CONSUMER DECISION-MAKING STYLES OF INDIAN TOURIST SHOPPING AT CHATUCHAK WEEKEND MARKET IN BANGKOK – THAILAND

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ABSTRACT

This study examined decision-making (CDM) styles of Indian tourists who travelled to Thailand and shopped at Chatuchak Weekend Market. The purpose is to provide useful information and boost the ability to attract more Indian tourist to the retail and tourism sector. The research used a consumer style inventory (CSI) created by Sproles and Kendall (1986) as the instrument to investigate CDM styles of Indian consumers. The initial findings were that while shopping, the majority of Indian consumers were "price conscious" followed by "confused by over choice" and "perfectionist/ high quality conscious" styles, whereas "the impulsive/careless" style was scored the lowest. The most interesting part was on the appearance of both price consciousness and quality consciousness styles of Indian while shopping. While getting the lowest price was the most important task to accomplish, the quality part was always the second key criteria influencing the final decision. The two CDM styles seem to be related to each other and had to come together in one's purchase decision. The terms "value seeking" could clearly describe the main CDM style of Indian. In addition, overload of product/store choices and information confused Indian consumer. But instead of quitting shopping, the complexity of choice created an interest in seeking the best offering by doing bargain hunting.

KEY WORDS: CONSUMER/ DECISION-MAKING STYLES/ PURCHASE BEHAVIOR/
                       SHOPPING/ CONSUMER CHARACTERISTIC/ NATIONAL CULTURE

88 pages

รูปแบบการตัดสินใจซื้อของผู้บริโภคชาวอินเดียที่ตลาดจตุจักรประเทศไทย

CONSUMER DECISION-MAKING STYLES OF INDIAN TOURIST SHOPPING AT CHATUCHAK WEEKEND MARKET IN BANGKOK – THAILAND

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บทคัดย่อ

งานวิจัยเรื่องนี้มุ่งศึกษารูปแบบการตัดสินใจของนักท่องเที่ยวชาวอินเดียในการเลือกซื้อสินค้าที่ตลาดจตุจักรในประเทศไทยโดยใช้การสัมภาษณ์และแบบสอบถามซึ่งประกอบไปด้วยแบบจำลองกระบวนการตัดสินใจซื้อของผู้บริโภค (Consumer Style Inventory or CSI)

ผลการศึกษาพบว่านักท่องเที่ยวชาวอินเดียมีความเป็นผู้บริโภคแบบให้ความสำคัญกับราคามากที่สุด รองลงมาคือลักษณะของผู้บริโภคที่สับสนกับตัวเลือก(สินค้า)จำนวนมาก และมีความเป็นผู้บริโภคแบบสมบูรณ์แบบหรือให้ความสำคัญกับคุณภาพเป็นลำดับที่ 3อย่างไรก็ดีการศึกษายังพบอีกว่านักท่องเที่ยวชาวอินเดียมักจะใช้ปัจจัยหลัก2ประการควบคู่กันในการตัดสินใจซื้อซึ่งคือราคาและคุณภาพ ดังนั้นนักท่องเที่ยวชาวอินเดียอาจเรียกได้ว่ามีความเป็นผู้บริโภคแบบให้ความสำคัญกับคุณค่าของสินค้ามากกว่าเพียงราคาหรือคุณภาพอย่างใดอย่างหนึ่ง นอกจากนี้ความสับสนอันเนื่องมาจากจำนวนของร้านค้าและสินค้าในตลาดจตุจักรยังส่งผลในทางที่ดี กล่าวคือนักท่องเที่ยวรู้สึกตื่นเต้นกับการค้นหาสินค้าและต่อรองราคาเพื่อให้ได้มาซึ่งสิ่งที่พึงพอใจและราคาเหมาะสมที่สุด

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CHAPTER I
INTRODUCTION

To understand consumer is an important task that cannot be neglected in service and hospitality industries since consumers are not homogeneous but are differences in demand for products and services. In the field of marketing and consumer science, the empirical work related consumer decision-making has been studied for decades (Lehto, 1997). The main focuses were on understanding in which way consumer learn about, construct preference for, and choose among existing standard products or services designed to meet their needs (Moreau & Dahl, 2005) . Such understanding will provide useful information and develop awareness of the consumer purchasing behavior (Schiffman, Bendall, Cowley, O'cass, Watson, & Kanuk, 2001; Arnould, Price, & Zinkhan, 2002; Kotler & Keller, 2006)

1.1 Indian consumer as a new market trend for Thailand tourism

As the second world largest population country, Indian consumer is one of a potential market that worthwhile to study on. Centre for Information Research and Action reveals the spending behavior of Indian significantly changed comparing from year 1970 to 2010 (ThanOnline.com, 2010). Indian people tend to spend more on hedonistic shopping and outbound leisure travel from 3% in 1970 to 17% in 2010.Thailand is also an attractive destination for Indian tourist due to its proximity and diversity of tourism resources. According to Tourism Authority of Thailand (TAT)(2007), Indian tourists are considered as the fastest growing market for tourism sector supporting by the increasing tourist arrival numbers from year 2008-2011 (see table 1.1).

Table 1.1: Indian tourist arrival to Thailand 2008-2011

Year	Number of Indian Tourist Arrival
2008	536,964
2009	614,566
2010	760,371
2011	838,256

Retrieved from Department of Tourism on 17 February 2012

http://www.tourism.go.th/2010/th/statistic/index.php

Apart from tourist number, Indian tourists also generate high revenue for tourism industries. The record shown that the highest spending among Indian tourists contributed to shopping and it was the highest number comparing to other tourists.Based on table 1.2, the average expenditure on shopping was USD54.40 per person per day in 2007 (Tourism Authority of Thailand, 2007).

Table 1.2: Average shopping expenditure of international tourist 2007

No.	Nationality	Average shopping expenditure (in Thai Baht)
1	India	1,631.43
2	Hong Kong	1,493.69
3	Saudi Arabia	1,474.01
4	Sri Lanka	1,471.56
5	Bangladesh	1,379.56
6	Indonesia	1,377.32
7	Egypt	1,353.57
8	Korea	1,347.47
9	Philippines	1,307.69
10	Singapore	1,214.96

Retrieved from Tourism Authority of Thailand on 17 February 2012

http://www2.tat.or.th/stat/web/static_tex.php?Year=2007

Consequently, Tourism Authority of Thailand (TAT) becomes aware of the rapid growth of this market and puts more effort on tourism campaign in order to

target 850,000 Indian tourists by year 2012(Economic Thai, 2012). It is obvious that Indian market is potentially creating benefit for retail industry. Indian peopleare likely to have higher purchasing powerand spend much more on shopping while travelingnowadays. So, to maintain this high average expenditure, retailers should understand more about Indian consumers' needs by studying on how they make purchasing decision or the criteria involved to make them select and buy particular products. As such, the measurement of consumer decision-making (CDM) styles is employed to this researchto help investigate or predict consumers' behavior and be able to provide the right products that meet with consumer requirements. Moreover, studying Indian's CDM styles will provide most update result since the previous researches in 1995 *'Consumer decision-making styles: A multi-country investigation'* and 2002 *'Decision making styles of young South Indian consumers* might be out-of-date and cannot be appropriately applied with the current concept of this research which focuses on tourist consumers rather than regular consumers.

1.2 Background of consumer decision-making styles

Various researchers have concluded that consumers adopt different characteristics or rules in making purchasing decisions when confronted with choices in the market (Sproles & Kendall, 1986; Hafstrom, Chae, & Chung, 1992; Richmond, McCroskey, & Roach, 1997). For instance, consumers who are brand conscious will purchase goods by considering highly advertised and more expensive brands to be superior to other brands. They perceive that the higher price is the better while price conscious consumer will select less expensive or on sale products. Apart from choices in terms of brand and price, consumers decision-making are also influenced by product quality and product variety in otherwise. Those decision-making traits are formulated by individual's personal differences such as age, gender, social status and particularly national culture. (Pentecost & Andrews, 2010; Reisinger Y. , 2009; Hofstede G. , 1980). Therefore, studying consumer decision-making styles will help marketers to segment the market and offering appropriate products in according to the right consumer types. Sproles& Kendall (1986, P.268)defined a consumer decision-

making style (CDM) as "a mental orientation characterizing a consumer's approach to making choices". It is "a basic consumer personality, analogous to the concept of personality in psychology"Their empirical study identified eight mental characteristics describing the most basic mental characteristics of a consumer's decision making, which directly affects consumer choice behavior (see chapter 2 article 2.2).

1.2.1 Consumer decision-making styles in cross cultural context

Tourism industry is a good example for business that has to interact with high diverse consumers in terms of age, gender, religion, and nationality differences. Purchasing behaviors of tourists possiblybased on different CDM styles that influenced by cultural background. Refer to Hofstede(1980), culture is being recognized as a major reason why people in different countries make different decisions. To be more specific, national cultures of tourists influence their behavior, selection of destination, products and services, and decision-making (Reisinger Y. , 2009). Nevertheless, the original study of CDM styles by Sproles & Kendall have been argued regarding its reliability and validity since this model was firstly tested with American high school students. The results from this sample group created some limitation for cross-cultural generalization and was indicated that it needs to be tested and confirmed before applying to consumer interest groups or marketers in other countries (Walsh, Mitchell, & Thorsten, 2001). Therefore, the CDM styles was continued to study by many researchers on different target population such as Korean (Hafstrom, Chae, & Chung, 1992), New Zealander (Durvasula, Srinivas, Lysonski, & Andrews, 1993), Chinese (Fan & Xiao, 1998), and German (Walsh, Mitchell, & Thorsten, 2001).

1.3 Extent of research and data collection location

This study aimed at exploring CDM styles of Indian tourists as the considered booming consumer group for Thai retail industry. The findings will also identify cultural behavior of Indian consumers on making purchase decision at Chatuchak market (JJ). The data collection location is chosen based on its traditional

image and variety product offerings. JJ market is one of the famous tourist attractions in Bangkok that has a highly-deserved reputation among shoppers (see picture 1.1).
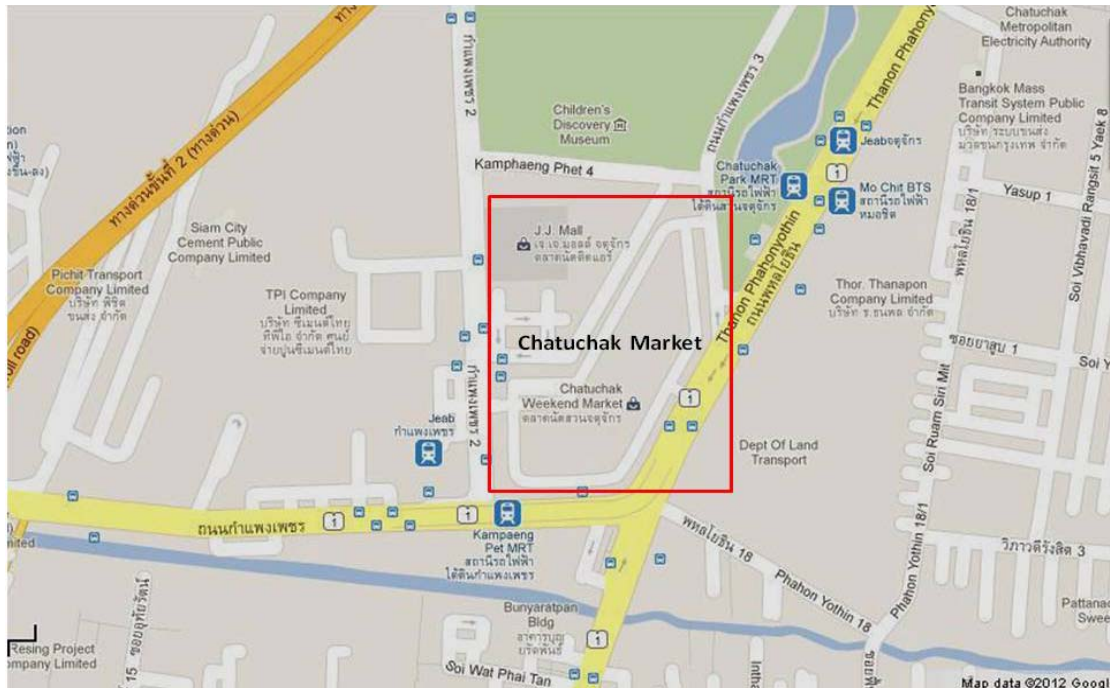
Retrieved from Google Map on 2 March 2012

Figure 1.1: Chatuchak Market location map

The Tourism Authority of Thailand (TAT) (2011) conducted a survey with a total of 3,389 travelers from 68 countries around the world to find out the "100 Most Amazing Places in Thailand", the result revealed that JJ market ranked at eighth place and it was also in the first place in category of shopping venue. In addition, JJ is the largest market in Thailand and has been recorded the number of visitors approx. 200,000 visitors per day which includes Thai and international tourists (Wijesinghe, 2011). Due to its capability to receive tourists, JJ is worth to be the sample location for conducting this research.

Chatuchak market is located in Bangkok and also known by tourists as the weekend market. The main location for data collection comprises of three areas indicated as following;

1.3.1 **Chatuchak Weekend Market**: This market is established for 63 years. So far, it comprised of more than 8,000 shops on 26.9 acre and open on Saturday-Sunday. Variety of product categories are available here such as clothing, crafts, souvenir, and food & beverage.

1.3.2 **Chatuchak Plaza**: It is adjacent to Chatuchak weekend market. This location is well known for antique, home furniture, crafts and decorations. Open daily.

