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INNOVATION AND STRATEGIC ALLIANCE FOR SUSTAINABLE DEVELOPMENT

School of Economics and Management,
Hanoi University of Science and Technology, Vietnam

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PROCEEDINGS

The ¹2nd Asia Pacific Management Research
Conference – “Innovation and Strategic
Alliance for Sustainable Development”

APMRC 2018

November 28th - 30th, 2018
Hanoi, Vietnam

Organized ⁹by

PPM SCHOOL OF MANAGEMENT
and

HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY
FOREIGN TRADE UNIVERSITY
VIETNAM NATIONAL UNIVERSITY

Foreword

THE 2ND ASIA-PACIFIC MANAGEMENT RESEARCH CONFERENCE 2018

The dynamics of the economy and business in the Asia Pacific region have grown in an encouraging manner. The IMF’s data has shown that in uncertain world economy condition, Asia Economy is still experiencing a robust of 5.6% growth, much better compare to advance economy countries that can only expand by approximately 2%. This fast-growing economy has open up opportunities and challenges to management studies and practices. Business and management practitioners need to strategically change the organizations and activities to be relevant in the new world of “disruptive” order. One of the most important keys to survive disruption era is innovation. That is why the 2nd APMRC takes the theme of “Innovation and Strategic Alliance for Sustainable Development”.

This event was held in cooperation between PPM School of Management, Hanoi University of Science and Technology, Vietnam National University, and Foreign Trade University, the four strongest business and management academic institutions from Indonesia and Vietnam. This collaboration are expected to bring up the best researches and studies that will contribute positively in building the excellence of business institution in the region. There are more than 55 papers submitted and around 45 papers presented in this conference. We hope that this conference will expand the knowledge of management scholars as well as practitioners and inspire us to develop new approach to answer the challenges of the new era.

Finally we would like to appreciate and acknowledge all participants and committees who has supported this conference.

Dr. Wahyu T. Setyobudi, MM, ATP, CPM

Head of Research Center and Case Clearing House (RC-CCH)
PPM School of Management

Foreword

9 INTRODUCTION ON SCHOOL OF ECONOMICS AND MANAGEMENT, HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Since establishment (1965), School of Economics and Management (SEM) provides managers and leaders for enterprises and industries. SEM provides a broad spectrum of academic programs from bachelor's degree to master's degree, and to doctoral degree. SEM offers a creative diversified outlet for students who want to build a successful career, including full-time and part-time programs. Since 1992, SEM has launched several new programs, including dual-enrollment for bachelor's degree.

For 50 years of development, today SEM has 84 faculties and staff. SEM's people commit to international education, ethical and sustainable business practices, technology, and innovation draws top-notch undergraduate and graduate students as well as business leaders seeking a competitive edge through our executive education programs.

Not just only having precious resource – high-qualified and committed faculties, SEM is enthusiastic in partnering with many domestic and international training- research institutions from France, Germany, Finland, and so on. These meaningful partnerships make a lot of chances to improve our training facilities, to build exchange programs for students and faculties in improving knowledge, professional expertise, and touching differentiated training styles.

3 The intersection of business and technology has always been at the heart of the Faculty. Our nationally ranked business faculty teaches students how to take advantage of the many business opportunities made possible by emerging technologies and to succeed in an increasingly global economy. SEM is an ambitious faculty and has a role to play at Hanoi University of Science and Technology, national and international level.

SEM's strategy focus:

- To diversify training and education programs, with the focus in postgraduate programs. Incorporate theoretical knowledge and practical experiences via training programs for enterprises and short courses.
- To do effective and efficient consultancy for enterprises
- To develop international cooperation to improve education programs and teaching styles.

26 From 2012, the School of Economics and Management, Hanoi University of Science and Technology have organized each year the International Conferences on Emerging Challenges ICECH, which attract interest of the research community in the fields of economics and management. This year, we have a great honor to collaborate with the PPM School of Management (Indonesia), Vietnam National University and Foreign Trade University in organizing the 2nd Asia Pacific Management Research Conference. This conference with a theme of “Innovation and Strategic Alliance for Sustainable Development” has created a great occasion for academics and professionals to share their research findings, experiences and knowledge which are expected to contribute to the sustainable development of the Asia Pacific region. For the first time, we are proud to be the host of this important event. With about 60 high quality papers, we believe to have a successful and contributive international conference. It is a great pleasure to welcome you to Hanoi, and we hope that you can enjoy your stay in one of the most peaceful cities of the world.

10 **Assoc. Prof. Dr. Pham Thi Thanh Hong**
HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY
School of Economics and Management

Foreword

INTRODUCTION ON FOREIGN TRADE UNIVERSITY

Website: www.ftu.edu.vn

Established in 1960, Foreign Trade University (FTU) has been a vibrant hub for talented students, professors, and scholars to study, teach, exchange, research, create, and contribute to radically transforming lives and inspiring innovation. With three campuses across the nation in Hanoi, Ho Chi Minh city and Quang Ninh, our talented faculties and staffs are providing educational opportunities for almost twenty thousand students.

