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Motivated Consumer Innovativeness and Shopping Styles in Online Shopping

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Abstract

Abstract: Motivated consumer innovativeness refers to the motivation sources for buying innovations. There are four types of motivated consumer innovativeness which include social, functional, hedonic and cognitive. Consumers possess different shopping styles conceptualised in the form of eight kinds of consumer decision making shopping styles which include perfectionist, brand consciousness, novelty, shopping consciousness, price consciousness, impulsive, confusion by overchoice and habitual. The paper aims to study the relationship between motivated consumer innovativeness and consumer shopping styles in online shopping. The research study is a consumer survey of 191 respondents studying their online buying behaviour.

Keywords: *Motivated Consumer Innovativeness, Shopping Styles, Online Shopping*

Introduction

Consumers have different innate predispositions or characteristics. These predispositions have an impact on the shopping styles of consumers as well. These shopping styles depict the decision making styles of consumers about buying products.

Consumer Innovativeness

In the present times where innovation is all pervasive, it is crucial to understand the dynamics of consumer buying behaviour. Innovative products and heir adoption by consumers plays a critical role for business firms.Innovativeness is defined as "the degree to which an individual is relatively earlier in adopting new ideas than the average member of his social system."Consumer innovativeness is considered as the inclination to buy innovative products or the inclination to try something new. There are two kinds of consumer innovativeness, i.e., cognitive and sensory (Ji Eun Park, 2010).According to (Hirschman, 1984), "consumers withcognitive innovativeness are motivated to stimulate the mind by searching new experiences or making decisions. Cognitive innovators enjoy thinking, problem solving, puzzling over issues and other mental exertions, and they seek new experiences that stimulate these mental activities. Sensory innovativeness, in contrast, is the preference for new experiences that stimulate the senses. These experiences include

internally generated new experiences such as fantasy and daydreaming and externally available new thrilling and adventurous activities."Consumers are influenced by different elements ofinnovativeness differently. To market new products successfully, marketers should realize the impact of cognitive, sensory, and domain-specific innovativeness on innovation adoption(Paswan, 2006).

Motivated Consumer Innovativeness

According to(Bert Vandecasteele, 2010), previous research has tried to measure consumer innovativeness by identifying consumer innovativeness as a personality trait. In line with previous literature, it has been found that it is not only the personality traits but also the consumers' product perceptions which influence the consumer innovativeness. Therefore, new dimensions were introduced to the consumer innovativeness scale giving rise to the motivated consumer innovativeness scale in 2010. The new dimensions include functional, hedonic, social and cognitive. The functional dimension refers to "self-reported consumer innovativeness motivated by the functional performance of innovations and focuses on task management and accomplishment improvement." Hedonic dimension refers to "the self-reported consumer innovativeness motivated by affective or sensory stimulation and gratification." Social dimension refers to "self-reported consumer innovations motivated by the self-assertive social need for differentiation". The cognitive dimension refers to "self-reported consumer innovativeness motivated by the need for mental stimulation." (Bert Vandecasteele, 2010). Motivated innovativeness is an important personality trait in consumers. Consumer innovativeness, or the "consumption of newness," is the tendency of consumers to buy new products more often and more quickly than other people (Guoxin Li, 2014).

Consumer Decision Making Styles in Shopping

The consumer decision making styles in shopping have a long history. There have been different perspectives as to the decision making styles of consumers. A construct to measure consumer decision making styles (CSI)was developed by (Kendall, 1986). This measure categorises decision making styles of shoppers into eight categories: perfectionism/quality consciousness, price and value consciousness, confusion due to over-choice, impulsive and careless tendencies, brand consciousness, novelty or fashion consciousness, shopping conscious and habitual or brand loyal.Perfectionist behaviour refers to the high quality conscious consumer. Brand conscious behaviour refers to the price equals quality consumer. Novelty buying behaviour refers to fashion conscious consumer. Recreational shopping behaviour refers to hedonistic behaviour of the consumer. Price conscious consumer behaviour refers to value for money behaviour of the consumers. Impulsive consumer behaviour refers to careless consumer behaviour. Confused by over-choice behaviour of the consumer refers to the confusion that arises in the mind of the consumer from too many brands or products to choose from. Habitual shopping behaviour refers to the brand loyal consumer behaviour.