1.3.3 **JJ Mall**: This is quite new section separated from Chatuchak Weekend Market and Chatuchak Plaza. It is an air-conditioning shopping mall comprised of more than 2,000 shops, open daily.
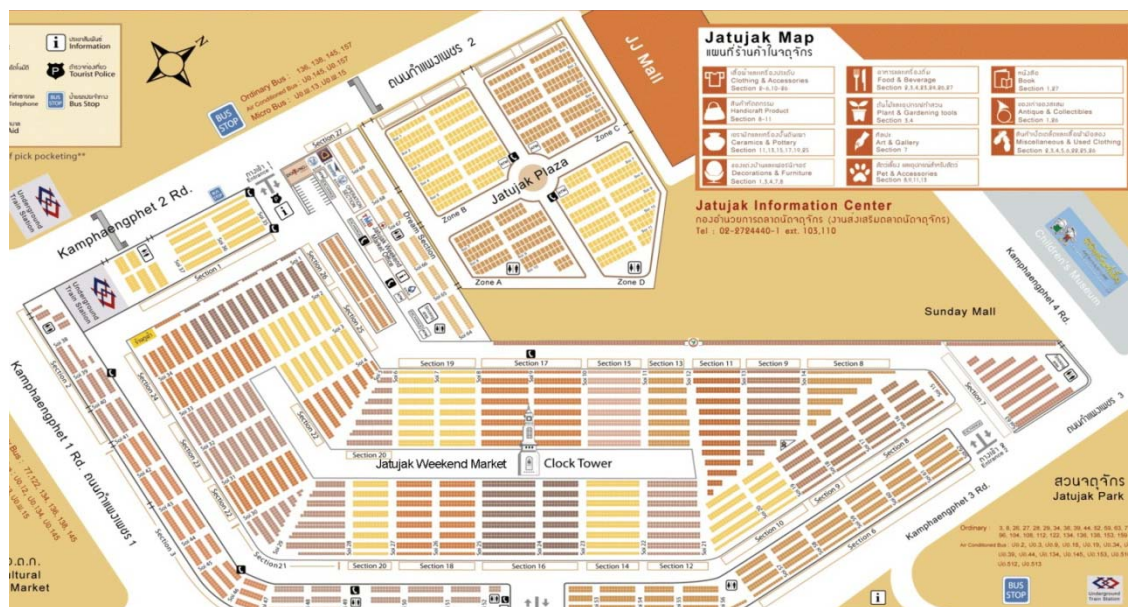
Retrieved from http://www.Chatuchakguide.com on 2o February 2012

Figure1.2 : Chatuchak Market site map

1.4 Rational and significant of research

According to Tourism Authority of Thailand(2007),the expenditure of tourist for shopping purpose was accounted 26.01% which was the second highest tourist spending after accommodation. This is the great amount generating income to the destination.Several researchers addressed that for many visitors no trip is complete

without having spent time for shopping (Hudman & Hawkins, 1989; Keowin, 1989 ; Prinsky, 1977). It is a dynamic motivating force of travelling which is not only a part but also an essential element that became a major activity on travel itinerary (Di Matteo & Di Matteo, 1996; Timothy & Butler, 1995). Obviously, retail businesses have always directly associated with tourism industry and could generate high revenue to the country in each year. Jansen-Verbeke M.(1991)also mentioned that for less developed tourist destination, shopping may create a major attraction drawing tourists to experience shopping in those cities where prices of goods are generally low. Therefore, this research use Chatuchak Market, Bangkok Thailand as the data collection location due to its attractiveness for tourists in terms of multiple product offering and negotiable price.

To date, most of the former CDM styles researches were conducted with domestic consumers and there are no study have been done to identify CDM styles of inbound tourists shopping for wide range of product in destination country. Besides, the number of Indian tourists travelling to Thailand is increasing every year and that have drawn attention of tourism and related business sectors to see potential of this consumer group. Considering the changes in Indian's consumption behaviors, they have higher purchasing power as they spend more on shopping in and outside their country. Therefore, this research will explore purchasing characteristic of consumer such as the key criteria influencing Indian to make purchase decisionat present time and maybe in the future.This useful information will help retailer getting ready for the vast number ofIndian tourists as predicted and being a good example for other tourist shopping locations.

1.5 Statement of problem

It is necessary to understand Indian tourist's purchase decision making styles in order to provide them the right products and services characteristics. Walsh, Mitchell, & Thorsten(2001) stated that an instrument to measure decision-making that can be applied to many different countries would be desirable in international marketing context. However, the CDM model which will be used as a tool in this

research have been doubted regarding its generalization to all consumers especially nonstudents population in other countries apart from the USA. There are the significant differences between students and other consumers, for example, students are perceived to be more intelligent, less experienced with many kinds of product and have lower purchasing power than average consumers (Gordon, Slade, & Schmitt, 1986). These differences might affect purchase preferences and decision-making styles, thus, CDM needs to be tested on other sample group both on cross national and non-high school students in order to be more widely used with consumers in general.

Apart from the major problem of cross cultural issue of CDM styles model, the other main concern is about developing understanding of retailer toward tourist consumers. Normal consumers and tourist consumers are different in the way they participate in shopping. Tourist may perceive shopping as a leisure activity and an experience gaining while normal or domestic consumers may mainly focus on products and utilitarian aspects. Since the original CDM styles model and other research on Indian consumers were derived from the studies of domestic consumers, thus, conducting research on tourist consumersmay create new or different result which will be useful for tourism sector.

1.6 Research question

1.6.1 What are the distinctive CDM styles of Indian tourists towards shopping for goods offering at Chatuchak Market?

1.7 Research objectives

1.7.1 To study CDM styles of Indian tourist while shopping at JJ Market

1.7.2 To be able to explain the existence of National Culture in Indian's CDM styles

1.8 Scope and limitation

This study considers only Indian consumers who natively live in India and as the term consumer refers to a person who purchases products and services for their self-consumption and to satisfy their personal wants, thus buyers who make purchase for gift-giving or resell purpose are excluded. In addition, it solely focuses on identifying decision-making styles of Indian who comes to Thailand for traveling purpose, local consumers and expatriates who live in Thailand are not the key respondent on this research.Secondly, the instrument entitled Consumer Styles Inventory (CSI) (see appendix 1) designed by Sproles and Kendall (1986) will be employed to investigate Indian's CDM styles. It includes 40 items that represent basic decision-making characteristic of consumer.

The basic mental characteristics of CDM comprised of eight styles:

1) Perfectionist consumer

2) Brand consciousness/price equals quality

3) Novelty & fashion conscious consumer

4) Recreational & shopping consumer

5) Price conscious consumer

6) Impulsiveness/careless consumer

7) Confused by over choice consumer

8) Habitual/ brand loyal consumer

The target destination of data collection is Chatuchak (JJ) Market Bangkok, Thailand where domestic products are offered. JJ Market comprised of three main areas; 1) Chatuchak weekend market, 2) Chatuchak plaza (Sunday market) and 3) JJ Mall. There are 11 product categories offering here includes clothing & accessories, handicraft product, ceramics & pottery, decorations & furniture, food & beverage, plant & gardening tools, art & gallery, pet & accessories, book, antique & collectibles, and miscellaneous & used clothing (2004). However, to identify the most accurate CDM styles, this research will only focus on six product categories:

1) Clothing & accessories

2) Handicraft product

3) Ceramics &pottery

4) Decorations & furniture

5) Antique & collectibles

6) Art & gallery

Food & beverage, plant & gardening tools, pet & accessories, book, and miscellaneous (i.e. wrapping paper and battery) are excluded from this research due to their products characteristic that cannot identify all eight CDM styles. For example, these product categories are non-branded, thusconsumers cannot be identified whether they have any trait related to brand consciousness and brand loyalty styles. Also, accordance to preliminary research on August 2011, the entrepreneurs suggested that these six product typesare the most popular among tourists

There is a limitation in the generalization of this study in the future. The research will be only conducted with Indian tourists who shopat JJ Market Bangkok. Therefore, the result will be applicable for the similar destination where similar types of product are offered.

1.9 Research hypothesis

The positive changes in household Income is supporting Indian people to have higher purchasing power and allowing them to desire for entertainment in life. In addition, Indian consumers nowadays are becoming younger and more educated, thus Indian tourists' characteristic can be assumed as following:

H1: Indian tourists are quality conscious

H2: Indian tourists are not brand conscious

H3:Indian tourists look for innovation and fashion

H4: Indian tourists take shopping trip as recreational activity

H5: Indian tourists are not price conscious

H6: Indian tourists are carefully shop

H7: Indian tourists can cope with overloaded product choices and information

H8: Indian tourists are not loyal to one brand

CHAPTER II
LITERATURE REVIEW

2.1 Indian consumer

2.1.1 The evolving in Indian consumer

Indian consumers are now drawing global attention due to the changed consumption patterns and evolving spending power. International corporation such as McKinsey Global Institute (MGI)(2007) who specializes in economic and management research reported that Indian is potentially growing into the fifth largest consumer market in the world by 2025. There will be a larger number of middle and upper middle classes and with the large number of population, Indian will become the biggest desirable market for retail industry. Middle classes refers to households with disposable incomes from Rupees 200,000-1,000,000 per year(KS Oils Limited, 2008, P.3). The average household income has been increasing since 1985 which make their buying power expanding in the past decades. On the other hand, there is a change in Indian demographic characteristic as 54% of India's populations are age under 25 years(Mckinsey Global Institute, 2007). These majority populations are consumers who rich in knowledge as well as demand. As young generation, they also have different thought in terms of saving and spending comparing to older consumers. The modern Indian consumers gain higher income and desire for a better life quality, meaning they desire to seek for self-gratification such as spending on leisure activities (Spencer Stuart, 2008). This also positively affect retail industry globally as Indian are now spending more on vacation and related products such as apparel, entertainment and so on (Nadir, 2008). Thailand is also a country who benefit from this change witnessed by the number of Indian tourist arrival and expenditure level that have increased in the past years and are predicted to be continuously increasing (ThanOnline.com, 2010).

2.1.2 Purchase behavior and consumer decision-making styles of Indian

Indian consumers' purchase behavior and decision-making styles have changed in various aspects as they spend much more on leisure activities i.e. travel and shopping. They become wealthier than last decade that makes them are not much price sensitive as they were in the past but focus more on value that they would get from purchasing even though the price is high (Business India Intelligence, 2005; Shukla & Devi, 2010). It seems like shopping is increasingly important for Indian's everyday lifestyle and thus, they have higher demand in terms of shopping experience both from innovative and new product and also the place where they shop. Shukla and Devi also stated that Indian consumers do not stick with single brand anymore, they are more confident to try the new products from different brands or even non-branded.

Another interesting behavior of modern Indian consumers is their great attitude toward shopping. According to the research ofSinha (2003), Indian consumers are accounted as a fun or entertainment shopping oriented which refers to shoppers who go shopping to earn maximum value in terms of enjoyment, price negotiation, and information seeking. They utilize most of shopping component to influence their purchase decision including sales persons, product price, and store attribute. For them, communicating with sales person for bargaining is necessary to extract the best price and it is perceived as a kind of entertainment. Indian consumers inSinha's(2003), research are more emotional based rather than rational based decision-making when shopping. However, there are some researchers argue that even though Indian are economically wealthier, it does not make their purchase become impulsive or careless. In contrast, it increases consumer's product knowledge and awareness so that Indian becomes more selective with product quality and value for money(KS Oils Limited, 2008).

In addition, the gender role toward decision-making has been positively changing since women are now an important part directing family expenditure and buying (Spencer Stuart, 2008).Unlike in the past that men are the key decision maker, Indian women nowadays are more independent and keep up with trends. They shifted their characteristic from conservative and all family dedicated into searching a way to satisfy their desires. They perceive that having good looking and gaining new

experience are also important as well as being with family and having children. So, they spend more time on socializing, shopping, and travelling.

As the rising income of Indian, they do not only consume and spend on domestic product but they are now seeking for new experience by traveling to different destinations. Thailand also benefit from that change refers to the highest tourist spending in recent years contributed to Indian tourists who own the record.

2.2 Consumer decision-making styles (CDM)

Most studies of consumer purchasing behavior assumed that consumer do shopping with various decision-making traits that combines to form a consumer decision making style. From previous studies, consumers have been categorized as novelty-fashion seekers, comparison shoppers, quality seekers, information seekers and habitual and brand loyal consumers (Miler, 1981; Sproles G. B., 1979; Sproles G. B., 1983). However, a more comprehensive methodology to measure these and other decision-making traits was created by Sproles and Kendal entitled the 'Consumer Styles Inventory' (CSI) (1986).

2.2.1   Consumer styles inventory (CSI)

The CSI instrument comprised of 40 items which each of them represents important approach for consumers in making decision toward choices (see appendix). Sproles and Kendal (1986)distributed questionnaires include 40 CSI items to 501 U.S. high school students in 1985. The students were asked to respond their opinion toward each item by using 5-point Likertscale of 1–strong disagree to 5–strongly agree. The usable 482 questionnaires were analyzed, resulting in eight decision-making characteristics or so called 'consumer decision-making styles' (CDM) were identified (Sproles & Kendall, 1986). In order to reconfirm the reliability and validity of the eight CDM styles, most literature including Sproles and Kendall suggested that the CSI must be administered with different populations across different cultures particularly adult population, since student samples cannot represent general consumer. (Walsh, Mitchell, & Thorsten, 2001).

Although the major concern is about the generalization of the CSI, nevertheless it represented the most tested instrument available to assist marketers to identify decision-making styles of consumer in oversea markets (Walsh, Mitchell, & Thorsten, 2001).

2.2.2   Consumer decision-making (CDM) styles

The CDM styles is defined as "a mental orientation characterizing a consumer's approach to making choices" (Sproles & Kendall, 1986, P.268). The theory explained that one person would adopt one CDM style. However, the recent study of Wesley, LeHew and Woodside (2006) found that consumer can apply more than one CDM styles while shopping and may have different CDM styles for each product category.

The eight mental characteristics describing a consumer's decision-making style from 40 CSI items are indicated as followings;

2.2.2.1 Perfectionist/high   quality-conscious   consumer: According to Sproles and Kendall(1986), this decision making style is associated withconsumers who systematically search for the very best quality products. They shop carefully and make comparison as much as possible. In general, perfectionists tend to set a very high standard of every personal performance, while non-perfectionist may be able to accept and deal with discrepancies (Slaney, Rice, Mobley, Trippi, && Ashby, 2001). In terms of shopping, perfectionist/high quality-conscious consumers are willing to make special efforts and spend more money in order to get the best choices in products (Mishra, 2010). For instance, German consumers who scored high on this style are likely to doubt when high quality products offered to them at low prices because they believe that cheap price equal poor quality (Walsh, Mitchell, & Thorsten, 2001). It is not because German are wealthy but the consumer are willing to pay premium prices for the right quality product. In Malaysia(Kamaruddin & Kamarulzaman, 2009), quality conscious consumers set high expectation when purchasing products, thus they carefully shop to seek for perfection and are not satisfied with only good enough product. As well as young Indian consumers who were mainly identified as perfectionist put high standard quality product as first key consideration in making purchasing decision (Canabal, 2002).

2.2.2.2 **Brand consciousness/price equals quality:** Decision style of consumers concerned with getting the most expensive, well-known national brands. Consumers believe that a higher price means better quality. They have positive attitudes toward good quality department store and also prefer best-selling brands. According to the study of Korean consumers' decision-making styles (Hafstrom, Chae, & Chung, 1992), Koreans who scored high on this CDM style have tendency to shop in expensive and luxury stores. They feel that highly advertised brands are very good. In particular, Asian consumer may prefer international or Western brands which represent unique and individual style rather than local brands (Smit & Wylie, 2004). According to the research of (Wang, 2001), Chinese consumers appear to be more brand conscious evidenced by 50 percent of the total market share in clothing business contributed to famous brand name stores. Chinese perceive that imported brand name products are more stylish and have higher brand recognition compare to domestic brand. In addition, Japanese are likely to consume internationally known brand-name product because they believe that it reflect a level of prestige, taste and social status (Kim, Timothy, & Hwang, 2011).