Foreign Trade University has achieved high international renown and standing within a wide range of academic faculties and departments including educating and researching in Economics and International Business, Business Administration, Banking and Finance, International Economics, Law, Accounting and Auditing, and five faculties of business languages. In an international environment at Foreign Trade University, there is an astonishing diversity of flexible and broad-based programs offered in different languages coupled with leadership opportunities, which nurture and prepare our versatile, creative, socially competent students for an increasingly globalized world.

Especially, the quality of our students is exceptionally high, when only the students with the highest scores in the national entrance exam can enroll at FTU. Upon their graduation, our students also record the highest rate of employment among Vietnamese universities. FTU's students are well-known thanks to their professional knowledge, practical skills, flexibility & dynamics, and especially their capabilities in foreign languages (they fluently use at least one of the followings: English, French, Russian, Japanese and Chinese). That is why many of FTU's graduates are employed abroad in regional labor markets, and many others choose to do their further studies (master, PhD) abroad as well. Until 2018, our university has expanded our global network with 148 partner universities from 26 countries all over the world in academic cooperation and especially in student exchange programs. Every year, Foreign Trade University welcomes more than 100 international exchange students to our university and at the same time also supports about 150 FTU out-bound students to participate in exchange program in our partner universities. In addition, FTU also attracts hundreds of incoming students for short-term visit from 2-3 weeks for cultural and academic exchanges.

Regarding research activities, Foreign Trade University has had various activities and initiatives to build up research capability and to promote publications, both locally and internationally. We have an increasing number of research projects funded by the Government, the provincial authorities, and various organizations/corporations, together with the joint research projects with foreign partners. Our most recent research programs include: (1) Green Economy and Social Responsibility, (2) Socio-Economic Institutional Reforms toward International Integration, (3) Financial Restructuring and Firm Behavior, (4) Innovation and Knowledge Transfer to Enterprises; under which 24 research groups are working with co-authors around the world with the target towards high-ranked international publications.

Assoc. Prof. Dr. Nguyen Thu Thuy
Vice President for Research & International Cooperation
FOREIGN TRADE UNIVERSITY

Foreword

INTRODUCTION ON UNIVERSITY OF ECONOMICS AND BUSINESS, VIETNAM NATIONAL UNIVERSITY

Website: <http://ueb.vnu.edu.vn>

5 VNU University of Economics and Business (VNU-UEB), a member of Vietnam National University, Hanoi, was established in accordance with Decision No. 290/QĐ-TTg dated 6 March 2007 by the Prime Minister of the Socialist Republic of Vietnam. VNU-UEB has experienced several transformations originating from the Faculty of Political Economy, University of Hanoi in 1974.

4 The University mission is to provide high quality human resources in policy analysis, economic management, and business administration to meet Vietnam’s demands for quality, effectiveness, and stable development; To carry out and transfer research outcomes to the Government of Vietnam, organizations, and enterprises; To offer an advantageous environment to create, cultivate and develop talents in fields of economic analysis, modern management and business administration.

10 **Assoc. Prof. Dr. Nguyen Anh Thu**

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VIETNAM NATIONAL UNIVERSITY

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Revisiting Consumer Style Inventory: A Study of CSI in Indonesian Market Contexts

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Abstract

Sproles and Kendall (1986) make a measurement tool for consumer style inventory (CSI) to see how consumers make purchasing decisions. However, there are three major criticisms of CSI's measuring instruments, first, the issue of reliability and validity since the measurements were established and tested in the U.S. market context. Further, the difference in consumer context needs to be anticipated, such as for consumers in Asia markets. Second, existing literature in CSI did not regard the difference in product context as relevant. Researches related to CSI were performed with disregarding effect of different product context and thus applying the measurements on a single product context. Third, extant literature in CSI had modest methodology in validating the CSI model or set of measurements. Based on these three criticisms, this study was conducted to see how CSI's reliability and validity are of three different product categories (FMCG, fashion, and electronics), and see what indicators are the most dominant in each of these categories. This study also added two new variables, utilitarian hedonistic product and variety seeking. The analysis that will be conducted to obtain these objectives are Alpha Coefficient analysis (reliability) and loading factor, criterion validity, which is predictive validity, and construct validity, namely convergent and discriminant validity, or modified MTMM (Multi Trait Multi Method), and descriptive analysis. 397 respondents were collected from this research. The results of this study found that there is one variable, impulsive, that must be eliminated. Utilitarian product must also be eliminated because it does not meet the validity requirement, while variety seeking can be included in CSI measurement. The dominant factor for Indonesian is high perfectionism, medium low brand consciousness, medium low variety seeking, medium high recreational, medium high price value, medium confused by over choice, medium high habitual, and medium novelty.

