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## An investigation of consumer decision-making styles among consumers in North East India

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**Abstract:** There is a growing managerial interest in getting an insight into what affects the consumer and their corresponding decision-making styles. The study aims to assist marketers to develop innovative marketing strategies. Eight mental traits from the revised model of the consumer style inventory (CSI) developed by Sproles and Kendall (1986) were utilised to determine the decision-making style of the respondent. Responses from 390 respondents of 18 to 56 years of age were collected using random sampling techniques. Within the context, CSI generalisability was evaluated, and factors on decision-making traits accounted for 61.26% of the variance and range of eigenvalues between 1.49 to 4.42. Furthermore, a comparison was made with other studies to identify the differences and similarities of consumer decision-making styles across the population of four countries. For instance, the addition of new factors such as 'supply of goods', 'bandhs and blockade', 'infrastructure', 'organic product', etc. would help understand CDMS effectively. Being aware that Manipur is a landlocked state and that Chinese goods are widely available on the market, further research in view of local aspects can be developed in CDMS to analyse consumer perception and marketing strategies.

**Keywords:** consumer; factors; decision-making styles; comparison; India.

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Kh. Tomba Singh is the formerly Head of the Department in the Department of Commerce at Manipur Central University, India and currently a Registrar in NIT Manipur. His research interests are entrepreneurship and success factors connected with it, occupational performance analysis, corporate governance, and small and medium enterprises.

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## **1 Introduction**

The term consumer decision-making style is defined “as a mental orientation that characterizes a consumer’s approach to making a choice” (Sproles and Kendall, 1986 cited in Nayeem and Ipsooching, 2022). It is a process of cognitive, mental, and structured orientation toward shopping and purchasing, which consistently dominate consumer choices. The effort to get an insight into what affects the consumer and their decision-making styles is significantly relevant to environment. There is a growing managerial interest in studying consumer purchasing orientations as a means of market segmentation and positioning. The environment indicates that the market has distinct decision-making styles for consumers, to engage in a larger market share, the manager must necessarily be aware of the factors that influenced the consumer purchase decision (Tanksale et al., 2013). Goods can no longer be produced and sold without taking into account the needs of consumers and recognising the heterogeneity of these needs (Wedel and Kamakura, 2000). It becomes indispensable for the manager to study and identify consumer behaviour patterns and decision-making styles. The problem of ‘abundance’ as it relates to the availability of goods and services makes decision-making more complex than ever in India (Tanksale et al., 2013). Indian market structure can serve a young Indian consumer with more choice than ever before. Consumers are aware and have the dominion to influence the market through their decisions when confronted with choices in the market. They are radical agents of change who influence society and culture (Leslie et al., 2001). Categorically, middle-class consumers are quality-oriented and their purchasing decision was mostly influenced by the product quality, they do aware the differential price pattern (Jain and Sharma, 2013). The study of Lysonski et al. (1996) identified that the retail environment in India consisted mainly of small family businesses. India has been categorised as a developing country and procurement was disturbed as the brands are partially available. Brand consciousness; novelty-fashion consciousness; and habitual, brand-loyal orientation toward consumption are the main influencing factors identified in the retail industry. However, a later study conducted by Mishra (2010) shows that during the succeeding two decades, the Indian economy experienced exceptionally rapid growth. The selection of brands increased, making the marketing industry follow and assist the Indian consumers in navigating amongst the different brands. Mishra (2010) and Canabal (2002) have concluded that the level of economic inflation also affected consumers’ perception, the studies reflected the factors such as perfectionism and high-quality consciousness, and confusion from over choice were necessitate to identified and validated. Inadequate information and unawareness due

to invalidation of the factors can draw a significant impact on consumer decision-making style. Sproles and Kendall (1986) made an immense contribution to consumer decision-making styles. They conceptualise consumer decision-making styles and developed a consumer style inventory (CSI) framework. The CSI framework, including the eight-factor model, empirically measures these decision-making styles. Methodology for profiling consumers' decision-making styles is derived from the consumer characteristics approach. Since its introduction, the CSI has been tested using across nationalities. Various literatures confirmed that the studies conducted in intense to study the consumer decision-making style were mere replication of Sproles and Kendall's (1986). Some of the most prominent individual/groups advocating consumer decision-making styles in recent times are Lysonski et al. (1996), Fan and Xiao (1998), Hiu et al. (2001), Canabal (2002), Patel (2008), Mokhlis and Salleh (2009), Sharma and Aich (2012), Sartaj and Kumar (2016), Nayeem and Ipsooching (2022) and Verma et al. (2023). These studies inveterate the potential utility of CSI across international populations. However, the majority of research contends that Sprole and Kendall's (1986) CSI model need revised because several local environmental elements affect consumer perception

