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Differences Between Men and Women Regarding Decision-Making Styles for Sport Apparel

Tommy D. Scales

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DIFFERENCES BETWEEN MEN AND WOMEN REGARDING
DECISION-MAKING STYLES FOR SPORT APPAREL

A Thesis

Submitted to the School of Graduate Studies & Research
in Partial Fulfillment of the
Requirements for the Degree
Master of Science

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August 2017

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PURPOSE: To determine the differences between men and women regarding their decision-making styles when selecting sport apparel. **METHODS:** One-hundred and fifty male and female college students agreed to participate in a 27-question Likert scale survey that determined their decision-making styles when selecting sports apparel. Sampling population was conducted inside a Health and Well-Being classroom, and around the college campus.

RESULTS: Mann-Whitney U revealed that there are significant differences between men and women in confusion consciousness ($U = 2257, p < .05$) and price consciousness ($U = 3543, p < .05$). Men were more conscious than women in all decision-making style except for impulse consciousness ($m = 9.57$) and price consciousness ($m = 6.91$). **CONCLUSION:** Differences between men and women decision-making styles exist when selecting sports apparel. Men were significantly more confusion conscious than women, and women were significantly more price conscious than men. Further research is necessary to make decision-making styles of men and women more generalizable.

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Thank you,

Tommy D. Scales

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CHAPTER I

INTRODUCTION

The selection and style of sports apparel may be important to individuals and have a potential impact on their comfortability and willingness to exercise. Campbell (1997) stated that males and females can have different behaviors that can originate from different ideologies. This can in turn effect shopping behavior that will translate in purchases. Barbra, Laroche, Sadd, Cleveland, and Browne (2000) stated that females go to greater lengths and show a greater efforts in picking and comparing products. This supports that males and females have different ideologies. Men and women have different values regarding purchasing sports apparel. This leads researchers to question gender differences in purchasing preferences.

According to previous research, “several demographic variables may be used to segment consumer markets, among the commonly used by marketers include income, age, gender, ethnicity, marital status and household size. Among these variables, gender has been and continues to be one of the most popular forms of market segmentation for a significant proportion of products and services” (Safiek & Salleh, 2009, p. 574). Also, one must take into consideration what type of activities each male and female partakes in. According to Yaytai & Sadaf (2015), results suggested 65% of respondents base brand preference on the sports or activities they are involved in. Males and females have different opinions that determine their preference. Some include brand consciousness, quality consciousness, recreation consciousness, confusion consciousness, impulse consciousness, price consciousness, and fashion consciousness (Sproles & Kendall, 1986). Additionally, Sproles and Kendall (1986) stated that many factors influence consumer decision-making. Consumers are thought to approach the market with certain basic decision-making styles. Identifying these decision-making styles is vital to determine

consumer interest in sport apparel. This study examined 7 decision-making styles; brand consciousness, quality consciousness, recreation consciousness, confusion consciousness, impulse consciousness, price consciousness, and fashion consciousness the researcher examined the gender differences regarding the purchase of sports apparel among college-aged students. These 7 decision-making styles were chosen because they have been signified as important categories of consumption (Sungwon & Miller, 2009).

Research Questions

1. What are the differences in college aged men verses women regarding preference in decision making styles for sport apparel?
2. What decision-making styles will females be more conscious in when compared to males?
3. What decision-making styles will males be more conscious in when compared to females?

Hypothesis

1. There will be no significant difference between male and female decision-making styles.
2. Females will receive a higher decision-making consciousness of fashion than males.
3. Males will receive a higher decision-making consciousness of price than females.

Limitations

1. Limited amount of convenience sample of the voluntary participations.
2. Some participants may not be influenced by the preferences included in the Consumer Style Inventory survey.

Assumptions

1. Both male and female students will have knowledge of different sports apparel options.
2. Both male and female students will answer honestly when filling out the survey.
3. The survey used will be appropriate for measuring decision-making styles for a college population.

Definition of Terms

The seven characteristics that will be used for this study inside of a questionnaire are from Sungwon & Miller (2009) which are identified as: (1) price consciousness; (2) high-quality consciousness; (3) brand consciousness; (4) fashion consciousness; (5) recreational shopping consciousness; (6) impulsiveness and (7) confusion consciousness. According to (Sungwon & Miller, 2009, p.41) the definitions are as follows;

Price Consciousness – “Consumers are aware of sale prices and attempt to get the best deal for the money.”

High Quality Consciousness – “Consumers do not settle with just being good enough.”

Brand Consciousness- “Consumers tend to relate price with quality as well as preferring well-known, advertised brands.”

Fashion Consciousness - “Consumers look for new, innovative, products and fashions.”

Recreational Shopping Consciousness – “Consumers view shopping as enjoyable and stimulating.”

Impulsiveness- “Consumers do not plan their shopping or amount they may spend after which regret may occur.”

Confusion Consciousness – “Consumers with this experience information overload as well as possessing a dearth of confidence and cannot manage the available choices.”

Significance of Study

In response to the tremendous growth of sport apparel, sport companies have been focusing on consumer patterns of apparel consumption (Sporting Good Manufacturers Association, 2006). The sports business is an industry dependent upon consumers buying the products needed for exercise. Previous research suggests that males and females display differences in shopping habits and preference regarding sports apparel. Barbra et al. (2000) stated that “male and female consumers also manifest different information processing strategies by demonstrating different consumer behaviors relative to advertised products” (p. 40). According to Sungwon & Miller (2009), “little attention has been given to whether decision-making styles are unique to each gender regarding the purchase of sport apparel” (p. 40). Although there is limited knowledge and attention this study explored these concepts, and has added to this body of literature. Additionally, there is a lack of knowledge applying gender preferences in sports apparel among college students at a university. Sungwon & Miller (2009) also stated that “little attention has been given to whether decision-making styles are unique to each gender in purchasing sport apparel, even though this could be of great interest to marketers” (p. 40). Universities in the state of Pennsylvania may benefit from the results of the study by allowing marketers to gain a better understanding of their consumers. Therefore, the purpose of this study is to elicit gender differences regarding the decision-making and purchase of sports apparel in young adults.

Problem Statement

Analyzing decision-making styles allows marketers, organizations, and businesses to determine a way in which consumers purchase their products. According to Merin & Peneena (2015), purchasing decisions of consumers are influenced by different factors which need to be

researched so companies can fully capitalize on potential revenue by customers. There has also been an increase in the demand for consumer goods and expendables of sport apparel. According to Chyan and Wu (2007), studies found that males and females have different decision-making styles in this increased demand of sport apparel. This study determined what differences exist between males and females that contribute to the purchasing of sports apparel. Since there has been little attention given to this topic, this study investigated what differences college students have in decision-making styles for the purchase of sports apparel.

CHAPTER II

REVIEW OF LITERATURE

Consumers are subconsciously using decision-making styles in their everyday lives.

Whether a consumer is selecting what exercise to participate in or what sports apparel to wear for the day, decision-making is involved. According to Sproles and Kendall (1986), decision-making style is defined as a mental orientation characterizing a consumer's approach to making choices. Therefore, if all consumers have decision-making styles, the following question may arise: what are differences between genders in young adults? There have been a number of studies that have been conducted between males and females regarding decision-making styles for selecting sport apparel. Some findings include Mitchell and Walsh (2004), who compared the decision-making styles of male and female shoppers in Germany.

Results indicated males were not as fashion conscious as females. Also, Bakewell and Mitchell (2003) conducted a similar study in the United Kingdom. Using a sample of 480 male and female undergraduate students, the results indicated that five of the same decision-making styles were shared by both males and females. These five decision-making styles include: recreational consciousness 33%, fashion consciousness 16%, price consciousness 16%, brand consciousness 14% and confusion consciousness 21%. As this research seems to be consistent, not a lot of research has supported whether or not this pattern is consistent in the United States, specifically at a university in western Pennsylvania, in a sample population of college-aged males and females. As sport apparel companies continue to make new brands and items, research needs to be continued. This review of literature has covered important topics including consumer styles, gender differences, different populations, and a unique population. These certain topics

were chosen to be discussed because they have covered the variety of previous populations that have been researched.

Consumer Consciousness

According to Sproles and Kendall (1986) consumer behavior when choosing between alternative products is perhaps the most widely analyzed topic in consumer-interest studies.

There are three ways to characterize consumer styles according to Sproles and Kendall (1986), which include psychographic/ lifestyle approach, the consumer's characteristics approach, and the consumer's typology approach. Psychographic/ lifestyle approach can be defined as the consumer's personality, values, opinions, attitudes, and interests. Consumer's characteristic approach can be defined as the consumer's emotions, attitudes, and preferences effects on making purchases. Consumer's typology approach is defined as the features, styles, symbolism, durability, and related services in which a product can offer. These three consumer styles characterize and allow consumers to make choices of purchasing products of any kind. Ercis, Unal, & Bilgili (2006) stated that consumers are motivated and take action through their goals. In order to reach their goals, they undergo some intellectual, emotional and behavioral processes. This supports consumer's characteristics approach from Sproles and Kendall (1986).

Additionally, these lifelong activities become a part of life and create style of shopping when consumers determine the way that provides the best satisfactions. Current literature has conducted similar research studies involving consumer styles. Oliveira, Mesquita, & Muylder (2015) investigated a population of 513 women that aged from 21 to 59. The purpose of the study was to evaluate and validate consumer making styles with an up to date population.

According to Oliveira et al. (2015), "Sophia Mind a Brazilian company specialized in research concerning female population, has collected information showing that women have been

participating more actively in the consumption of goods in Brazil, whether directly, using their own resources, or indirectly, using the husbands earnings” (p. 180). The study conducted a questionnaire that was available on Survey Monkey that lasted from the 1st through the 10th of May in 2012.

