Abstract

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

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

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

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

Key words

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