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CZECH CONSUMERS' BEHAVIOR TOWARD DOMESTIC BRANDS

ZACHOWANIE CZESKICH KONSUMENTÓW W STOSUNKU DO MAREK KRAJOWYCH

Summary: The study is aimed to reveal Czech customers decision making styles toward domestic brands; that is important because it determines the behavioral patterns of consumers and is relevant for market segmentation. Therefore the present study mainly focuses on exploring the impact of consumer decision making styles on their preference towards domestic brands in the context of Czech Republic. The sample for this study was drawn from adult customers who live in the Brno, Zlín, Olomouc regions in the Czech Republic. Altogether 200 questionnaires were distributed and 123 completed questionnaires were taken in for final analysis. The decision making styles were measured by using Consumer Style Inventory. Principle Component Analysis was employed to determine the decision making styles of Czech customers. The findings revealed that seven decision making styles are appeared among Czech customers and fashion consciousness, recreational orientation, impulsiveness and price consciousness of customers show direct relationship with the domestic brand tendency. Other styles did not show significant relationship with domestic brand preferences in the given context.

Key words: brand preference, consumer behavior, decision making styles, domestic brand, Consumer Style Inventory

Streszczenie: Badanie ma na celu poznanie stylów podejmowania decyzji przez czeskich klientów wobec krajowych marek. Jest to ważne, ponieważ określa wzorce zachowań konsumentów i segmentację rynku. Badanie przeprowadzono wśród dorosłych klientów mieszkających w Brnie, Zlinie, w regionach Ołomuńca w Czechach. W sumie rozdano 200 ankiet. Do badań zakwalifikowano 123 wypełnione kwestionariusze. Style podejmowania decyzji były mierzone za pomocą Style Inventory Konsumentów. Zasada Analiza Komponent została wykorzystana w celu określenia stylów podejmowania decyzji przez czeskich klientów. Wyniki badań wykazały, że na podjęcie decyzji dotyczącej zakupu czaeskiej marki miały wpływ przede wszystkim następujące czynniki: moda, wartości rozrywkowe, działanie pod wpływem impulsu, cena.

Słowa kluczowe: preferencje marki, zachowania konsumentów, style podejmowania decyzji, marka krajowa

Introduction

Consumer decision making styles have become a popular research area among academics in marketing and behavioral sciences. Most of the previous researchers have paid considerable attention on consumer shopping behavior and decision making styles which they are displaying in purchasing products in a modern retail environment. Consumer decision making style is a mental orientation characterizing a consumer's approach to making choices.¹ Therefore examining this concept is important to marketing practices because it determines consumer behavior and is relevant for market segmentation.² On the other hand consumer decision is a signal for marketers, whether a marketing strategy has been wise and insightful or whether it was poorly planned and missed the market. Hence understanding about consumer decision making is essential for both domestic and global businesses in crafting strategies.

In recent times, globalization has become a crucial phenomenon for any business in the world with its profound impacts in the short term and in the long term. Further, globalization leads to the homogenization of world markets and it allows multinational companies (MNCs) to mark their presence in the local markets by increasing the availability of a wider range of international brands in various host countries. As huge assets, sophisticated technology, knowledge and skills in terms of business operations of MNCs have enabled them to create undue opportunity to monopolize the markets of the host countries; domestic firms should find the strategic alternatives for stimulating customer preferences for domestic brands. Although several alternatives are available, most domestic marketers address this issue by utilizing ethnocentric brand appeals. Along with increased nationalism and heavy emphasis on cultural and ethnic identity, consumer ethnocentrism will be a potent force in the global business environment in the years to come.

Consumers' preference to buy foreign or local brands mainly depends on their decision making styles.³ Further researchers noted that customers decide to buy local or foreign pro-

¹ G.B. Sproles & E. Kendall, *A methodology for profiling consumers decision-making styles*, „The Journal of Consumer Affairs“ 1986, 20(2), pp. 267-279.

² G. Walsh, T. Hennig-Thurau, V. Wayne-Mitchell, K.P. Wiedmann, *Consumers' decision-making style as a basis for market segmentation*, „Journal of Targeting, Measurement & Analysis for Marketing“ 2001, 10 (2), pp. 117-131.