The results indicated that the consumer styles have a great chance of being effectively used in this up to date context. Research has indicated that consumer styles exist in both males and females, however; what are the differences in the different decision- making styles between males and females? Goswami and Khan (2015) stated that the CSI has been tested in cross country studies. Research by Durvasula, Lysonski, and Andree (as cited in Goswami & Khan, 2015) supported and accepted the dimensionality and reliability of CSI in New Zealand. Research by Hafstrom, Chae, and Chung (1992) found that seven factors of the CSI are applicable for Korean customers. A study by Fan and Xiao (1998) tested validity of CSI in China and found that five decision-making styles applied to young consumers. Mitchell & Walsh (2004) established that all of the decision-making styles applied to German shoppers and that male shoppers were less conscious than women in fashion. As stated, the CSI has undergone many tests of validity in different populations to make this research more generalizable across the entire globe. According to Sproles & Kendall (1986) and Sungwon & Miller (2009), each category of consumer style has its own description. According to Sungwon & Miller (2009), Brand consciousness states that “consumers tend to relate price with quality as well as preferring well-known, advertised brands” (p. 41). Also, according to Sungwon & Miller (2009) brand consciousness can also track if consumers are more willing to buy well-known brands that can be purchased nationally. Scoring high in brand consciousness can also depict that the customer paying a higher price can mean that the quality is high as well. In addition, they gear toward

more specialty stores. Quality consciousness states according to Sungwon & Miller (2009) that “consumers do not compromise with being good enough.” (pg. 41). Consumers also “search for the very best quality in products” (p. 41) the consumers higher in “quality consciousness could also be expected to shop more carefully, more systematically, or by comparison” (pg. 41).

Recreation consciousness states that consumers view shopping as enjoyable and stimulating. Consumers scoring high in this category see shopping as something that is fun. However, it also shows that this factor measures shopping only for fun and entertainment. Also, this can be seen as a negative label because the shopper wastes significant time when shopping. Confusion consciousness states that consumers with this experience information have overload as well as low confidence, and cannot manage all of the available choices. Consumers with high scores on this characteristic perceive many brands and stores simultaneously, finding difficulty in selection. Impulse consciousness states that consumers do not plan their shopping or amount they may spend. Consumers with high scores on this characteristic show that the consumer appears unconcerned about how much to spend or about the “best buys.”

According to Sungwon & Miller (2009) price consciousness states that “consumers are aware of sale prices and attempt to get the best deal for the money” (p. 41). Also, that if consumers score high in this consciousness that their main objective is to find the best deal for any specific item. They continually compare products from different stores to try and receive the best deal. Sungwon & Miller (2009) also stated that fashion consciousness consumers keep up with the newest fashions available. Also, that consumers who score high in this consciousness will receive pleasure and excitement from the achieved desire of finding a product new and fashionable.

Sproles & Kendall (1986) stated that “psychologists think of personality traits as relatively enduring, general factors influencing many if not all behaviors” (p. 268). “Fashion consciousness for example may become manifest in choices of apparel, interior design, restaurants and movies” (Sproles & Kendall, 1986, p. 273). This suggests that just because a consumer is considered fashion conscious doesn’t mean that it will manifest and every order and discipline of fashion in terms of “keeping up to date with the styles”. Consumers can be divided into groups according to their decision-making style, for example consumers who expect information, excellence, novelty or modernism, or consumers who are sensitive to price or aware of high quality and brand, the consumers who are impulsive, loyal, or confused. These styles concerned are effective for consumers’ one or more preferences and this effect is valid for long term (Sproles & Kendall, 1986).

According to Ercis et al. (2006), many methods and approaches have been developed in the literature to determine how consumers prefer and make decisions regarding several numbers of services and products. Also, Ercis et al. (2006) stated that consumers can be usually motivated to achieve their goals. When shopping with goals in mind- they continually process emotional and intellectual thoughts that translates to the behaviors of purchasing a product. These lifelong activities become a part of life and create style of shopping when the consumer determines the way that provides the best satisfaction. This can be translated to personal values and culture- which can affect decision- making styles. Ercis et al. (2006) – state that “there are many effective psychological and social variables on decision-making styles. One of these variables is personal values in that the basis of individual’s consumption behavior is the personal values” (p. 5).

Personal values were defined as a power that directs humans' behavior throughout their life, as well as directing daily life, values, and the decision-making process. Why and how a person purchases have to do with their personal values. The studies aim in this research is to determine the relationship between young people's personal values and their decision-making styles. The participants of this research study included a population of students. These students derived from Ataturk University, Bosnia-Herzegovina, Zeneca University, and Kyrgyzstan Manes University. This data collection was a convenience sampling which took place in March of 2006 in Turkey. 279 students were selected from Ataturk University, and 268 students from Zeneca University and all of the students were interviewed.

The results indicated that there are some differences between each of the three Universities in terms of decision making styles and personal values. Bosnian and Turkish participants have some of the same decision-making styles which include quality consciousness confusion consciousness, and brand consciousness. The article concluded that personal values are so effective on the student's decision-making styles. According to the results, Bosnian Turkish and Kirghiz young peoples' personal values are effective and dependent upon decision-making styles (Ercis et al., 2006). This supports that decision-making styles can affect how consumers buy goods and services.

Literature also shows that consumer's decision-making styles are in effect while purchasing sport apparel. According to Bakewell & Mitchell (2003), these decision-making styles represent the first systematic attempt to create a robust methodology for measuring shopping orientations and behavior. These characteristics of decision-making styles will determine and evaluate eligible participants in the present study. Based on the previous research consumer consciousness is essentially when understanding the way that consumers behave when

shopping for sports apparel. Having this understanding assists sports businesses to provide their customers with what they desire, and an avenue for sport business to effectively sell their products.

Price Consciousness

Research has indicated that males exhibit the traits of price consciousness, satisfaction, and enjoyment-seeking, while women were more fashion conscious and recreational shoppers (Sungwon & Miller, 2009). These suggestions only add to the literature in terms of decision-making. Although these studies have been conducted in the United States, different populations need to be taken into consideration in order to generalize decision-making styles.

In regards to research of men, a study was conducted by Carpenter & Brosdahl (2011) that focused on exploring retail format choice among United States males. The research elaborated on sending a CSI modified survey through an email in order to get a high return rate. According to researchers, the participants in the United States may not have access to the internet even though a lot of people do, so they contracted a sampling network called The Sample Network (TSN). The Sample Network resolved this problem by emailing people the survey by only using email addresses that were active, and have recently used to buy something in apparel. The article stated that The Sample Network never sent emails of the online survey to two people that lived in the same household. Carpenter & Brosdahl (2011), stated that “men are shopping more frequently than ever before and are giving women a run for their money to the checkout counter. In what is seen traditionally seen a woman’s world, shopping by men continues to increase” (p. 886). The studies purpose was to investigate males and their desired preferences.

Carpenter and Brosdahl (2011) believed that the most important store attribute for male shopper are price and quality. This suggests that these two decision-making styles are what male

shoppers identify with the most when selecting a product. Carpenter & Brosdahl (2011) formed a question that wanted to understand if determining male shopping orientations give marketers the ability to predict how they purchase retail. The purpose of this questions was to understand which decision-making style would predict what merchandise males would purchase.

Participants completed the online survey and received compensation. Male age varied from 18-65+, and included a total of 560 participants. The results suggest that males are willing to sacrifice or let go of a product that has good quality in regards for a lower price. These results suggested that males in the United States region within this particular population are indeed more price conscious than any other decision-making styles. Also another result from which Carpenter and Brosdahl (2011) questioned states “that depending on the retail format under consideration, unique combinations of desired store attributes and shopping orientations can predict the format choices of male shoppers” (p. 887).

Carpenter & Brosdahl (2011) stated the “findings of this study will provide much needed insight into predictors of males’ retail patronage behavior, including guidance for future research in terms of the importance of variables that might be included when examining antecedents of retail format choice” (p. 887). This research contributed to the problem statement of identifying the differences that men and women have in decision-making styles in shopping. Although this research doesn’t directly apply to the selection and purchasing of sports apparel it provides the foundation of shopping behaviors of male participants. These results are not entirely generalizable because this study only focused on a male population, even though the age group and generation is relatively similar. In order to expand this body of literature there will be some differences within the population area and the participants in comparison. Participants in this

study will be currently attending Indiana University of Pennsylvania. Limited research has been conducted regarding decision-making styles among males and females in this particular region.

This population will expand the current body of literature to a more updated and current view, which is needed to evaluate changing trends. Sproles & Kendall (1986) stated that decision-making styles have cognitive and affective characteristics. Making decisions on what consumers want to purchase has to do with the individual's cognitive characteristics, which is determined by the understanding of the product, and the consumer's affective characteristics, which is determined by the attitude or feeling associated with the product. Other unique populations have been researched in Merin & Peneena (2015) Indian exploration. This study was conducted in Cochin City which is stated to be one of many cities in India that are developing fast in many different aspects.

The data was collected by using a survey, and it helped make methodology and data simple for researchers and participants who took the survey. The participants who finished the survey were a total of 100. Three major results include that the majority of the participants preferred Adidas brand (25%), most of the participants were influenced by friends and relatives toward their preferred brand (38%), and the majority of the participants purchase their preferred brand of sports apparel from retail shops (61%). Results indicated that these consumers based on their preference are price-conscious and brand-conscious. These consumers feel as if the cost of branded sports apparel can be very expensive, and that the prices should be more reasonable. These major brands contribute to the body of literature by identifying the latest trends with and differences between men and women. These studies show the relevance in the decision-making style of price consciousness that can found in male and female population. Results can vary depending on the population group, the region, and simply the preference of the consumer.