The study aims to study the impact of motivated consumer innovativeness on consumer shopping styles.The research hypotheses include the following:

H_1a: Consumers who have predispositions towardssocial innovativeness are inclined to have decision-making styles of perfectionist.

H_1b: Consumers who have predispositions towardssocial innovativeness are inclined to have decision-making styles of brand consciousness.

H_1c: Consumers who have predispositions towardssocial innovativeness are inclined to have decision-making styles of novelty.

H_2a: Consumers who have predispositions towardsfunctional innovativeness are inclined to have decision-making styles of price consciousness.

H_2b: Consumers who have predispositions towardsfunctional innovativeness are inclined to have decision-making styles of impulsiveness.

H_2c: Consumers who have predispositions towardsfunctional innovativeness are inclined to have decision-making styles of shopping consciousness.

H_3a: Consumers who have predispositions towardshedonic innovativeness are inclined to have decision-making styles of novelty.

H_3b: Consumers who have predispositions towardshedonic innovativeness are inclined to have decision-making styles of shopping consciousness.

H_4a: Consumers who have predispositions towards cognitiveinnovativeness are inclined to have decision-making styles of price consciousness.

H_4b: Consumers who have predispositions towards cognitiveinnovativeness are inclined to have decision-making styles of confused by overchoice.

H_4c: Consumers who have predispositions towards cognitiveinnovativeness are inclined to have decision-making styles of habitual.

Research Methodology

The research study was a consumer survey of 191 respondents. Data was collected through convenience sampling. Data was collected from a sample size of 220 respondents but data collected from some of the respondents was eliminated for analysis because of errors and incomplete questionnaires. Thus, there was a response rate of 86.81%. Chi square test was used for the purpose of testing of hypotheses.A questionnaire was designed for the consumer survey and the level of agreement of consumers was measured on 5 point Likert Scale where in "1" denoted "strongly disagree" and "5" denoted "strongly agree". The statements were followed by demographic variables which included age, gender, education level and household income. The statements were based on accepted scales given by eminent researchers. Motivated consumer innovativeness was measured through 20-item motivated consumer innovativeness (MCI) scale developed by (Bert Vandecasteele, 2010). The decision making shopping styles of consumerswere measured through a scale developed by (Kendall, 1986) which included 39 items.

Findings and Analysis

The following tables provide the results of chi square test conducted to test the hypotheses.

H_1a: Consumers who have predispositions towards social innovativeness are inclined to have decision-making styles of perfectionist.

Table1: Relationship Between Social Innovativeness and Perfectionist Shopping Style

		Perfectionist			
		High	**Medium**	**Low**	**Total**
Social	High	24	7	6	37
	Medium	54	13	15	82
	Low	58	8	6	72
	Total	136	28	27	191

$x^2(4) = 5.409$, $p = 0.248$

H_1a states the relationship between social innovativeness and perfectionist shopping style. As can be seen above, $H_{0,}$ is rejected and the

alternate hypothesis that social innovativeness impacts the perfectionist shopping style.

H_1b: Consumers who have predispositions towards social innovativeness are inclined to have decision-making styles of brand consciousness.

Table 2: Relationship Between Social Innovativeness and Brand Conscious Shopping Style

Brand Conscious					
		High	Medium	Low	Total
Social	High	20	7	10	37
	Medium	49	15	18	82
	Low	47	9	16	72
	Total	116	31	44	191

$x^2(4) = 1.845$, $p = 0.764$

H_1b states the relationship between social innovativeness and brand conscious shopping style. As can be seen above, $H_{0,}$ is rejected and the alternate hypothesis that social innovativeness impacts the brand conscious shopping style.

H_1c Consumers who have predispositions towards social innovativeness are inclined to have decision-making styles of novelty.

Table 3: Relationship Between Social Innovativeness and Novelty Shopping Style

Novelty					
		High	Medium	Low	Total
Social	High	20	7	10	37
	Medium	49	15	18	82
	Low	47	9	16	72
	Total	116	31	44	191

$x^2(4) = 19.641$, $p = 0.001$

H_1c states the relationship between social innovativeness and novelty shopping style. As can be seen above, there is a failure to reject the null hypothesis. Therefore, there is no relation between social innovativeness and novelty shopping style.