³ C.L. Wang, Z.X. Chen, A.K.K. Chan and Z.C. Zheng, *The influence of hedonic values on consumer behaviors: an empirical investigation in China*, „Journal of Global Marketing“ 2000, Vol. 14 No. 1/2, pp. 169-186.

ducts based on their degree of ethnocentric tendencies.⁴ Consumer ethnocentrism tendency has several antecedents and consumer decision making styles become a socio psychological antecedent of consumer ethnocentrism.⁵ On the other hand, empirically was validated that consumer ethnocentrism tendency has direct impact on local brand bias. There was reasonably assumed that consumer decision making styles may have significant impact on domestic brand bias of the customers for the submitted research.

Even though previous research findings provide rich information about the consumer decision making styles, very limited studies only focus on relationship between consumer decision making styles and domestic brand bias of the customers. Furthermore Hanzae and Aghasibeig (2008) noted that there is no universally accepted model for understanding consumer shopping styles⁶ and most of researchers have adopted to the Consumer Style Inventory (CSI) developed by Sproles and Kendall as a comprehensive instrument.⁷ Therefore the main purpose of the present study is to explore the impact of consumer decision making styles of CSI on domestic brand bias of the customers in the context of the Czech Republic.

The significance and expected knowledge contribution of this study will veer into three aspects. In general, this study will draw attention to the consumer CSI as an important phenomenon for researching different contexts for analyzing consumer decision making styles. It will aim at providing suggestions for further researches as well. In the theoretical perspective it will contribute to developing a comprehensive understanding and application of previous research findings to correlate those phenomena. In the practical aspect, this study will aim to provide guidelines to marketers of domestic companies to identify potential segments to promote the appeals for stimulating local brand of customers. In this article the researchers will first discuss the theoretical background of the study. Then will continue by presenting the critical literature in the respective area and hypotheses, finally research findings and discussions will be presented, followed by the conclusion.

1. Consumer decision making styles

Decision making style is one of the crucial factors in consumer purchase decision. Therefore studying consumer decision making styles can be categorized into three main approaches namely psychographic/lifestyle approach, consumer typology approach and consumer characteristics approach. Psychographic/ lifestyle approach includes many characteristics of consumer behavior. Consumer typology approach identifies customer into several types and consumer characteristics approach aims on different cognitive dimensions of consumer decision making.

The consumer characteristics approach is the most dominant and descriptive approach among these three approaches. Hence this approach focuses on the mental orientation of consumers in making decisions.⁸ Therefore decision making styles can be found by identify-

⁴ T. Shimp, S. Sharma, *Consumer ethnocentrism: construction and validation of the CETSCALE*, „Journal of Marketing Research“ 1987, Vol. 14, pp. 280-289.

⁵ M.N. Shankarmahesh, *Consumer ethnocentrism: an integrative review of its antecedents and consequences*, „International Marketing Review“ 2006, Vol. 23, No. 2, pp. 146-172.

⁶ K.H. Hanzae, S. Aghasibeig, *Generation Y female and male decision-making styles in Iran: are they different?*, *International Review of Retail, Distribution & Consumer Research* 2008, 18 (5), pp. 521-537.

⁷ G.B. Sproles, & E. Kendall, *A methodology for profiling...*, op. cit., pp. 267-279.

⁸ S. Lysonski, S. Durvasula & Y. Zotos, *Consumer decision making styles: A multi country investigation*, „European Journal of Marketing“ 1996, 30(12), pp. 10-21.

ing the general orientation of consumer towards shopping and buying. Studying underlying decision styles of shoppers, under the field of consumer behavior literature has a long history since the 1950's. Most of these studies revealed that all consumers approach shopping with certain decision making traits that combine to form a consumer decision making styles. Accordingly the previous studies have disclosed considerable number of aspects regarding consumer decision making behavior⁹; these studies have broadly categorized them as being based on shopping orientation, store patronage, consumer decision making styles and information search behavior.¹⁰