Quality Consciousness

When talking about consumers many things need to be considered regarding understanding and attitudes. Male and female consumers have different preferences and marketers. Companies and businesses cannot provide service to just a single type of demographic. According to Safiek & Salleh (2009), “several demographic variables may be used to segment consumer markets. Among the commonly used demographic variables by marketers include income, age, gender, ethnicity, marital status and household size” (p. 574). This may impact a consumer purchase in regards to sport apparel. According to Bakewell & Mitchell (2003), “although some theorists propose that shopping is both of interest and performed equally by men and women, many studies of shopping behavior have employed all-female samples” (p. 96). Bakewell & Mitchell (2003) also conducted a study that focused on generation Y and the female population. This study has explored the interest among women born after 1977 through 1994 which is generation Y in the United Kingdom. Bakewell & Mitchell (2003) stated that “Generation Y’s have been brought up in an era where shopping is not regarded as a simple act of purchasing” (p. 95).

These participants are likely to have developed a different shopping style compared with previous generations”. This suggests that this population of participants’ decision-making styles when selecting apparel are different based on the culture. According to Bakewell & Mitchell (2003), “the U.S. style shopping mall, and their European equivalents, has become essentially giant entertainment centers bringing together a whole new combination of leisure activities, shopping and social encounters” (p. 95). These important factors contribute to both different shopping styles compared to previous generations, and different results from previous studies. The participants were given a questionnaire that ranged from ages 18-22 undergraduate students,

and provided enough data for stable results. With using a modified version of the Consumer Style Inventory (CSI) the results included; quality consciousness 33%, time/money conserving 21% discount seekers 16%, shopping and fashion uninterested 16%, and trend setting loyal 14%. As stated these women that were tested were more categorized as quality consciousness.

This suggests that they buy the expensive brands, and make strong efforts to make sure that they can get it. Research also indicated that the women enjoy shopping, and they try to always purchase the best overall quality. Although this study tested different variables, it included quality consciousness, the one variable that is identical in the primary investigator's study. The conclusion of this study stated that the findings imply that retailers may study gender differences more carefully before preparing their marketing communication strategies. This research contributes to the problem statement of identifying the differences that men and women have in decision-making styles in shopping. Although this research doesn't apply to purchasing sports apparel, it contributes to the foundation of shopping. These results are not entirely generalizable because this study only focused on only female population, even though that the age group and generation is the relatively the similar. Different populations provide different results that can expand the body of literature that represents all people and their decision-making styles. According to Tai (2005) – "consumer decision making styles like lifestyle are prominent areas of interest in consumer behavior studies. These studies focused on consumer decisions-making with the aim of identifying general orientation towards shopping and buying" (p. 193). This study has examined Chinese women and their shopping behaviors. This interesting population provides a twist to the body literature because it not only includes Chinese women, but in addition it provides the working class. The working class will have different decisions-making styles because their budget might be a huge factor on how they buy and how much they

buy. Tai (2005) stated that females have been deemed as important for this study, because inside of the region of China females have started to become more independent financially compared to previous years. The ability for women becoming more independent causes them to be able to be more engaged in the sport market industry.

Also, according to Tai (2005) – “a 2003 survey on the cost of living, Hong Kong and Shanghai were respectively, the world’s fourth and eleventh most expensive cities. The survey covered 144 cities, and compared the cost over 200 items in each location” (p. 200). Having this different population in an area in which the cost a living is expensive affects decision-making styles which affect purchases by consumers. For this type of population marketers can really benefit. Tai (2005) stated that understanding customers in both regions of Shanghai and Hong Kong is very vital to marketers that are trying to target those consumers. Having shopping orientations of males and females from both regions will allow markets to understand their population- which will attribute to them providing them the products that they desire.

The study stated that the major objective of the study was to evaluate and understand the different parameters of females that were present in the working class. Also who ranged between the ages of 18=44 that lived in either Shanghai or Hong Kong. Each population had a different approach in data collection. In shanghai 180 questionnaires were distributed and 200 in Hong Kong. In Hong Kong 80% of the subjects completed the survey right in front of the primary investigator on the spot, however; if it wasn’t completed the participants were given self-addressed and stamped return letter to mail in their questionnaire. 148 total questionnaires were useable from the total of 163 that were returned. In the Shanghai population culture became a huge problem. Tai (2005) added that the nest possible way to reach these consumers was to put them on a mailing list. Asking consumers on the spot to complete a survey in a large city like

Shanghai and Hong Kong wouldn't have produced of successful turn out because of the fast paced city life. A total of 152 questionnaires were returned, but only 126 were usable which represents an 81.8% response rate.

The results suggested that there is no significant difference found in the two groups of decision- making styles which include; price consciousness, brand consciousness, and fashion consciousness. However; there are significant differences between the two groups in quality consciousness, and brand consciousness- but only when it came to loyalty of buying from a specific store and not necessarily the apparel brand. In terms of brand both populations aren't particularly brand conscious but they care more about the quality then the brand. These findings can potentially be useful for any marketer that will sell products in Hong Kong. This different population adds to the body of literature in efforts to make decision-making styles generalizable in all populations for marketers. Quality consciousness can be a one of the most common themes in decision-making styles. The desire for consumer to have a product of clothing that is not only comfortable, but will last long can be said to be common among both genders. Different populations from other countries other than the United States still have similar decision-making styles with quality consciousness being one of the top priorities. Quality consciousness is common for both genders regardless, of where the population is located globally.

Brand Consciousness

As stated, little attention is focused on males in their shopping behavior, which can skew decision-making styles between men and women purchasing sport apparel. According to Mitchell & Walsh (2004), appearance as we know is perceived differently between males and females inside of American culture. Females in society as seen as the gender that plays the more

attractive gender which leads to them purchasing certain clothes that showcase that. Although males are weaker in that role and aren't concerned as much as females about their appearance.

Bakewell & Mitchell (2003) suggested that “males have a different ideology in comparison to females regarding the perception of effective shopping behavior” (p. 95). This suggestion clearly states that although males and females are both consumers, there will be differences of shopping behavior. Also according to Bakewell & Mitchell (2003), “generally female consumers make greater efforts in attempting to comprehensively analyze products and information than males” (p. 95). This suggested that females' efforts are greater in terms of understanding the information and being more active in their cognitive characteristics. As females show more effort, this shows that there are indeed differences between genders. A study was conducted by Sungwon & Miller (2009) to determine the decision-making styles that are different between men and women. Sungwon and Miller (2009) stated that the CSI has been shown to be successful in other apparel buying studies in which were used to determine the purpose of the study. The participants were 900 undergraduate college students enrolled at three different public universities. They were given a 36-item questionnaire, and a modified 27 five-point Likert scale. The results indicated that the only significant differences between men and women college students' were that women were more conscious of quality and brand.

According to Sungwon & Miller (2009), the results show that most of the significant data is represented in the decision-making style consciousness of quality and brand. Also, that females tend to spend greater efforts and time in obtaining information to support their purchases. This suggests that since women in this population take more time to process information that they would be more conscious in these areas, because they take the time to compare the brands and explore the quality of each product. This supports Sungwon's & Miller's

(2009) analysis stating that “although female consumers are willing to spend more time to shop at the stores, they may need assistance with product purchases because they may spend a lot of time finding specific items” (p.43). This research contributes to the problem statement of identifying the differences that men and women have in decision-making styles in sports apparel. This research applies directly to this current study, and will add to this literature by adding more current results of decision-making styles. These results are also generalizable, and will be used as a foundation of literature that will be attributed to.

According to this study, similarities and differences between male and female college students exist when it comes to athletic clothes, and this information can be used in a lot of different ways for consumer economics and marketing products. Mitchell & Walsh (2004) suggested that “females are a more lucrative target group than males who prefer buying new products in the sales” (p. 332). These results indicated that males and females have different ways of processing which sports apparel to purchase. Gender is one of the most studied topics when researching differences in preferences. This review of literature section is vital information that gives the primary investigator as basis of what to expect, and what is possible in any given population. As this is an interesting discovery, gender has been selected as a primary variable for the conducted study, in order to gather an increased understanding in the state of Pennsylvania.

Mokhlis & Salleh (2009) conducted a study that was located in the country of Malaysia. The study revealed the background information on how products are made for male and female customers. The reason that they are made to support the desires of males and females for their needs for clothing. Markets have the desire of supplying males and females with popular and efficient products. Mokhlis & Salleh (2009) also stated that gender is one of the most vital market topics that is used for market segmentation. The purpose of the study was to investigate

male and female different ideologies and approaches when it comes to shopping behaviors and buying tendencies within the Malaysian culture. Mokhils & Salleh (2009) also added that gender has always been listed in past literature that understanding consumer decision-making styles has become the foundation of consumers needs and wants, that in turn provides markets a road map on how they can give those desires to consumers, and also receive a valuable profit.

The study observed 400 undergraduate students from a public university in Terengganu, Malaysia. These students received a questionnaire which had a five point Likert scale that ranged from 1, stating that you strongly disagree, to 5, stating that you strongly agree. The questionnaire also included questions that provided demographics of the students. Of the 400 undergraduates that received the questionnaire only 86 could be used in the study based on completion.

According to Mokhils & Salleh (2009) “demographics are so important when collecting data for markets, and that demographic variables may be used to segment consumer markets, among the commonly used by marketers include age, gender, ethnicity, marital status and household size” (p. 574). The study consisted of 31% male participants and 68% female participants. The article stated that this amount was accurate because the University was 60% female, and 40% male. The average age of these undergraduate students was 21 years of age. 67% of the population were Malaysian, 31% were Chinese, and 1.3% Indian. Mokhlis & Salleh (2009) stated that “numerous studies in the past have provided considerable evidence that gender relates to consumers’ perceptions, attitudes, preferences and purchase decisions” (p. 575). Sproles & Kendall (1986) added that the “underlying idea is that consumers engage in shopping with certain fundamental decision-making styles including rationale, brand conscious, quality conscious, brand loyalty and impulsive shopping” (p. 267).

The results indicated that 6 of the 7 categories for male and female were similar. However, men scored higher in preference in brand consciousness and time- energy saving. Women scored higher in price consciousness, and recreational consciousness. This research contributes to the problem statement by identifying the different decision-making styles between men and women in different population. This research has applied directly to the primary investigator's study and has added to previous review of literature which has added more up-to-date results and different findings of decision-making styles.

