on the other hand were the least novelty – fashion conscious consumer among the three ethnic groups though the percentage of Chinese respondents that indicated that they usually shop from different stores and choose different brands to get a variety of choices when buying casual wear were higher than the Malay respondents.

Table 4.7: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Groups (Novelty – Fashion Consciousness)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
I keep my wardrobe up-to-date with the changing fashions	19.6	14.6	21.5
It is fun to buy new casual wear	30.1	22.9	30.8
To get a variety of choices when buying casual wear, I usually shop different stores and choose different brands	26.0	31.3	55.4
Fashionable, trendy and attractive styling is very important to me	26.9	21.9	32.3
I usually have one or more casual wear of the very newest or trendy styles	28.3	21.9	40.0

Table 4.8 shows that the respondents were generally recreational, hedonistic in characteristics. 53.9% Malay, 49.2% Indian and 47.9% Chinese respondents enjoy shopping just for the fun of it. 54.8% of Malay and 52.3% of Indian respondents enjoy shopping for casual wear and 53.4% Malay and 50.8% Indians indicated that buying casual wear is a pleasant activity to them compared to only 39.6% of Chinese. Both Malay and Indian respondents were quite similar in the time they take shopping for casual wear. However, the response given by Chinese respondents (55.2%) indicated that more Chinese compared to Malay and Indians shoppers take longer shopping trips for casual wear.

Table 4.8: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Groups (Recreational, Hedonistic)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
I enjoy shopping just for the fun of it	53.9	47.9	49.2
*Buying casual wear is not a pleasant activity to me	53.4	39.6	50.8

Table 4.8: Continued

*Shopping at clothing retail outlets wastes my time	58.0	56.3	56.9
I enjoy shopping for casual wear	54.8	43.8	52.3
*I make my shopping trips for casual wear fast	49.3	55.2	49.2

Note: Items with asterisk (*) are negatively worded. Recoding has been done to reverse these items before data analysis was done.

In terms of the Factor - confused by over-choice, it is shown in Table 4.9 that a higher percentage of Malay respondents scored high on this factor compared to the Chinese and Indian respondents. The percentage scoring of the Malays in the four items in this factor range from 40.6% to 44.3%. This conforms with Abdul & Kamarulzaman's (2009) findings that Malay consumers tend to get into trouble in making decisions after experiencing information overload from various marketing campaigns. When comparing between Chinese and Indian, 20.8% of the Chinese felt confused when there are many clothing brands to choose from when buying casual wear compared to only 18.5% Indians and 22.9% of Chinese felt that sometimes it is hard for them to choose which stores to shop for casual wear. 20% of Indian respondents said that the more clothing product information they learn, the harder it seems to choose the best while only 16.7% Chinese respondents indicated the same in these two items.

Table 4.9: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Groups (Confused by Over-choice)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
It always confuses me when I have much information on different brands' casual wear.	44.3	16.7	33.9
The more clothing product information I learn, the harder it seems to choose the best	40.6	16.7	20.0

Table 4.9: Continued

Sometimes it's hard for me to choose which stores to shop for casual wear	41.1	22.9	18.5
I often feel confused because there are many clothing brands to choose from when buying casual wear	42.5	20.8	18.5

From table 4.10, it is noted that the percentage of respondents from all three ethnic groups that agree on the items in the habitual, brand – loyal factor were generally not very high with the highest percentage (49.2%) for the item "I have favourite clothing brands that I buy for casual wear over and over" falls under the Indian respondents. It can be concluded that a big proportion of consumers do not fall under the category of habitual, brand – loyal consumer when they purchase casual wear.

Table 4.10: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Groups (Habitual, Brand - Loyal Consumer)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
I always go to the same store / stores each time to shop for casual wear	33.3	38.5	41.5
I tend to stick to the clothing brands I like for buying casual wear	34.7	29.2	38.5
* I always change clothing brands that I buy for casual wear	25.6	37.5	35.4
I have favourite clothing brands that I buy for casual wear over and over	42.0	47.9	49.2

Note: Items with asterisk (*) are negatively worded. Recoding has been done to reverse these items before data analysis was done.

Upon reference to table 4.11, it is noted that a high percentage of Malay respondents were careless when deciding to buy casual wear. However, 84.6% Indians agree to the item "When purchasing casual wear, I often make careless purchases and wish I had not made it later" which is 4.2% higher than Malay.

More than 50% of Chinese respondents scored high on the item "I spend much time to shop carefully for best buys of casual wear" (55.2%) and "When purchasing casual wear, I often make careless purchases and wish I had not made it later" (69.8%). Generally, respondents from the three ethnic groups scored high on this factor.

Table 4.11: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Groups (Carelessness)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
* I spend much time to shop carefully for best buys of casual wear	73.1	55.2	58.5
When purchasing casual wear, I often make careless purchases and wish I had not made it later	80.4	69.8	84.6
* I carefully watch how much I spend when shopping for casual wear	68.5	47.9	60.0
I should plan my shopping more carefully than I do	70.3	46.9	47.7

Note: Items with asterisk (*) are negatively worded. Recoding has been done to reverse these items before data analysis was done.

The Indian respondents scored the highest (49.2%) when asked if they buy casual wear as much as possible at sale prices with Malay respondents having the lowest percentage (33.3%). 39.6% of Chinese respondents indicated that they usually buy low price casual wear with only 29.2% of Malay indicating the same. 36.9% of Indian respondents confirmed that they look carefully to find the casual wear with the best value for money while only 21.9% of Chinese agree to this. Table 4.12 shows that Indians are more price and "value for money" conscious among the three ethnic groups with Malay being the least price conscious consumer when making decision to buy casual wear.

Table 4.12: Casual Wear Buying Decision-Making Styles of the Three Major Ethnic Group (Price and "Value for Money" Consciousness)

Items	Percentage of Agreement		
	Malay	Chinese	Indian
I buy casual wear as much as possible at sale prices	33.3	39.6	49.2
I usually buy low price casual wear	29.2	39.6	35.4
I look carefully to find the casual wear with the best value for money	30.1	21.9	36.9

4.4 Summary

This chapter discussed the findings and results of the research. Only data from questionnaires that were answered completely were coded into SPSS version 13.0 for analysis purposes.

Descriptive analysis was carried out to gain an understanding of the respondents' demographic profile before the normality test was conducted. The normality of the eight construct in the CSI were confirmed with the skweness and kurtosis level of less than 2.0.

Factor analysis with principle component method and varimax orthogonal rotation was then conducted on the 40-item CSI. Nine factors were identified but only eight factors were retained. Reliability analyses were then conducted to test the reliability of the retained factors. The Cronbach's alpha values for the eight factors range from 0.679 to 0.906. The factor with Cronbach's alpha value of 0.679 was retained as according to Sproles and Kendall (1986) the reliabilities of the CSI Scale ranged from 0.48 to 0.76.

Once the reliability tests were completed, the decision-making styles towards casual wear buying were compared among the ethnic groups in Malaysia using Frequency Analysis. The results were presented in this chapter.

The next chapter will cover the conclusion and recommendations of this study.