In the context of consumer characteristics approach, Sproles (1985) developed an instrument to profile the decision making styles of consumers.¹¹ This instrument consisted with 50 items, related to consumers' cognitive and affective orientation towards shopping activities. Data collection was carried out from 111 undergraduate women in two classes at the University of Arizona. Using Factor Analysis technique Sproles found six consumer decision making style traits namely, perfectionism, value conscious, brand consciousness, novelty fad fashion consciousness, shopping avoider, time saver and confused support seeking decision maker. Sproles and Kendall further refined this inventory and developed a more parsimonious scale called Consumer Style Inventory (CSI) in 1986. The CSI comprised with 40 items on consumer decision making styles characteristics. The instrument was administered to 482 students in 29 home economics classes in five high schools in the Tucson, Arizona area. This instrument measured 8 mental characteristics of consumer decision as, perfectionism, brand consciousness, novelty and fashion consciousness, recreational, price value consciousness, impulsiveness, confused by over choice and brand loyal and habitual.

High quality conscious customers search carefully and systematically for the highest or very best quality in products and brand conscious people are buying the most expensive and well-known brands.¹² On the other hand novelty and fashion conscious customers like new and innovative products for gaining excitement from seeking out new things. Recreational and shopping conscious individuals consider shopping as a pleasant activity and shops just for the fun of it. However price conscious customers are seeking high value for money. Furthermore those researchers found that impulsive customers never plan their shopping and tend to buy on the spur of the moment. Confused by over choice customers perceive too many brands and stores from which to choose and who likely experience information overload in the market. As last decision making style of CSI, the habitual/brand loyal consumers who have favorite brands and stores was suggested.¹³

After introducing aforesaid eight decision making styles, many researchers in consumer behavior had employed CSI as a tool for analyzing shopping behavior of customers. According to the empirical studies in different socio cultural contexts, CSI items has been loaded into different factors and revealed some additional decision making patterns as well. Even

⁹ W.R. Darden & F.D. Reynolds, *Shopping orientations and product usage rates*, "Journal of Marketing Research" 1971, 8, 505-508.

¹⁰ V. Mitchell & G. Walsh, *Gender differences in German consumer decision-making styles*, "Journal of Consumer Behavior" 2004, 3 (4), 331-346.

¹¹ G.B. Sproles, *From perfectionism to dadaism: measuring consumers' decision-making styles*, American council on consumer interest on Columbus 1985, OH, 79-85.

¹² G.B. Sproles & E. Kendall, *A methodology for profiling ...*, op. cit., 267-279.

¹³ Ibidem.

though it was argued that generalizability of CSI instrument has not been established by previous studies¹⁴ most of the previous authors commonly accept CSI as reliable measurement for analyzing consumer shopping behavior in different contexts in the world. Therefore it is worth to analyze the adoptability of CSI for analyzing consumer behavior in the context of the Czech Republic.

2. Consumer style inventory adoptability

The development of CSI was significant milestone in consumer decision making research.¹⁵ CSI has contributed in providing a good foundation for comparing the results with prior research.¹⁶ In addition to that this instrument will assist to reduce the conceptual and measurement differences and identifying differences in decision making styles in different countries and cultures.¹⁷ The dimensionality and reliability of CSI is acceptable in New Zealand context, as well. That was found eight consumer decision making styles which are similar to the original CSI scales.¹⁸ and that was found that seven of the eight factors of Sproles and Kendall's CSI among Korean customers. Novelty and fashion consciousness was not confirmed in the study. Those researchers attributed this to the possible links between 'brand consciousness' and 'fashion consciousness' among young Korean consumers. The additional factor was named as "Time-energy Conserving Consumer". The eight factor solution was found to be difficult to interpret for the Greek and Indian customers and it is applicable in New Zealand and USA contexts.¹⁹ Furthermore was explored that six consumer decision making styles are only confirmed in the Germany.²⁰ The inventory was vital to assess cultural differences and produced meaningful results.²¹ But they were doubtful about the generalizability of the original CSI research findings among different cultures. As far as applicability of CSI in developing countries are concerned, Fan and Xiao (1998) tested CSI in Chinese context and found only five decision making styles are applied to young Chinese consumers.²² They further concluded that consumer commodity market is different in China than US and Korea. Therefore some limitations can be identified against generalizability of the inventory across those countries. Further Canabal, (2002) confirmed five decision styles in the empirical study in South India.²³ According to the aforesaid findings of empirical studies, the present

¹⁴ B. Yasin, *The Role of Gender on Turkish Consumers' Decision-Making Styles*, "Advances in Consumer Research - Asia-Pacific Conference Proceedings" 2009, 8, 301-308.