Furthermore, there is hardly any research on CSI in the Northeast. Especially Manipur, a landlocked state with a sizable chunk of its border shared with both domestically and internationally. Large quantities of the essential commodity were imported from other states and to a neighbouring country. Yet, the vision based on neighbouring countries' business outlook, flagship programmes, and trade relationships anticipates broad scope for the business. The trade corridor shows an emerging volume of imports and exports that activate the market floating of various domestic and international branded products in the local market. Therefore, this study was initiated to determine consumer perception using revised Sproles and Kendall's (1986) CSI. The findings of this research will expand the scientific literature that influenced CDMS.

## **2 Review of literature**

A consumer decision-making style is an orientation towards cognitive, rational, and structural that regularly shapes consumers' choices (Verma et al., 2023). According to Lysonski et al. (1996), "the consumer individuality approach is the most prevailing and expressive approach among the young consumers." This approach centre on the consumer's mental orientation in making the decision process. The brand-aware consumer factors were found appropriate constituent of consumer decision-making, consumer choices are subjugated by the product brand once satisfied their expectation (Mokhlis, 2009). Considerable literature revealed that all consumers approach shopping with certain decision-making traits that combine to form a consumer decision-making style (Sproles and Kendall, 1986; Lysonski and Durvasula, 2013; Nayeem and Casidy, 2015, cited in Nayeem and Ipsooching, 2022). These studies have broadly categorised the consumers based on shopping orientation, store patronage, consumer decision-making styles, information search behaviour, etc. the eight dimensions of consumer decision-making were identified in the study of Jain and Sharma (2013), further determined that some consumers are quality-oriented, their buying perceptions are primarily in place with systematic and comparative shopping styles. However, the mainstream consumers are confused with the overloading information over the products,

the perceptions are predominantly occupied by the various factors which resulted in the consumer difficult to choose the best products. Lysonski et al. (1996) conducted a study on consumer decision-making style of multi-countries investigation in New Zealand, Greek, the USA and India. The countries are broadly categorised into economically developed and developing. The CSI found the supplementary to developed countries over the consumer behaviour in developing countries. It does appear that the three factors of 'brand conscious', 'novelty-fashion conscious' and 'habitual, brand loyalty' are the most influenced on consumer decision style. Perhaps, there are numerous differences in retail infrastructure and culture between the countries. The retail scene in India is much different from that in the USA and New Zealand. Most of the retail stores in India were family-owned and smaller in size. Except for a few (small) super bazaars, consumers are not allowed to walk freely inside the stores, examine and compare labels of different brands before making into selection. San and Yazdanifard (2012) consumer decision-making differed from younger to older consumer generation in regards to the input stage, process stage, output stage, and other factors such as moods, diffusion of technology, packaging. According to Nayeem and Ipsooching (2022) study, the attributes of impacts on decision-making styles proposed by Sproles and Kendall (1986) needed to be revisited and argues the feasibility of CSI traits on non-students-related studies. Consumers' awareness and approached toward corporate social responsibility, innovative thinking, and environmental sustainability have a significant impact on how consumer make decisions. Although numerous research have continuously modified the CDMS model, the north region required revised model as the consumers exhibit differences (Deka, 2016). The region's consumer behaviour is greatly influenced by the availability of stock, supply of commodities, strike, bandhs and blockades, extortion, tribalism and organic foods. Environmental consciousness, green consumption consumer, longevity, and health consciousness are the significant indicators of consumer intention purchased of organic food (Rathana and Mohan, 2022). Understanding how rural consumers' demographic features may affect their decisions to buy FMCG products has important implications. It is underline that developing successful strategies for rural marketing provides crucial information for FMCG companies to sway consumer choice (Verma et al., 2023). Tanksale et al. (2013) based on young adult consumers in India consisting of 206 respondents, the study maintained that consumer decisions on buying are consciously based on recreational, hedonistic, and preferred buying the best quality products, the consumer tried new and stylish products and are updated with the latest trends. Bandara (2014) focused on investigating the decision-making styles of Czech customers and their local brands, the consumers are constituent into quality consciousness, brand consciousness, and confusion by over choice impact the ethnocentric feeling of the customers. The consumer position was insignificance in regards to brand-loyal patterned among Czech customers. According to Paul et al. (2016), retailers can sustain a profitable venture over the long-term when the retail shoppers develop cognitively certain attitudinal favour towards a retail format, either large or small, the decision as to the store choice is predictive and upheld attitudes of the customers. Customer satisfaction is essential for any business to progress. Shopping is an important activity directed towards need satisfaction has serious implications on the success of retail organisations.