2.2.2.3 **Price conscious/value for the money:** It is a decision style of consumers who are concerned with getting lower prices or sale prices in general. Particularly, they concern about getting the best value for money and tend to be comparison shoppers in terms of price. Gauzente and Roy (2011) suggested that price is the first concern for making purchasing decision. Price conscious consumers will construct an idea of what price level is acceptable within what limit and if the product price is higher than expected, the consumer may refuse to buy. According to the research ofHiu, Siu, Wang and Chang (2001)on Chinese consumer, this type of consumer would choose to purchase local or domestic brand product rather than luxury or brand name. They are utilitarian and long-term oriented consumers because their most concern is about money spent and also value received from products purchasing (Zhou, Arnold, Pereira, & Yu, 2010). In contrast, price conscious consumer may not only refer to utilitarian shopper but this CDM style also related to hedonistic shopping aspect as well. For example, consumers who enjoy hunting for bargains, looking for sales, and finding discounts or low prices. For this type of

consumer, shopping provides increased sensory involvement and excitement. It is more like a game to be won than a task to accomplish

        2.2.2.4 Novelty and fashion conscious: This is a decision style of consumers who like new and innovative products and who gain excitement from seeking out new things. They keep up-to-date with styles, and being in style is important. Some researcher described the similar consumer characteristic namely "idea shopping" which refers to consumer who shop as a way to keep abreast with new products and innovation that are available in market (Arnold & Reynolds, 2003) . Novelty and fashion conscious consumer also prefer variety-seeking, however, they may only enjoy browsing with no intention to purchase. According to Iyer & Eastman(2010), fashion conscious consumer tends to spend more money on clothing and gain pleasure from shopping, while novelty conscious consumers enjoy spending time seeking for variety and make comparison. As well as the research of Walsh et al. (2001)which found that German are also fashion conscious consumer in terms of clothe shopping. German consumers have a desire to keep their wardrobe up-to-date and have pleasurable shopping experiences.

        2.2.2.5 Recreational and shopping conscious: Decision style of consumers who take pleasure in shopping and who shop just for the fun of it. In previous research of Sproles and Kendall(1986), this style was a shopping avoider or time-saver consumer, thus, some items in CSI load negatively. Nevertheless, the loading show that this factor measure shopping for recreation and entertainment. According to Backstrom(2011) consumers engage in shopping as a form of enjoyment and pleasurable experience rather than an intention to buy something. Therefore, recreational consumer may be attracted to store shopping because they can enjoy an attractive atmosphere and nice displays of merchandise (Wakefield & Baker, 1998). In addition, this consumer characteristic prefers seeking different benefit from shopping such as to socialize with others (Nicholls, Li, Kranendonk, & Roslow, 2002; Sinha & Uniyal, 2005). Despite some researchers have argued that recreational shoppers prefer browsing or window shopping only (Wakefield & Baker, 1998; Karande & Ganesh, 2000), however, they also enjoy visiting new store and make purchasing decision spontaneously (unplanned purchase) (Kim & Kim, 2008). Regarding to Kim & Kim (2008), recreational consumers are perceived as self-confident consumers.

2.2.2.6 Impulsiveness/careless: This CDM style refers to consumers who tend to buy spontaneously and who are unconcerned about how much money they spend or the best buy. This CDM style is relevant to unplanned shoppers and also related to hedonistic or leisure shopping. According to previous researches (Hans, 2002; Hoyer & Macinnis, 2001), impulse buying is a consumer behavior associating with feelings and psychosocial motivations rather than thinking and utilitarian benefits. This kind of consumer use low effort in making decision but make purchase based on individual emotion. Impulse purchasing is a sudden decision making without processing any thoughtful, deliberate consideration of alternatives. Therefore, it relates to low cognitive control and spontaneous purchasing behavior toward an appealing object or product (Sharma, Sivakumaran, & MarshallRoger, 2010).   Anyhow, some researcher i.e. (Baumgartner, 2002) believed that impulsiveness in shopping would arise only when consumer confront with low value and low involvement product categories such as magazine and candy. However, Jonesa, Reynoldsb, Weunc, & Beatty (2003) argued that consumers who are high on impulsiveness have a tendency to purchase products of all categories (within reason) on impulse. Purchase involvement is a degree of attention required by a purchase or the amount of effort contributed on the purchase. Thus, Impulsiveness and careless decision making style may be able to occur with products across categories.

In addition, consumers frequently participate in impulse buying for new arrival products (Kacen, 2002). According to Kacen(2002) and Abrahams(1997), the result of impulsive consumer investigation shows that 80% of purchases product in various categories in USA resulting from impulse buying or unplanned purchasing. Furthermore, American consumers tend to be more impulsive comparing to British and South African consumers (Bayley & Nancarrow, 1998; Abratt & Goodey, 1996).Baumeister(2002) explained regarding impulse purchasing as an irresistible behavior, meaning that consumers sometimes experience decision making which is out of their control and resulting in excessive purchases. Intense impulsive consumers often make immediate decision and are subjectively biased to their favorable product. Adversely, they pay less concern about negative consequences that may come from their actions or decisions (Hoch & Loewenstein, 1991; Kacen & Lee, 2002). These assumptions are also associated with Sproles and Kendall's (1986

)CSI statements*'I should plan my shopping more carefully than I do* and *often I make careless purchase I later wish I had not'* (P. 272). The negative consequence from impulsive buying may occur in terms of over money spending and purchasing unnecessarily products.

        2.2.2.7 Confusedby over choice: It is a decision style of consumers who feel that they have too many brands and stores to choose and have difficulty making choices. Additionally, they experience information overload in the market. The current study on decision-making styles of female consumers in Cyprus (Yesilada & Kavas, 2008) found confused by over choices as one of significant consumer trait. These consumers have tendency to suffer from information overload because of the numerous amount of choices and they would finally perceive shopping as an exhaustive activity. Likewise,Kavkani, Seyedjavadain, and Saadeghvaziri(2011) also mentioned that this type of consumer has trouble while shopping because they cannot manage and analyze the information of the products and the brands available in the market. In other words, the more consumers are educated about the products the harder for them to make decision (Canabal, 2002).

        Furthermore, the research on Korean CDM styles reveals some interesting finding that Korean consumers tend to cope with their confusion by do not making choice alone or convincing themselves that all brands or stores are the same, thus they would switch to consider price instead (Hafstrom, Chae, & Chung, 1992).

        2.2.2.8 Habitual/brand loyal: It is a decision making style of consumers who have favorite brands and shop at same stores and tend to buy the same brands each time. The term brand loyalty has been defined as the degree to which a consumer repeatedly chooses the same brands (Shim & Gehrt, 1996). Baloglu(2002) found that emotional commitment to a brand is a key characteristic of loyal consumer. In addition, just because consumers repeatedly purchase a product or service does not mean they are truly loyal to the brand but they may only represent "behavioral loyalty" toward particular promotional marketing program in order to receive their desired incentive (i.e. frequent customer program or sales promotion). Previous researchers mentioned that studying consumer behavior solely cannot identify the real reason whether the repeat purchase derive from convenience or monetary incentive or the consumers are real attitudinally loyal toward brand (Baloglu, 2002). The attitudinal

loyalty involves trust and psychological or emotional attachment to a product or brand. Steenkamp, Scheerand Kumar (1996) defined trust as confidence of ones in an exchange reliability of partners. In the case of shopping aspect, trust may refer to a degree of which consumer believe and feel confident in purchasing favorable brand or product would satisfy their personal desire.

According to the research of Yesilada & Kavas(2008) on female Cyprus consumer, the finding reveals that this kind of consumer tends to stick with the brand or product they are satisfied with and are not willing to try other ones because they do not want to take a risk of experiencing dissatisfaction. Therefore, the clarification of brand loyal consumer may consistent with the consumers who repeatedly purchase products or services from the same brands due to their strong commitment toward the brands, stores or companies.

Since the CSI was developed in 1985 and found eight CDM styles of U.S. high school students, there are various researchers continued to study in different countries and different target population such as China, Korea, New Zealand, India, Greece, UK, Germany, Australia, Turkey, Iran and only two southeast Asia countries which are Singapore and Malaysia. However, majority of the sample groups were young consumer which created limitation of generalization of the model to all consumers. In order to overcome this limitation, the researchers suggested to further study with other population as possible. In addition, the cross cultural differences in consumer-decision styles is also a significant dimension that need to be more focused. In addition, it would be more useful to conduct both quantitative and qualitative research in order to improve the validity and reliability of the result (Walsh, Mitchell, & Thorsten, 2001; Leo & Bennett, 2005; Mokhlis & Salleh, 2009).

2.3 National culture and consumers' characteristic

The influence of culture has a greatly impact on consumers' thinking process and behavior. People from different cultures have different cultural values, rules of social behavior, perceptions, and social interaction, which consequently affect their lifestyle, work, leisure, consumer behavior patternsand decision making

styles(Richardson & Crompton, 1988) . Thus, it is necessary to study and understand consumer cultural background in order to gain competitive advantage in international market.

The most famous dimensional model of national culture by Geert Hofstede(1980) was created based on the study of 116,000 IBM employees. Hofstede defines 'culture' as "the collective programming of the mind that distinguishes the members of one group or category of people from another"(Itim Culture Management Consultancy, 2012), 'Mind' relevant to thinking, feeling, and acting. So far, Hofstede have conducted research on 93 countries around the world and identified six cultural dimensions (Hofstede G. , 1991; Hofstede, Hofstede, & Minkov, 2010) entitled 1) Power Distance, 2) Uncertainty Avoidance, 3) Individualism as opposed to Collectivism, 4) Masculinity as opposed to Femininity, 5) Long versus Short-term Orientation and the latest sixth dimension 6) Indulgence versus Restraint. Each dimension except 'Indulgence versus Restraint' has been assigned index score to all studied nations.

Even though the research of Hofstede on national culture dimension model was conducted on specific sample group but the model should be able to apply to general people since culture generates the perceived values, attitudes that drive perception, thoughts, cognitive map of beliefs, actions, attribute of response and interaction (Leo & Bennett, 2005; Tung, 1995). Therefore, national culture could affect human behavior and mental characteristic in general performance including decision-making process. Many researchers have carried on the study and applied this model to investigate consumer traits in cross cultural context (DeMooij, 2004; Leo & Bennett, 2005; Litvin, Crotts, & Hefner, 2004)and have found various assumptions that link national culture to consumer behavior and decision-making. The six cultural dimensions related to consumer behavior and decision-making trait have been generalized as following;

2.3.1 Power distance

Power distance is the extent to which less powerful members of society and organizations within a country expect and accept that power is distributed unequally. Regarding to Hofstede's empirical index (1980), Australia and other

English-speaking countries were accounted in low power distance culture, whereas the Asian nations include India were categorized in high-power distance culture. Consumer from high power distance culture requires service providers to pay attention to social hierarchy. Therefore, they are consistent with quality conscious decision-making style because this dimension refers to hierarchy equal quality (Leo & Bennett, 2005). In contrast, people from low power distance culture such as Australian believe in equality for each member of society (Reisinger Y. , 2009; Hofstede G. , 1980).

2.3.2 Uncertainty avoidance

This culture refers to the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity. In strong uncertainty avoidance culture i.e. Chinese, Japanese, Greek, etc., people are hardly to accept change and less innovation than low uncertainty avoidance cultures such as American, British, German, etc. This characteristic leads to differences in buying decision-making of people across culture, for example, the extent to accept new products and new ideas. Reisinger(2009) stated that in low uncertainty cultures, adaption of new ideas and products, and traveling to new places and meeting new people happens faster than in high uncertainty culture where people reluctant to try new thing. They prefer their familiar brands or destinations and are not willing to change in order to gain more novelty or variation. Therefore, consumer in high uncertainty avoidance is likely to adopt brand loyal/habitual decision-making styles, perfectionists and price/value for money conscious consumer than novelty/fashion conscious consumer(Leo & Bennett, 2005) .

2.3.3 Individualism as opposed to collectivism

The cultural orientation toward individualism/collectivism has the strongest influence on the role of reference groups in shopping and purchasing decisions (DeMooij, 2004).Individualism culturestands for a preference for a loosely knit social framework in which individuals are supposed to take care of themselves and their immediate families only. They rely more on their own individual value systems, prefer to be different from others and have independent attitudes and opinions (Triandis, 1994). However in the collectivistic cultures such as the Philippines, Korea, or Thailand, social acceptance and social image are perceived very

high important. In terms of purchase decision-making styles, individualistic consumers make purchases to differentiate themselves from others, whereas collectivistic consumers make purchases to become similar with other members because they do not need to stand out from groups. As such recreational shopping in individualistic cultures is related to the need for variety, novelty, stimulation, thrill, and initiated ideas and products.

2.3.4 Masculinity as opposed to femininity

Masculinitycultures represent society in which social gender roles are clearly distinct. Men are supposed to be assertive, tough, and focused on material success, while women are supposed to be more modest, tender, and concerned with the quality of life. In contrast, both men and women from Femininity societyare supposed to be modest, tender, and concerned with the quality of life. According to DeMooij(2004), members of masculine societies will present their success and achievement by using status brands or products such as jewelry, car or luxury goods. This dimension of masculinity was supported by the studies of materialism culture (Ogden, 2003) showing that males are more materialistic than females.In many Western societies people believe that they can buy self-image and social status by purchasing tangible goods to develop a social image. Nevertheless, Asian, French, and Indian people believe that self-image and status cannot be bought but are inherited from family or ancestors and tradition (Reisinger Y. , 2009).

2.3.5 Long- as opposed to short-term orientation

This cultural dimension was indicated in the revised edition of dimensional model of national culture (Hofstede G. , 1980). Long-termorientation (LTO) differ from short-term orientation aspects in terms of way of thinking which is persistence. The LTO culture occurs in Chinese's society where people are very careful about spending money for shopping which related to the research of Lee (2005) and Gavin (1994) , Chinese consumers are saving oriented or price conscious. These studies also associated with the finding of Chinese consumer decision-making style which scored high on price/value for money conscious consumer. Furthermore, a strong LTO consumers are willing to spend time seeking for information on brand or product, thus,

they are not likely to be confused by over choice while shopping (Zhou, Arnold, Pereira, & Yu, 2010).

2.3.6 Indulgence versus restraint

There is only a few research mentioned about this national culture dimension since it is very new and has not been assigned index score to any nation. Anyhow, according to Hofstede(2011), Indulgence culture represents a society that allows its member to enjoy life and having fun. Conversely, restraint society prohibits a need for gratification and forces its member with strict social norm. Clemmons(2011)

Nevertheless, this cultural dimension is not yet added index score to any countries, therefore, it will be taken out from this research.

2.4 Conceptual framework

Hypothesis

1. Indian tourists are quality conscious

2. Indian tourists are not brand conscious

3. Indian tourists look for innovation and fashion

4. Indian tourists take shopping trip as recreational activity

5. Indian tourists are not price conscious

6. Indian tourists are careful shopper

7. Indian tourists can cope with product choices and information overload

8. Indian tourists are not loyal to one brand

- **Purchased product categories**
1. Clothing & accessories
2. Handicraft product
3. Ceramics &pottery
4. Decorations & furniture
5. Art & gallery
6. Book, antique & collectibles

- **Age Differences**
- **Gender Differences**
- **National Culture Characteristic**

**Consumer Decision-Making
(CDM) Styles**

1) Perfectionist
2) Brand consciousness
3) Novelty & fashion conscious
4) Recreational & shopping
5) Price conscious
6) Impulsiveness/careless
7) Confused by over choice
8) Habitual/ brand loyal

CHAPTER III
RESEARCH METHODOLOGY

The study aims to explore CDM styles and purchasing behavior of Indian tourists towards shopping at Chatuchak Market. The finding may also reflect the nation culture of Indian while making decision, furthermore, it will be the source to predict Indian tourist's consumption behavior in the future. The consumer styles inventory (CSI) of Sproles and Kendall (1986)will be employed to investigate CDM styles and the 'dimensional model of national culture' by Geert Hofstede(1991), (2010) will be used to explain the related culture among the identified decision-making characteristic of Indian.