Keywords: Consumer decision making style (CDMS), consumer style inventory (CSI), validity, reliability, FMCG, fashion, electronics

REVISITING CONSUMER STYLE INVENTORY: A STUDY OF CSI IN INDONESIAN MARKET CONTEXTS

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Abstract

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Sproles and Kendall (1986) make a measurement tool for consumer style inventory (CSI) to see how consumers make purchasing decisions. However, there are three major criticisms of CSI's measuring instruments, first, the issue of reliability and validity since the measurements were established and tested in the U.S. market context. Further, the difference in consumer context needs to be anticipated, such as for consumers in Asia markets. Second, existing literature in CSI did not regard the difference in product context as relevant. Researches related to CSI were performed with disregarding effect of different product context and thus applying the measurements on a single product context. Third, extant literature in CSI had modest methodology in validating the CSI model or set of measurements. Based on these three criticisms, this study was conducted to see how CSI's reliability and validity are of three different product categories (FMCG, fashion, and electronics), and see what indicators are the most dominant in each of these categories. This study also added two new variables, utilitarian hedonistic product and variety seeking. The analysis that will be conducted to obtain these objectives are Alpha Coefficient analysis (reliability) and loading factor, criterion validity, which is predictive validity, and construct validity, namely convergent and discriminant validity, or modified MTMM (Multi Trait Multi Method), and descriptive analysis. 397 respondents were collected from this research. The results of this study found that there is one variable, impulsive, that must be eliminated. Utilitarian product must also be eliminated because it does not meet the validity requirement, while variety seeking can be included in CSI measurement. The dominant factor for Indonesian is high perfectionism, medium low brand consciousness, medium low variety seeking, medium high recreational, medium high price value, medium confused by over choice, medium high habitual, and medium novelty.

Key words : *consumer decision making style (CDMS), consumer style inventory (CSI), validity, reliability, FMCG, fashion, electronics*

Introduction

Companies that apply market driven principles need to have advantages in three basic capabilities, understanding the market (market sensing), building relationships with customers (customer linking) and building relationships with distribution channels (channel bonding) (Day, 1994). The ability to understand the market requires strong knowledge about prospective buyers or consumers.

Sproles and Kendall (1986) state that every time consumer makes a purchase decision, the consumer will be influenced by a mental orientation in the consumer. This is referred to the styles of consumers in making decisions or consumer decision making styles (CDMS).

Sproles and Kendall (1986) define consumer decision making styles as "mentally oriented characterizing a consumer's approach to making choices". In other words, the style will affect every purchase decision, regardless of product or

time of purchase. Sproles and Kendall (1986) also make a measuring tool to measure the CDMS, namely the Consumer Style Inventory (CSI). There are eight indicators in the CSI measuring instrument, (1) Perfectionism or high quality consciousness; (2) Brand consciousness; (3) Novelty consciousness; (4) Recreational, hedonistic shopping consciousness; (5) Price and value for money shopping consciousness; (6) Impulsiveness; (7) Confused by over choice; and (8) Habitual, brand loyal orientation toward consumption.

This measuring instrument has been used in various countries, South Africa (Saini, 2012), Brazil (Vieira Bello de Oliveir et al, 2015), UK (Bates, 1998), US (Tahmid Nayeem and Riza Casidi, 2013), South Korea (Hafstrom, 1992), Bosnia and Herzegovina (Anic, Rajh, and Bevanda, 2012), Macedonia (Anic, Suleska and Rajh, 2010) India (Khare, 2012), Greece (Tarnanidis et al, 2015), New Zealand (Dursavula, 1993), China (Fan and Xiao, 1998), Germany (Gianfranco et al, 2001), Iran (Azizi and Makkizadeh, 2012), to Indonesia (Alvi Yusnadi, 2013).

Three foremost criticism against early research in CSI have been insufficiently attended. First, the issue of reliability and validity since the measurements were established and tested in the U.S. market context. Further, the difference in consumer context needs to be anticipated, such as for consumers in Asia markets. Second, existing literature in CSI did not regard the difference in product context as relevant. Researches related to CSI were performed with disregarding effect of different product context and thus applying the measurements on a single product context. Third, extant literature in CSI had modest methodology in validating the CSI model or set of measurements.

The purpose of the current research is to resolve the two issues of the past

research in CSI. In this research, the CSI model was revisited by including two additional constructs (utilitarian product and variety seeking) into the measurement set of CSI in order to anticipate the uniqueness of Indonesian consumers. At the same time, performing CSI research in Indonesia contributes to the body of knowledge through validating the CSI measurements. The current research involves three product contexts that are analyzed both as a composite and separately. The three product contexts used in the current research are fast moving consumer goods, fashion and electronics.

Theory

According to Sproles and Kendall (1986), consumer decision making styles (CDMS) can be divided into three broad categories. These categories are psychographic / lifestyle approaches, consumer typology approaches and consumer characteristics. Psychographic / lifestyle is an approach that sees that decision making is more influenced by personality and culture and the values held by consumers. Consumer typology is an approach that divides consumers in several common typologies based on certain personalities, such as economic shopper, problem solving shopper, and quality shopper. The third approach is consumer characteristics, which according to Tommy Juanda (2015) is very important in seeing how consumers make decisions. This is related to this approach which states that consumer decision making styles are the result of consideration of consumer affection and cognitive, where both of these things involve personality and characteristics as well as consumer experience in determining choices (Yenita, 2008).

Through those three approaches, Sproles and Kendall (1986) make CSI with eight indicators, (1) Perfectionism or high

quality consciousness: consumers who want high quality products and everything goes perfectly according to what was previously expected; (2) Brand consciousness: consumers who feel a particular brand will determine quality; (3) Novelty consciousness: consumers who feel new things are fun; (4) Recreational, hedonistic shopping consciousness: consumers who feel that shopping is a fun activity; (5) Price and value for money shopping consciousness: Consumers who are very sensitive to prices; (6) Impulsiveness: consumers who always buy an item without planning; (7) Confused by over choice: consumers who feel confused every time they make a purchase; (8) Habitual, brand loyal orientation toward consumption: consumers who are loyal to certain brands or products.