Furthermore, the COVID-19 epidemic has had a substantial impact on customer perception. As a result of the financial strain that followed the COVID-19 outbreak, there is an odd difference in how consumer demographics affect their decision-making (Borsellino et al., 2020). The COVID-19 pandemic has change the dynamic of consumer

products needs, shopping and their level of post purchase satisfaction (Mason et al., 2021). The panic buying scale created by Wang et al. (2021) indicates that male consumers spend more when they are panic than female consumers do. The impulsive buying was adversely connected with optimism and age, but favourably correlated with past and future temporal focus and risk perception.

There is potential for producing organic food in the northeast, where a sizeable portion of the population has been greatly influenced by organic foods. The majority of the imported commodities compete with domestic products. The results of earlier studies support the assertion that the north-eastern region faces significant difficulties with connectivity, a lack of marketing, modern infrastructure, consumer awareness, frequent bandhs and blockades, and the mushrooming of insurgency problems, all of which have an impact on the region's consumption of commodities. The Sproles and Kendall (1986) CSI traits factors required revision to include the local variables, there is inadequacy in the formulation of the model which may lead to poor construct validity in the northeast. The various current condition of revised CDMS of Lysonski and Durvasula (2013), Nayeem and Casidy (2013), Nayeem and Ipsooching (2022) and Verma et al. (2023) are inadequate in analysing related to stock availability, organic product, bandhs and blockages, and poor infrastructure factors that are locally established relationships. Due to limited research studies conducted in the region, it is yet unclear whether the state or northeast consumers (non-students respondents) follow the same behavioural patterns identified in Asia and other countries or if they exhibit unique characteristics when confronting choices in the market. Deka (2016) identified 11 factors that impact the northeast consumer's decision-making styles. He suggested that the eight CSI features required modification since local customers face unique environmental challenges that influence their corresponding decision-making styles.

Therefore, this study attempts to serve three objectives: examine the cross-cultural applicability of the CSI in Manipur, identify the decision-making styles among the consumers in Manipur, and compare to identified styles with selected previous studies.

### **3 Research methods**

The questionnaire consisted of revised Sproles and Kendall's (1986) 40-items Likert scaled CSI. Primarily measured on five-point Likert-type scales ranging from 1 (always) to 5 (never) which is similar with study of Mokhlis' (2009). The reliabilities of the CSI scale, Sproles and Kendall (1986) acknowledge between 0.48 to 0.76 as acceptable ranges (cited in Sharma and Aich, 2012). The questionnaire was self-administered to a probability multistage sample of 390 respondents among the age group of 18 to 56 years from every two districts of hill and valley regions of the state. The study concerned on homogeneous income group of the districts (Churachandpur, Kangpokpi, Kakching and Bishnupur) to minimise random error that might occur by default of using a heterogeneous sample (Lysonski et al., 1996). Exploratory principal components analysis with a varimax rotation was used to summarise the items into an underlying set of consumer decision-making factors. The value of KMO statistics was higher than the acceptable limit of 0.5 (Hair and Sarstedt, 2012) and Bartlett's tests were significant, indicating the suitability of data for running exploratory factor analysis, ensure the validity and reliability of the findings. The eight factors was extracted using the statistical tools, decision-making traits accounted for 61.26% of the variance and had a range of