As every study has different outcomes based on the population and the region, all of these studies that explore characteristics of consumer decision-making styles between males and females have investigated consumer styles. Different populations can also include online shopping from male and female consumers. As sport apparel can be purchased in stores, it can also be purchased online. According to Goswami and Khan (2015), India's e-commerce market has reached US \$8.5 billion in 2012 compared to the US \$2.5 billion in 2009. The market has shown a rise of 88 percent with the United States at \$16 billion in 2013. The article stated that with estimated online retail market the purchases comprise of 4 % of electronic gadgets, 39% railway tickets and 36% on apparel. This shows that the population is buying just as much, or even more then in the population within the United States on apparel.

This Indian population's major category across all metros in India is apparel, and shopping for apparel and using online venues complement each other. According to Goswami and Khan (2015), a primary driving factor for this growth in the apparel segment is due to aggressive online discounts, search of brand managers are earning enormously through online sales and its various benefit across other distribution channels. Moreover, internet users avail this medium three times more to get updated on clothing fashion than others. The majority of users

(90%) buy clothing online. Consumers in this population rely heavily on the internet, forcing businesses to maintain and update a website for any endeavors when selling apparel. Age also plays a major factor when purchasing apparel. According to Goswami and Khan (2015), a previous study reported that apparel is the most popular category to shop online among the high school and college-going consumer. Young and educated consumers generally are inclined towards shopping online for clothing.

A previous study conducted by Cowart & Goldsmith (2007) reported a favorable influence of fashion and quality consciousness for shoppers who shop online. Participants that were included in the study had different occupations, ages, educational levels, and genders. Gender percentage included 46% male and 54% female, and the consumers were targeted from three universities and three corporate offices in India, who had purchased apparel products online during the last six months. The survey were given online to participants who actively shop for apparel online. The survey asked questions about how frequently they used the internet, their purchase behaviors, and decision-making style preferences. A total of 350 surveys were given out and 287 surveys were filled and submitted. A Likert scale helped participants choose up to what degree they either disagreed or agreed to the statements that they were being asked in terms of their decision-making. Results indicated that 60% of the participants purchased online apparel. Also, 58% spent 1-2 hours per month purchasing apparel on-line. When evaluating results of the CSI, two decisions-making styles had correlations. These included high quality consciousness and brand consciousness. The major result of the study was that as consumers become conscious about their social life, they purchase more apparel from online venues. This study suggested that the more conscious you are about your social life directly relates to an increase in decision-making styles in the region of India.

Also according to Goswami and Khan (2015) the results of this study found that men shop online just as often as women. Online buying by men is on an upward trend, so the firms selling male apparel may get an equal opportunity to capture good market share and profits. Retailers may focus on web design and layout that entice male visitors. The results also suggested that among the diversified respondents, shoppers who are highly brand and fashion conscious are more inclined to buy clothes online than shopper with other consumer styles. This research has contributed to the problem statement by identifying the different decision-making styles between men and women in different populations. This research applied directly to the study, and will add to this literature by adding more current results and different findings of the decision-making styles of brand consciousness. It is always one of the primary factors when the discussion is apparel. Every single brand has its own way of doing things in terms of what their product embodies. That specific brand will have their own design, color schemes, textures, prices, and themes which will attract certain consumers. If a consumer enjoys what that brand provides, the customer will always invest in it- which makes them brand conscious. The results of brand consciousness is also prevalent among males and females.

Fashion Consciousness

In Sungwon & Miller's (2009) and Mitchell & Walsh's (2004) studies, results have suggested that there are significant differences between males and females in the United States regarding different decision-making variables. Mitchell's & Walsh's (2004) study involved a German population which can be considered a totally different population from the United States in terms of fashion and norms. Mitchell & Walsh (2004) stated in the German population that men are less appearance and clothing conscious, and this could be because in many societies it behooves women to fulfil the role of the attractive gender or because men exhibit a wear

sensitivity to the opinions of their friends, which makes them less concerned with their appearance. These findings prove to be true based on the population and results.

Many hypotheses were created pertaining to this study, some included according to Michell and Walsh (2004); “male and female decision-making styles will vary, and male consumers are more likely to score lower on fashion consciousness than females” (pg. 332). These types of hypotheses are geared toward men and support the social norm that is present in the German population. Mitchell & Walsh (2004) also stated that males are reported to be less fashion conscious and that they are less likely to spend as much money as females. This study observed 358 shoppers in two northern cities in Germany. 180 women and 178 men were interviewed. The ages ranged from 18-44, and education level varied greatly. The participants were interviewed via the modified CSI survey that consisted of questions that attributed to the different type of decision-making styles each individual might acquire. Mitchell & Walsh (2004), stated that “the modified CSI survey had to be modified for a second time because outfit and wardrobe both have similar meanings in German and it was decided to rephrase them by using the words women’s suits and, men’s suits” (p. 340). Although males in this population are assumed to be less fashion conscious than females, the results indicated that males were indeed less fashion conscious than females. According to Mitchell & Walsh (2004) Women have a more variety seeking factor, suggesting that “females are a more lucrative target group than males who prefer buying new products only during sales” (p. 343). This research contributes to the problem statement by identifying the different decision-making styles between men and women in different populations. This research applies directly to this study that was conducted, and will add to this literature by adding more current results and different findings of decision-making styles. Although this study did not specifically adhere to selecting sports apparel, it provides a

foundation on decision-making styles more generalizable to male and female populations across the world. Different populations will undoubtedly display different results due to the different social norms that are present in each population. Also, more literature has looked at college students that shop online comparing gender as well. Researchers also believe that gender differences displayed in online shopping may exist because of the characteristics of women and men such as socioeconomic status, which effects computer and internet access and use (Chyan & Wu, 2007).

The purpose of Chyan & Wu's (2007) research was to give managers and marketers a way in which to tract their customers, and to be able to track them by determining their desires. Shopping online has contributed to a lot of purchases across the world. Businesses continue to both expand and use the benefits of allowing consumers purchase apparel online. According to a survey conducted by the Taiwanese government agency, there were 9.05 million internet users with active access accounts in Taiwan in September 2004. Also, other information states that Taiwan internet users above 12 years old reached 12.74 million by July 2004 (Chyan & Wu, 2007). With this major increase of internet users in the time span of months provides business confidence to create online venues for their business. According to Chyan and Wu (2007), several studies found that males and females have different decision-making styles. Also, gender differences in adopting the internet may exist.

Chyan and Wu (2007) also used a modified CSI questionnaire included a 40-item five-point Likert scale system. JavaScript program was used to check for missing responses from the questionnaire. Letters and emails were sent to participants that invited them into the study in the Asian Pacific region. The criterion that was needed to be involved in this study is that the participants were required to have experience in shopping online. The total sample included a

sample size of 472, which included 232 males and 240 females. The participants' age varied from 20-30 years and education level was mostly above a college level. The results indicated that two factor means have significant differences between the two populations of men and women. According to Chyan and Wu (2007) the results were different from past research studies. The first significant factor was brand consciousness. Which translates that these consumers desire to have the best brands, and the brands that are well known. Also, these consumers believe that the more expensive brands are always the choice on the internet platform. The second significant factor was fashion consciousness. Which translates that these consumers prefer to keep up with the newest styles and the newest clothing updates. The results also concluded that when the platform is internet shopping females were more consciousness than males in fashion, and males were more consciousness than females in brand.

Internet consumption provides an avenue for decision- making styles to be used just as if the consumers were directly inside of a department store. This research contributed to the problem statement by identifying the different decision-making styles between men and women in different populations. This research applied directly to this current study, and will add to this literature by adding more current results and different findings of the decision-making style of fashion consciousness. It is fueled by culture and entertainment platforms. Culture determines what consumers will purchase, because culture always provides guidelines on what is fashionable and what is not based on what people on television are wearing, and what is being advertised. Fashion can influence males and females whether consumers are making purchases in store or on the internet.

Recreational Consciousness

A study conducted by Radam, Ali, and Leng (2011) investigated decision-making styles in a Chinese population. Radam, Pheng Low, and Shi (2001) stated that this type of investigation is very important and it's also "important for the marketers to meet customers' needs and wants, and to improve their products and organize the effective promotion for different target segmentation" (p. 1). The term target or market segmentation can be defined as "the process of dividing the market into distinct groups of buyers with different needs, characteristics, or behaviors who might require separate products" (Radam et al., 2001). Decision-making styles in this Chinese population are considered to be different from that of Germany and the United States. Radam et al. (2001) stated that during the 1960's and 1980's in the Chinese population "consumers made fashion a major consideration, often purchasing the latest items, the latest color and the trendiest look." This suggested that during that time shoppers in the Chinese population were seen to be more fashion conscious including both males and females. Radam et al. (2001) has followed the same protocol but added to the body of literature, the study has indicated that the purpose was to guide marketers in understanding consumer purchasing behaviors. This will in turn allow markets to create revenue and, provide consumers with their desires. A modified questionnaire was used of the CSI according to Radam et al. (2001) "200 Chinese consumers that were selected from a clothing department in Klang Valley" (p. 3).

According to Radam et al. (2001) the results suggested that "in this study the confirmation of the majority of the Chinese consumers in Klang Valley were high in the concern of price consciousness" (p. 5). This research contributed to the problem statement by identifying the different decision-making styles in different population. This research applies directly to this current study, and will add to this literature by adding more current results and different findings

of decision-making styles conducted in a Chinese population. Different populations cause for different results because of the different social norms that are presented in this Chinese population.