This study also added two new variables, variety seeking and utilitarian products. Variety seeking itself is not a new variable in the CSI measurement tool, where this variable has been added by Vieira Bello de Oliveir et al through research conducted in Brazil in 2014. According to Simonson (1990), variety seeking consumers are consumers who will buy various goods and brands at the same time together.

Meanwhile, utilitarian product consumers are the type of consumers who choose products based on their needs and uses (Khan et al., 2005). Often, this utilitarian term is paired with a hedonistic term, where hedonistic customers are consumers who choose products because of their desires and pleasures. There are fundamental differences in the hedonistic variables that have existed in the CSI Spoles and Kendall version and the version of this study. These differences can be explained by the explanation of Ahtola (1985) as feelings vs product term. In term feelings used by Spoles and Kendall (1986), shopping for consumers is a fun

activity, but not fun for utilitarian consumers. While on the term product, explained by Lu et al (2016) this term is seen as luxuries vs. functional. In other words, hedonistic consumers buy luxury products, while utilitarian consumers buy products based on their needs and uses of the product itself

The relationship between the utilitarian term and the consumer's decision has been discovered by various researchers, such as Dhar and Wertenbroch (2000) and Khan, Wertenbroch, and Dhar (2004). These studies found that utilitarian products have an influence when consumers make a purchase transaction for a product. On the basis of the three things mentioned above, the utilitarian product becomes one of the variables that must be included in this CSI measurement tool.

Methods

In this study there are two research designs, the first research design is exploratory which aims to obtain an understanding of the consumer decision making style in Indonesia as a whole, considering the variable is still not common in Indonesian society. In addition, this research also wants to see what variables are right for the Indonesian people so that exploration is needed for existing variables. The second is descriptive which aims to identify and describe the style of consumer behavior in the consumer decision making process, both in whole and in the category of FMCG, fashion, and electronics products.

Respondents

This research uses nonprobability sampling method. The sampling technique used in this study is judgment sampling. Judgment sampling is the technique of taking samples from a population based on certain criteria that have been determined by the researcher (Maholtra, 2010). The criteria

that have been determined are women or men who are domiciled in Jabodetabek.

Instrument

This study uses CSI through an online survey. CSI consists of 68 statement items that must be answered by the respondent and divided into several sections. For the first section, several questions are given to become a qualifier for the correspondent to determine which product categories will be given to the correspondent. The second section is all statements that must be answered by correspondents, which consist of CSI questionnaires, and several other indicators to test the validity of this CSI measuring instrument. Meanwhile, the third section is respondent's data. All the main questions were five-point Likert-type scale, whereby 1 indicated "Strongly Disagree", 2 indicated "Disagree", 3 indicated "Neutral", 4 indicated "Agree", 5 indicated "Strongly Agree".

CSI was first adapted into Indonesia and back translated into English by the lecturer as a professional judgment so that the adaptation results are in accordance with the CSI items made by Sproles and Kendall (1986). In addition, the novelty fashion awareness variable is also adapted to other categories, considering that the indicator only includes statements that fit the fashion category only.

Sproles and Kendall (1986) and Dursavula, Lyonski and Andrews (1993) have provided clues on how to find the dominant value of this CSI measuring instrument. To be able to find the dominant value, the questionnaire that has been filled in by the participant must be analyzed first.

Each of the 3 items from each participant with the best factorial value of each component or variable is then summed and grouped according to each category. The categories set by Sproles and Kendall (1986) and Dursavula, Lyonski and Andrews (1993) are as follows:

Table 1 CSI Assessment Category

Low	Medium	High
3-6	7-11	12-15

Data analysis and approach

There are three analysis used in this study in order to obtain research objectives. The first analysis is reliability. To test the reliability, this research uses Cronbach's alpha. According to Cohen and Swerdlik (2010) explained that the alpha coefficient of 0.65-0.70s is an adequate reliability coefficient even if only within the minimum acceptable limits. The next analysis is validity. Validity analysis was carried out using loading factor and Kaiser Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) and Bartlett's Test of Sphericity. In addition, this study also uses construct validity, namely convergent discriminant validity based on loading factor and using modified MTMM (Multi Trait Multi Method) developed by William M.K. Trochim (2008). The next validity test is criterion validity. The criteria chosen are choice effort (Dickerson & James, 1983; Cooper-Martin, 1994; Burnham et al., 2003; Noble et al., 2006; Heitman, 2007), check prices (Eastlick, 1989; Noble et al., 2006), and search for unique product (Eastlick, 1989; Noble et al., 2006). The research framework for criterion validity can be seen from the figure 1 below