eigenvalues of 1.49 to 4.42. Of the eight factors, decision and quality factors are found moderately used deciding factors among the consumers. The remaining six factors were frequently used CSI factors on acquiring purchased decision-making. To assess the internal consistency of each factor group, a reliability analysis was conducted by calculating the Cronbach’s alpha for all the concerned factors (Table 1). Furthermore, the comparison was made with the other studies to identify differences and similarities among the consumer decision-making style. The studies which are considered for comparative analysis are Canabal (2002) based on the Northern Indian consumer; Mokhlis (2009) in Malaysia; Hui et al. (2001) with the Chinese consumer; and Lysonski and Durvasula (2013) in Greece was analysis carefully. The comparison was considered since all the studies are the replication of those of Sproles and Kendall’s (1986). The literature also confirmed that all the selected studies were using similar tools for factors loading and consideration. The reliability test performance of each factor unit is based on the comparison. The model has also established itself as a useful tool for marketing tactics in a number of nations, including as India, Australia, New Zealand, Malaysia, China and the USA (Nayeem and Casidy, 2013).

The various studies concluded that CSI was a prominently used model in the identification of consumer decision-making style.

#### 4 Analysis and results

The descriptive statistics and reliability coefficient for each factor such as promotion, decision, preference, information, place, quality, and product are presented their mean value, standard deviation, and reliability coefficient values are as shown in Table 1.

**Table 1** Descriptive statistics and reliability coefficient

| <i>Dimension</i>   | <i>No. of items</i> | <i>Mean</i> | <i>Standard deviation</i> | <i>Reliability coefficient</i> |
|--|---------------------|-------------|---------------------------|--------------------------------|
| Promotion/variety seeking/impulsive/support conscious consumer | 4                   | 12.9949     | 3.68558                   | .683                           |
| Decision/choice conscious consumer                             | 4                   | 11.2353     | 3.85053                   | .598                           |
| Preference/novelty/fashion conscious consumer                  | 3                   | 7.0665      | 1.70089                   | .714                           |
| Information/time/shopping conscious consumer                   | 3                   | 3.8439      | 1.18468                   | .811                           |
| Place/habitual/confused by over choice conscious consumer      | 3                   | 2.0716      | 1.00255                   | .719                           |
| High-quality/perfectionist conscious consumer                  | 3                   | 2.0796      | 1.05556                   | .581                           |
| Product/brand conscious consumer                               | 4                   | 2.2660      | 1.30319                   | .728                           |
| Price/value-conscious consumer                                 | 4                   | 2.3760      | 1.16766                   | .737                           |

Notes: No. of cases: 390.

Overall reliability: 0.747

Source: Computed from primary data

Table 1 analysis results show the factor’s reliability coefficient of alpha value along with the mean value and standard deviation. The Cronbach’s alpha was used to measure internal reliability by unit weighting items with salient loadings in a factor where the higher the alpha value the higher will be the satisfactory level of reliability (Sproles and

Kendall, 1986). Among the factors, the information factor has a leading reliability coefficient with an alpha value of 0.811, and the quality factor acquired 0.681 alpha value which is the least reliable value of the factors. The study of Canabal (2002) focuses on northern India sample shows contradicting results. However, the findings based on information factors are found similar findings in the study of Hui et al. (2001).

#### 4.1 *Rotated component matrix for CSI*

Manifestation factors from the principal component factor analysis in Table 1, further analysis of rotated component matrix for CSI was conducted to determined the total factor loading on decision-making style. The various factors such as promotion, decision, preference, information, place, quality, product, and price are collectively considered for analysis. The selection of factors is based on the performance level of eigenvalue, the percentage of variance score (Sproles and Kendall, 1986, cited in Mokhlis, 2009).

