CONSUMER DECISION-MAKING STYLE ON DOMESTIC AND IMPORTED BRAND CLOTHING IN INDONESIA

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Abstract

Objectives: the objective of this research is to identify the profile of consumers who prefer to buy domestic, imported, and both brands clothing in Indonesia.

Method: MANOVA and discriminant analysis was used to identify the profile for each consumer segments, and another post hoc test (Tukey HSD) was developed to compare the difference between pairs of group (domestic, imported and both brand clothing). 200 questionnaires were distributed and the questionnaires used Likert-scale (1 to 5, strongly disagree to strongly agree). The questions use 7 of 8 characteristics in Consumers Style Inventory (CSI) model developed by Sproles and Kendall.

Results: The result show that consumers who prefer to buy domestic brand, imported brand, and both brand clothing have different profile. Consumers who choose both clothing brand tend to be older, quality conscious, hedonistic conscious, and confuse by over choice.

Conclusion: There are differences in the consumers’ profile who prefer domestic, imported and both brand clothing. It seems that Indonesian clothing brand can compete with imported clothing brand. Therefore, some important factors that distinguished domestic brand clothing need to be enhanced to increase competitiveness with imported brand.

Keywords: Consumer decision-making styles, CSI.