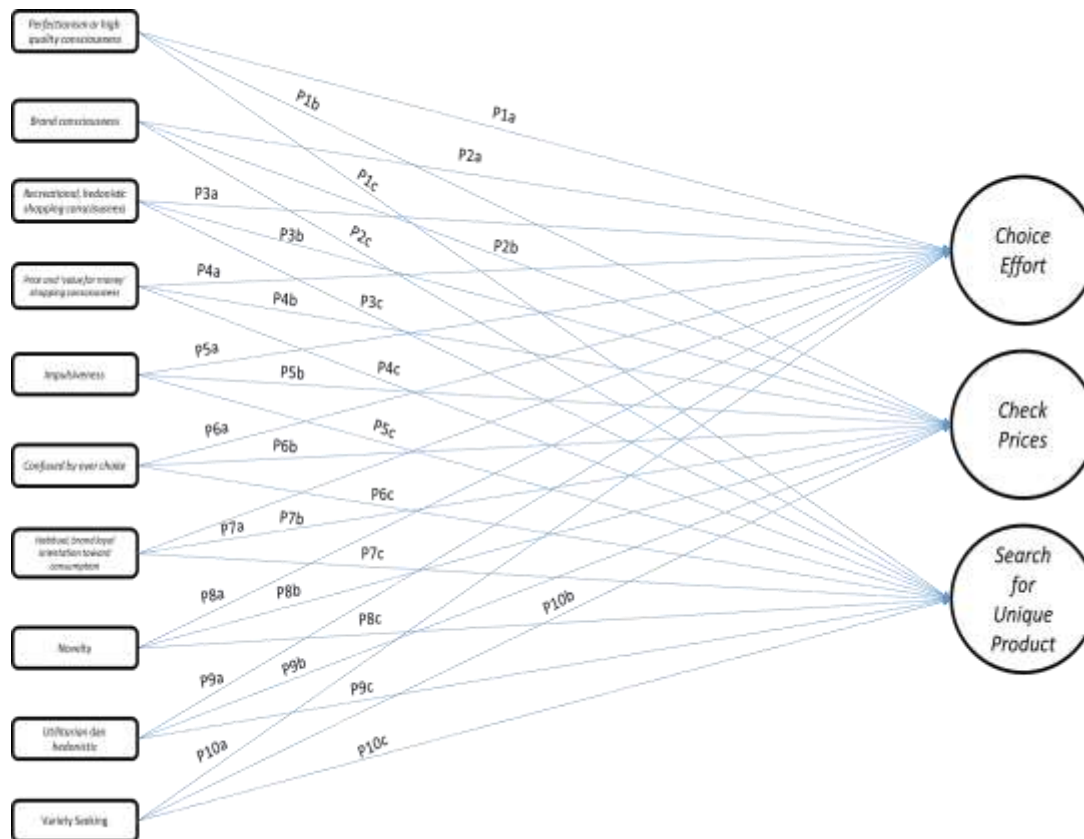


Figure 1 Criterion Validity Research Framework

As can be seen in Figure 1, ten indicators from CSI will be tested with all three criterion validity indicators. These three indicators will be tested statistically using regression analysis. Each relationship will be illustrated through a P value consisting of 30 relationships that represent each indicator in the CSI measuring instrument with three criterion validity indicators. Both construct validity and criterion validity will be carried out in 4 analysis, where the first analysis will be analyzed on the total value of the sample, the second to four analysis will be carried out on each product category, namely FMCG, fashion, and electronic goods.

The third analysis is univariate or descriptive analysis. Univariate analysis used to obtain descriptive information from survey respondents. This analysis will generate statistics from respondents descriptively, such as frequency, average, or

standard deviation. This is intended to get a big picture of the respondents who have participated in this research.

Results

Respondents Profile

There are 401 respondents collected. But, after going through the evaluation phase of data completeness, only 397 will be continued in the analysis phase. Overall, male respondents are more than female respondents. There are 248 male respondents or 62.5% and just 149 respondents or 37.5% are female. It is also seen in both product categories, namely FMCG and fashion, where male respondents are also more than female respondents. However, there is a different in category of electronic products, which male and female respondents can be said to be equal (52% women and 48% men).

Overall, majority of the respondents (41.8%) are in the range of more than 40

Var6						.745	
Var3						.678	
Price2							.777
Price3							.760
Price4							.630

In addition, there is Kaiser-Meyer-Olkin Measure of Sampling Adequacy, Bartlett's Test of Sphericity, and Total Variance Explained values analysis, with each value must be greater than 0.700; smaller than 0.050; and greater than 60%. All items on the CSI measuring instrument meet the requirements from that analysis.

Construct Validity

Based on loading factor on table 2, construct validity analysis is executed. The convergent and discriminant items can be found from the loading factor analysis. Construct validity executed with MTMM analysis. All convergent items are entirely below 0.000 or in other words the item is related to each other. It is also seen in all category product. From that analysis it can be concluded that this CSI revisited is valid (based on construct validity).

Criterion Validity

As previously explained, that there are three variables that used as criterion validity, choice effort, check prices, and search for unique product. The results of this analysis are all the variables of CSI revisited significantly related with one or all three criteria (Table 3). All of that relationships can conclude that items or variables are valid based on that criterion.

However, different results are shown from the criterion validity analysis for each product category (Table 4). As in electronics product, there is no significant at perfectionism, brand consciousness, and habitual, brand loyalty variable with those three criterions. While in the FMCG product category, there is no significant relationship between brand consciousness and habitual, loyal brand with those criterions.