The data will be collected based on both perspectives from real life samples include retailers and real-time consumers instead of student samples which have been used in previous studies. The period for both qualitative and quantitative data collection will be done from August-November 2012. The locations for data collection comprised of three shopping destinations. All three are attached to one another and generally known as Chatuchak Market;

      a) Chatuchak Weekend Market,

      b) Chatuchak Plaza,

      c) JJ mall

3.1 Sample selection

The respondents are 1) Indiantourists and 2) Thai Retailers. The criteria for Indian touristsample selection is explained as following

      a) Indian Tourists who the native resident of India

      b) Indian who travel to Bangkok and visit JJ market on the purpose of traveling and shopping. These consumers exclude expatriates who live in Thailand.

c) In order to find the most potential result that can be generalized to all consumer in general, the target sample is Indian consumers who aged 18 and above. It is the legal adult age for most countries including USA, Australia, Singapore and also India(Phil, 2011; Leo & Bennett, 2005)**.**

d) The research will be conducted with Indian consumer who purchase products for self-consumption exclude buying for gift-giving and commercial purpose.

Interviewer will ask the screen questions to the target tourists regarding their nationality/race, age, and also purpose for shopping in order to get the right informants. The data collection will be carried on if the characteristic of target tourists fit in the identified four criteria. The research will be done with both qualitative and quantitative methods so that the collected data can be analyzed and reveals the most accurate result.

3.2 Quantitative research

The questionnaire used in this research is to obtain Indian tourists' opinion toward CSI 40 items statement. The result can be analyzed and will reveal the exact CDM styles that average Indian tourists are adopting. However, it will not show the rationale of such findings, therefore, qualitative research using semi-structure interview will be used to investigate in-depth information (see Qualitative research)

3.2.1   Target population and sample size

The respondents of this research are Indian consumers who shopping for product offering in Chatuchak Market Bangkok. The sample size is calculated by using Yamane's sample size determination (1967) which 95% confidence level and precision at 5% are assumed.

$$n = \frac{N}{1 + N(e)^2}$$

n   = the size of sample

N = the size of population

In this study, N is the number of Indian tourists who visited Thailand in year 2011 which is 838,256 (Department of Tourism, 2011)

e = allowable error or level of precision (normally used at 0.05)

$$n = \frac{838,256}{1 + 838,256 \ (0.05)^2}$$

$$n = 399.99$$

$$n \approx 400$$

3.2.2 Data collection and questionnaire design

Even though a representative sample size for this research would be 400 usable surveys. However, due to restricted time frame of this study, the sample size of 200 surveys is considered sufficient to crosscheck findings of qualitative interviews. The questionnaire is made up of three parts: 1) Demographic and personal characteristic, 2) Purchased product categories, and 3) Consumer Styles Inventory

The purpose of the first part is mainly requested nationality/race, age, gender of consumer and purpose for shopping.

The second part contains 6 purchased product choices for consumers to select. Consumer will select only one main product category that is bought on shopping day. Purchased product categories comprise of:

a. Clothing & accessories
b. Handicraft product
c. Ceramics &pottery
d. Decorations & furniture
e. Art & gallery
f. Book, antique & collectibles

The third part will ask respondents to rate their opinion of the importance of factors influencingindividual's purchase decision-making.The factors are identified based on Consumer Styles Inventory (CSI) that was derived from Sproles and Kendal's consumer decision-making styles theory (1986). The 5-point Likertscale of 1–strong disagree to 5–strongly agree will be used according toSproles and Kendall's (1986) original research.

The original CSI includes 40 items covering eight styles of CDM and in order to apply this instrument to this study, some items are renamedand indicated Chatuchak Market as the focus venue on this research (see appendix).

3.2.3   Data analysis

The program called Statistical Package for the Social Sciences (SPSS) will be employed to analyze the collected data. Firstly, the exploratory factor analysis (EFA) will be used to extract a small number of potential factors from a large number of observed factors (40-items on the CSI). It is used to identify the existing factors of CDM styles for each product category which will confirmhypothesis number oneto eight.

3.3 Qualitative research

The objective of qualitative research method is to obtain Indian tourists' opinion and attitude toward their decision-making styles, shopping behavior, and shopping preference. The collected information would help explaining the result from quantitative research and may identify the distinctive of Indian tourists' CDM styles that influenced by Indian national culture.

3.3.1 Target population and Sample size

According to Voss, Tsikriktsis and Frohlich(2002), conducting interview 4–10 informants should be appropriate number as the less than four may become difficult to capture the complexity of the real world. On the other hand, it may create difficulty for the researchers to cognitively process the information if interviewing more than 10 samples. Thus, the smaller number of interviewee will allow researcher to get information more in depth in the limited period of time. Correspondingly, the qualitative research of this study will be carried out with 10Indian tourists include 5 males and 5 females. In addition, the interview will be conducted with retailers as well but at the number of 5 because this sample group is not the main stream of the research.

3.3.2 Data collection method

Semi-structured interview technique will be employed for data collection since it is open-ended question that allows informants to express opinion more naturally. There may be some significant point to add on and help researcher to get different perspective. The interview will be done with convenient sampling for both retailers and consumers.

The interview of Indian tourists aimed at exploring consumer decision-making styles which related to purchase behavior and the main criteria that influence them to buy products available in JJ market.

The semi-structured interview will be conducted by using tape recording and note taking. The estimated length of each interview for retailer will be 15-20 minutes in Thai at actual site and 20-30 minute for Indian tourists in English at actual site or the convenient location requested by interviewee.Before starting the interview, participant will be introduced to the overview and purpose of the study they are involved in. Secondly, there will be the main part of interview which including open and close-ended question and lastly and lastly the interviewees' cooperation will be acknowledged.

3.3.3 Data Analysis

The data of interview from two sample groups will be transcribed by using coding process and contents analysis technique. The key themes and variable such as product selection criteria and purchased product categories will be categorized in group and draw relationship to one another. Secondly, the dimensional model of national culture by Geert Hofstede(1980) will be employed as a tool to explain the national culture of Indian that related to their decision-making process. However, the result will be reconfirmed with the findings from quantitative research to check the reliability.

CHAPTER IV
RESEARCH FINDINGS

In this chapter the results of the data analysis are presented. The research of consumer decision-making style of Indian tourists who shop at Chatuchak Weekend Market has been conducted by two methods; quantitative research and qualitative research. The collected data reveals the findings as following.

The findings are brokendown into three parts;

4.1 The findings and analysis of Indian consumer demographic data

4.2 The quantitative findings and analysis of Indian consumer decision-making styles

4.3 The findings and analysis of the relationship between Indian consumer decision-making styles and Indian consumer demographic characteristics

4.4 The qualitative findings and analysis of Indian consumer decision-making styles

To make more clarification, the researcher determines statistical abbreviation and meaning as following:

$\overline{X}$:   Mean of target population

SD :   Standard Deviation

t   :   t-distribution

F   :   F-distribution

Sig.:   Significance

4.1 The findings and analysis of Indian consumer demographic data

4.1.1 Quantitative research samples: The analysis of Indian consumer demographicand personal data are classified by gender, age and purchased product (see table 4.1-4.3).

Table 4.1: Number and percentage of respondent (Indian consumers)

Gender	No. of respondents	No.(%)
Male	109	54.50
Female	91	45.50
Total	**200**	**100.00**

Table 4.1 revealed the larger number of Indian male respondents (54.50%) than female respondents (45.50%)

Table 4.2: Number and percentage of respondents (Indian consumers) classified by age

Age	No. of respondents	No.(%)
18-27 Years old	42	21.00
28-37 Years old	60	30.00
38-47 Years old	53	26.50
48-57 Years old	34	17.00
58-67 Years old	11	5.50
Total	**200**	**100.00**

Table 4.2 revealed the majority of Indian respondents were age between 28-37 years old (30.00%) followed by aged between 38-47 years old (26.50%) and the least numbers were the respondents who aged between 58-67 years old (5.50%)

Table 4.3: Number and percentage of respondents (Indian consumers) classified by product purchased

Product Categories	No. of respondents	No.(%)
Clothing & accessories	100	50.00
Home Decorations & furniture	39	19.50
Handicraft product	24	12.00
Art & gallery	18	9.00

Table 4.3: Number and percentage of respondents (Indian consumers) classified by product purchased (cont.)

Product Categories	No. of respondents	No.(%)
Ceramics & pottery	8	4.00
Antique & collectibles	11	5.50
Total	**200**	**100.00**

Table 4.3 revealed the majority of Indian respondents purchased product in the first categories, Clothing & accessories (50.00%) follow by Home Decorations & furniture (19.50%) and purchased Ceramics & pottery the least (4.00%)

4.1.2 Qualitative Research Samples: The interviews were used to explore in-depth opinion regarding CDM styles and purchase characteristic of consumer. In total, the semi-structured interviews included 11 samples comprised of three males and one female Indian tourist and seven retailers who are operating the business at JJ market. The Interviews were conducted between August-October 2012 at actual site.

4.2 The quantitative findings and analysis of Indian consumer decision-making styles

To identify the existence of eight CDM styles of Indian, the collected data were profiled and analyzed by using statistically mean, frequency and standard deviation. The scores of CDM styles existence level are explained as below

1.00 – 1.80	:	Lowest existence level
1.81 – 2.60	:	Low existence level
2.61 – 3.40	:	Medium existence level
3.41 – 4.20	:	High existence level
4.21 – 5.00	:	Highest existence level

Table 4.4: Mean and standard deviation of CDM styles of Indian consumers

Consumer Decision-Making Styles	$\overline{X}$	S.D.	Significant Level
1: Perfectionist/High Quality Conscious Consumer	3.37	0.58	Medium
2: Brand conscious, "Price Equals Quality" Consumer	3.02	0.64	Medium
3: Novelty-Fashion Conscious Consumer	3.01	0.71	Medium
4: Recreational, Hedonistic Consumer	3.21	0.45	Medium
5: Price Conscious and Value for Money Consumer	3.78	0.91	High
6: Impulsive, Careless Consumer	2.76	0.57	Medium
7: Confused by Over choice Consumer	3.40	0.76	Medium
8: Habitual/brand loyal Consumer	3.03	0.56	Medium
Total	**3.20**	**0.33**	**Medium**

Table 4.4 revealed that the CDM styles of majority Indian tourists belonged to "Price Conscious and Value for Money" ($\overline{X}$=3.78) to be followed by "Confused by Over Choice" ($\overline{X}$=3.40) and "Perfectionist/High Quality Conscious" ($\overline{X}$=3.37). Minority of Indian tourists belonged to "Impulsive/Careless Consumer" style ($\overline{X}$= 2.76).

The Price Conscious and Value for Money styles of Indian consumers were also supported by qualitative research findings. However, there was also another significant criteria that Indian always concerning when making purchase decision which was quality of product. Product detail and quality were the first priority follow by price. The majority of informants gave the reason for focusing on quality because they needed the product to be used in long run and that must be worth the money they were paying for. Conversely, retailers perceived Indian consumer characteristic as choosy and very eager for price discount. From retailers' point of view, Indian are definitely Price Conscious consumers who do not consider any other criteria except price. Retailers agreed that Indian always carefully purchased when it comes to selecting the best product quality but at the same time, they will not buy if they do not get the price as expected.

In summary, both findings from quantitative and qualitative research pointed to similar consumer style of Indian which is Price Conscious and Value for Money Consumer.

Table 4.5: Mean and standard deviation of "Perfectionist/ High Quality Conscious Consumer" style characteristic

1: Perfectionist/High Quality Conscious	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\overline{X}$	S.D.	Significant Level
1.1 Getting very good quality is very important to me	5 (2.50)	43 (21.50)	56 (28.00)	77 (38.50)	19 (9.50)	3.31	0.99	Medium
1.2 When it comes to purchasing products, I try to get the very best or perfect choice	2 (1.00)	20 (10.00)	70 (35.00)	72 (36.00)	36 (18.00)	3.60	0.93	High
1.3 In general, I usually try to buy the best overall quality	0 (0.00)	17 (8.50)	72 (36.00)	88 (44.00)	23 (11.50)	3.59	0.80	High
1.4 I make a special effort to choose the very best quality products	0 (0.00)	23 (11.50)	78 (39.00)	76 (38.00)	23 (11.50)	3.50	0.84	High
1.5 I really don't give my purchase much thought or care	9 (4.50)	41 (20.50)	86 (43.00)	43 (21.50)	21 (10.50)	3.13	1.00	Medium
1.6 My standards and expectations for products I buy are very high	3 (1.50)	19 (9.50)	101 (50.50)	73 (36.50)	4 (2.00)	3.28	0.72	Medium
1.7 I shop quickly, buying the first product or brand I find that seems good enough	6 (3.00)	53 (26.50)	74 (37.00)	36 (18.00)	31 (15.50)	3.17	1.08	Medium
Total						**3.37**	**0.58**	**Medium**

Remark: The numbers in ( ) are percentage

The question no. 1.5 and 1.7 are negative variables, the values were recoded

Table 4.5 revealed that Indian consumers belonged to Perfectionist/ High Quality Conscious style at medium level ($\overline{X}$ = 3.37). The main purchase characteristics of this CDM style of Indian consumers were that they tried to get the very best or perfect choice ($\overline{X}$ = 3.60) and they would buy the best overall quality product($\overline{X}$ = 3.60). Only minority did not give their purchase much thought or care ($\overline{X}$ = 3.13).

From the interview of retailers, Indian consumers always tried to get the perfect choice but *perfect* was also referred to the lowest price, not only best quality.

Table 4.6: Mean and standard deviation of "Brand conscious/Price Equals Quality Consumer" style characteristic

2: Brand conscious, "Price Equals Quality"	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\bar{X}$	S.D.	Significant Level
2.1 The well-known national brands are best for me	7 (3.50)	66 (33.00)	60 (30.00)	56 (28.00)	11 (5.50)	2.99	0.99	Medium
2.2 The more expensive brands are usually my choices	15 (7.50)	66 (33.00)	46 (23.00)	64 (32.00)	9 (4.50)	2.93	1.06	Medium
2.3 The higher the price of products, the better its quality	11 (5.50)	66 (33.00)	72 (36.00)	44 (22.00)	7 (3.50)	2.85	0.94	Medium
2.4 Nice department and specialty stores offer me the best products	8 (4.00)	39 (19.50)	80 (40.00)	60 (30.00)	13 (6.50)	3.16	0.95	Medium
2.5 I prefer buying the best-selling brands	6 (3.00)	40 (20.00)	106 (53.00)	41 (20.50)	7 (3.50)	3.02	0.82	Medium
2.6 The most advertised brands are usually very good choices	8 (4.00)	55 (27.50)	75 (37.50)	57 (28.50)	5 (2.50)	2.98	0.91	Medium
2.7 A product doesn't have to be perfect, or the best to satisfy me	6 (3.00)	35 (17.50)	86 (43.00)	62 (31.00)	11 (5.50)	3.19	0.89	Medium
Total						**3.02**	**0.64**	**Medium**

Remark: The numbers in ( ) are percentage

Table 4.6 revealed that Indian consumers belonged to Brand conscious/ Price Equals Quality style at medium level ($\bar{X}$ = 3.02). The main purchase characteristics of this CDM style of Indian consumers are that they perceived a product as it did not have to be perfect or the best to satisfy them($\bar{X}$ = 3.19) and also thought that nice department and specialty stores offer the best products($\bar{X}$ = 3.16). There is only minority perceived the higher the price of products, the better its quality($\bar{X}$ = 2.85).

