

A STUDY ON DETERMINING THE RELATIONSHIPS BETWEEN CONSUMER INNOVATIVENESS AND SHOPPING STYLES

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ABSTRACT

The success of businesses that offer new products to the market is possible by appealing to consumers who can adapt and use these innovations. Innovative consumers adopted innovations faster than other consumers can be considered a target market for these businesses. To reach innovators and respond to their needs, it is necessary to examine how they behave. Consumers' shopping style is one of the variables considered to evaluate their behavior. Therefore, businesses targeting innovative consumers can develop successful marketing strategies by determining their shopping styles. From this point of view, this research is aimed to determine the relationships between the innovativeness of consumers and their shopping styles. For this purpose, the study was conducted in Giresun. Based on the results, various suggestions were offered for researchers and practitioners. University students were preferred in the sample selection by considering both the Consumer Style Inventory (CSI), which was developed to quantify shopping styles, and the studies in the literature. The data obtained from 386 students at Giresun University were collected using a survey and analyzed via SPSS 23.0 statistical program. Factor and correlation analysis were used to analyze the data. The study findings indicated that there were significant relationships between cognitive innovativeness and quality and price consciousness in shopping styles. There were also substantial relationships between sensory innovativeness and fashion consciousness and impulsiveness in shopping styles. Accordingly, cognitive innovators consider the products' price and quality at shopping whereas sensory innovators pay attention to the products' trendiness and do unplanned buying.

Keywords: Consumer Behavior, Consumer Innovativeness, Cognitive Innovativeness, Sensory Innovativeness, Consumer Shopping Styles

TÜKETİCİ YENİLİKÇİLİĞİ VE SATIN ALMA TARZLARI ARASINDAKİ İLİŞKİLERİN BELİRLENMESİ ÜZERİNE BİR ARAŞTIRMA**ÖZET**

Pazara yeni ürün sunan işletmelerin başarısı bu yenilikleri benimseyip kullanabilecek tüketicilere hitap etmesiyle mümkündür. Yenilikleri diğer tüketicilere göre daha hızlı benimseyen yenilikçi tüketiciler bu işletmeler için bir hedef pazar kabul edilebilir. Yenilikçilere ulaşmak ve onların ihtiyaçlarına cevap verebilmek için de, nasıl davrandıklarını incelemek gerekmektedir. Tüketicilerin bir ürünü satın alma tarzları davranışlarını değerlendirebilmek için ele alınan değişkenlerden biridir. Dolayısıyla yenilikçi tüketicileri hedefleyen işletmeler onların satın alma tarzlarını belirleyerek daha doğru pazarlama stratejileri geliştirebilirler. Buradan hareketle bu araştırmada tüketicilerin yenilikçilik özellikleriyle satın alma tarzları arasındaki ilişkilerin belirlenmesi amaçlanmaktadır. Bu amaçla Giresun ilinde bir anket çalışması yapılmıştır. Elde edilen sonuçlara göre araştırmacılar ve uygulamacılara çeşitli öneriler sunulmuştur. Çalışmanın örneklem seçiminde hem satın alma tarzlarını belirlemek için geliştirilen Tüketici Satın Alma Tarzı Envanteri (CSI) hem de literatürde yapılan çalışmalar dikkate alınarak üniversite öğrencileri tercih edilmiştir. Giresun Üniversitesi'nde okuyan 386 öğrenciye anket uygulanarak veriler toplanmış ve SPSS 23.0 istatistik programı kullanılarak analiz edilmiştir. Verilerin analizinde faktör analizi ve korelasyon analizi kullanılmıştır. Elde edilen sonuçlara göre bilişsel yenilikçilik ile kalite ve fiyat odaklılık satın alma tarzı arasında anlamlı ilişkiler söz konusudur. Ayrıca duygusal yenilikçilik ile son moda odaklılık ve dikkatsizlik satın alma tarzı arasında anlamlı ilişkiler tespit edilmiştir. Buna göre bilişsel yenilikçiler ürün satın alırken fiyat ve kalitesine dikkat etmektedirler. Duygusal yenilikçiler ise ürün satın alırken son moda olmasına önem vermekte ve genellikle plansız alışveriş yapmaktadırlar.

Anahtar Kelimeler: Tüketici Davranışı, Tüketici Yenilikçiliği, Bilişsel Yenilikçilik, Duygusal Yenilikçilik, Tüketici Satın Alma Tarzları

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1. INTRODUCTION

One of the most significant indications of a country's level of economic development is the expansion of enterprises via the introduction of new items to the market and the shaping of consumer demand. However, there are other factors that influence consumer demand, particularly for newly launched items. Therefore, firms must provide market-appropriate items that consumers may adopt and that satisfy their demands (Reyvina & Tunjungsari, 2022:1).