Table 3 Criterion Validity CSI

	<i>Choice Effort</i>	<i>Check Prices</i>	<i>Search for Unique Product</i>
	Sig	Sig	Sig
<i>Perfectionism</i>	0.000*	0.001*	0.217
<i>Brand Consciousness</i>	0.051	0.468	0.041*
<i>Recreational Hedonistic</i>	0.000*	0.000*	0.000*
<i>Price Value</i>	0.000*	0.000*	0.154
<i>Confused by Over Choice</i>	0.167	0.001*	0.052
<i>Habitual, Brand Loyal</i>	0.784	0.850	0.001*
<i>Variety Seeking</i>	0.000*	0.465	0.000*
<i>Novelty</i>	0.001*	0.000*	0.000*

*significant

Table 4 Criterion Validity CSI Product Category

	<i>Choice Effort</i>	<i>Check Prices</i>	<i>Search for Unique</i>
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		Sig	Sig	Product Sig
Elektronik	<i>Perfectionism</i>	0.309	0.130	0.147
	<i>Brand Consciousness</i>	0.898	0.759	0.417
	<i>Recreational Hedonistic</i>	0.029*	0.001*	0.003*
	<i>Price Value</i>	0.000*	0.000*	0.679
	<i>Confused by Over Choice</i>	0.502	0.442	0.002*
	<i>Habitual, Brand Loyal</i>	0.087	0.497	0.956
	<i>Variety Seeking</i>	0.136	0.202	0.000*
	<i>Novelty</i>	0.869	0.016*	0.000*
Fashion	<i>Perfectionism</i>	0.005*	0.291	0.013*
	<i>Brand Consciousness</i>	0.094	0.381	0.000*
	<i>Recreational Hedonistic</i>	0.026*	0.163	0.092
	<i>Price Value</i>	0.000*	0.000*	0.256
	<i>Confused by Over Choice</i>	0.938	0.024*	0.543
	<i>Habitual, Brand Loyal</i>	0.033*	0.481	0.000*
	<i>Variety Seeking</i>	0.002*	0.443	0.000*
	<i>Novelty</i>	0.127	0.046*	0.000*
FMCG	<i>Perfectionism</i>	0.008*	0.003*	0.403
	<i>Brand Consciousness</i>	0.240	0.358	0.465
	<i>Recreational Hedonistic</i>	0.000*	0.112	0.028*
	<i>Price Value</i>	0.000*	0.000*	0.365
	<i>Confused by Over Choice</i>	0.003*	0.004*	0.392
	<i>Habitual, Brand Loyal</i>	0.932	0.078	0.054
	<i>Variety Seeking</i>	0.044*	0.155	0.000*
	<i>Novelty</i>	0.001*	0.065	0.000*

*significant

Reliability

The Cronbach's Alpha of all variables were higher than 0.65 which indicated good reliability according to Cohen and Swerdlik (2010). It can be seen from the table 5

Table 5 Reliability

Variabel	Cronbach's Alpha if Item Deleted
<i>Perfectionism</i>	.854
Per1	.817
Per2	.825
Per3	.822
Per4	.807
Per5	.860
Per8	.847
<i>Brand Consciousness</i>	.785

BraCon1	.747
BraCon3	.767
BraCon4	.730
BraCon5	.732
BraCon6	.748
<i>Recreational Hedonistic</i>	.796
Recre1	.699
Recre2	.849
Recre3	.686
Recre4	.723
<i>Price Value</i>	.657
Price2	.605
Price3	.481
Price4	.602
<i>Confused by Over Choice</i>	.837
Conf1	.826
Conf2	.832
Conf3	.759
Conf4	.749
<i>Habitual, Brand Loyal</i>	.728
Hab1	.589
Hab2	.603
Hab3	.697
Hab4	.754
<i>Variety Seeking</i>	.700
Var3	.740
Var4	.499
Var6	.565
<i>Novelty</i>	.816
Nov1	.770
Nov2	.774
Nov3	.761
Nov4	.810
Nov5	.783

CSI Descriptive Analysis

As previously explained, that there are three categories in explaining CSI, low, medium, high. Based on these categories, it

will be found how the characteristics of Indonesian.

Table 6 shows that Indonesian has characteristics high perfectionism, medium low brand consciousness, medium low

variety seeking, medium high recreational, medium high price value, medium confused by over choice, medium high habitual, and medium novelty.

High perfectionism means that the Indonesian people are very concerned with the quality of goods while medium low brand consciousness means Indonesian people are not tied to a brand and medium low variety seeking may imply that the Indonesian people are not looking for diversity or variety.

In addition to the three characteristics above, there are other characteristics that have meaning in assessing consumers in Indonesia. The first

characteristic is a medium high recreational. These characteristics means that the Indonesian people love shopping activities. The next characteristic is high price value, which means that Indonesian is a price sensitive customer. However, sometimes Indonesian people are confused when given product choices, which can be seen from the characteristics medium confused by over choice. According to medium high habitual characteristic, Indonesians also tend to be loyal to products or brands. Last but not least, Indonesian people are not trying to find new items or can be said not always up to date with the items they want to buy.