¹⁵ Hafstrom, Jeanne J., Jung Sook Chae, and Young Sook Chung, *Consumer decision-making styles: comparison between United States and Korean Young Consumers*, "The Journal of Consumer Affairs" 1992, 26 (1), 146-158.

¹⁶ S. Durvasula, S. Lysonki, and J. Andrews, *Cross cultural generalisability of a scale for profiling consumers decision making Styles*, "Journal of Consumer Affairs" 1993, 27(1), 33-75.

¹⁷ G. Walsh, T. Hennig-Thurau, V. Wayne-Mitchell, K.P. Wiedmann, *Consumers' decision-making style as a basis for market segmentation*, "Journal of Targeting, Measurement & Analysis for Marketing" 2001, 10 (2), 117-131.

¹⁸ Hafstrom, Jeanne J., Jung Sook Chae, and Young Sook Chung, *Consumer decision-making...*, op. cit., 146-158.

¹⁹ S. Lysonski, S. Durvasula, & Y. Zotos, *Consumer decision...*, op. cit., 10-21.

²⁰ G. Walsh, T. Hennig-Thurau, V. Wayne-Mitchell, K.P. Wiedmann, *Consumers' decision-making style...*, op. cit., 117-131.

²¹ V.W. Mitchell, and L. Bates, *UK Consumer decision making styles*, "Journal of Marketing Management" 1998, 14, 199-225.

²² Fan Jessie X, Jing J Xiao, *Consumer decision making styles of young-adult Chinese*, "Journal of Consumer Affairs" 1998, 32(2), 275-294.

²³ M.E. Canabal, *Decision Making Styles of Young South Indian Consumers: An Exploratory Study*, "College Student Journal" 2002l, Vol. 36 (1), 12-20.

researchers noted that CSI can be applied in both developed and developing countries for investigating consumer decision making styles.

3. Consumer behaviour and domestic brand preference

Domestic brand preferences play a different role from country to country. Despite numerous articles which have been published, there seems to have been no real advancement in the development of theories which might explain why consumers view foreign products differently than they do domestic products.²⁴ In some of those countries ethnocentric appeals is a very base for consumer behaviour expressions. Ethnocentrism is a sociological phenomenon discovered by William G. Sumner (1906) in the first decades of the twenties century. Initially, this concept was referred to with the purpose of differentiating between one's own group from others. In a broader perspective, people in different countries evaluate their inherent products as superior to that of other nations' and show a tendency to use their own products rather than foreign made products. grown products instead of those products from countries that are perceived to be different from the home country.²⁵ The outcomes have been operationalized by previous researchers in different ways such as attitudes towards buying foreign products²⁶, willingness to buy foreign products²⁷, purchasing intention of local products²⁸, willingness to buy domestic products²⁹, favorable evaluation of domestic products attributes³⁰, domestic brand preference³¹, supporting foreign retail outlets³², product receptivity.³³ As per the above, it is noted that consumer ethnocentrism may naturally stimulate the customers' preferences of home-made products. Further consumers adapted to several decision making styles in their purchasing decisions. However the most important issues are whether Czech customers display all decision making styles³⁴ and whether domestic brand biasness of Czech people is varied in those behavioral patterns. Therefore those issues mainly addressed in the present study.

²⁴ G. Baumgartner, and A. Jolibert, *The Perception of Foreign Products in France*, in NA - Advances in Consumer Research Volume 1978 05, eds. Kent Hunt, Ann Arbor, MI : Association for Consumer Research, Pages: 603-605.