**Table 2** Rotated component matrix for CSI

| <i>Factors</i>  | <i>Factor loading</i> | <i>Eigenvalue</i> | <i>Variance</i> |
|---|-----------------------|-------------------|-----------------|
| 1 <i>Promotion/support consciousness consumer</i>   |                       | 3.894             | 14.9778         |
| In my locality goods are promoted through TV, radio and online market                             | 0.898                 |                   |                 |
| In my locality goods are promoted through cash offers   | 0.793                 |                   |                 |
| A gift of goods to customers while purchase influences their buying behaviour                     | 0.891                 |                   |                 |
| In my locality goods are promoted through press, newspaper, coupon                                | 0.791                 |                   |                 |
| 2 <i>Decision/choice consciousness consumer</i>   |                       | 2.550             | 9.809           |
| I look carefully to find the essential committees with the best value of money                    | 0.873                 |                   |                 |
| I used much time and effort to buy goods in the market  | 0.768                 |                   |                 |
| I discuss it with my friends, family, and colleagues about the product and decided to purchase it | 0.728                 |                   |                 |
| I used to consider with proper attention and care to purchase the essential commodities           | 0.714                 |                   |                 |
| 3 <i>Preference consciousness consumer</i>  |                       | 1.920             | 8.383           |
| I preferred to purchase the product base on the attitude and hospitality of the seller's          | 0.872                 |                   |                 |
| I preferred buying goods nearer to home   | 0.818                 |                   |                 |
| Preferred buying goods bases on the services provided by the sellers                              | 0.739                 |                   |                 |
| Preferred buying goods based on the price   | 0.687                 |                   |                 |

Notes: Extracted from: principle component analysis.  
Rotation method: varimax and Kaiser normalisation.  
Cumulative variance: 61.255.

**Table 2** Rotated component matrix for CSI (continued)

| <i>Factors</i>  | <i>Factor loading</i> | <i>Eigenvalue</i> | <i>Variance</i> |
|---|-----------------------|-------------------|-----------------|
| 4 <i>Information consciousness consumer</i>   |                       | 1.626             | 7.253           |
| I collect information about the price of the product at a different place                       | 0.736                 |                   |                 |
| The more information about the product I learn, it is harder to choose the product              | 0.694                 |                   |                 |
| I always collect information about the recent status of the product                             | 0.598                 |                   |                 |
| 5 <i>Place consciousness consumer</i>   |                       | 1.503             | 6.780           |
| Due to more availability of the product in my locality, I am often feeling confused to purchase | 0.884                 |                   |                 |
| In my locality, there is no alternative shop available to purchase the product                  | 0.703                 |                   |                 |
| There is no scarcity of essential commodities in my locality                                    | 0.689                 |                   |                 |
| 6 <i>Quality consciousness consumer</i>   |                       | 1.248             | 5.800           |
| I choose the product based on publicity about the quality of the product                        | 0.895                 |                   |                 |
| I purchase the goods bases on the quality   | 0.850                 |                   |                 |
| I used to compare the quality of the product from different sources                             | 0.784                 |                   |                 |
| I am always expected to buy good quality products.  | 0.693                 |                   |                 |
| 7 <i>Product consciousness consumer</i>   |                       | 1.134             | 4.361           |
| I purchase goods based on the fashion and uniqueness of the product                             | 0.858                 |                   |                 |
| A discount on goods is one of the factors which generate more sales volume                      | 0.710                 |                   |                 |
| I used to check various products while purchasing in the market                                 | 0.698                 |                   |                 |
| 8 <i>Price consciousness consumer</i>   |                       | 1.075             | 4.135           |
| I purchase goods only in a particular shop due to the price of the products                     | 0.839                 |                   |                 |
| I purchase goods based on the price of the product  | 0.744                 |                   |                 |
| Due to the manipulation of price by local businessmen, I purchase goods from the other locality | 0.620                 |                   |                 |

Notes: Extracted method: principle component analysis.  
 Rotation method: varimax and Kaiser normalisation.  
 Cumulative variance: 61.255.

Table 2 determines the eight significant factors that influence the consumer buying decision. The promotion factor has the highest variance score (eigenvalue 3.894 and alpha value 14.9778). Items loading on this factor indicate that consumer buying is significantly influenced by promotional tools such as advertisement ads through TV, radio, social media, etc, There is also an indication of gift offered by the sellers has a

major role to persuade the consumer decision. Analysis results confirmed that offers of cashback, cash deduction, or cash discount played a vital role in consumer satisfaction. There is a higher intensity on the networking chain among the consumers when the consumers disseminate their positive familiarity with products to other consumers.

The second factor is focused on decision/choices consciousness, outcomes factor loading consists of eigenvalue 2.2550 and reliability coefficient value 0.698. Those consumers scoring higher value on this factor carefully assessing the product expectation and the value of money paid. This type of consumers is mainly choice-oriented, they buy time and efforts to make the best-purchased, later consultation with friends, family, relatives about the product and decision to buy are their strength of purchase.