Table 6 CSI

	<i>Low</i>	<i>Medium</i>	<i>High</i>
<i>Perfectionism</i>	2	96	299
<i>Brand Consciousness</i>	86	276	35
<i>Recreational</i>	72	216	109
<i>Price Value</i>	4	162	231
<i>Confused by Over</i>	89	210	98
<i>Habitual</i>	23	203	171
<i>Variety Seeking</i>	126	248	23
<i>Novelty</i>	86	236	75

Table 7 CSI Product Category

	Elektronik			Fashion			FMCG		
	<i>Low</i>	<i>Medium</i>	<i>High</i>	<i>Low</i>	<i>Medium</i>	<i>High</i>	<i>Low</i>	<i>Medium</i>	<i>High</i>
<i>Perfectionism</i>	0	26	101	1	39	111	1	31	85
<i>Brand Consciousness</i>	26	84	17	34	107	10	25	84	8
<i>Recreational</i>	13	78	36	40	74	37	19	62	36
<i>Price Value</i>	1	54	72	3	56	92	0	52	65
<i>Confused by Over</i>	33	65	29	27	84	40	28	60	29
<i>Habitual</i>	10	67	50	8	87	56	5	48	64
<i>Variety Seeking</i>	38	79	10	46	100	5	42	67	8
<i>Novelty</i>	22	76	29	30	89	32	34	69	14

From Table 7 above shows a comparison CSI on FMCG, fashion and electronics product categories. One of the differences is seen is the brand consciousness, where electronic categories

are seen in the medium group, while other categories are in the medium low group. This means that consumers who buy electronic products are more aware of certain brands or products. In the fashion

category also seen differences in recreational variables that are in the medium while other product categories are medium high. This can be mean consumers who buy fashion products are less like shopping activities compared to other product category consumers. Another difference is seen in confused by over choice variables, where in the fashion category, consumers can feel more confused when given a choice

This study also conducts additional analysis to see the relationship between CSI and other variables, such as the selection of product categories and consumer identity.

It was found that the selection of certain product categories affected recreational variables, which is seen in the analysis of the mean that in the category of fashion products have a lower mean value compared to other product categories. Significant mean differences between product categories were not found in other variables so that it accommodates the finding that there is no relationship between category selection and other CSI variables.

In addition, this study also looked at how the influence between consumers' personal characteristics, such as age, gender and income, with CSI variables. The results of this analysis indicate that age characteristics have a relationship with recreational, habitual, and novelty variables. It appears that increasing age precisely reduces the mean so that it can be said that the older the age of participants, the less they perceive fun shopping activities. The other variables also have a mean level that varies between ages with each other.

In addition, a relationship between gender and perfectionism, recreational, and confused by over choice was also found. Through the analysis of the mean, it can be seen that men are more concerned with quality than women. While women consider shopping as a fun activity compared to men. And female consumers also feel more

than other product categories. The difference is also seen in the novelty variable which shows that FMCG consumers are not looking for new products, while other products category is still looking for new products to buy.

Analysis of relationships with additional variables

confused when given product choices than male consumers.

The next characteristic is expenditure, which it looks to have a relationship with several variables, including perfectionism, brand consciousness, and habitual. It can be seen that in the perfectionism variable, the higher the participant's expenditure, the higher the value of perfectionism or it can be said that the higher the consumer's expenditure, the higher the consumer's desire to look for quality goods. This is also seen from the brand consciousness variable. It was found that the lower consumer's expenditure, the lower the level of consumer conscious for a brand. Another thing is also found in habitual, brand loyalty variables, the smaller the consumer expenditure, the lower the level of consumer loyalty. Other characteristics, the tribe, also has a significant relationship to the variable perfectionism, price value, confused by over choice, habitual, and variety seeking. This shows that the tribe influences those variables.

Discussion

As can be seen from the criterion validity analysis in the group category, there are several variables that are not related to the criteria variable. These variables include perfectionism, brand consciousness, and habitual, brand loyalty in the electronic category While in the FMCG product category, there is no significant relationship between brand consciousness and habitual,

loyal brand with those criterions. However, this does not necessarily mean that the item or variable is invalid, but it requires other criteria that can validate the variable other than the specified criteria. In addition, this means that the categories of products have no influence, both high and low, against the three established criteria.

In addition, there are interesting findings in CSI Indonesia, where the opposite variables, perfectionism and price value are seen, both have high values. This indicates that Indonesians have a tendency to look for item with high quality but at the same time want affordable prices. This also shows that these two variables are not bipolar variables, but independent variables.

The results of this study also show that there are several differences between CSI as a whole rather than product categories. This breaks the claim of Sproles and Kendall (1986) which states that CSI is not related to the product which research conducted by Saini (2012) in South Africa and Cheng Lu (2004) in China also found the same thing with this research.

Implications

Theoretical Implications

Various research in various countries show that CSI must be revised, in accordance with the country where the research was conducted. This research also shows the same thing, where it is proven that one of the CSI variables is invalid, impulsive, even since the first validity analysis is done, namely construct validity, through factor analysis. These variables, together with utilitarian variables, spread to various other components so they must be eliminated for the continuation of the study

This study also added various validity techniques that were not carried out by other researchers in various countries to further validate this measuring instrument. Through construct validity, this measuring instrument is statistically tested to be used

well in Indonesia where each item that is in one component or variable (convergent) has a better relationship (> 0.3) than a different item component or discriminant variable. This also shows that the item has good internal consistency, which of course means that this CSI has good reliability. In terms of reliability, an analysis was also carried out to see the value of Cronbach's Alpha, where according to Cohen and Swerdlik (2010), good reliability values for social research were above 0.65. The variables in this study have the value of Cronbach's Alpha > 0.65 .