H_2a: Consumers who have predispositions towards functional innovativeness are inclined to have decision-making styles of price consciousness.

Table 4: Relationship Between Functional Innovativeness and Price Conscious Shopping Style

Price Conscious					
		High	Medium	Low	Total
Functional	High	51	33	11	95
	Medium	13	10	8	31
	Low	33	24	8	65
	Total	97	67	27	191

$x^2(4) = 4.352$, $p = 0.360$

H_2a states the relationship between functional innovativeness and price conscious shopping style. As can be seen above, $H_{0,}$ is rejected and the alternate hypothesis that functional innovativeness impacts the price conscious shopping style.

H_2b Consumers who have predispositions towards functional innovativeness are inclined to have decision-making styles of impulsiveness.

Table 5: Relationship Between Functional Innovativeness and Impulsive Shopping Style

Impulsive					
		High	Medium	Low	Total
Functional	High	54	32	9	95
	Medium	13	8	10	31
	Low	15	13	37	65
	Total	82	53	56	191

$x^2(4) = 42.657$, $p = 0.000$

H_2b states the relationship between functional innovativeness and impulsive shopping style. As can be seen above, there is a failure to reject H_0. Therefore, there is no relation between functional innovativeness and impulsive shopping style.

H_2c Consumers who have predispositions towards functional innovativeness are inclined to have decision-making styles of shopping consciousness.

Table 6: Relationship Between Functional Innovativeness and Shopping Conscious Shopping Style

		Shopping Conscious			
		High	**Medium**	**Low**	**Total**
Functional	High	43	30	22	95
	Medium	13	10	8	31
	Low	39	12	14	65
	Total	95	52	44	191

$x^2(4) = 5.089$, $p = 0.278$

H_2c states the relationship between functional innovativeness and shopping conscious shopping style. As can be seen above, H_0, is rejected and the alternate hypothesis that functional innovativeness impacts the shopping conscious shopping style.

H_3a Consumers who have predispositions towards hedonic innovativeness are inclined to have decision-making styles of novelty.

Table 7: Relationship Between Hedonic Innovativeness and Novelty Shopping Style

		Novelty			
		High	**Medium**	**Low**	**Total**
Hedonic	High	16	23	18	57
	Medium	18	27	10	55
	Low	23	26	30	79
	Total	57	76	58	191

$x^2(4) = 6.590$, $p = 0.159$

H_3a states the relationship between hedonic innovativeness and novelty shopping style. As can be seen above, H_0, is rejected and the alternate hypothesis that hedonic innovativeness impacts the novelty shopping style.

H_3b Consumers who have predispositions towards hedonic innovativeness are inclined to have decision-making styles of shopping consciousness.

Table 8: Relationship Between Hedonic Innovativeness and Shopping Conscious Shopping Style

		Shopping Conscious			
		High	**Medium**	**Low**	**Total**
Hedonic	High	32	17	8	57
	Medium	26	21	8	55
	Low	37	14	28	79
	Total	95	52	44	191

$x^2(4) = 14.863$, $p = 0.005$

H_3b states the relationship between hedonic innovativeness and shopping conscious shopping style. As can be seen above, there is a failure to reject H_0. Therefore, there is no relation between hedonic innovativeness and shopping conscious shopping style.

H_4a: Consumers who have predispositions towards cognitive innovativeness are inclined to have decision-making styles of price consciousness.

Table 9: Relationship Between Cognitive Innovativeness and Price Conscious Shopping Style

Price Conscious					
		High	Medium	Low	Total
Cognitive	High	62	19	12	93
	Medium	25	31	5	61
	Low	10	17	10	37
	Total	97	67	27	191

$x^2(4) = 27.100$, $p = 0.000$

H_4a states the relationship between cognitive innovativeness and price conscious shopping style. As can be seen above, there is a failure to reject H_0. Therefore, there is no relation between cognitive innovativeness and price conscious shopping style.

H_4b Consumers who have predispositions towards cognitive innovativeness are inclined to have decision-making styles of confused by overchoice.