²⁵ E. Kaynak, A. Kara, *Consumer perceptions of foreign products*, "European Journal of Marketing" 2002, Vol. 36, No. 7/8, pp. 928-949.

²⁶ S. Sharma, T.A. Shimp, J. Shin, *Consumer ethnocentrism: a test of antecedents and moderators*, "Journal of the Academy of Marketing Science" 1995, Vol. 23, No. 1, pp. 26-37.

²⁷ J.G. Klein, R. Ettenson, and M. Morris, *The animosity model of foreign product purchase: an empirical test in the People's Republic of China*, "Journal of Marketing" 1998, Vol. 62, No. 1, pp. 89-100.

²⁸ C.M. Han, *The role of consumer patriotism in the choice of domestic versus foreign products*, "Journal of Advertising Research" 1988, June/July, pp. 25-32.

²⁹ J.E. Olsen, K.L. Granzin, A. Biswas, *Influencing consumers' selection of domestic versus imported products: implications for marketing based on a model of helping behavior*, "Journal of the Academy of Marketing Science" 1993, Vol. 21, No. 4, pp. 307-321.

³⁰ G. Chrysochoidis, A. Krystallis, P. Perreas, *Ethnocentric beliefs and country-of-origin (COO) effect: impact of country, product and product attributes on Greek consumers' evaluation of food products*, "European Journal of Marketing" 2007, Vol. 41, No. 11/12, pp. 1518-1544.

³¹ D. Siemieniako, K. Kubacki, E. Glinska & K. Krot, *National and regional ethnocentrism: a case study of beer consumers in Poland*, "British Food Journal" 2011, Vol. 113, No. 3, p. 404-418.

³² Zarkada-Fraser A., Fraser C., *Store patronage prediction for foreign-owned supermarkets*, "International Journal of Retail & Distribution Management" 2002, Vol. 30, No. 6, p. 282-299.

³³ L.V. Orbaiz, N. Papadopoulos, *Toward a model of consumer receptivity of foreign and domestic products*, "Journal of International Consumer Marketing" 2003, Vol. 15, No. 3, pp. 101-126.

³⁴ G.B. Sproles, & E. Kendall, *A methodology for profiling...*, op. cit., 267-279.

Consumers evaluate foreign made products differently than domestic products.³⁵ Most of the researchers argue that when information about the product is lacking, consumers have a general preference for domestic-made products over foreign products in developed countries³⁶, noted that quality image associated with imported products is lower than domestic products in the developed countries. Therefore is argued that there is a positive correlation between domestic product evaluations and the economic development of the country of origin³⁷. On the other hand, consumers show more preference to the imported products in developing countries³⁸. Therefore it was argued that customers display conspicuous consumption pattern in purchasing foreign products.³⁹ Further was noted that well off customers are motivated to buy imported products in order to satisfy the social factors rather than economic or physiological utility of products. Brand consciousness is becoming increasingly important factor among the customers who are willing to buy foreign products.⁴⁰ Moreover, that was empirically proved that customers who are willing to buy imported products display high degree on quality conciseness, brand conciseness, fashion conciseness as well as impulsiveness and brand loyalty.⁴¹

4. Objectives and methodology of study

The aim of the study is to reveal impact of buying decision making styles on domestic brand preferences of the customers in the context of the Czech Republic and discover whether local brand preference of Czech people is varied in behavioral patterns.

Based on the preceding discussion, five hypotheses were formulated to determine the relationship between decision making styles and the local brand bias of Czech customers.

H1: The high-quality conscious and brand conscious Czech consumers are being less biased towards domestic brands

H2: The fashion conciseness, impulsive and brand loyal Czech consumers are being less biased towards domestic brands

H3: The price conscious Czech consumers are consumers are being more biased towards domestic brands

H4: The confused by over choice Czech consumers are being more biased towards domestic brands

H5: The recreational/hedonistic orientated Czech consumers are being less biased towards domestic brands

³⁵ J. Herche, *A note on the predictive validity of the CETSCALE*, "Journal of the Academy of Marketing Science" 1992, Vol. 20, Summer, pp. 261-264.

