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GENERATION Y FEMALE CONSUMER DECISION-MAKING STYLES
IN JAKARTA

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Abstract

Objective Generation Y shoppers are differ from older groups. The study examines Generation Y consumers' shopping styles using Sproles and Kendall's (1986) Consumer Styles Inventory (CSI). Shopping is not regarded as a simple act of purchasing for Generation Y shoppers. This study is to investigate their decision-making styles in Jakarta and three universities in Jakarta.

Method The studies were designed to profile individuals on the traits they possessed, cluster individuals based on their trait, and identify the groups of Generation Y shoppers. Then the measurement was rated on a five-points agree/disagree Likert scale. The questionnaire was administered to a non-probability sample of female undergraduate students aged between 15 and 25.

Results Resulting in 245 usable responses, of which Cluster Analysis conducted using in order to identify decision-making groups. Ward's method of analysis was used and the results suggested a five-cluster solution. They were Novelty Fashion conscious, Price-Value conscious, Confused by Overchoice, Impulsive, and Perfectionist conscious. Discriminant analysis was then carried out to identify the discriminating variables between these clusters.

Conclusion Generation Y females in Jakarta are likely to show a materialistic shopping style, yet apathetic shopping orientation, and confused with overchoice.

Key words

Consumer Decision-making Styles, Consumer Styles Inventory, Consumer behavior, Segmentation, Customer profiling, Women, Generation Y

PREFACE

Generation Ys have been brought up in a period of time where shopping is not regarded as a simple act of buying. The rise of retail and product choice has resulted in a retail culture where acts of shopping have taken on new entertainment and on the experiential dimensions. Until now, shopping malls have become basic huge entertainment centers bringing together a whole new combination of leisure activities, shopping and social encounters. As a result, Generation Ys are likely to have developed a different shopping style compared with earlier generations. Regardless of this, there have been very few academic studies all around the world, which focus on shopping style of Generation Y consumers and offer guidelines to marketing managers on how these consumers make their choices.

In this thesis, the author will examine the decision making of Adult Female generation Y consumers in Jakarta using Sproles and Kendall's (1986) Consumer Styles Inventory (CSI). The study uses the CSI as a foundation for grouping Generation Y consumers into significant and diverse decision-making groups.

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DEDICATION

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