The third factor is the preference consciousness consumer style score with the rigorous eigenvalue of 1.920 and 0.714 alpha value. The items loading on this factor determined that the consumer buying perception was substantially influenced by preferences. The consumers are exceptionally based on customisation attitude, hospitality, and the preferably buying goods from nearer to home. This is why the price and the quality of the products are moderately concerned with their decision-making.

For the information/time consciousness consumer, it consists of an eigenvalue of 1.628 and 0.811 alpha value. The result indicates that consumers are consistently searching for the required information to construct purchase decisions. They collected information from various sources underlying the prevailing price line, product status, and other related information about the product. The consumers are used to be regretted on purchases made with insufficient information and tense to feel offended.

Fifth factor reflected the place/location/position consciousness consumer style. Those consumers scoring high on these factors are gradually purchasing essential commodities to selective locations. The large imported products with discounted prices are found floating in the market which is also significantly impacting the consumer buying perception. However, various stakeholders calm the essence of consumer roles and responsibility, the consumer is gradually aware of the market manipulation, this invokes the consumer to access concisely on literal location.

Quality consciousness consumer style can be identified from traits scoring on factor 6. Table 2 determines the eigenvalue at 1.248 and the reliability coefficient alpha value at 0.681. The items loading in this factor are expected to search for quality products and be willing to pay an extra price. Consumers are naturally buying time to access the publicity over the quality of product and wherein careful comparison was made among the products. These categories of consumers are more knowledgeable, conscious, and willing to invest time and effort in the decision-making process.

Factor 7 appears to measure consumer traits of decision-making style based on the product factor consisting eigenvalue of 1.134 with 0.728 alpha value. Those factors loading higher value in this category will be conscious of the product features. Since the state has received a variety of products imported from various neighbouring countries some products have seriously manipulated the quality. Therefore, the consumers are more conscious of the brand, trademark, and labelling of the product.

This factor such as price consciousness consumer style measures the price of the product. Table 2 shows the eigenvalue and reliability coefficient alpha value calculated as 1.075 and 0.737. Consumer scoring high value in this factor is concerned about receiving the best value money paid. The local businessman has unfairly manipulated the price of the product which leads to the consumer inconsistency purchased (Mokhlis, 2009).

## 4.2 Comparative analysis of CDMS

A comparative analysis was conducted to measure similarity and differences with previous studies conducted in several countries. The comparison was measured since all the studies are the replication of those of Sprole and Kendall's (1986). The studies are also found using similar tools for factor loading that ensure the validity and reliability of the study. The details of the analysis are presented and discuss on Table 3.

Table 3 indicates the comparative studies on consumer decision-making styles. It determined the differences and similarities between consumers of Northeast India, Northern India, Malaysia, China, and Greece based on the performance on reliability coefficient of each factor.

South Indian samples across populations have shown four closed pattern in decisionmaking style based on some factors such as branch consciousness (0.750); quality consciousness (0.721 and Confused by over choice (0.695). An investigation results confirmed that the factor of confusion by over-choice decision styles (0.695) is found similar implication with the consumer of North East India (0.71). However, the dissatisfied/careless factors (0.460) are the least initiated decision-making style in Northern India, yet outcomes are contradictory with the results of the present study (0.60). The populations of the sample areas are much conscious of buying, the consumer acquire times and efforts to construct better decision-making.

According to Mokhlis (2009), a study based on Malaysian consumers determined that the quality/perfectionist consciousness; information/shopping consciousness, and decision/financial/time consciousness reliabilities performance are found between 0.62 to 0.67, which indicates the stable influencing factors on decision-making styles across populations of Malaysia. Followed by confusion by over-choice (0.59) and habitual brand loyal (0.52) are moderately initiated decision-making styles. Novelty/brand consciousness (0.83) was found to be the highest influencing factor among Malaysian consumers. Except variety-seeking factors, there is a relative similarity of overall factors between Mokhlis (2009) and the present study.

On China concerns, Hui et al.'s (2001) study confirmed that the factors of perfectionism consciousness (0.73), quality consciousness (0.70), novelty-fashion consciousness (0.77), and recreational hedonistic (0.76) are the most influenced factors on decision-making among the Chinese consumers. An investigation further confirm that price-conscious (0.44) and habitual-brand-conscious factors (0.46) have diminutive roles on consumer buying decision which is contradictory to northeast consumer's styles. The Chinese consumers are far the most influenced by a novelty-fashion factor (0.77) which is also similar perception with the present study.