Table10: Relationship Between Cognitive Innovativeness and Confused By Overchoice Shopping Style

Confused by Overchoice					
		High	Medium	Low	Total
Cognitive	High	30	41	22	93
	Medium	15	26	20	61
	Low	9	18	10	37
	Total	54	85	52	191

$x^2(4) = 2.343$, $p = 0.673$

H_4b states the relationship between cognitive innovativeness and confused by overchoice. As can be seen above, H_0, is rejected and the alternate hypothesis that cognitive innovativeness impacts the confused by overchoice shopping style.

H_4c Consumers who have predispositions towards cognitive innovativeness are inclined to have decision-making styles of habitual.

Table 11: Relationship Between Cognitive Innovativeness and Habitual Shopping Style

Habitual					
		High	Medium	Low	Total
Cognitive	High	38	31	24	93
	Medium	26	27	8	61
	Low	19	10	8	37
	Total	83	68	40	191

$x^2(4) = 5.712$, $p = 0.222$

H_4c states the relationship between cognitive innovativeness and habitual shopping style. As can be seen above, $H_{0,}$ is rejected and the alternate hypothesis that cognitive innovativeness impacts the habitual shopping style.

Conclusion

As per the results obtained, there is a failure to reject H_0 in four out of 11 hypotheses. H1 states the relationship of social shopping style with a) perfectionist, b) brand conscious, c) novelty styles of shopping. The results show that there is a relation between social innovativeness and perfectionist shopping style, brand conscious shopping style. But, there is a failure to reject H_0 in case of social innovativeness and novelty shopping style. The results are in line with previous literature.Social innovativeness includes aspects like being different and unique, status, standing, prestige, distinction, opinion leadership, manipulation, visibility, social rewards, trendiness, symbolism, demonstrating one's success, sense of belonging, image.Perfectionist shopping style includes a consumer's search for the very best quality in products. Thus, there is a relation between social innovativeness and perfectionist shopping style because a consumer with perfectionist shopping style will have an inclination towards social innovativeness. Brand conscious shopping style measures consumers' orientation towards buying the more expensive, well-known national brands which is again in line with social innovativeness. A novelty oriented shopping style of consumers is about the degree of fashion consciousness of a consumer. The results show that there is no relation between novelty shopping style and social innovativeness but rather novelty has a relation with hedonic innovativeness which means innovativeness related to pleasure, fun, sensation, excitement, enjoyment, tension, desire, an escape from the daily round. The results confirm this in case of H3a.H2 states the relationship of functional shopping style with a) price consciousness, b) impulsive, c) shopping consciousness. The results show that there is a relation between functional innovativeness and price consciousness, shopping consciousness. But, there is a failure to reject H_0 in case of functional innovativeness and impulsive shopping style. The results are in line with previous literature. Functional innovativeness includes aspects like usefulness, handiness, compatibility, efficiency, comfort, ease, quality, reliability. A price conscious consumer looks for situations of sale prices. Thus, the results are in line with literature. A shopping conscious consumer shops just for the fun of it. Impulsive shopping style refers to a careless consumer.H3 states the relationship of hedonic shopping style with a) novelty, b) shopping consciousness. The results show that there is a relation between hedonic innovativeness and novelty as has been discussed above as well. But, there is a failure to reject H_0 in case of hedonic innovativeness and shopping consciousness.Hedonic aspects of consumer innovativeness include Pleasure, fun, sensation, excitement, enjoyment, tension, desire, an escape from the daily round.H4 states the relationship of cognitive shopping style with a) price consciousness, b) confused by overchoice, c) habitual. The results show that there is a relation between cognitive innovativeness and confused by overchoice, habitual. But, there is a failure to reject H_0 in case of cognitive innovativeness and price conscious shopping style. Cognitive aspects of innovativeness include Knowledge, information, intelligence, wisdom, eagerness to learn, logical thinking, insight and understanding, reason, brainpower, mental stimulation. A price conscious consumer is maybe not stimulated by the many benefits of the product or service but is rather concerned with value for money that is available. A consumer who is confused by overchoice has an inclination for cognitive innovativeness and that is what drives his or her behaviour. The results again are in line with literature. A habitual

consumer is brand loyal and is thus convinced in the information and knowledge factors of the product or service. The research study has implications for marketing managers for devising strategies to segment and hence target customers.

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