Another study conducted by Hafstrom et al. (1992) used a unique population and discovered interesting results. As most current literature in this field has studied different decision-making styles in one population this studies aim has applied it to more than one population. Hafstrom et al. (1992) stated that the purpose of the study is “to identify decision-making styles of young consumers in Korea and to find if these styles are similar to those of the United States young consumer population” (p. 115). As America is known for its many brands and high level of consumers the comparison of different population’s causes uniqueness. When referring to young consumers within both populations of Korea and the United States. Hafstrom et al. (1992) stated that consumers are sometimes bombarded with diverse types of advertising- which can include; articles, newsletters in the mail, and mixed messages. Also, there will always be increase in new products, shopping venues, and easier ways to make purchases like the internet for the convenience of the consumers. This type of abundance of information can also relate to the decision- making styles when selecting sport apparel using any type of venue or platform for young consumers. According to Hafstrom et al. (1992), “the role of the young especially in consumer decision-making should be defined and examined for several reasons. Young consumers are recognized as a specialized market segment for a variety of goods and services.” The United States has been used frequently when assessing decision-making styles, however; according to Hafstrom et al. (1992) this research is vital and has been selected in a Korean context to be compared for major reasons.

Hafstrom et al. (1992) stated that “consumer issues have become very important in Korea, and that no single study exists in which consumers decision-making styles in Korea have been examined” (p. 116). The survey that was distributed and had to be translated into Korean language and minor changes were made to make clarity for Korean meaning. The modified survey was sent randomly through mail to 400 selected college students in May of 1990 at four universities in Taegu- which according to the article is the third largest city in Korea. 369 surveys were returned with 59 being discarded because of incompleteness. The demographics showed that the population consisted of 310 college students with 46.5% males and 53.5% female ages 17-27. Major results indicated that Korean young consumers are very similar to young consumers in the United States. Also that brand consciousness styles were in the top three of decision-making styles identified. Also results suggest that recreational consciousness was fourth in the United States listed as importance and, third in Korea as listed as importance. These results indicated that the presence of brand consciousness and recreational consciousness are important in both cultures. The comparison of these populations adds to the body of literature which makes the decision-making style of recreational consciousness more generalizable not just college students in the United States.

Impulse Consciousness

Another study conducted by Cowart & Goldsmith (2007) investigated the influence of consumer decision-making styles of online apparel consumption by college students. The objective of the study was to determine how decision-making styles have affected college students as they shop online. Internet proficiency and time availability are the variables that control whether a person shops online or not. As clothing is such an important item in society it supports why the sudden increase of apparel purchases has increased in both venues that include

department store shopping and internet shopping. As college students use the internet very frequently because of their involvement in higher education, students according to Cowart & Goldsmith. (2007) “have greater access to the internet than most consumer groups” (p. 640).

According to Cowart & Goldsmith (2007), “in 2005, apparel surpassed jewelry and automobile sales to become the second most profitable e-commerce domain, and that consumer spending exceeded 4.68 billion at apparel websites, and for the first time- internet sales topped the catalogue sales” (p. 639). As technology becomes more and more integrated with society, the ability to shop online influences college students to shop for apparel, and provides them an easier route. Previous studies have also examined demographic variables, customer innovativeness, involvement, technology acceptance, and impulsiveness (Cowart & Goldsmith, 2007). Internet is a major venue for shoppers and can show consumer characteristics. According to Cowart & Goldsmith (2007) “much of the early research on internet shopping described the consumer characteristics most likely associated with web-based commerce. Also, according to Cowart & Goldsmith (2007) “these characteristics included demographics, motivations, personal characteristics and attitudes” (p 640). When age is implemented into internet usage, it causes factors to change- especially with new trends and new technology. The youth are known for the most usage of internet usage and purchasing apparel online. In contrast, Cowart & Goldsmith (2007) stated that previous research results showed older internet users were more likely to buy online than younger users. The participants involved in this research project were a total of 267 undergraduate students at a university that is located in southeastern United States during autumn in 2005.

The surveys were given to students in the beginning of their classes and then submitted directly to the researcher. After the surveys were collected the demographics included 52% men

and 47% women that ranged from 18 to 54 years. The results indicated that 55% of the participants used the internet to make apparel purchases. This suggested that more than half of the participants are not only engaged with the internet frequently, but also use it to purchase apparel. Results also indicated that just as many men purchase online apparel as women. The decision-making style of impulsiveness which is unplanned shopping and being unconcerned with the amount they spend was highly significant. Based on this study, college students have significantly greater impulsiveness than other populations. Different populations are essential when making results and new findings, because it makes the study more generalizable and adds to the existing body of literature. According to Sungwon & Miller (2009), the utilization of the consumer styles has been shown to be successful in apparel studies. This study will also investigate decision-making styles for males and females. As research continues to expand with exploratory studies results also expand. According to Radder, Li, and Pietersen (2006) – stated that in South Africa globalization of the marketplace has taken a vital role. These marketers have to start from scratch trying to first determine what decision-making styles are. They then must apply them to their customers, while keeping up to date with consumers that live in the rest of the world to have a global market. Since there are so many diverse types of people that visit, and live in South Africa decision-making styles will vary tremendously. The study states that South Africa is a unique population because according to Radder et al. (2006) – “it is estimated that 47,000 foreign students are currently enrolled at South African tertiary institutions” (p. 141).

Also, that if marketers intend “to enter or expand into international markets or serve different foreign cultures in a domestic market is more likely to succeed if they have a good understanding of the decision- making process of the different cultural groups” (Mokhlis & Salleh, 2009, p. 141).The study stated that “the purpose of this research was to test the CSI in

South Africa and to identify the decision-making styles of Chinese, Motswana, and Caucasian students enrolled at the Nelson Mandela Metropolitan University.” This study had a main focus of decision- making styles on the purchase of apparel. Mokhlis & Salleh (2009) - stated that “apparel is a high involvement shopping item that is often bought for its symbolic meaning, image reinforcement or psychological satisfaction, as it reflects the consumer’s social life, aspirations, fantasies, affiliation, and wearer’s identity” (p. 140). These different cultural groups can provide results can be generalizable to customers alike. A convenience sample was taken with 100 students from China, 100 students from Botswana, and 100 students from South Africa with a Caucasian background.

The results suggested that three common decision- making styles were similar which include; quality consciousness, impulse consciousness, and recreational consciousness. According to Radder et al. (2006)- students from China and Motswana that attended Mendela Metropolitan University scored high in recreational consciousness. Meaning that they treated shopping as a fun activity or hobby. In addition; White students scored high in recreational conscious as well. They stated that they see it as a joyous activity which relates to the China and Motswana population. The significant findings revealed that white students scored the highest in price consciousness, Chinese students scored the highest in impulsive conscious, and the Motswana students scored the highest in quality consciousness. Caucasian students had the lowest amount spent on clothing. This body of literature provides a unique population that examines decision making styles and culture of students from 3 countries placed at a single school in South Africa. These results contributed to the validity of the CSI and expansion of consumer decision making styles when selecting apparel. Sproles & Kendall’s (1986) consumer style inventory states that impulsiveness means consumers do not plan their shopping or amount

they may spend after which regret may occur. Unique populations that are impulse conscious adds to the body of literature because it involves social norms and trends from different cultures and background which contributes to making the results generalizable.

Confusion Consciousness

Another study conducted by Canabal (2002) also studies a unique population. This study's purpose was to investigate the decision-making styles of young south Indian consumers. The article stated that these results were compared to similar studies that included the United States, Korea, and China. According to Canabal (2002) – [The Guidelines on Consumer Protection adopted by the UN General Assembly in 1985 have prompted statutes in many countries in Asia, Latin America, and Europe. However; one area of concern that needs further attention is the behavior of consumers in different cultures and economies at different levels of development] (p. 13). Consumer behavior attributes to how and why purchases are made. This being stated these behaviors can be different from one population to the next, with a focus that is not just on males and females. Canabal (2002) added that previous studies have shown that there may be other external factors that can influence the way a consumer decides which products to purchase. Also, that India market is continually growing in its population which translates to the higher needs or products in the sport apparel market. This rapid increase of the market causes a higher demand in services to be available to them. With services trying to keep up with the growing economy, it has caused an overload of products- which can increase the consumers to have confusion in which markets can fill their desire. The purpose of this study was to evaluate and determine what decision-making styles young Indian consumers have. Also, to compare the decision-making styles discovered with other results from similar and previous studies conducted within the nearby countries. The survey was distributed to 173 college students from two higher

education institutions in the city of Coimbatore, South India. The sample of was a convenience sample that was in the fall semester of 1995. According to the study, the sample consisted of 22.5% male and 77.5% female students.

The results suggested that the top three decision- making styles included brand consciousness, quality consciousness, and confusion consciousness. The results also suggested that confusion is more common among the Indian young consumers than it is for Korea, Chinese, and the United States. In terms of the south Indian students, the results suggest that mainly the students show to be quality consciousness which can cause them to shop for fun and enjoy it. Based on that finding, recreational consciousness and confusion consciousness were also shown in this population. Canabal (2002) stated that these results will not only benefit markets but the students. These results can teach how to use and identify relevant information that can be important for young Indian consumers that get confused by market choices. This current literature adds to the body of literature by comparing unique populations that just don't focus solely on males and females, but the culture of different young populations.

Culture has been seen as the foundation of decision-making styles in all populations. According to Leo, Bennett, and Härtel (2005), to date, little research examines cross-cultural differences in consumer decision-making styles; there is only information for fashion and not the decision-making factors themselves. Examining different cultures can provide marketers with information that can translate to the purchase of all products. It is necessary that marketers learn about decision-making styles because it is the foundation on how consumers purchase. Leo et al. (2005) stated that an organizations success in diverse cultural regions will be determined by how effectively the organization can grasp the consumers decision-making styles. Grasping these decision-making styles will help organizations understand their consumers, which will allow

them to engage in strategic planning to create revenue. Leo et al. (2005) also defined culture stating that “cultural assumptions underlie our thoughts and ultimately our decisions. In addition, Leo et al. (2005) states that “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 and interactions” (p. 33). The purpose of this study was to “demonstrate that consumer’s decision-making styles for goods differ according to consumer’s cultural orientation and that consumer’s behavior can be predicted from an understanding of the cultural personality of the consumers” (Leo et al., 2005, p. 31).