Inspire the study of Lysonski et al. (1996) conducted in Greece, comparative analysis was measure and the study confirmed that the factors such as perfectionist (0.65), brand conscious (0.68), novelty-fashion conscious (0.63), recreational shopping conscious (0.61), impulsive (0.64) and habitual brand-loyal consciousness (0.620) are consistently influenced among the consumer decision-making styles. However, confusion by overchoice consciousness (0.55) was the least significant influenced factor. In addition, the study confirms that brand loyal consciousness is insignificant which shows contradictory to northeast consumer decision-making styles.

**Table 3** Comparison with previous studies

| <i>The present study (2020)</i><br><i>Northeast India</i> | <i>Canabal (2002)</i><br><i>Northern India</i> | <i>Mokhlis (2009)</i><br><i>Malaysia</i>    | <i>Siu et al. (2001)</i><br><i>China</i> | <i>Lysonki and Durvasula (1996)</i><br><i>Greece</i> |
|---|--|---|--|--|
| Product/brand conscious (0.72)                            | Brand conscious (0.750)                        | Novelty, brand conscious (0.83)             | Perfectionist (0.73)                     | Perfectionist (0.65)                                 |
| High-quality/perfectionist conscious (0.58)               | High-quality/perfectionist conscious (0.721)   | High-quality/perfectionist conscious (0.67) | Brand conscious (0.70)                   | Brand conscious (0.68)                               |
| Preference/novelty/fashion conscious (0.71)               | Confused by overchoice (0.695)                 | Confused by overchoice (0.59)               | Novelty-fashion conscious (0.77)         | Novelty-fashion conscious (0.63)                     |
| Information/time/shopping conscious (0.81)                | Impulsive/brand indifferent (0.630)            | Information/time/shopping conscious (0.65)  | Recreational hedonistic (0.76)           | Recreational shopping conscious (0.61)               |
| Price/value-conscious (0.73)                              | Time conscious (0.621)                         | Price/value-conscious (0.65)                | Price conscious (0.44)                   | Impulsive (0.64)                                     |
| Promotion/variety seeking/impulsive (0.68)                | Recreational shopper (0.629)                   | Variety-seeking (0.42)                      | Impulsive careless (0.50)                | Confused by overchoice (0.55)                        |
| Place/habitual/confused by overchoice (0.72)              | Price/value conscious (0.642)                  | Habitual brand loyal (0.52)                 | Confused by overchoice (0.59)            | Habitual brand loyal (0.62)                          |
| Decision/habitual brand loyal (0.60)                      | Dissatisfied/careless (0.460)                  | Financial, time-energy conserving (0.62)    | Habitual, brand loyal (0.46)             |  |

*Source:* Computed from both primary and secondary data

## **5 Managerial implications**

This research provides managers with an improved CDMS that can help them to understand the North East consumer decisions making styles and to develop the marketing strategies for FMCG's products. The investigation findings can have an impact on how fast moving consumer goods are purchased. The high Cronbach's alpha score of information (0.811) factor indicated the significant role of information on CDMS, the customers in the North East actively seek out information about the products and consciousness of the availability before making a purchase. The managers might offer product-related details to support the conversion of prospects into customers. Lack of comprehensive information (pricing, status, quantity, quality, offer, discounts, etc.) would prohibit sales of the products to customers in the North East. The northeast region is becoming increasingly important for business, because of its special physical connection to its surrounding countries, it has tremendous geo-economic potential. Although the region is home to a valuable natural habitat, most of the resources are still untapped, and the marketing operations are mostly dependent on traditional transition. Therefore, identifying the marketing obsolescence and replacement in the construct equating to the local consumer decision-making is essential. The managerial decision is also crucial to prioritise locally-based factors, including multiculturalism, tribalism, the dominance of organic products, and physical infrastructure like transportation, supply chains, and product availability, which has a substantial impact on consumer decision-making styles.

