

# The Demographics of Consumer Decision-Making Style Dimensions in FMCG Purchases

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## Abstract

*The study objective is to examine the relationships between demographic characteristics and the Malaysian consumer decision-making styles dimensions in Fast Moving Consumer Goods (FMCG) purchases. It is based on the modified Sproles and Kendall's (1986), Consumer Style Inventory (CSI) scale on 506 samples collected from the general public residing in the Klang Valley area. Using exploratory factor analysis, the findings indicate that there are between group differences as well as within group similarities in the consumers decision-making styles related to different demographic characteristics. This indicates the existence of demographic effects on consumers decision-making styles.*

## Introduction

Understanding consumer behavior is vital to satisfy their needs. One of the aspect focused in the understanding of consumer behavior is in the understanding of consumer buying behaviors, especially the interest on how a consumer approaches the market in order to purchase an intended product. This aspect of consumer behavior has become the focus of several studies and has become the most vital part in understanding of consumer's pur-

chase behavior. This is because it involves the final stage of consumers' covert behavior before the realisation of their overt behavior – i.e. the actual purchase of a product. Therefore, it is important for marketers to have a better understanding of it, provides them with a good basis to formulate an appropriate marketing strategy, to ensure that their products have a better chance of being chosen at the final stage of consumers' purchase decision.

The importance of studying how a consumer approaches the market in purchasing the intended product stimulates a number of studies (eg. Durvasula et al., 1993; Hafstrom et al., 1992; Sproles and Kendall, 1986; Sproles, 1985; Darden and Ashton, 1974; Moschis, 1976; Stone, 1954). In the literature, the study on consumers' approach towards purchasing products has been termed as shopper orientation (Darden and Ashton, 1974; Moschis, 1976; Stone, 1954). In the more recent studies, however, it has been termed as decision-making styles (Durvasula et al., 1993; Hafstrom et al., 1992; Sproles and Kendall, 1986; Sproles, 1985). Most of the studies on consumers' approach towards purchasing products have been applied to purchase behavior on either general product basis (eg. Durvasula et al., 1993; Hafstrom et al., 1992; Sproles and Kendall, 1986; Sproles, 1985) or specific product basis