Two countries were selected which included Australia and Singapore. The CSI survey was mailed to residents, and after discarding incomplete surveys a total of useable surveys included 352 from Singapore and 182 for Australia. According to Leo et al. (2005) “majority of respondents in both samples were females with 54.83% of Singaporean and 64.29% of the Australian sample” (p. 34). The age range varied with “32-36 years” for the Singapore population “and 27-31 for the Australian population” (Leo et al., 2005, p. 43). These results concluded that there wasn’t any significant differences in quality consciousness and both cohorts scored low. Australians were found to be more brand conscious and confusion conscious than the Singapore population. Finally, according to Leo et al. (2005) “there were no cultural differences in quality consciousness, recreation consciousness and brand loyalty decision making styles between the two populations” (p.50). Cultural playing a huge role and can contribute to all types of goods that can include consumers selecting sports apparel. This body of literature shows that cultural influences decision-making styles in confusion consciousness- that can translate to selecting products.

Consumer Styles Inventory (CSI) will be used at Indiana University of Pennsylvania because it has a different population and involves a sufficient amount of college students, and will enhance current literature to make it broader. In conclusion, there is research that supports gender decision-making that have some significance. The research problem is that the literature that exists doesn't cover all populations. This study has help the research problem expand to more populations to make this topic and research more generalizable.

CHAPTER III

METHODOLOGY

The purpose of this study was to determine what differences male and female college students have in decision-making for the purchase of sports apparel. The process originated from Sproles and Kendall (1986), whose aim was to investigate decision-making styles in consumers for consumer education, consumer expansion of research, and providing families and financial counseling. The Consumer Style Inventory (CSI) is a questionnaire created by Sproles and Kendall in 1986. The modified questionnaire that was used for this research derives from Sungwon and Miller (2009). This questionnaire is designed to assess 7 consumer decision-making styles between males and females which include; high-quality consciousness, brand consciousness, recreational shopping consciousness, impulsiveness, confusion consciousness, fashion consciousness, and price consciousness. To use the survey, permission was asked and granted through email by previous researcher (Appendix A).

Participants

Participants both male and female undergrad and graduate students at Indiana University of Pennsylvania (IUP). The aged included 18-29. Achieving different degrees that included bachelors and masters. Sample size was a total of 150. The characteristics that they shared included being an active student enrolled at IUP. If students were not enrolled at IUP, they were excluded from the study.

Recruitment Strategies

The primary investigator administered paper and pencil surveys to a conveniently sampled Health and Well- Being course of undergraduate students. Also, the primary investigator randomly sampled students around campus by asking them to fill out the survey on

an online version. Before students agreed to participate in the study, informed consent was obtained (Appendix B). The recruitment lasted from January 28, 2017-March 1, 2017.

Instrumentation

The instrument was a modified version of the Consumer Style Inventory questionnaire (Appendix C). A Paper and pencil survey form was used for the convenient sampling in the classroom, and IUP Qualtrics was used to administer the survey and record data online for the random sampling around the Hub. The results can only be accessed by the investigator.

Validation of Instrument

The primary questionnaire instrument that was used in this study was originally used in a study conducted by Sproles in 1986. A pilot study was conducted by Sungwon et al. (2009) with a sample size of 822 individuals that used the Consumer Style Inventory questionnaire. Cronbach's alpha coefficients for factors 1 through 6 was conducted for each factor in this study. The Cronbach's alpha coefficient for factors 1 through 6 were between .66 and .91, indicating satisfactory levels of reliability. However, factor 7 (impulse consciousness) showed low reliability with the alpha coefficient .45, indicating an unsatisfactory level of reliability.

Procedures

The primary investigator provided participants with consent forms (Appendix B) as the first page before the surveys for the paper and pencil survey, and the IUP Qualtrics survey. The online survey took between five-ten minutes. Data was entered by the primary investigator into SPSS version 24, and then analyzed.

Design

A descriptive study design analyzed the variables of interest. The survey instrument included in this study will allowed correlational qualities for an association and comparison of

each independent variable. Additionally, the study had quantitative qualities to investigate the results and differences of variables of interest.

Statistical Analysis

This research study is a descriptive research design with quantitative and correlational qualities. A modified version of the Consumer Style Inventory survey was used to investigate the differences between the independent variables. In this study, the independent variables included males and females. The dependent variables included the 7 decision-making styles of the Consumer Style Inventory. To formulate results of the study, a Mann-Whitney U was used because it compares differences between the two independent variables male and female that are not normally distributed. An Independent t-test was used to determine greater consciousness of male and female groups. SPSS version 24 was used to determine whether there are significant differences between the independent variables.

CHAPTER IV

RESULTS

The purpose of this study was to determine the differences between men and women regarding their decision- making styles when selecting sports apparel. The following research questions were addressed in this study:

1. What are the differences in college aged men verses women regarding preference in decision making styles for sport apparel?
2. What decision-making styles will females be more conscious in when compared to males?
3. What decision-making styles will males be more conscious in when compared to females?

Response Rate

The Consumer Style Inventory survey was distributed to three Physical Well Being classes and randomly selected students around campus at the Indiana University of Pennsylvania for a total of 179 total participants. Of the 179 total, 150 were useful for an overall response rate of 83.7%. The 29 surveys that weren't useable were either incomplete or from participants who are currently competing in collegiate athletics. Of the 150 students, 43 majors were declared across the campus.

Demographic Information

Of the 150 students that participated in this study, 47.3% (n = 71) were male and 52.7% (n=79) were females (see Table 1).

Table 1

Descriptive Statistics of Gender

Gender	Frequency	Percent
Male	71	47.3
Female	79	52.7
Total	150	100

The histogram (see Figure 1) shows that the distributed of age of participants with a mean age of 20.07 and a standard deviation of 1.97.

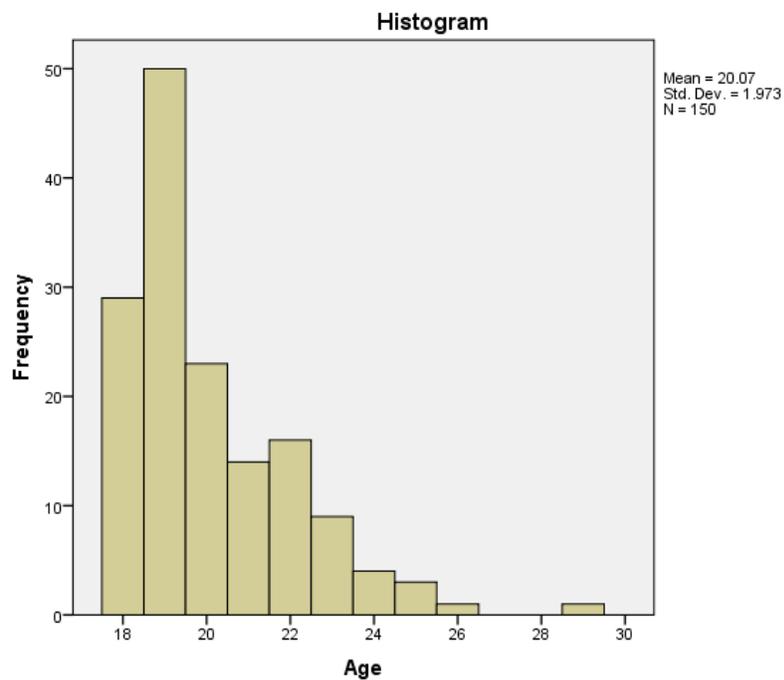


Figure 1. Distribution of age of the participants. The X-axis express the age and the Y-axis expresses the frequency of ages.

Research Question One

The following is the first research question of the study: What are the differences in college aged men verses women regarding preference in decision making styles for sport apparel?

A Mann-Whitney U Test was calculated examining what different decision- making styles existed between men and women. Results suggested that there was significant difference between males and females in confusion consciousness ($U = 2257, p < .05$) (See Figure 2). The Mann Whitney U test mean rank score is used to find a statistically significant difference between the males and females, and to describe the direction of the differences, and which group is higher. The higher the U score determines the likelihood of statistical significance. Among the males ($n = 71$) a mean rank of (83.06) was calculated. Among the females ($n = 79$) a mean rank of (68.70) was calculated. This mean score suggests that there is significant difference between the decision- making style of confusion consciousness, and that males were more confusion conscious than females.

The results also suggested that there is significant difference between males and females in price consciousness ($U = 3543, p < .05$) (See Figure 3). Among the males, a mean rank of (65.10) was calculated. Among the females, a mean rank of (84.84) was calculated. This mean score suggested that there is significant difference between the decision- making style of price consciousness, and that females were more price conscious than males.

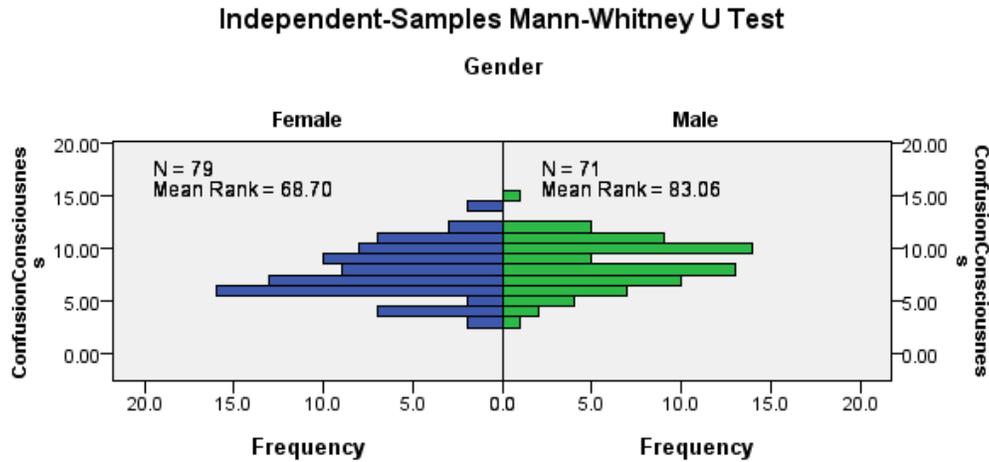


Figure 2. Depicts a distribution of Independent-Samples Mann-Whitney U Test of confusion consciousness. Numbers on the X-axis indicate the frequency of the number of participants. Numbers on the Y-axis indicate confusion consciousness and the combined score of the confusion consciousness questions.