The idea of consumer innovativeness, which represents consumers' sensitivity to new things, is one of the variables that has a direct influence on their purchasing behavior (Lubaba & Masyhuri, 2022:35). More innovative consumers more readily accept novel items (Kandiraju, 2014:91). It is crucial at this time to design new products that meet the attitudes and expectations of consumers (Prasetyanta & Suryandari, 2022:14). Businesses targeting innovative consumers, who represent a significant market segment, must learn more about them and identify the variables that contribute to their innovativeness in order to design the most effective marketing strategy (Eryigit, 2020:106). Consumer decision-making style is another characteristic that must be explored to have a deeper understanding of consumer purchasing behavior and to more effectively target market groups (Klein & Sharma, 2022:1, Thangavel, Pathak & Chandra, 2022:2). Numerous factors influence a consumer's choice to purchase a product or service. Consumer decision-making style has been described as a mental orientation defining the consumer's choice (Sproles & Kendall, 1986).

In this study, innovativeness and consumer purchasing styles were evaluated together. This is mostly due to the inadequacy of utilizing innovativeness as a single personality feature to describe consumer behavior (Hirunyawipada & Paswan, 2006). This study examines the idea of innovativeness from two distinct various perspectives: sensory and cognitive innovativeness, as proposed by Venkatraman and Price (1990). The primary objective of this study is to understand how these two creative consumer groups differ in their purchase preferences. There are many studies in the literature investigating the relationship between innovativeness and consumer purchasing behavior (Kamboj & Sharma, 2022, Wang, Xu & Liu, 2022, Huang & Cheng, 2022, Tanrikulu, 2022, Reyvina & Tunjungsari, 2022, Seyed Esfahani & Reynolds, 2021, Rahman, Fung & Chen, 2020, Sestino, Amatulli & Guido, 2021, Flores & Jansson, 2021, Sun, Weng & Liao, 2019, Yordanova, 2018). In these studies, the general relationship between consumer inventiveness and the behavior of adopting and acquiring new items was examined. However, there are few studies that compare purchasing styles with regard to various forms of innovativeness (Park, Yu, & Zhou, 2010, Mishra, 2015, Jaiyeoba & Opeda, 2013, Khan & Khan, 2013, Amirshahi & Heidarzadeh, 2011, Heriyati & Yusuf, 2015). In these researches, only one dimension of innovativeness was evaluated and its relationships with other factors were investigated. In contrast to previous research, this study examines how the purchasing styles of consumers with two distinct innovativeness qualities differ.

In the first section of the study, theoretical information on consumer innovativeness and purchasing styles is presented. In the second section, the relationships between consumer innovativeness and purchasing styles are examined, and the research's hypotheses are developed. In the last section research hypotheses were tested by using the data obtained from a survey study conducted in Giresun province.

2. CONSUMER INNOVATIVENESS

Numerous research in the academic literature have studied and attempted to clarify the notion of innovativeness, which is defined as the process of creating new ideas, products, and activities (Chao, Hung & Sun, 2022, Delorme et al., 2021, Li, Wang & Liao et al., 2021, Eryigit 2020, Persaud

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& Schillo, 2017, Park & Dyer, 1995). The idea of innovativeness has been described in a number of different ways. Several of these concepts may be expressed as personal and organizational innovativeness (Blake et al., 2003), innovativeness from an executive and client perspective (Yoshida, 2009), technological, managerial, and subsidiary innovativeness (Damanpour, 1990), and company, product, and consumer innovativeness (Roerich, 2004). However, the concept of consumer innovativeness emerged in the 1970s marketing and consumer behavior literature; consequently, it has become a widely studied topic due to its crucial role in the adoption and diffusion of innovations (Kim, 2008: 21).

Consumer innovativeness is the propensity of consumers to adopt new products or services (Tellis et al., 2009). The extent to which an individual makes decisions about new products or services without relying on the experiences of others is another definition of innovativeness (Midgley & Dowling, 1978: 23). Innovativeness influences consumer decisions to purchase new products. Individuals who have a high level of innovativeness are more receptive to new experiences and stimuli (Goldsmith, 1984) and quickly adopt new items. Therefore, these consumers represent a substantial market segmentation in terms of gaining profit from new products (Ho & Wu, 2011, Jaiyeoba & Odeda, 2013).