Even though Indian consumers were accounted quite low in this style, however, there was some point from retailer interview indicated that Indian also took much concern about brand when they bought particular types of product such as clothing and accessories. "Branded" product in this case referring to fake or copy brand name products.

Table 4.7: Mean and standard deviation of "Novelty-Fashion Conscious Consumerstyle" characteristic

3: Novelty-Fashion Conscious	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\overline{X}$	S.D.	Significant Level
3.1 I usually have one or more outfits of the very newest styles	14 (7.00)	82 (41.00)	69 (34.50)	30 (15.00)	5 (2.50)	2.65	0.91	Medium
3.2 I keep my wardrobe up-to-date with the changing fashions	22 (11.00)	55 (27.50)	78 (39.00)	39 (19.50)	6 (3.00)	2.76	0.99	Medium
3.3 Fashionable, attractive styling is very important to me	7 (3.50)	52 (26.00)	91 (45.50)	39 (19.50)	11 (5.50)	2.98	0.90	Medium
3.4 To get variety, I shop different stores and choose different brands	2 (1.00)	34 (17.00)	87 (43.50)	67 (33.50)	10 (5.00)	3.25	0.83	Medium
3.5 It is fun to buy something new and exciting	2 (1.00)	35 (17.50)	64 (32.00)	76 (38.00)	23 (11.50)	3.42	0.94	High
Total						**3.01**	**0.71**	**Medium**

Remark: The numbers in ( ) are percentage

Table 4.7 revealed that Indian consumers belonged to Novelty-Fashion Conscious Consumer style at medium level ($\overline{X}$ = 3.01). The main purchase characteristic of this CDM style of Indian consumers were that they had fun to buy something new and exciting ($\overline{X}$ = 3.42).Also they shopped at different stores and chose different brands to get variety($\overline{X}$ = 3.25).However, only minority agreed they usually have one or more outfits of the very newest styles($\overline{X}$ = 2.65)

Table 4.8: Mean and standard deviation of "Recreational, Hedonistic Consumer"style characteristic

Factor 4: Recreational, Hedonistic	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\overline{X}$	S.D.	Significant Level
4.1 Shopping in Chatuchak market is not a pleasant activity to me	1 (0.50)	44 (22.00)	68 (34.00)	73 (36.50)	14 (7.00)	3.28	0.90	Medium
Factor 4: Recreational, Hedonistic	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	$\overline{X}$	**S.D.**	**Significant Level**
4.2 Going shopping at Chatuchak market is one of the enjoyable activities of my life	4 (2.00)	32 (16.00)	100 (50.00)	55 (27.50)	9 (4.50)	3.17	0.82	Medium
4.3 Shopping the stores wastes my time	4 (2.00)	47 (23.50)	85 (42.50)	46 (23.00)	18 (9.00)	3.14	0.94	Medium
4.4 I enjoy shopping just for fun of it	1 (0.50)	33 (16.50)	87 (43.50)	73 (36.50)	6 (3.00)	3.25	0.78	Medium
Total						**3.21**	**0.45**	**Medium**

Remark: The numbers in ( ) are percentage

The question no. 4.1 and 4.3 are negative variables, the values were recoded

Table 4.8 revealed that Indian consumers belonged to Recreational, Hedonistic Consumer style at medium level ($\overline{X}$ = 3.21). The main purchase characteristics of this CDM style of Indian consumers were that they perceived Shopping in Chatuchak market is not a pleasant activity to them($\overline{X}$ = 3.28) . They only shopped just for fun of it ($\overline{X}$ = 3.50). There is only minority perceived Shopping wastes their time ($\overline{X}$ = 3.14).

Table 4.9: Mean and standard deviation of "Price Conscious and Value for Money Consumer"style characteristic

5: Price Conscious and Value for Money Consumer	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\overline{X}$	S.D.	Significant Level
5.1 I buy as much as possible at sale prices	6 (3.00)	23 (11.50)	68 (34.00)	56 (28.00)	47 (23.50)	3.58	1.06	High
5.2 The lower price products are mainly my choice for Chatuchak shopping trip	3 (1.50)	11 (5.50)	64 (32.00)	54 (27.00)	68 (34.00)	3.87	1.00	High
5.3 I look carefully to find the best value for money	2 (1.00)	20 (10.00)	48 (24.00)	57 (28.50)	73 (36.50)	3.90	1.04	High
Total						**3.78**	**0.91**	**High**

Remark: The numbers in ( ) are percentage

Table 4.9 revealed that Indian consumers belonged to Price Conscious and Value for Money Consumer style at high level ($\overline{X}$ = 3.78). The main purchase characteristics of this CDM style of Indian consumers were that they looked carefully to find the best value for money ($\overline{X}$=3.90). The lower price products were mainly their choice for Chatuchak shopping trip ($\overline{X}$ = 3.50). However, There is only minority bought as much as possible at sale prices ($\overline{X}$=3.58)

As mentioned above, the findings from both quantitative and qualitative research confirmed that Indian consumers strongly adopted Price Conscious and Value for Money style. Indian always took price as their first consideration and that leaded them to make bargaining for lower price even though there was only small amount of products they intended to buy.

Table 4.10: Mean and standard deviation of "Impulsive, Careless Consumer"style characteristic

6: Impulsive, Careless Consumer	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\overline{X}$	S.D.	Significant Level
6.1 I should plan my shopping more carefully than I do	3 (1.50)	38 (19.00)	75 (37.50)	67 (33.50)	17 (8.50)	3.29	0.92	Medium
6.2 I am impulsive (careless) when purchasing	31 (15.50)	27 (13.50)	63 (31.50)	66 (33.00)	13 (6.50)	3.02	1.16	Medium
6.3 Often I make careless purchase I later wish I had not	27 (13.50)	42 (21.00)	66 (33.00)	59 (29.50)	6 (3.00)	2.88	1.07	Medium
6.4 I take the time to shop carefully for best buys	22 (11.00)	89 (44.50)	74 (37.00)	15 (7.50)	0 (0.00)	2.41	0.78	Low
6.5 I carefully watch how much I spend	41 (20.50)	80 (40.00)	70 (35.00)	9 (4.50)	0 (0.00)	2.24	0.83	Low
Total						2.76	0.57	Medium

Remark: The numbers in ( ) are percentage

The question no. 6.4 and 6.5 are negative variables, the values were recoded

Table 4.10 revealed that Indian consumers belonged to Impulsive, Careless Consumer style at medium level ($\overline{X}$ = 2.76). The main purchase characteristics of this CDM style of Indian consumers were that they realized they should have planned their shopping more carefully than they did ($\overline{X}$ = 3.29). They were impulsive (careless) when purchasing ($\overline{X}$ = 3.02) and only minority carefully watched how much they spent ($\overline{X}$ = 2.24).

Table 4.11: Mean and standard deviation of "Confused by Over choice Consumer"style characteristic

7: Confused by Over choice Consumer	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\overline{X}$	S.D.	Significant Level
7.1 There are so many brands and products in Chatuchak to choose from that I often feel confused	0 (0.00)	39 (19.50)	65 (32.50)	80 (40.00)	16 (8.00)	3.37	0.89	Medium
7.2 Sometimes it's hard to choose which stores to shop	2 (1.00)	17 (8.50)	72 (36.00)	87 (43.50)	22 (11.00)	3.55	0.84	High
7.3 The more I learn about products, the harder it seems to choose the best	5 (2.50)	31 (15.50)	71 (35.50)	77 (38.50)	16 (8.00)	3.34	0.92	Medium
7.4 All the information I get on different products confuses me	5 (2.50)	34 (17.00)	64 (32.00)	78 (39.00)	19 (9.50)	3.36	0.96	Medium
Total						**3.40**	**0.76**	**Medium**

Remark: The numbers in ( ) are percentage

Table 4.11 revealed that Indian consumers belonged to Confused by Over choice Consumer style at medium level ($\overline{X}$ = 3.40). The main purchase characteristics of this CDM style of Indian consumers are that they perceived shopping in JJ market was hard to choose which stores to shop($\overline{X}$ = 3.55). They felt that there are so many brands and products in Chatuchak to choose and that it confused them ($\overline{X}$ = 3.37). Also the information they got on different products confused them as well ($\overline{X}$ = 3.36). However, only minority perceived that the more they learned about products, the harder it seemed to choose the best ($\overline{X}$ = 3.34).

From the interview, Indian informants mainly mentioned that they confused about the location of store due to the similarity of market directory which made it hard to return to the store they interested in at first.

Table 4.12: Mean and standard deviation of "Habitual/brand loyal Consumer"style characteristic

Factor 8: Habitual/brand loyal	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	$\bar{X}$	S.D.	Significant Level
8.1 I have favorite stores or brands in Chatuchak market I buy over and over	17 (8.50)	50 (25.00)	63 (31.50)	59 (29.50)	11 (5.50)	2.99	1.05	Medium
8.2 Once I find a product or brand I like, I stick with it	4 (2.00)	43 (21.50)	76 (38.00)	68 (34.00)	9 (4.50)	3.18	0.89	Medium
8.3 I go or will go to the same stores each time I shop	0 (0.00)	41 (20.50)	95 (47.50)	58 (29.00)	6 (3.00)	3.15	0.77	Medium
8.4 I change brand I buy regularly	13 (6.50)	57 (28.50)	85 (42.50)	45 (22.50)	0 (0.00)	2.81	0.86	Medium
Total						**3.03**	**0.56**	**Medium**

Remark: The numbers in ( ) are percentage

The question no. 8.4 is negative variable, the value was recoded

Table 4.12 revealed that Indian consumers belonged to Impulsive, Careless Consumer style at medium level ($\bar{X}$ = 3.03). The main purchase characteristics of this CDM style of Indian consumers were that they would stick with the brand or product that they like ($\bar{X}$ = 3.18).They would go to the same store every time they shop ($\bar{X}$ = 3.15). However, only minority would change the brand they buy regular ($\bar{X}$ = 2.24)

4.3 The comparison analysis of CDM styles classified by demographic characteristicofIndian consumers

The t-test analysis applied with two variables, one is Gender using One-way analysis of Variances or F-test with more than two variables including age and purchased products. In case some differences occur, Scheffe' method will be used at 95% confidential, the result is shown on table 4.13.

Table 4.13: The comparison analysis of Indian CDM styles classified by gender

Consumer Decision-Making Styles	Gender	$\overline{X}$	S.D.	t	Sig.
1: Perfectionist/High Quality Conscious Consumer	Male	3.37	0.56	0.119	0.906
	Female	3.36	0.61		
2: Brand conscious, "Price Equals Quality" Consumer	Male	3.04	0.59	0.710	0.479
	Female	2.98	0.69		
3: Novelty-Fashion Conscious Consumer	Male	2.90	0.72	-2.295	0.023*
	Female	3.13	0.68		
4: Recreational, Hedonistic Consumer	Male	3.12	0.39	-2.947	0.004*
	Female	3.31	0.48		
5: Price Conscious and Value for Money Consumer	Male	3.73	0.85	-0.754	0.452
	Female	3.83	0.98		
6: Impulsive, Careless Consumer	Male	2.83	0.54	1.719	0.087
	Female	2.69	0.61		
7: Confused by Over choice Consumer	Male	3.37	0.72	-0.753	0.453
	Female	3.45	0.80		
8: Habitual/brand loyal	Male	3.12	0.54	2.683	0.008*
	Female	2.91	0.56		
Total	**Male**	**3.19**	**0.32**	**-0.457**	**0.648**
	Female	**3.21**	**0.34**		

* Note:Statistical significant at 0.05

Table 4.13 revealed that CDM styles of male and female Indian consumers were generally not different at 0.5 statistical significant. Considering in detail on each CDM style, only Novelty-Fashion Conscious style, Recreational/Hedonistic style, and Habitual/brand loyal style were varied by gender. Female are more belonging to Novelty-Fashion Conscious style and Recreational/Hedonistic style, whereas male were more belonging to Habitual/brand loyal style.

Table 4.14: The comparison analysis of Indian CDM styles classified by age

Consumer Decision-Making Styles	Age (Years old)	$\overline{X}$	S.D.	F	Sig.
1: Perfectionist/High Quality Conscious Consumer	18-27	3.48	0.70	5.695	0.000*
	28-37	3.40	0.57		
	38-47	3.10	0.41		
	48-57	3.42	0.56		
	58-67	3.86	0.50		
2: Brand conscious, "Price Equals Quality" Consumer	18-27	3.28	0.62	2.634	0.035*
	28-37	2.90	0.55		
	38-47	3.02	0.70		
	48-57	2.95	0.64		
	58-67	2.83	0.60		
3: Novelty-Fashion Conscious Consumer	18-27	3.30	0.64	3.053	0.018*
	28-37	3.04	0.77		
	38-47	2.86	0.69		
	48-57	2.92	0.69		
	58-67	2.73	0.53		
4: Recreational, Hedonistic Consumer	18-27	3.30	0.45	1.515	0.199
	28-37	3.19	0.44		
	38-47	3.25	0.37		
	48-57	3.10	0.54		
	58-67	3.05	0.43		
5: Price Conscious and Value for Money Consumer	18-27	4.05	0.85	4.944	0.001*
	28-37	3.81	1.05		
	38-47	3.35	0.67		
	48-57	4.02	0.84		
	58-67	3.91	0.88		

Table 4.14: The comparison analysis of Indian CDM styles classified by age (cont,)

Consumer Decision-Making Styles	Age (Years old)	$\overline{X}$	S.D.	F	Sig.
6: Impulsive, Careless Consumer	18-27	2.76	0.49	7.015	0.000*
	28-37	2.66	0.63		
	38-47	3.00	0.43		
	48-57	2.80	0.53		
	58-67	2.11	0.74		
7: Confused by Over choice Consumer	18-27	3.54	0.66	2.630	0.036*
	28-37	3.41	0.78		
	38-47	3.19	0.79		
	48-57	3.40	0.75		
	58-67	3.89	0.57		
8: Habitual/brand loyal	18-27	3.04	0.53	1.892	0.113
	28-37	2.96	0.56		
	38-47	3.18	0.61		
	48-57	2.88	0.50		
	58-67	3.11	0.45		
Total	**18-27**	**3.34**	**0.30**	**3.076**	**0.017***
	28-37	**3.17**	**0.36**		
	38-47	**3.12**	**0.35**		
	48-57	**3.19**	**0.28**		
	58-67	**3.18**	**0.05**		

* Note:Statistical significant at 0.05

Table 4.14 revealed that Indian consumer in each age range were different in their CDM style at 0.5 statistical significant. The CDM styles that differed by age are Perfectionist/High Quality Conscious style, Novelty-Fashion Conscious style, Price Conscious and Value for Money style, Impulsive/Careless style, and Confused by Over choice style. Therefore, Scheffe' method was used to make pair comparison; the result is shown on table 4.15-4.21.