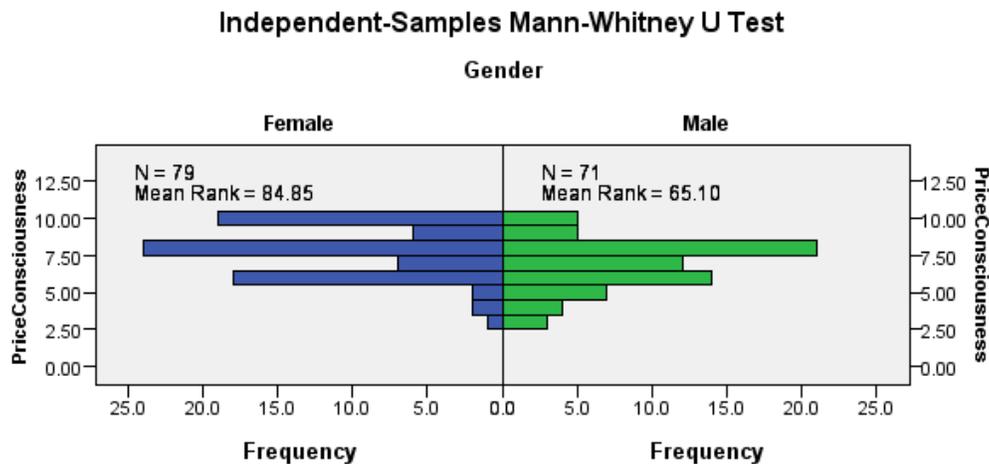


Figure 3. Depicts a distribution of Independent-Samples Mann-Whitney U Test of price consciousness. Numbers on the X-axis indicate the frequency of the number of participants. Numbers on the Y-axis indicate price consciousness and the combined score of price consciousness questions.

Research Question Two

The following is the second research question of the study: What decision-making styles will females be more conscious in when compared to males?

A Independent t- test was calculated to examine what decision-making styles females were more conscious in when compared to males (See Table 2). Results suggested that there were no other significant differences when females were compared to males. However; females were more conscious in impulse consciousness ($m = 9.57, sd = 1.89$) and price consciousness ($m = 7.77, sd = 1.72$) (See Table 3). The higher means for females within impulse consciousness ($m = 9.75$) and price consciousness ($m = 7.77$) supported that females were more conscious in these decision-making styles.

Table 2

Female Descriptive Statistics of Independent Sample Test

Consciousness	Sig.	t	df
Impulse	.364	-.563	148
Price	.992	-3.027	148

Note: Findings that approach statistical significance depending on the p -value: Significant at the $p < .05$ level.

Table 3

Descriptive Statistics of Female Consciousness Compared to Males

	Gender	N	Mean	Standard Deviation
Impulse	Male	71	9.57	2.06
Consciousness	Female	79	9.75	1.89
Price	Male	71	6.91	1.73
Consciousness	Female	79	7.77	1.72

Note: Answers were measured on a Likert scale of 1 = Strongly Agree, 3 = Neutral, 5 = Strongly Disagree.

Research Question Three

The following is the third research question of the study: What decision-making styles will males be more conscious in when compared to females?

In addition, another Independent t-test test was calculated to examine what decision-making styles males were more conscious in when compared to females (See Table 4). Results suggested that there were no other significant differences when males were compared to females. However; males were more conscious in quality consciousness ($m = 14.74$, $sd = 3.06$), recreation consciousness ($m = 14.39$, $sd = 2.52$), confusion consciousness ($m = 8.53$, $sd = 2.33$), fashion consciousness ($m = 12.94$, $sd = 3.22$), and brand consciousness ($m = 20.02$, $sd = 3.98$) (See Table 5). The higher the means for males within quality consciousness ($m = 14.74$), recreation consciousness ($m = 14.39$), confusion consciousness ($m = 8.53$), fashion consciousness ($m = 12.94$) and brand consciousness ($m = 20.02$) which supported that males are more conscious in these decision-making styles.

Table 4

Male Descriptive Statistics of Independent Sample Test

Consciousness	Sig.	t	df
Brand	.25	1.63	148
Quality	.60	.68	148
Recreation	.81	1.61	148
Confusion	.70	1.93	148
Fashion	.36	1.65	148

Note: Findings that approach statistical significance depending on the p -value: Significant at the $p < .05$ level.

Table 5

Descriptive Statistics of Male Consciousness as Compared to Females

	Gender	N	Mean	Standard Deviation
Brand	Male	71	20.02	3.98
Consciousness	Female	79	18.92	4.27
Quality	Male	71	14.74	3.06
Consciousness	Female	79	14.39	3.29
Recreation	Male	71	14.66	2.52
Consciousness	Female	79	13.98	2.58
Confusion	Male	71	8.53	2.33
Consciousness	Female	79	7.77	2.47
Fashion	Male	71	12.94	3.22
Consciousness	Female	79	12.02	3.54

Note: Answers were measured on a Likert scale of 1 = Strongly Agree, 3 = Neutral, 5 = Strongly Disagree.

Hypothesis Results

Before conducting the study, three hypotheses were formed based on the three research questions of the study.

1. There will be no significant difference between male and female decision-making styles.
2. Females will receive a higher decision-making consciousness of fashion than males.
3. Males will receive a higher decision-making consciousness of price than females.

Hypothesis One

The first hypothesis of the study was predicted that there would be no significant difference between male and female decision-making styles. Participants were asked to answer questions about their decision-making style preference when selecting sport apparel on a Likert scale of 1 to 5. The results indicated that there were significant differences between males and females in confusion consciousness with males being more conscious ($U = 2257, p < .05$). Also, results indicated that there was significant difference in price consciousness with females being more conscious ($U = 3543, p < .05$). Therefore, the data does not support hypothesis one, instead it suggested that there was significant differences in decision-making styles when selecting sports apparel between males and females.

Hypothesis Two

The second hypothesis of the study predicted that females would be more conscious in fashion than males. There were no significant difference between males and females, and the data did not support this hypothesis. The results suggested that males ($m = 12.94, sd = 3.22$) were more fashion conscious than females ($m = 12.02, sd = 3.54$). This concluded that males were more conscious in fashion and that the hypothesis isn't supported.

Hypothesis Three

The third hypothesis of the study predicted that males would be more conscious of price than females. There were no significant differences between males and females, and the data did not support this hypothesis. The results suggested that females ($m = 7.77$, $sd = 1.72$) were more price conscious than males ($m = 6.91$, $sd = 1.73$). This concluded that females are more conscious in price and that the hypothesis isn't supported.

CHAPTER V

DISCUSSION

Decision-making styles are underlying factors that drives the purchase of sports apparel for both males and females. “The sport business industry has been capable of generating more than \$210 billion per year in the United States” (Sungwon & Miller, 2009 p. 40). With this huge capability of revenue to be generated allows the awareness and knowledge of consumer decision-making styles significant.

Previous research has shown that there are differences between males and females when they shop. Campbell (1997) study suggested that males and females thought processes are different when evaluating which product to purchase. Also, according to Barbra et al. (2000) that females might take a longer time when shopping, because research has shown that they go to great lengths to analyze products when compared to males.

The scope of sport apparel is continually changing even in different countries other than the United States. According to Mishra (2010), the economy over the world has expanded with the population growth and with sport apparel on the rise. Within the last two decades a growth spree has occurred within sports apparel that is driven by decision-making styles.

The most important rationale for this research study was to provide updated information about the decision-making styles of males and females and their differences. In addition, the study was intended to present information about if differences exist between males and females in decision-making styles, which decision-making styles females were more conscious in than males, and which decision-making styles were males more conscious in than females. The only statistical significance in the research study was that there were differences between males and

females in decision-making styles which included confusion consciousness and price consciousness.

Conclusions

Overall, the results of this study suggested that there are differences between males and females in decision-making styles when they are selecting sports apparel. There is a social norm that portrays females as the only gender that shops and partakes in shopping as a activity. According to this study, males also shop and participate in shopping as activity. In addition, surprisingly, males were more conscious in 5 (brand, quality, recreation, confusion, and fashion) out of the 7 decision-making styles. Women were only more conscious in 2 (impulse and price) out of the 7 of the decision-making styles. An explanation for these results that males tend to try and impress females, and tend to work out more which causes a higher need in sports apparel. Males focus in a college population can be to attract females in today's society. In order to achieve that goal, one could say based on the results that males would have to make themselves seem attractive. An avenue for males to do that would be to attain sports apparel to casual clothes and clothes to exercise in. That translates to males being more conscious in more decision-making styles than females. As this study demonstrated, males were more conscious than females in fashion which means that they look for new, innovative, products. This finding is reassuring and provides optimism for males in the shopping world. Results of this study aren't consistent with results of the presented in the review of literature. This could be because of the small population, the study conducted in the state of Pennsylvania, and the changing of trends and generations. These findings also indicate that male preferences shouldn't be pushed to the side, because of the social norms of today's society. Although males might purchase sport apparel to just wear casually they are still providing the sports apparel market a profit.

These findings can relate to the population of IUP with future incoming students. As we know that trends, people, and ideas change- these results provide a current consensus of how males and females shop when selecting sports apparel. Other populations at different universities with larger populations should model the study, and determine if the results of that population are similar or contrast with these findings. Each person has a different background and culture which is based on their gender and other factors. For that reason, the results of this study should be applied to provide information about the shopping behaviors, tendencies, and decision-making styles for selecting sports apparel of males and females in the society.

