

Personality Dimensions and Decision Making: Exploring Consumers' Shopping Styles

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The study was conducted to explore consumers' shopping styles in reference of personality dimensions. The sample consisted of 200 individuals (100 men and 100 women) with age range of 20–55 years. Data were collected from general population using Urdu version of Consumer Style Inventory (Sproles & Kendall, 1986) and Mini Marker Personality Inventory (Manzoor, 2000). The analysis was conducted to investigate moderating role of age, gender and education for the relationship of personality dimensions with consumers' shopping style. Results showed that individuals' personality explained a total of 18% variance for perfect perfectionist/high quality consumer style, 11% for brand consciousness, 6% for price over-consciousness, 8% for recreational shopping style, 5% confused by over choice style, 7% in impulsive/careless style, and 6% variance in both habitual/brand loyal, and novelty/fashion conscious shopping style. Moderating effect of age, gender and education presented a brief but interesting profile of consumers' shopping styles. The results can be helpful in developing training modules for entrepreneur and marketing personnel.

Keywords: Personality, decision making, moderation, consumer profile, shopping behavior