³⁶ F. Damanpour, Temporal shifts of developed country-images: a 20 year view, in N. Papadopoulos and L.A. Heslop, (Eds), *Product-Country Images: Impact and Role in International Marketing*, International Business Press, New York 1993, pp. 357-78.

³⁷ B. Toyne and P.G.P. Walters, *Global Marketing Management: A Strategic Perspective*, Allyn & Bacon, Boston 1989.

³⁸ B.A. Agbonifoh and J.U. Elimimian, *Attitudes of developing countries towards 'country-of-origin' products in an era of multiple brands*, "Journal of International Consumer Marketing" 1999, Vol. 11, No. 4, pp. 97-116.

³⁹ F. Piron, *Consumers' perceptions of the country-of-origin effect on purchasing intentions of (in)conspicuous products*, "Journal of Consumer Marketing" 2000, Vol. 17, No. 4, pp. 308-321.

⁴⁰ L.C. Wang, X.Z. Chen, *Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects*, "Journal of Consumer Marketing" 2004, Vol. 21, Issue 6, pp. 391-400.

⁴¹ Ibidem.

The respondents of this study were adult customers who live in the Brno, Zlín, Olomouc regions in the Czech Republic. They were selected based on the convenience sampling method, mainly through the students of Tomas Bata University in Zlin. They collected data through a self-administrated questionnaire from the adult customers in Zlin region. Altogether 200 questionnaires were distributed; only 123 completed questionnaires were taken into the final analysis. The sample consisted of a higher proportion of female respondents (53.6 percent) than male respondents (46.4 percent). In addition, 36.5 percent of the customers were students and 41.4 percent of the customers held graduate and post graduate qualifications. As per the age distribution, the majority of respondents (45.5 percent) were aged between 18 – 30 years. Therefore the demographic structure of the sample was sufficient to examine the research issue of the given context.

This study's survey instruments were developed based on previous studies. Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986), was used to measure the decision making styles of the respondents with some modifications to fit with the Czech context. This scale has been validated by different studies in different countries by previous researchers. In all the previous studies it has reported sufficient value of Cronbach's alpha as an indicator of the reliability of the scale. Local brand bias was operationalized as consumer preferences for domestic brands, in that consumers intentionally take time to identify these products while shopping. Even though there is no universally accepted scale to measure the local brand biasness. All the scales were scored on a seven point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

This study is characterized by several limitations that restrict the reliability to generalize the findings. First, the study was restricted to the few regions in the Czech Republic. Therefore it may be possible to obtain different results in the case of conducting the study in other parts of the Czech Republic. Furthermore, the data was collected from students of TBU with using self administrated questionnaires. Thus it is possible that these respondents may have provided highly subjective responses. Therefore further research can be designed to investigate this issue in different areas of the Czech Republic using random or stratified sampling techniques to represent the total population in the Czech Republic. Furthermore, future researches could investigate the impact of consumer decision making styles in considering the country of origin of imported products as well.

5. Research results and discussion

The IBM SPSS 19 package was employed for data analysis. The outcome of the analysis is reported in the first part of this section. Further findings and their possible consequences are also discussed here in detail. Initially, a reliability analysis was done to measure the internal consistencies of the total scores for each scale through Cronbach's Alpha Coefficients. The calculation of reliability measurements is presented in table 1. As per the findings, all the reliabilities for both scales are found to be adequate since Cronbach's Alpha values are higher than 0.8 (According to George and Mallery (2003)⁴², Cronbach Alpha > .9 – Excellent, > .8 – Good, > .7 – Acceptable, > .6 – Questionable, > .5 – Poor, and < .5 – Unacceptable)

⁴² D. George & P. Mallery, *SPSS for Windows step by step: A simple guide and reference*. 11.0 update. 4th ed. Boston: Allyn & Bacon, 2003.