Directions for Future Research

The results of this study cannot be generalized to all college aged males and females as it only included a small sample size from a division II institution. The sample size was too small to provide generalized results; however; there were significant differences between male and female decision-making styles when selecting sports apparel.

It is recommended for future researches to target a larger population that will make the study more generalizable. Additionally, it is suggested to investigate a more diverse population to determine if hometown states have any direct correlation with decision-making styles. Previous studies have analyzed larger institutions in the United States and in other countries, therefore it is recommended to continue to research these larger institutions in the United States, and in other countries so a current consensus is established. Furthermore, it is recommended to conduct the research survey in paper form and face to face, it is efficient when collecting responses.

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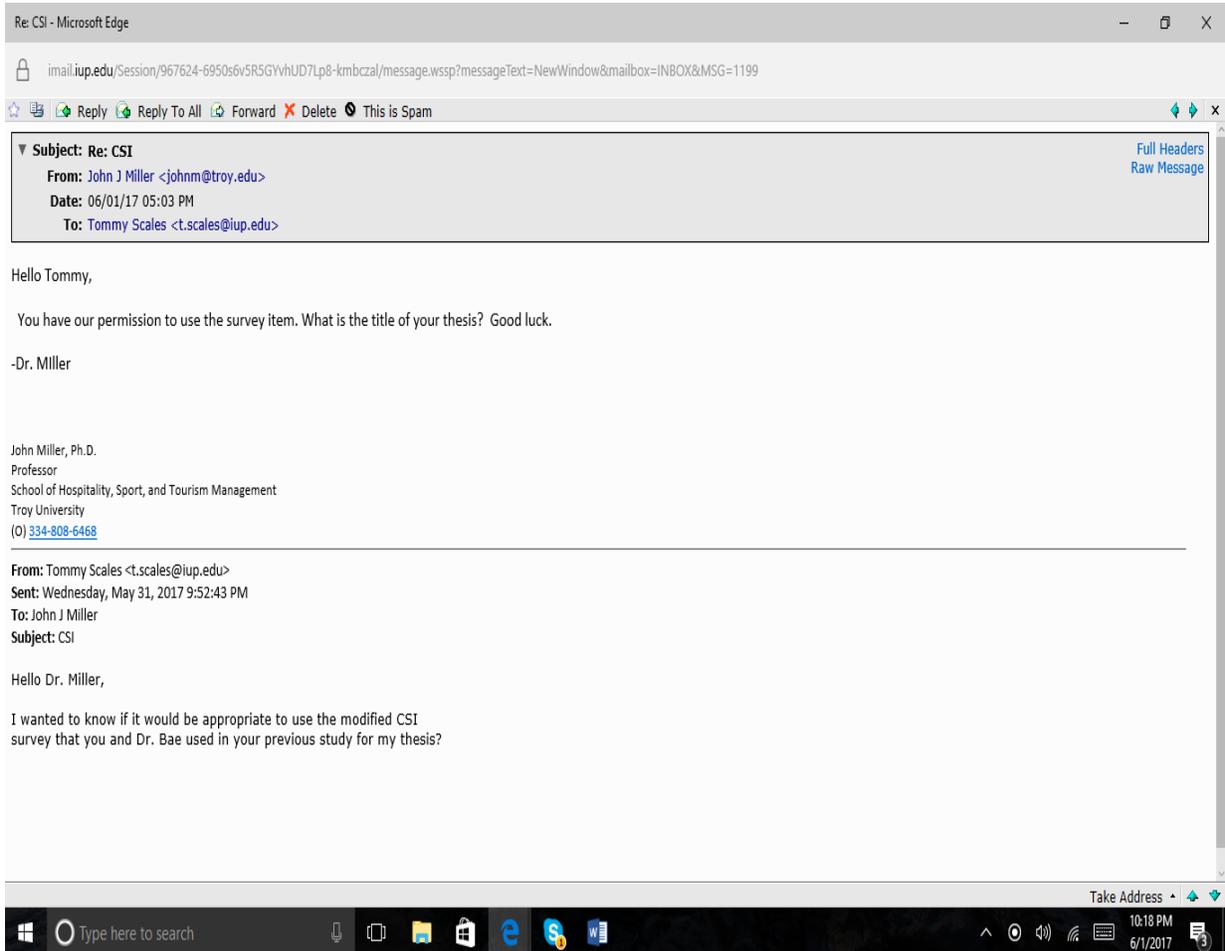
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Appendix A

Permission Letter



Appendix B

Informed Consent Form

You are invited to participate in this research study. The information that is below is to help you understand the research project so you can make a decision regarding your participation this research study. If there are any questions or confusion please ask the investigator below. You have been made eligible to participate in this study, because you are currently a student enrolled at Indiana University of Pennsylvania (IUP).

The purpose of this study is to determine if differences exist between men and women undergraduate student regarding decision making styles when purchasing sports apparel. The results from this study may help to better understand why individuals purchase sports apparel and if that purchase is influenced based on culture, experience, and price. Participants in this study will be required to give the research study 15 minutes of their time. Participants will read over consent form, sign it, fill out survey, and then thanked for their time. Names will not be necessary or required to record on survey but, gender, race, age, school year, major, and hometown/state will be required. That will be the only encounter between the participants and the researchers that pertains to the research study.

Your participation is voluntary and you are free to decide to not participate and stop filling out information during the survey. You are also able to withdraw from the study at any time after the survey is completed. If you decide to withdraw from the study after completing the survey there will be no consequences, and all of your information will be destroyed. If you do decide to participate in the study all of your information will be held in strict confidence under lock and key. The results of this study will be shared with the University Co-op store, and professors alike.

If you are willing to participate in this research study, please sign the statement that is below and return back to the researcher. Please take an extra unsigned copy of this document for your own records. Thank you for your time.

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Informed Consent Form (continued)

VOLUNTARY CONSENT FORM:

I have read and understand the information on the form and I consent to volunteer to be a subject in this study. I understand that my responses are completely confidential and that I have the right to withdraw at any time. I have received an unsigned copy of this informed Consent Form to keep in my possession.

Name (PLEASE PRINT)

Signature

Date

Phone number or location where you can be reached

Best days and times to reach you

Appendix C

Consumer Style Inventory (CSI) Survey

Below are statements that will assess your decision- making styles that will best represent your style. Also below there are categories that explain which category means so that you can answer the question to the best of your ability. This survey is done in a 5 point Likert scale system; please circle the best answer of your liking to each statement. Please answer honestly, and at any time you want to stop taking the survey you may and your results will be destroyed. Thank you for choosing to participate in this research project.

Part I

Gender: _____

Major: _____

Age: _____

Hometown/State: _____

School Year: _____

Ethnicity:

- A. Black- Non Hispanic
- B. White- Non Hispanic
- C. Hispanic/Latino/Spanish Origin
- D. American Indian/Alaska Native
- E. Asian
- F. Native Hawaiian/Other
- G. Pacific Islander

Have you competed or currently competing in collegiate sports? :_____

Part II

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Brand consciousness- Consumers tend to relate price with quality as well as preferring well-known advertised brands.

1. I choose the well-known, national, or designer brands of sport apparel.

1 2 3 4 5

2. I usually choose expensive brands of sport apparel.

1 2 3 4 5

3. I think that the higher price of the sport apparel product, the better the quality.

1 2 3 4 5

4. I prefer buying the best-selling sports apparel product.

1 2 3 4 5

5. Advertised athletic clothing displayed in window or catalog is usually a good choice.

1 2 3 4 5

6. I buy my favorite sports apparel brands over and over.

1 2 3 4 5

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Quality consciousness- Consumers do not compromise with being good enough.

1. When it comes to purchasing sports apparel, I try to get the highest quality.

1 2 3 4 5

2. I usually try to buy the best quality sports apparel.

1 2 3 4 5

3. I make a special effort to choose the best quality of sport apparel.

1 2 3 4 5

4. My expectations for sports apparel are very high.

1 2 3 4 5

Recreation consciousness- consumers view shopping as enjoyable consciousness and stimulating.

1. I shop for sports apparel just for fun.

1 2 3 4 5

2. Going shopping for sports apparel is one of the fun activities in my life.

1 2 3 4 5

3. I do my sports apparel shopping quickly.

1 2 3 4 5

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

4. I don't waste my time just shopping for sports apparel.

1 2 3 4 5

5. Shopping for sports apparel is not a pleasurable activity.

1 2 3 4 5

Confusion consciousness- Consumers with this experience information overload as well as possessing a lack of confidence and cannot manage all available choices.

1. Sometimes, it's hard to choose which store to shop for sports apparel.

1 2 3 4 5

2. All of the information I get on different sports apparel confuses me.

1 2 3 4 5

3. The more I learn about sports apparel, the harder it seems to choose the best.

1 2 3 4 5

Impulse consciousness- Consumers do not plan their shopping or amount they may spend after which regret may occur.

1. I am impulsive when I purchase sports apparel.

1 2 3 4 5

2. I take the time to shop carefully for sports apparel best buys.

1 2 3 4 5

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

3. I carefully look for damages on all sports apparel.

1 2 3 4 5

Price consciousness- consumers are aware of sale prices and attempt to get the best deal for the money.

1. I buy as much sport apparel as possible at sales price.

1 2 3 4 5

2. I save money as much as I can when shopping for sports apparel.

1 2 3 4 5

Fashion consciousness- consumers look for new, innovative, consciousness products and fashions.

1. I usually keep my wardrobe up-to-date with the changing fashions of sport apparel.

1 2 3 4 5

2. Fashionable, attractive sports apparel is very important to me.

1 2 3 4 5

3. I usually have one or more outfits of the very latest sports apparel styles.

1 2 3 4 5

4. Nice department and specialty stores offer me the best sports apparel.

1 2 3 4 5