In addition to construct validity, through factor analysis and internal correlation, this study also uses the criterion validity technique, which there are three variables that are considered able to predict the variables contained in this CSI measurement tool. These variables are choice effort, check prices, and search for unique products. Each CSI variable has a different correlation with the criteria variable. In addition, there are also different results when linked with product categories, which for the electronic product category there are three CSI revision variables that are not significant with the three criteria variables, perfectionism, brand consciousness, and habitual. Whereas in the FMCG product category, there are two CSI revision variables that are not significant with criteria variables, perfectionism and habitual, loyal brand.

This study found several relationships between several interesting variables. Like the finding that there is a relationship between the selection of product categories and recreational hedonistic variables. Furthermore, it was also found that there was a relationship between participant characteristics, such as gender, which relates to each CSI revision variable, including age having a relationship with recreational variables (0.028), habitual (0.000) and novelty (0.000). Meanwhile,

gender characteristics indicate a relationship with perfectionism (0.035), recreational (0.000), and confused by over choice (0.017). The next characteristic is expenditure, where it looks to have a relationship with several variables, including perfectionism (0.000), brand consciousness (0.003), and habitual (0.005). The last characteristic that is analyzed is the characteristics of the tribe, where it looks to have a relationship with the variable perfectionism (0.009), price value (0.000), confused by over choice (0.001), habitual (0.019), and variety seeking (0.008).

Managerial Implication

This research will be useful for other researchers who need information about purchasing decisions of Indonesian people. It is caused by this research used various validation techniques, which were not used by another research, to validate the CSI measuring instrument that had existed since 1986, the year in which Sproles and Kendall first made CSI. Other research can use this measuring tool without going through the test of validity and reliability so that it can shorten the time while enriching the research topic to get more in-depth results regarding purchasing decisions.

Apart from further research, this research will also be useful for companies in Indonesia, especially, but not limited, for companies engaged in the production of FMCG, fashion and electronic products. The company can see the results of this research and make the results of the research as the basis for making products and how to market products that are made in order to succeed in their respective markets. As explained in the background section, where the process of community desire recognition becomes very important for the company and this research can be one of the information that can provide this. In other words, companies in Indonesia can see products created by linking themselves to

the orientation or basis of purchases in Indonesia, high perfectionism, medium low brand consciousness, medium low variety seeking, medium high recreational, medium high price value, medium confused by over choice, medium high habitual, and medium novelty.

Regarding the findings of this study, marketers must see that there is a tendency for people to choose high-quality products that are still affordable. This can be accommodated by marketers to do various things, such as cutting prices. Marketers must also see that shopping for consumers is a fun activity so that marketers must be able to provide more value that can maintain or add value to the pleasure of shopping activities.. It is very clear that Indonesian people tend to be loyal and do not like to look for variations in other products, so that this can be utilized with the provision of loyalty cards, or other activities that can cause consumers to increase loyalty to the products.

However, if we look at the product category, there are some differences, such as in the category of fashion products that have medium high tendencies on the confused by over choice variable. This means Indonesian consumers tend to have confusion when given a choice of fashion products to be purchased. Marketers must be able to provide value or info about benefits so that consumers can choose the desired product. While for the category of electronic products, there are differences in hedonistic recreational variables, which can be accommodated by marketers by providing recreation or incentives to consumers to make shopping activities more enjoyable. In addition, in the category of FMCG products, there are findings that consumers tend to be more loyal than other categories. This finding is not only seen in habitual variables, but also in variety seeking and novelty variables. This means that consumers do not

have the tendency to try new FMCG products so that marketers must be able to associate the new items with goods that have been favored by consumers so that new items can be accepted by consumers.

The findings above can also be related to findings regarding the characteristics of research participants. When going to market a product that is related to a certain age, marketers can see that the more a person ages, the lower the mean for consumers to feel shopping is a fun activity. In addition, with regard to the age of consumers, the more the age of consumers is also the smaller the desire of consumers to look for product variety so that for those ages, marketers should associate new products with existing products. Other characteristics are gender, where there are several findings that marketers can use. Products intended for men must be able to provide high-quality images while products that target women must be able to provide a pleasant feeling when buying activities are carried out.

Limitations

The research limitations are the followings:

1. The product categories studied are only limited to three product categories
2. This research was conducted only limited to participants who live in Jabodetabek.

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3. Variables used as criterion validity are limited to three variables.
4. This research is correlational so it does not provide knowledge of which variables influence each other as in causal research.

Future Research

To enrich the literature of consumer decision making style and CSI, specifically in Indonesia, there are few things to consider for

future research, namely:

1. Add other product categories, especially high involvement products.
2. A clustering system is needed so that balance between the characteristics of participants can be implemented.
3. This research must be carried out in various regions in Indonesia
4. Research must be carried out without looking at the product category.
5. There are several other variables that can be added to CSI's measurement tools, such as information utilization (Alvi Yusnadi, 2003), Bargain Seeking (Srivastava, 2013).
6. The search for validity conclusions can be done with various techniques and media, such as SEM
7. Causal research is carried out in order to find variables that influence and are affected

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