Table 1. Reliability analysis for the Scale. Source: Survey data 2012

Scales	No. of Items	Cronbach's Alpha
CSI	40	.811
Local brand biasness	02	.824

Source: Authors' own research (2012)

In addition to the reliability statistics of the initial stage, EFA was initially conducted with the purpose of grouping 40 items for the different factors. In the data screening process, major assumptions to the factor analysis was tested. Accordingly missing data were replaced by responses of respondents who are in similar demographic characteristics based on hot or cold deck imputation techniques. Normality was tested based on multivariate normality test. Further homoscedasticity was assured based on Levene test for each of the non metric variable across the metric variables in the data base. Further multicollinearity was tested by using the criteria of Squared Multiple Correlation (SMC), Tolerance Statistics and Variance Inflation Factor (VIF). Linearity was further assured based on residual plots. As all assumptions were satisfactory met and it was assumed that data set is appropriate to conduct factor analysis.

According to the inter item correlation matrix, all correlation coefficients were reported within the range between 0.3 to 0.8 and it was further assured that data is free from multicollinearity issues. Furthermore Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test were conducted to test the factorability and sample adequacy for the factor analysis. It ensured the sample adequacy due to KMO value was 0.836. Further Chi-Square 6.711 of Bartlett's test was highly significant ($p < 0.001$). As a basic requirement for the factor analysis is satisfied, principle component analysis based on varimax rotation was adopted and extracted factors with greater than 01 eigenvalue.

According to the rotated component matrix, 34 items were loaded into 07 factors and total variance of those factors was 66.95%. Summary of factor loading, eigenvalues and variance explained in each factor are summarized into table 3.

Table 2. Rotated Component Matrix for CSI

Factors	Factor loading	Eigen values	Variance Explained
Brand Consciousness (7 items)		5.365	21.612
The most advertised brands are usually very good choices.	.821		
I prefer buying the best-selling brands.	.733		
The more expensive brands are usually my choices.	.696		
The higher the price of a product, the better its quality.	.612		
Once I find a product or brand I like, I buy it regularly.	.592		
I have favorite brands which I buy over and over again.	.570		
I change brands I buy regularly.	.493		
Perfectionist, high-quality consciousness (5 items)		4.236	14.251
Getting high quality is very important to me.	.811		
When it comes to purchasing products, I try to get the very best or the perfect choice.	.791		

I make special effort to choose the very best quality products.	.629		
In general, I usually try to buy the best overall quality.	.602		
My standards and expectations for products I buy are very high.	.543		
Recreational, hedonistic consumer (5 item)		3.211	11.613
Shopping is not a pleasant activity to me (R).	-.796		
Shopping in a supermarket wastes my time (R).	-.691		
Going shopping is one of the enjoyable activities of my life.	.556		
I enjoy shopping just for the fun of it.	.522		
I make my shopping trips fast.	.491		
Impulsiveness (5 items)		2.164	8.566
Often I make careless purchases I later wish, I had not.	.784		
I normally shop quickly, buying the first product or brand that seems good enough.	.722		
I believe product doesn't have to be exactly what I want, or the best on the market to satisfy me.	.686		
I spend little time deciding on the products and brands I buy.	.520		
I should plan my shopping more carefully than I do.	.511		
Price-Value Consciousness (4 items)		1.812	4.938
I buy as much as possible at sale price.	.694		
I carefully watch how much I spend.	.632		
I look carefully to find the best value for the money.	.620		
The lower price products are usually my choice.	.515		
Confused by Over choice (4 items)		1.521	3.244
There are so many brands to choose from, that often I feel confused.	.741		
Sometimes it is hard to choose which supermarket to shop.	.677		
The more I learn about products, the harder it seems to choose the best.	.631		
All the information I get on different products confuses me.	.502		
Novelty fashion conscious consumer (4 items)		1.212	2.728
I keep my wardrobes up to date with the changing fashions.	.693		
Fashionable attractive styling is very important to me.	.645		
I usually have one or more outfits of the very newest style.	.608		
To get variety, I shop different stores and choose different brands.	.574		

R= Reverse coded items

Source: Authors' own research (2012)

Results showed that a seven-factor solution was more interpretable. Items that had a factor loading less than 0.4 on its primary factor and items that had substantial cross-loading(s) were removed. This resulted in the removal of 06 items. According to the structure of factor loading of remaining items, researchers named the factors in line with Sproles and Kendall (1986) when they reflect similar decision-making characteristics. Accordingly habitual, brand-loyal consumer pattern were removed and other seven decision making styles were considered in labeling the seven factors. Most of items belong to the habitual, brand-loyal consumer pattern were loaded in to brand consciousness style of original CSI model. Further reliability of those factors was re tested by using Cronbach's alpha and all seven factors were recorded above 0.70 Cronbach's alpha values. Therefore both reliability and construct validity were assured in the data set.