A unique conclusion can be drawn from the studies carried out by Hui et al. (2001) in China, Cannabal (2002) in Western India, and the current study (2022) in North East India. All influencing factors in China were found to be significant, except the price consciousness factor (0.44), which indicates that customers have higher purchase power, they are willing to pay if the products satisfy their expectations. Contradictory findings were discovered based on a high-quality consciousness (0.58) to the Northeast study, which showed that consumers in the region are significantly influenced by product availability, transportation cost, and correspondent price level rather than by product quality. The consumer in both types of research demonstrates similar effects of information sought, commodity price, novelty, or fashion consciousness. Thus, managing and recognising the cross-consumer perception has the potential to aid in reducing the 100 billion trade imbalances with Beijing in 2022 (*The Economic Times*, 2022). Exporters can take into account these influencing elements while exporting goods to ASEAN countries. Scheming the foreign market strategy requires an understanding of consumers and their decision-making processes (Zou and Cavusgil, 2002, cited in Rašković et al., 2020).

## **6 Limitation and future research**

Most of the previous studies considered the mere replication of eight mental traits from the revised model of the CSI developed by Sproles and Kendall (1986), but none has analysed their collective influence on Manipur consumers. The study found a deficiency of Sproles and Kendall's (1986) CSI in the formulation of the items, which may lead to poor construct validity in the northeast. Due to limited research studies conducted in the North East Region, it is yet unclear whether non-student respondents in the state or northeast consumers follow the same behavioural patterns identified in Asia and other

countries or exhibit unique characteristics when confronting choices in the market. The 11 factors claimed in the study of Deka (2016) also reiterated that consumer decision relevancy on local factors and adaptability of variation in model design is significant. It is confirmed that although continuous modification of the CDMS model, the northeast consumer showcase dissimilarities. Previous researches have no component about product supply and availability of goods, regular bandhs, strikes, blockades, extortion, and intercultural elements, those factors may not be their marketing concerns. Further research into shopping with extended periods is suggested. To measure those shopping orientations should base on the regional contexts. The study's sample was not truly representative of the population. A broader trade and Chinese adulterated and cheaper products floated in the local market can further be the subject of a similar investigation.

## **7 Recommendations and conclusions**

Indian consumers are constituents of various cultures, customs, religions, festivals, income, beliefs, etc., these social rubrics are mainly dominant their way of life and in particular it influence their decision-making style. According to the 2011 census, 28% of the population is in a middle-class society. Of which 14% are lower middle class and about 3% of the upper-middle-class consisting of a major part of the market segment. The socio-economic of the consumer were significantly influence their way of decision-making styles. There is a growing managerial interest in studying consumer purchasing orientations as a means of market segmentation and positioning. Therefore, it is essential to study the psychology of these consumers, what affects their shopping behaviour? And understanding their decision-making styles are realistically significant. Initially, an investigation results identify eight influencing factors that influenced consumer decision-making styles using exploratory factor analysis to ensure the validity and reliability of the findings. Next, analysis results confirmed that the information factor (0.811) is the most influencing factor among the northeast consumers decision-making styles followed by promotion factors with 0.783 alpha value the second most scoring on reliability coefficient factor whereas decision factor (alpha value = 0.598) and quality factor (alpha value = 0.581) are the least deciding factors of consumers purchased decision-making style. Lastly, a comparative analysis was conducted to measure similarities and differences with previous studies conducted in several countries. The comparative analysis results indicate that four factors consistently influence the northern Indian consumer's decision-making. However, those factors partially impact the consumer of the present study. In regards to Malaysia consumer's assessment, novelty/brand consciousness is found to be the most influenced among the consumer. The overall comparative results between Mokhlis (2009) and the present study have shown similar results except in the case of variety-seeking consciousness factor confirm contradictory results. According to Hui et al.'s (2001) study, perfectionism consciousness, brand consciousness, novelty-fashion consciousness, and recreational hedonistic are confirmed as the most influencing factor that influenced the consumer's decision-making styles across populations. On Lysonski et al.'s (1996) study conducted in Greece determined that the factors such as perfectionist conscious, brand conscious, novelty-fashion conscious, recreational shopping conscious, impulsive, confused by overchoice are showing the stable impact on consumer decision-making styles. Whereas, habitual brand-loyal factor is confirmed insignificant influenced on consumer

decision-making process which is contradicting the factor loading proposed by Sproles and Kendall (1986), yet, the dimension was reported in the Canabal (2002) study using northern Indian sample, Mokhlis (2009) conducted a study in Malaysia, and Siu et al. (2001).

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