Table 4.15: The comparison analysis of Indian CDM styles (Perfectionist/High Quality Conscious Consumer) classified by age

Age (Years old)	$\overline{X}$	18-27	28-37	38-47	48-57	58-67
18-27	3.48	-	0.08	0.38*	0.06	-0.38*
Age (Years old)	$\overline{X}$	18-27	28-37	38-47	48-57	58-67
28-37	3.40		-	0.30	-0.02	-0.46*
38-47	3.10			-	-0.32	-0.76*
48-57	3.42				-	-0.44*
58-67	3.86					-

* Note: Statistical significant at 0.05

Table 4.15 revealed that Indian consumers who aged 58-67 years old were highly belong to Perfectionist/High Quality Conscious style follow by consumers who aged 18-27, 28-37, 38-47, and 48-57 years old.

Table 4.16: The comparison analysis of Indian CDM styles (Brand conscious, "Price Equals Quality" Consumer) classified by age

Age (Years old)	$\overline{X}$	18-27	28-37	38-47	48-57	58-67
18-27	3.28	-	0.38*	0.26	0.33	0.45*
28-37	2.90		-	-0.12	-0.05	0.07
38-47	3.02			-	0.07	0.19
48-57	2.95				-	0.12
58-67	2.83					-

* Note: Statistical significant at 0.05

Table 4.16 revealed that Indian consumers who aged 18-27 years old were more belong to Brand conscious/Price Equals Quality style than consumers who aged 28-37 and 58-67 years old

Table 4.17: The comparison analysis of Indian CDM styles (Novelty-Fashion Conscious Consumer) classified by age

Age (Years old)	$\overline{X}$	18-27	28-37	38-47	48-57	58-67
18-27	3.30	-	0.26	0.44*	0.38*	0.57*
28-37	3.04		-	0.18	0.12	0.31
Age (Years old)	$\overline{X}$	**18-27**	**28-37**	**38-47**	**48-57**	**58-67**
38-47	2.86			-	-0.06	0.13
48-57	2.92				-	0.19
58-67	2.73					-

* Note:Statistical significant at 0.05

Table 4.17 revealed that Indian consumers who aged 18-27 years old were more belong to Novelty-Fashion Conscious style than consumers who aged 38-47, 48-57, and 58-67 years old

Table 4.18: The comparison analysis of Indian CDM styles (Price Conscious and Value for Money Consumer) classified by age

Age (Years old)	$\overline{X}$	18-27	28-37	38-47	48-57	58-67
18-27	4.05	-	0.24	0.70*	0.03	0.14
28-37	3.81		-	0.46*	-0.21	-0.10
38-47	3.35			-	-0.67*	-0.56*
48-57	4.02				-	0.11
58-67	3.91					-

* Note:Statistical significant at 0.05

Table 4.18 revealed that Indian consumers who aged 18-27, 28-37, 48-57, and 58-67years old were more belong to Recreational/Hedonistic style than consumers who aged 38-47 years old.

Table 4.19: The comparison analysis of Indian CDM styles (Impulsive, Careless Consumer) classified by age

Age (Years old)	$\overline{X}$	18-27	28-37	38-47	48-57	58-67
18-27	2.76	-	0.10	-0.24	-0.04	0.65*
28-37	2.66		-	-0.34	-0.14	0.55*
38-47	3.00			-	0.20	0.89*
48-57	2.80				-	0.69*
58-67	2.11					-

* Note:Statistical significant at 0.05

Table 4.19 revealed that Indian consumers who aged 18-27, 28-37, 38-47, and 48-57 years old were more belong to Impulsive/Careless style than consumers who aged 58-67 years old.

Table 4.20: The comparison analysis of Indian CDM styles (Confused by Over choice Consumer) classified by age

Age (Years old)	$\overline{X}$	18-27	28-37	38-47	48-57	58-67
18-27	3.54	-	0.13	0.35	0.14	-0.35
28-37	3.41		-	0.22	0.01	-0.48*
38-47	3.19			-	-0.21	-0.70*
48-57	3.40				-	-0.49*
58-67	3.89					-

* Note: Statistical significant at 0.05

Table 4.20 revealed that Indian consumers who aged 58-67 years old were more belong to Confused by over choice style than consumers who aged 28-37, 38-47, and 48-57 years old.

Table 4.21: The comparison analysis of Indian CDM styles classified by purchased product categories

Consumer Decision-Making Styles	Purchased products	$\overline{X}$	S.D.	F	Sig.
1: Perfectionist/HighQuality Conscious Consumer	Clothing & accessories	3.44	0.63	4.521	0.001*
	Home Decorations & furniture	3.21	0.44		
	Handicraft product	3.08	0.45		
	Art & gallery	3.78	0.47		
	Ceramics & pottery	3.11	0.60		
	Antique & collectibles	3.39	0.53		
2: Brand conscious, "Price Equals Quality" Consumer	Clothing & accessories	3.02	0.60	0.261	0.934
	Home Decorations & furniture	3.03	0.77		
	Handicraft product	3.05	0.55		
	Art & gallery	3.00	0.77		
	Ceramics & pottery	2.77	0.44		
	Antique & collectibles	3.01	0.56		
3: Novelty-Fashion Conscious Consumer	Clothing & accessories	3.13	0.68	2.300	0.046*
	Home Decorations & furniture	2.83	0.79		
	Handicraft product	2.90	0.51		
	Art & gallery	3.14	0.83		
	Ceramics & pottery	2.50	0.47		
	Antique & collectibles	2.89	0.80		
4: Recreational, Hedonistic Consumer	Clothing & accessories	3.22	0.50	1.637	0.152
	Home Decorations & furniture	3.22	0.35		
	Handicraft product	3.13	0.34		
	Art & gallery	3.40	0.50		
	Ceramics & pottery	3.00	0.13		
	Antique & collectibles	3.02	0.36		
5: Price Conscious and Value for Money Consumer	Clothing & accessories	3.99	0.97	2.762	0.020*
	Home Decorations & furniture	3.61	0.82		
	Handicraft product	3.33	0.91		
	Art & gallery	3.70	0.68		
	Ceramics & pottery	3.83	0.84		
	Antique & collectibles	3.55	0.67		

Table 4.21: The comparison analysis of Indian CDM styles classified by purchased product categories (cont.)

Consumer Decision-Making Styles	Purchased products	$\overline{X}$	S.D.	F	Sig.
6: Impulsive, Careless Consumer	Clothing & accessories	2.78	0.57	5.712	0.000*
	Home Decorations & furniture	2.85	0.62		
	Handicraft product	3.02	0.24		
	Art & gallery	2.19	0.65		
	Ceramics & pottery	2.53	0.40		
	Antique & collectibles	2.89	0.31		
7: Confused by Over choice Consumer	Clothing & accessories	3.49	0.75	1.956	0.087
	Home Decorations & furniture	3.44	0.63		
	Handicraft product	3.40	0.77		
	Art & gallery	3.36	0.94		
	Ceramics & pottery	2.81	0.95		
	Antique & collectibles	3.00	0.52		
8: Habitual/brand loyalConsumer	Clothing & accessories	2.93	0.57	2.712	0.022*
	Home Decorations & furniture	3.14	0.53		
	Handicraft product	3.24	0.64		
	Art & gallery	3.22	0.38		
	Ceramics & pottery	2.72	0.47		
	Antique & collectibles	3.00	0.35		
Total	**Clothing & accessories**	**3.25**	**0.34**	**2.283**	**0.048***
	Home Decorations & furniture	**3.17**	**0.29**		
	Handicraft product	**3.14**	**0.27**		
	Art & gallery	**3.23**	**0.33**		
	Ceramics & pottery	**2.91**	**0.37**		
	Antique & collectibles	**3.09**	**0.35**		

* Note:Statistical significant at 0.05

Table 4.21 revealed that Indian consumers who purchased different types of products had generally adopted different CDM styles at 0.05 statistical significant. The main CDM styles that affected by purchasing different types of products were Perfectionist/High Quality Conscious style, Novelty-Fashion Conscious

Consumerstyle, Price Conscious and Value for Money style,Impulsive/Careless style, and Habitual/brand loyal style.

Therefore, Scheffe' method was used to make pair comparison; the result is shown on table 4.22-4.28.

Table 4.22: The comparison analysis of Indian CDM styles (Perfectionist/High Quality Conscious Consumer) classified by purchased product categories

Purchased products	$\overline{X}$	Clothing & accessories	Home Decorations & furniture	Handicraft product	Art & gallery	Ceramics & pottery	Antique & collectibles
Clothing & accessories	3.44	-	0.23	0.36	-0.34	0.33	0.05
Home Decorations & furniture	3.21		-	0.13	-0.57*	0.10	-0.18
Handicraft product	3.08			-	-0.70*	-0.03	-0.31
Art & gallery	3.78				-	0.67*	0.39
Purchased products	$\overline{X}$	**Clothing & accessories**	**Home Decorations & furniture**	**Handicraft product**	**Art & gallery**	**Ceramics & pottery**	**Antique & collectibles**
Ceramics & pottery	3.11					-	-0.28
Antique & collectibles	3.39						-

* Note:Statistical significant at 0.05

Table 4.22 revealed that Indian consumers who purchased Art & Gallery were more belong to Perfectionist/High Quality Conscious than consumers who purchased Home Decorations & Furniture, Handicraft Product and Ceramics & Pottery.

Table 4.23: The comparison analysis of Indian CDM styles (Novelty-Fashion Conscious Consumer) classified by purchased product categories

Purchased products	$\overline{X}$	Clothing & accessories	Home Decorations & furniture	Handicraft product	Art & gallery	Ceramics & pottery	Antique & collectibles
Clothing & accessories	3.13	-	0.30	0.23	-0.01	0.63*	0.24
Home Decorations & furniture	2.83		-	-0.07	-0.31	0.33	-0.06
Handicraft product	2.90			-	-0.24	0.40	0.01
Art & gallery	3.14				-	0.64*	0.25
Ceramics & pottery	2.50					-	-0.39
Antique & collectibles	2.89						-

* Note:Statistical significant at 0.05

Table 4.23 revealed that Indian consumers who purchased Clothing & Accessories and Art& Gallery were more belong to Novelty-Fashion Conscious style than consumers who purchased Ceramics & Pottery.

Table 4.24: The comparison analysis of Indian CDM styles (Price Conscious and Value for Money Consumer) classified by purchased product categories

Purchased products	$\overline{X}$	Clothing & accessories	Home Decorations & furniture	Handicraft product	Art & gallery	Ceramics & pottery	Antique & collectibles
Clothing & accessories	3.99	-	0.38	0.66*	0.29	0.16	0.44
Home Decorations & furniture	3.61		-	0.28	-0.09	-0.22	0.06
Handicraft product	3.33			-	-0.37	-0.50*	-0.22
Art & gallery	3.70				-	-0.13	0.15
Ceramics & pottery	3.83					-	0.28
Antique & collectibles	3.55						-

* Note:Statistical significant at 0.05

Table 4.24 revealed that Indian consumers who purchased Clothing & Accessories and Ceramics & Pottery were more belong to Price Conscious and Value for Money style than consumers who purchased Handicraft product.

Table 4.25: The comparison analysis of Indian CDM styles (Impulsive/CarelessConsumer) classified by purchased product categories

Purchased products	$\overline{X}$	Clothing & accessories	Home Decorations & furniture	Handicraft product	Art & gallery	Ceramics & pottery	Antique & collectibles
Clothing & accessories	2.78	-	-0.07	-0.24	0.59*	0.25	-0.11
Home Decorations & furniture	2.85		-	-0.17	0.66*	0.32	-0.04
Handicraft product	3.02			-	0.83*	0.49	0.13
Art & gallery	2.19				-	-0.34	-0.70*
Ceramics & pottery	2.53					-	-0.36
Antique & collectibles	2.89						-

* Note: Statistical significant at 0.05

Table 4.25 revealed that Indian consumers who purchased Clothing & Accessories, Home Decorations & Furniture, Handicraft Product, and Antique & Collectibles were more belong to Impulsive/Careless style than consumers who purchased Art & Gallery.

Table 4.26: The comparison analysis of Indian CDM styles (Habitual/ brand loyal Consumer) classified by purchased product categories

Purchased products	$\overline{X}$	Clothing & accessories	Home Decorations & furniture	Handicraft product	Art & gallery	Ceramics & pottery	Antique & collectibles
Clothing & accessories	2.93	-	-0.21	-0.31	-0.29	0.21	-0.07
Home Decorations & furniture	3.14		-	-0.10	-0.08	0.42	0.14
Handicraft product	3.24			-	0.02	0.52*	0.24

Table 4.26: The comparison analysis of Indian CDM styles (Habitual/ brand loyal Consumer) classified by purchased product categories (cont.)

Purchased products	$\overline{X}$	Clothing & accessories	Home Decorations & furniture	Handicraft product	Art & gallery	Ceramics & pottery	Antique & collectibles
Art & gallery	3.22				-	0.50*	0.22
Ceramics & pottery	2.72					-	-0.28
Antique & collectibles	3.00						-

* Note:Statistical significant at 0.05

Table 4.26 revealed that Indian consumers who purchased Handicraft Product, Art & Gallery were more belong to Habitual/brand loyal style than consumers who purchased Ceramics & Pottery.

4.4 The qualitative findings and analysis of Indian consumer decision-making styles

4.4.1 Indian consumers points of view regarding CDM styles and JJ Market

The perception of Indian tourist toward JJ market was the flea market where cheap and variety of products offered. Therefore, the main criteria to purchase was price but at the same time they also concerned about quality. They searched for the best negotiation but even price was low, quality must good enough in terms of durability and interesting in detail that worth money.

"I think Thailand is nearest to India compare to other nice places and very cheap too, so I like to come to Bangkok and shopping here. Chatuchak is also a very big market and have variety of product, the price is very cheap…I always carefully select the product like detail and quality of material, it is fun to do so…one thing I want to complain is that the place is very bad organized, even I came here the third time I am still confused about store location", said Indian consumer who came to shop at JJ market the third time (personal interview, 4th August 2012)

"Basically, I care so much about quality because if I get quality product and have to pay more compare to other products, that means I can use it for long time…Firstly, I will compare if the quality (among products) are the same then I will go for the lowest cost one", said Indian consumer (personal interview, 5th August 2012)

"I looked for the best price but I would not buy it if I see the product poor in quality…one reason (for bargaining) is that I thought the price is very high and the seller might set the price higher because we are tourist. I read from website and also heard from my friend about price bargaining. Another reason is based on my affordability", said Indian consumer (personal interview, 11th August 2012)

"…I know from my friend (about bargaining) and from internet…all of us know that we have to bargain", said Indian consumer (personal interview, 10th August 2012)

Indian consumers also mentioned about their preferable product's appearance whichare gorgeous and old elegant design that give the sense of luxurious and expensive. However, Indian consumer perceived that they could buy these look expensive products in not so expensive price because these were the product available in JJ market, unlike in high-end shopping mall.