6. Consumer style inventory segments and local brand bias

As per the details given in methodology section, local brand biasness was operationalised as consumer preference for selecting domestic brands in the shopping contexts. Accordingly two items were used for measuring local brand biasness of Czech customers. The findings revealed that generally local brand biasness of the Czech customers is at a moderate level ($M = 5.84$, $SD = 0.8142$). However the main issue of the study is to evaluate the impact of decision making styles on local brand biasness of Czech customers. Therefore, the researchers divided the total sample into two clusters based on their degree of local brand biasness. Accordingly, the customers who recorded above the average mean values for the two question items of local brand biasness were categorized as high local brand bias customers and customers who reported below the average were named as low local brand bias customers. Finally, the local brand biasness of the customers were analyzed relating to each decision making pattern identified in the factor analysis. The results are given in the table 03.

Table 3. Consumer decision making styles and domestic brand bias

Decision making styles	High local brand bias customers (N= 49)	Low local brand bias customers (N= 74)	ANOVA p value
Perfectionist, high-quality conscious consumer	3.71	3.76	0.00
Brand conscious consumer	3.61	3.53	0.00
Novelty, fashion conscious consumer	2.82	3.44	0.40
Recreational, hedonistic consumer	3.11	3.26	0.35
Price conscious consumer	3.65	3.18	0.51
Impulsive consumer	2.13	3.12	0.46
Confused by over choice consumer	2.27	2.31	0.00

Source: Authors' own research (2012)

According to the findings given in the table 03, there were significant differences in local brand biasness ($p < 0.05$) on four factors of consumer-decision making styles (novelty-fashion consciousness, recreational-hedonistic, price consciousness and impulsiveness). As compared to high local brand bias consumers, low local brand bias consumers appeared to be more novelty-fashion consciousness, more recreational-hedonistic oriented, more impulsive and less price conscious. Further brand loyalty was not recognized as a separate decision making pattern of Czech customers in the factor analysis. However, on the other three factors no significant differences ($p > 0.05$) in consumer decision styles between high and low local brand bias customers were found. Therefore the empirical results were supported to H2, H3, and H5. Therefore the researchers concluded that more fashion conscious, impulsive, and recreational oriented customers have less preference to buy the domestic Czech brands. Further it was noted that price conscious customers are preferred to buy domestic brands in Czech Republic. On the other hand H1 and H4 were not supported by the empirical results of the study. Therefore the researchers concluded that there is no significant difference in brand consciousness, quality consciousness and confused by over choice of customer between more ethnocentric and less ethnocentric customers.

Conclusions

In conclusion, the submitted study has been mainly focused on investigating the decision making styles of Czech customers and their local brand preference. The empirical evidences support the three hypotheses and reject the two hypotheses. Therefore it reveals that more fashion conscious, recreational oriented, impulsive customers are less domestic brand oriented and price conscious customers are more prefer to buy domestic brands. Further it was noted that consumer characteristics such as quality consciousness, brand consciousness, and confused by over choice do not have material impact on the domestic brand preferences of Czech customers. However habitual, brand-loyal pattern of consumer behavior did not appeared among Czech customers. Therefore the findings are confirmed with the previous research evidence and theories. The results of the study offer some implications to the domestic marketers in the Czech Republic to rethink about their current marketing strategies. Especially domestic marketers of local Czech firms should use local brand appeals to attract more customers in growing segments. Furthermore, they can use the findings of the study in segmentation and positioning of their products in the domestic market.

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