

Consumer Innovativeness and Shopping Styles: An Empirical Study in Turkey

Authors : Hande Begum Bumin Doyduk, Elif Okan Yolbulan

Abstract : Innovation is very important for success and competitiveness of countries, as well as business sectors and individuals' firms. In order to have successful and sustainable innovations, the other side of the game, consumers, should be aware of the innovations and appreciate them. In this study, the consumer innovativeness is focused and the relationship between motivated consumer innovativeness and consumer shopping styles is analyzed. Motivated consumer innovativeness scale by (Vandecasteele & Geuens, 2010) and consumer shopping styles scale by (Sproles & Kendall, 1986) is used. Data is analyzed by SPSS 20 program through reliability, factor, and correlation analysis. According to the findings of the study, there are strong positive relationships between hedonic innovativeness and recreational shopping style; social innovativeness and brand consciousness; cognitive innovativeness and price consciousness and functional innovativeness and perfectionistic high-quality conscious shopping styles.

Keywords : consumer innovativeness, consumer decision making, shopping styles, innovativeness

Conference Title : ICMMS 2018 : International Conference on Marketing and Management Sciences

Conference Location : Paris, France

Conference Dates : February 19-20, 2018