"I like the product that looks luxurious in style, good material, and have some glittering stuff like diamond or gold", (personal interview, 11th August 2012)

"Back in India, using a very high brand product will help increasing social status, even some product that looks luxurious will be the first choice…I would choose it but price is also my first concern too", said Indian consumer (personal interview, 10th August 2012)

"…we cannot find this kind of products (crafts and glittering cloth/accessories) in a very less cost in India, maybe this kind of product has been imported from Thailand and other countries, so it is very costly in India", said Indian consumer (personal interview, 4th August 2012)

The consumers also refer to the influence of their family members that shopped together because sometimes they could not distinguish between good quality and not so good quality, so the opinion of family members would help them making

decision. In addition, if Indian shop with a group of friends, the purchase of another friend would affect the other's interesting to purchase as well.

"Mostly, I came with group of friends and always discussed whether quality (of product) is good or not with this price, especially on uncommon product", said Indian consumer (personal interview, 5th August 2012)

"I talked to my wife and kids before I made purchase, if they all liked it then I liked it too", said Indian consumer (personal interview, 10th August 2012) "…yes, other friends in the group influenced me to buy, when my friend said he knows this product and recommended then I would consider the product too…just like this one that I bought, actually I had no intention to buy but I did because I believed my friend, beside the price is not that high" said Indian consumer (personal interview, 5th August 2012)

4.4.2 Indian consumers' characteristic and behavior according to retailers' points of view

Majority of Indian tourist would come to shop in group of 2-5 people. They spent some time to select product, ask question, and negotiate the price. The part of selecting product often involved the opinion of other members. The most frequent question was about product material and durability. They were quite selective on every detail of product and always compare product to get the best one. Indian consumer would spent amount of time in one shop approximately 10-15 minute, however was not every time they make purchase.

"Once they interested to buy then they will make bargain for more than 50% of actual price...they would ask to get the price 300 baht from 1000 baht product…Indian usually be very aggressive when they wanted to get the best price...they thought that we (retailer) overpriced the product" said bags and leather shop owner (personal interview, 5th August 2012)

"...the longest time for Indian customer to select the product that I have experienced was about 15 minutes, I mean only selecting and another 15 minutes to negotiate for the price and ask many questions about material but at the end they only bought very few pieces", said handicraft shop owner (personal interview,12th August 2012)

"The worst case was that when it seem like they (Indian customer) agreed to buy and that I already packed the goods, however they asked for more discount at the end and acted like they would leave if I did not agree", said home decoration shop owner (personal interview, 11th August 2012)

"I never found Indian customer shopping alone ever, at least it would be two persons", said home decoration shop owner (personal interview, 11th August 2012)

"Indian always come in couple or in group of family, they would spend amount of time discussing among themselves and talked to us in general…always end up with bargaining" said clothing shop owner (personal interview, 19th August 2012)

The differences between Indian consumer and other from Europe or Asian countries were the conservative thought regarding the unfamiliar product and design. Indian consumers did not purchase based on fashion but mostly selected typical design or even old fashion product. Another thing was the demand on information provided by salesperson. Indian consumers preferred to interact with salesperson and requested for price reduction at the end.

"Indian customers mainly select product that have bright or shiny color, like golden", said home decoration and furniture shop owner (personal interview,19th August 2012)

"Elegant, shiny decoration and hot tone color always attracted to Indian...pastel color is not Indian style…mostly they have the same criteria on product design…it never changed since I have opened this shop for more than 7 years, Indian still share the common taste", said home decoration shop owner (personal interview, 11th August 2012)

To answer the question if Indian tourists are the desirable group for retailers, majority of retailer interviewee agreed that the number of Indian tourists visiting Chatuchak market is increasing, however the spending on shopping is not very high. There were both negative and positive opinions toward Indian market.

"I think Indian have high spending power compare to others, they will buy when they really satisfied with the product, even though it is a high price one", said home decoration shop owner (personal interview, 11th August 2012)

"I can say that they (Indian customers) do not easily spending money or buy things impulsively" said handicraft shop owner shop owner (personal interview, 12th August 2012)

"Personally, let's say Indian customers are moderately needed. They are not my favorite customer because of their bossy behavior but cannot deny that I have quite a lot of Indian customer in each month", bags and leather shop owner (personal interview, 5th August 2012)

"It is difficult to successfully close each selling with Indian customers…they buy less volume nowadays and hard to satisfied their demand on price", said clothing shop owner (personal interview, 19th August 2012)

"I think it will be great to support Indian market because they are the customers that make purchase at the end even though they are quite in detail with product and demand for a lot of discount...compare to Chinese customer, Indian are better in terms of money spending" said bags and leather shop owner (personal interview, 12th August 2012)

Comparing to the past, Indian's purchase behavior is changed in terms of quality concern but less volume purchasing. It might mean that this is the time when Indian consumer are more educated about product and see the important of getting value for money than only get big quantity as in the past 5-6 years.

CHAPTER V
RESEARCH DISCUSSION AND IMPLICATIONS

From the findings, the main characteristic of Indian consumer can be described as strong price and quality conscious. Getting the lowest price product that can be used in long run seems to be the most important task to accomplish. As such, the overall findings can support and disapprove the proposed hypothesis as below.

5.1 The Findings and Research Hypothesis Implications

5.1.1 Hypothesis 1 and 5: Indian tourists are quality conscious and are not price conscious

The two hypothesis were set based on the fact that modern Indian has gained higher income and that allows them to pursuit for higher quality product even it will cost them higher price(Spencer Stuart, 2008). However, the assumptions are both correct and incorrect since in fact, Indian consumers would like to get reliable and high quality product but the main condition to make purchase was price.

Comparing to the previous researches, Indian consumers were addressed as "The Conservatives" as they focused more on saving than spending and they seek for durability and functionality of products, therefore, they were selective and price sensitive because they preferred to buy value for money products (Chennai, 2005). At the same time, Mishra (2010)proposed that Indian tended to relate the price with the quality, whereas Canabal(2002) did not find Price Conscious style significantly appeared in Indian's CDM style but still, Indian consumers definitely belonged to Quality Conscious style.

The dissimilarity of Indian consumers in this research was that consumers were not extremely different in terms of price conscious and quality conscious. They

adopted both CDM styles while shopping and tended to consider both price and quality as the main influential factors to make purchase. It might say that Indian were valued conscious since they always tried to get the best of product but at the same time wanted to save the expenditure too.

The reason for high Price Conscious of Indian consumers might be consumers' preconceived notion and pre-information about JJ market they obtained from many sources such as internet and travel guide book. Three out of four interviewees cited that they looked at JJ market as cheap and variety choices market and because of that, they expected to find every product in low price but at the same time they tried to seek for the best quality as well. The travel tip from internet taught them to make as much as possible bargaining. As such Indian consumers did not consider the product in JJ market offering reasonable price, in contrast, they perceived the products here were overpriced comparing to their perceived product quality.

5.1.2 Hypothesis 2: Indian tourists are not brand conscious

This hypothesis refers to the "original" brand-name products conscious style which appeared low in Indian consumer. Conversely, Indian consumers were quite interested in shopping for fake brand-name products in JJ market. This characteristic associates with price/value for money conscious style, since fake brand-name products are cheap but the similarity of brand logo and appearance makes the products seem to be worth for money. The finding is opposed to Canabal's(2002)and Mishra's research(2010), in which Indian consumers were scored high on this characteristic. They preferred to buy the well-known brands and believed that good quality department and specialty stores offer them the best products.

5.1.3 Hypothesis 3 and 4: Indian tourists look for innovation and fashion / Indian tourists take shopping trip as recreational activity

The hypothesis 3 is only partly correct since the findings reveal that only female and Indian who aged 18-27 belonged to Novelty and Fashion Conscious style. As such, it is associated with the research of Spencer Stuart(2008) indicated that Indian women nowadays have changed their life style to be more independent and keep up with trend. Two of the interviewee both male and female mentioned that they

looked for new and different trend when they were shopping at JJ market, therefore they devoted time to shop as a recreational activity. It seems that this two CDM style are related to each other, once consumers adopt Novelty and Fashion Conscious style, they feel fun while shopping and that they perceived spending time for shopping as a recreational activity.

According to literature review, novelty and Fashion Conscious consumers mostly shop for cloth and that they gain pleasure from shopping (Iyer & Eastman, 2010). However, this research found that apart from cloth, this type of Indian consumers also interested to buy for art & gallery products (see table 4. 21).

5.1.4 Hypothesis 6: Indian tourists shop carefully

The research finding is related to this hypothesis since only minority of Indian consumers belonged to Impulsive or Careless Consumer style. The low degree on this style rationally supported the high degree on Price and Quality Conscious of Indian consumers. It implies that Indian were careful shoppers who did not purchase spontaneously but carefully seek for the best product quality within their expected price.

5.1.5 Hypothesis 7: Indian tourists can cope with overloaded product choices and information

It is likely that the overload of choices and information confused Indian consumers. However, the complexity of choice created a shopping enjoyment since consumer would always find the new products with different prices. Therefore, Indian used price as the major criteria to evaluate the best product selection. According to Kwon, Schuman, & Fairhurst(2012) P. 84, there is a term "bargain shopping" which referred as a source of enjoyment. The critical characteristic of bargain shopping is *"Forward-looking price expectation, where one discount offer is evaluated in relation to another deeper discount anticipated in the future".* It is related to the confused by over choices style of Indian in this research, because although numbers of choices created confusion but instead of ruining shopping atmosphere, it pushed consumer to pursue the better product choices in order to accomplish their expectation. Hence, this

CDM style further created another interesting consumer characteristic which is bargain hunting.

Nevertheless, there is also some negative part for this style toward shopping enjoyment. Consumers could not memories all the stores location that they have seen and checked out the products through shopping. In the case consumers have found the best product after comparing every choice, however, they could not make the way back to those most preferred stores due to the complexity of the location. Hence, consumers ended up buying something they did not really satisfied with, which leads to the feeling of disappointment and time wasting.

5.1.6 Hypothesis 8: Indian tourists are not loyal to one brand

Indian consumers were not scored high on Brand Loyalty style. This CDM style refers to the consumers who stick with one brand or store and make purchase over and over. However, the Indian consumers in this research also played the role of tourist shoppers, therefore they took shopping as recreational activity which they could enjoy finding variety and new product. They tended to make purchase base on product characteristic such as quality, design and price but not brand.

Comparison the present study with previous studies on Indian consumers (Lysonski & Durvasula, 1995; Mishra, 2010; Canabal, 2002), the Perfectionist/High Quality Conscious and Confused by Over Choices styles appear in the top three highest scores. However, only the present study found that Price Conscious is the most significant CDM style, whereas Lysonski & Durvasula's research identified Price Conscious style did not exist in Indian consumers which is associated with the low score of this style on Canabal's research.

Comparing to the original research of CDM styles using U.S. students sample (Sproles & Kendall, 1986) and previous researches of other nations including New Zealand (Lysonski & Durvasula, 1995), Chinese (Fan & Xiao, 1998), German (Walsh, Mitchell, & Thorsten, 2001) Korean (Wickliffe, 2004) and Malaysian (Salleh & Mokhlis, 2009), the present research of Indian consumers are most similar to the original research of US consumers. Price and Perfectionist/Quality Conscious were both identified important for consumer decision-making. However, while the Confused by Over Choices style appeared significantly in Indian context, the U.S.

consumers tended to be well coped with overloaded information and was identified quite low on this style. There are similarities and differences among consumers from six nations including the present Indian, the Perfectionist/Quality Conscious style was in the top three highest scores of every nation except Korean (Wickliffe, 2004).

Regarding to the most important CDM style of Indian namely Price Conscious, there was only the research of Chinese consumers (Fan & Xiao, 1998) resulted in the same way. It may imply that both Chinese and Indian consumers were price conscious and that they would only purchase if the product is valuable for money or offering lowest price. They also concerned about quality but used price as the first criteria to make decision. In contrast, other nations such as German (Walsh, Mitchell, & Thorsten, 2001) would put quality as first priority and perceived that low price product offered nothing but low quality. Similar to Korean consumer who would firstly compare brands before shopping and price criteria would come to their decision making process to make choice among brands. Malaysian consumers(Salleh & Mokhlis, 2009) too were identified almost lowest on Price Conscious style. Therefore, the Price and Perfectionist/Quality Conscious style might be the highlighted consumer characteristic distinguishing Indian consumers from other nations.

The differences in this study might occur because the dissimilarity of target population characteristic. The previous researches mostly used young student consumers who purchased for domestic products within Indian while this research used tourist samples who aged over 18yearsold.

The shopping locations and the image of stores must be significantly affect CDM styles. Indian consumer perceived that shopping in *"market"* must offer them the lower quality products and that must be cheaper than shopping in malls or department stores. Besides, the concern of being cheated or scammed in highlighted tourist attraction such as JJ market made Indian tourists were very careful while shopping. The preconceived notion of consumers lead them to assume that all products were overpriced, therefore tourists would never buy at the first time price offering but must bargain for the lower price in every purchase.

5.2 Gender Differences in Decision-Making Styles

Of eight CDM styles, five styles were not affected by gender differences; Perfectionist/High Quality Conscious, Brand Conscious, Price Conscious, Impulsive/Careless and Confused by Over Choice (see table 4.13). The overall decision making styles of males and female were similar on the five CDM styles. The three common styles of males and female on this research including Perfectionist/High Quality Conscious, Brand Conscious and Confused by Over Choice are similar to the research of Malaysian consumers (Mokhlis & Salleh, 2009). At the same time, only Brand Conscious, Price Conscious, and Impulsive/Careless style identified for both genders are similar to those for German consumers(Michell & Walsh, 2004). On the other hand and, the three CDM styles of Indian were confirmed gender differences in decision-making. Novelty-Fashion Conscious style were found higher in women than men which is similar to German but contrast to Malaysian research in which both genders were identified identical in this style. Furthermore, Recreational/Hedonistic style was addressed as female factor while male was more belonging to Habitual/brand loyal style.

The result of the CDM styles that varied by gender may imply as Indian women and men nowadays are changing their characteristic. According to Spencer Stuart (2008), Indian women are now shifting their conservative life styles in the past to be keeping up with fashion and more enjoying hedonistic shopping. The result also related to the research of (Kuruvilla, Joshi, & Shah, 2009) which reported the higher tendency for women to shop for fashion related merchandise than men. Not only for Indian but for women in general, women have more pleasant attitude toward shopping, unlike men who tend to be negative with shopping and would like to take minimum time to shop and buy (Dittmar & Drury, 2000; Noble, 2006;Kuruvilla, Joshi, & Shah, 2009). This might related to the higher brand loyalty in Indian men, since going to buy from familiar brand or store would take shorter time and less effort to make decision.

5.3 Age Differences in Decision-Making Styles

Though, the original and previous researches used high school student consumers as the target sample, however this research studied on adult consumers aged 18 and above. It was confirmed that the differences in age played important role in decision-making process. Therefore, only young target population might not be reliable enough to represent other consumers as a whole. The research on Indian consumers presented the CDM styles including Perfectionist/High Quality Conscious style, Novelty-Fashion Conscious style, Price Conscious/Value for Money style, Impulsive/Careless style, and Confused by Over Choice style were varied by age differences.

According to the previous research of consumer generation (Pentecost & Andrews, 2010; Littrell, Ma, & Halepete, 2005) which categorized consumer into four generations including Generation Y (born 1976–1994), Generation X (born1965–1975), Baby Boomers (born1946–1964) and Swing (born1930–1945), it was identified that Gen-Y and Gen-X consumers were fashion conscious and impulse or careless. Especially for Gen-Y, due to their higher amount of free time so that they tended to shop impulsively which was opposed to Baby Boomer and Swing consumers. Comparing to Indian consumers in this research, there is the similarity on Gen-Y characteristic. Indian who aged 18-27 years old were the most Novelty/Fashion conscious consumer and also impulsive. However, consumers who aged 38-57 too were significantly high on this style. The interesting part is that Price Conscious styles appeared on every age range but highly appeared on 18-27, 28-37, 48-57, and 58-67 years old consumers.

5.4 The Implication of National Culture in Indian CDM styles

According to Geert Hofstede's(2011) national culture index, Indian were accounted in high power distance, collectivistic, masculine, low uncertainty avoidance, and long term orientation cultures. However, the CDM styles and purchase characteristic of Indian consumers only display long-term orientation, low uncertainty avoidance and collectivism cultures.

It is likely that long-term orientation culture strongly impacted on Indian purchase decision-making since Indian were scored high on quality and price conscious. Long term orientation is a culture where people have future-oriented perspective rather than a short-term point of view. People in this culture tend to be very careful about spending money (Zhou, Arnold, Pereira, & Yu, 2010).Majority of Indian samples took product quality following by price as the main criteria to make purchase. It is because the best quality offers the higher durability which means the products can be used in long-term as well as price which supposes to be lowest or worth the perceived product quality.

Low uncertainty avoidance culture refers to the larger extent of people to accept new, unfamiliarity and differences in lives. Therefore, this culture is strongly related to the characteristic of novelty/fashion conscious CDM style (Leo & Bennett, 2005). However, the majority of Indian consumers in this research context were more reflected high uncertainty avoidance culture since they were very careful and quite conservative consumers. Only minority of Indian aged 18-37 that mainly seek for innovative and would like to try new products. They scored highest in novelty/fashion conscious style, whereas, the older generation consumers scored lowest in this style (see table 4.14). It might be saying that apart from cultural background, age influences decision-making style when it comes to uncertain situation. Young and old generation would adopt different thinking method when confront with choices.

Although the CDM styles of Indian do not show much relationship with collectivism culture, however there was the information from the interview shows that group opinion critically affected one decision-making especially when selecting higher price products. Indian tourists always shop in group and other's opinions would be more influential if it came from family members. Apart from majority based on opinion, people in collectivism culture are planned and functional which is related to the low score of impulse/careless style in Indian consumers. They carefully purchased and considered the products with rational not emotional based.

CHAPTER VI
CONCLUSION AND RECOMMENDATION

6.1 Research conclusion

From the findings, Indian consumers were identified highest on Price Conscious and Value for Money style followed by Confused by Over Choice style and Perfectionist/High Quality Conscious style whereas Impulsive/Careless style was scored the lowest in Indian tourist consumer context. In addition, Novelty-Fashion Conscious and Recreational/Hedonistic style although were not quite significantly appeared in Indian's decision-making in general but played important role for female and particular group who aged 18-37 years old. However, the most interesting part of Indian CDM styles was on the appearance of both Price Conscious and Perfectionist style of Indian while shopping. The two CDM styles seem to be related to each other and had to come together in one's purchase decision which is quite contrast to the original research by Sproles and Kendall (1986) mentioned that one person should adopt one decision-making style while shopping. In this study, while getting the lowest price was the most important task to accomplish, quality part was always the second key criteria influenced the final decision to make purchase. From the retailers' point of view, Indian consumers nowadays are changing in terms of quality concern. They do not only try to get big quantity in order to get the lowest price but much more selective with product detail, usability, durability and quality. It might be saying that the word "value seeker" could clearly describe Indian CDM style better than only "price sensitive".

According to the Confused by Over Choice style that scored secondly high, instead of stop shopping but the variety of stores and products kept Indian consumers continue seeking and that they tried to get the best choice by doing bargain hunting.

The findings also presented CDM styles that appeared similar to national culture characteristic of Indian people including long-term orientation, low uncertainty

avoidance and collectivism cultures. Therefore, national culture might be one reason shaping Indian consumers' thinking process and behavior toward shopping.

Apart from national culture and personal thinking process, the shopping location and the image of stores might significantly affect CDM styles. Indian consumer perceived that shopping in "market" must offer them the lower quality products and that must be cheaper than shopping in malls or department stores. Besides, the concern of being cheated or scammed in highlighted tourist attraction such as jj market made Indian tourists were very careful while shopping. The preconceived notion of consumers lead them to assume that all products were overpriced, therefore tourist would never buy at the first time price offering but must bargain for the lower price in every purchase.

However, the findings presented are characterized by limitations that restrict the extent to which they can be reliably generalized. Firstly, the target population was Indian who visited JJ market as the role of tourist. Consumers' expectation and objective of shopping might be different from regular shopping in home country. Tourist might perceive shopping as a leisure activity to gain new experience, whereas normal or domestic consumers may have different thinking process to make purchase and more focus on utilitarian aspect. Secondly, the characteristic of sample location was very diverse as there were numerous product categories available for sale, unlike shopping mall or specialty store. the exotic of shopping destination might influence consumer to behave differently from their usual behavior Thirdly, to see the difference of Indian consumers in general, the research used adult respondents who age 18 and above. The result might differ from previous research that conducted with high school student sample. The dissimilarity between young and mature consumer could be the limitation of spending power, prudential thought and so on. Students are perceived to be more intelligent but less experienced with many kinds of product than average consumers (Gordon, Slade, & Schmitt, 1986). So, it should be noted that the study excluded student sample. Lastly, the small number of consumer participants in semi-structured interview might create some limitation regarding its generalization to all Indian consumers. Therefore, the larger number of interview or group interview will be required in order to getmore reliable information in the future research.

6.2 Recommendations for entrepreneurs and retailers

6.2.1 Improve product quality and increase involvement on salesperson

Since Indian consumer are searching for the product that value for money, therefore the better quality might increase the value and enable retailer to offer the reasonable higher price and be able to satisfy CDM style of Indian. However, to make consumer understand about the benefit of product, information from salesperson is very influential. According to Indian sopping behavior, they demand on attention and recommendation by salesperson. Hence, it is an opportunity to give positive information and convince consumer to believe that the quality added in product is worth the price offered.

6.2.2 Create sale promotion

Regarding the qualitative result, Indian consumers are buying fewer amounts but at the same time still concern about price, therefore to create sale promotion such as seasonal volume discount should meet with Indian consumer's decision-making style. The volume in this case refers to the total price not the quantity of product. It is suggested to set the clearly price step to convince consumers that the more they spend, the more discount they will get in each purchase. This sale promotion should help avoiding drastic bargaining because it will enable consumer to select any product offered in the store and create the feeling that it is worth to spend more. At the same time, retailer is able to set the standard and control the discount price. The promotion may set only on high season for Indian tourists and might most suit with Clothing & Accessories and Ceramics & Pottery store since these two product categories were the main purchased product for Indian consumers who scored high on Price Conscious style (see table 4.24). However, product quality should remain in acceptable standard since it is one of consumer main concern.

6.2.3 Create brand for product

To redesign product packaging and create store brand should help attracting Indian consumer considering their personal preference on luxurious style product. Branding product will create trust on consumer and also differentiate the

products from others. The elegant design logo and unique packaging will increase consumer's recognition and may be able to motivate some Indian to be repeated customer. This strategy is recommended to entrepreneur of Handicraft Product and Art & Gallery since consumer who purchased these two product categories were majorly belong to Habitual/brand loyal style and Quality Conscious style (see table 4.22 and 4.26)

6.2.4 Correct the perception of tourists toward shopping location image

Image and reputation of the shopping place is very important since it creates tourists' first perception before theypractically visiting the place. Refer to JJ Market, it is well known among tourists as the biggest shopping location in Thailand where vast amount of products are offered. "It is a paradise for bargain hunters, one rule for all shoppers to observe is bargain, bargain, and bargain" said Tourism Authority of Thailand (2013) . JJ market is addressed in the same way by many travel information source such as guide book (lonely planet) and many travel guide websites. Unfortunately, none of these sources emphasize on the quality of goods provided here and that somehow lead to the misperception of consumers. Indian consumer perceived the market consist of many cheap stores but they were not sure about product quality since there is nothing guaranty in this kind of flea market. Thus, they kept bargaining for the lowest price because the perceived quality was not high.

To promote the market as bargaining paradise is absolutely invited for tourists but to give more detail on the quality of product will add the value to the market and that will benefit to overall retailer. From the retailer's point of view, they were not much appreciated on Indian consumers' characteristic. They referred to Indian as the stubborn and difficult customer when negotiated the price. Indian were not trying to understand that the product literally offered good quality which worth the price, in contrast they thought retailer overpriced and exaggerate about product quality, hence they kept asking for lower price. However, it was not every time the retailer could provide the desired discount, so the unsuccessful bargaining lead to dissatisfaction and also heated up the argument between retailer and consumer.

What the research suggests is to maximize the benefit of both tourist consumer and retailer by correcting the image of the market. The more emphasis promotional campaign of the market as *the place where consumer can find quality equal price or in negotiable price* should help consumers see more benefit from shopping at JJ market more than just only cheap price. In fact, the products offered in JJ market are not all cheap as consumer understand but most of the store offered high quality product and some of them also have branch stores selling the same product in high-end shopping mall in higher price. Therefore, it might help adding value to the market that meet with both consumer and retailer's needs.

6.3 Recommendations for future research

6.3.1 Further development of the research instruments

According to the CSI instrument of Sproles and Kendall (1986), there were 40 item statements which explained eight different types of CDM style. However, this study has found another two highlighted characteristic of consumer which should be further studied in future research. The two styles called Value Seeking and Bargaining Hunting. Value Seeking style refers to the consumer who adopts mixture of Price Conscious and Perfectionist/Quality Conscious styles while shopping. The main thinking characteristics are as following:

Factor from Perfectionist/Quality Conscious styles

1) Getting very good quality is very important to me

2) When it comes to purchasing products, I try to get the very best or perfect choice

3) My standards and expectations for products I buy are very high

4) In general, I usually try to buy the best overall quality

Factor from Price Conscious style

5) The lower price products are mainly my choice for Chatuchak shopping trip

6) I look carefully to find the best value for money

These consumers seek for the best value for money. They try to get the highest quality but at the same time the standard price already set in their mind and that is the goal to achieve in every purchase. The Value Seeking style was also found in the research of Malaysian consumers but it was explained in different aspect since Malaysian consumers maximized the values by getting the best buy while saving the most time and energy (Mokhlis & Salleh, 2009).

Secondly, the Confused by Over Choice and Price Conscious style created Bargaining Hunting style as the below thinking characteristic:

Factor from Price Conscious style

1) I buy as much as possible at sale prices

2) The lower price products are mainly my choice for Chatuchak shopping trip

Factor from Confused by Over Choice style

3) There are so many brands and products in Chatuchak to choose from that I often feel confused

4) Sometimes it's hard to choose which stores to shop

Consumers perceive that the big amount of choices give too much information and that makes them confused. However, choices also drive consumer the sense of competition to achieve getting the best price. Therefore, the variety of choices, specially duplicated choices provides increased sensory involvement and excitement to bargain. This style might only occur based on shopping location, unlike Price Conscious, which is the thinking style mainly driven from internal not surrounding environment. Bargain Hunting style might be adopted only when shopping in the place where price negotiation or bargaining is allowed such as non-branded market, flea market or the place similar to JJ weekend market.

It is suggested to further investigate the existence of Value Seeking and Bargain Hunting style in other target population and location. The more in-depth information may help refining the CSI instrument and adding up the updated new CDM styles to the original by Sproles and kendall(1986).

6.3.2 Further study of gender differences in CDM styles

To understand consumer decision-making process more clearly, it is recommended to study on both male and female sample or separately study on each gender. It is confirmed that even consumers are from the same country but the differences between genders when making decision always occur. According to the previous researches, only the study of Michell & Walsh (2004) (German consumer), Hanzaee & Aghasibeig(2008) (Iranian consumer), Bakewell & Mitchell(2006) (UK consumer) and Mokhlis & Salleh(2009) (Malaysian consumer) studied on gender differences and all of them identified different decision-making styles between male and female. Gender has always played important role as the marketing segmentation variable.

Numbers of researches proposed that gender relates to consumers' perceptions, preferences, attitudes, and purchase decisions. Therefore, the marketer must put more emphasis on gender differences context in order to apply the result of CDM style to all marketing strategy. The study of consumers from other nation on each gender will be required.

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APPENDIX

Consumer Styles Inventory (CSI)

Factor 1: Perfectionist/High Quality Conscious Consumer

1.1 Getting very good quality is very important to me

1.2 When it comes to purchasing products, I try to get the very best or perfect choice

1.3 In general, I usually try to buy the best overall quality

1.4 I make a special effort to choose the very best quality products

1.5 I really don't give my purchase much thought or care

1.6 My standards and expectations for products I buy are very high

1.7 I shop quickly, buying the first product or brand I find that seems good enough

Factor 2: Brand conscious, "Price Equals Quality" Consumer

2.1 The well-known national brands are best for me

2.2 The more expensive brands are usually my choices

2.3 The higher the price of products, the better its quality

2.4 Nice department and specialty stores offer me the best products

2.5 I prefer buying the best-selling brands

2.6 The most advertised brands are usually very good choices

2.7 A product doesn't have to be perfect, or the best to satisfy me

Factor 3: Novelty-Fashion Conscious Consumer

3.1 I usually have one or more outfits of the very newest styles

3.2 I keep my wardrobe up-to-date with the changing fashions

3.3 Fashionable, attractive styling is very important to me

3.4 To get variety, I shop different stores and choose different brands

3.5 It is fun to buy something new and exciting

Factor 4: Recreational, Hedonistic Consumer

4.1 Shopping in Chatuchak market is not a pleasant activity to me

4.2 Going shopping at Chatuchak market is one of the enjoyable activities of my life

4.3 Shopping the stores wastes my time

4.4 I enjoy shopping just for fun of it

Factor 5: Price Conscious and Value for Money Consumer

5.1 I buy as much as possible at sale prices

5.2 The lower price products are mainly my choice for Chatuchak shopping trip

5.3 I look carefully to find the best value for money

Factor 6: Impulsive, Careless Consumer

6.1 I should plan my shopping more carefully than I do

6.2 I am impulsive (careless) when purchasing

6.3 Often I make careless purchase I later wish I had not

6.4 I take the time to shop carefully for best buys.

6.5 I carefully watch how much I spend

Factor 7: Confused by Over choice Consumer

7.1 There are so many brands and products in Chatuchak to choose from that I often feel confused

7.2 Sometimes it's hard to choose which stores to shop

7.3 The more I learn about products, the harder it seems to choose the best

7.4 All the information I get on different products confuses me

Factor 8: Habitual/brand loyal

1.1 I have favorite stores or brands in Chatuchak market I buy over and over

1.2 Once I find a product or brand I like, I stick with it

1.3 I go or will go to the same stores each time I shop

1.4 I change brand I buy regularly

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