In a hierarchical assessment of consumer innovativeness, it is expressed as personal innovativeness (a personality trait), category-specific innovation (limited by product category), and innovative behavior (Hirunyawipada & Paswan, 2006). This study examines the concept of personal innovation, which indicates a feature of personality independent of product category. Personal innovativeness has been evaluated in terms of numerous product categories and determined to essentially consist of two aspects, according to the literature review. These include cognitive and sensory innovativeness (Venkatramana & Price, 1990). Cognitively innovative consumers are rational while decision making and researching new experiences. They take pleasure in thinking, finding answers to difficulties, solving problems, and gaining new experiences. These consumers are also highly educated and they read newspapers/publications to gain knowledge about product or service (Hirschman, 1984; Venkatraman & MacInnis, 1985). In addition, individuals with a high cognitive innovativeness avoid impulsive or risky consumption and prefer to purchase items with reasonable benefits (Venkatraman & Price, 1990). In contrast to cognitive innovativeness, sensory innovativeness emphasizes emotion preferring new experiences (Hirschman, 1984; Venkatraman & MacInnis, 1985). Sensorily innovative consumers appreciate innovations that do not require extensive thought and consideration. They delight in inquiring via adverts and testing things, etc (Hirunyawipada & Paswan, 2006). People with a high degree of sensory innovativeness evaluate the emotional characteristics of things that provide pleasure, benefit, and experiences, such as color, style and design. In other words, they favour products with hedonic qualities (Venkatraman & Price, 1990; Dhar & Wetenbroch, 2000).

3. CONSUMER SHOPPING STYLES

In the early 1950s, researchers began focusing on attempts to describe the underlying causes for consumers' decision-making styles, demonstrating that the topic has a long history in the area of marketing. Literature indicates that consumers' judgments on purchasing styles are based on a three-dimensional structure (Sproles & Kendall, 1986). The consumer typology, psychographics/lifestyle, and consumer characteristics are as follows. Consumer typology examines the patterns underlying their motives and attitudes, categorizing them into a small number of distinct types (Moschis, 1976). By evaluating consumers' personalities and anticipating their behavior, the psychographic/lifestyle

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approach properly describes consumers' activities, interests, and ideas (Lastovicka, 1982). In contrast, the consumer characteristics approach emphasizes the cognitive and sensory awareness of consumers in their decision-making (Sproles & Kendall, 1986). The consumer characteristics method is the most successful of them for clarifying consumer choice (Lysonki et al., 1996).

The authors of the consumer characteristics method, Sproles and Kendall (1986), described the consumer purchasing style as a mental disposition explaining a consumer's approach to choose. To detect consumer styles, researchers created a 40-item Consumer Style Inventory (CSI). This inventory includes the following eight shopping styles effecting on consumers' purchase decisions: Perfectionism or high quality, brand consciousness, novelty, fashion consciousness, recreational orientation, price consciousness, impulsiveness, overchoice and habitual purchasing or brand loyalty (Sproles, 1983; Sproles & Sproles, 1990). Perfectionism, often known as "quality awareness," refers to the consumer's expectation of superior or high-quality items. This sort of consumer compares items more thoroughly. Brand awareness, also known as brand consciousness, is the selection of well-known and pricey brands on the market. This sort of consumer believes that a high price signals excellent quality. Novelty and fashion consciousness indicate the buying attitude of pursuing novelty and seeking to acquire fashionable items. These consumers buy inattentively, tend to make hasty judgments without weighing alternatives, and are unconcerned with pricing. Shopping is a social or leisure activity according to the recreational orientation style. Discounted prices gain prominence and become a focus in this fashion of purchasing. Such shoppers undertake extensive price comparisons and seek out the best value available for a certain product. Impulsiveness is characterized by unplanned and spontaneous shopping behavior. This style represents unexpected spending, regardless of the amount. The overchoice buying style is characterized by the consumer's tiredness as a result of collecting excessive information on the quality and composition of numerous items. These consumers are confused and unable to make a decision as a result of acquiring knowledge about the intensive contents of each product. The fourth shopping style is habitual purchases or brand loyalty. Brand loyalty is the habit of picking a preferred brand and retailer and purchasing only from them. They are disinterested in other options since brands and retailers create consumer habits (Sproles & Kendall, 1990; Sproles & Kendall, 1986). The Consumer Style Inventory (CSI) has been validated in studies conducted on numerous countries and cultures with various consumer types and subjects (Sinkowicks et al., 2010, Fan and Xiao, 1998, Zhou et al., 2010; Mitchell & Bates, 1998; Cowart & Goldsmith, 2007; Durvasula et al., 1993; Lyonski & Durvasula, 2013; Hafstrom et al., 1992; Kim, 2005; Walsh et.al, 2001). Consequently, this inventory was chosen and utilized in this research.

4. RELATIONSHIPS BETWEEN CONSUMER INNOVATIVENESS AND SHOPPING STYLES

Innovative consumers are a target market niche for marketers. Thus, the examination of elements that influence the behavior of different groups facilitates the development of effective marketing strategies. Numerous research on consumer innovativeness exist in the academic literature. In general, they concentrated on measures of consumer innovativeness and its dimensions, the identification of innovative groups, the influence of innovativeness on product or service purchases, etc. (Kamboj & Sharma, 2022, Flores & Jansson, 2021, Huang & Cheng, 2022, Eryigit, 2020, Tanrikulu, 2022, Yordanova, 2018, Kim et al., 2017, Hong et al., 2017, Raskovic et al., 2016, Koschate-Fisher et al., 2017, Zhang & Hou, 2016, Zhang & Hou, 2017, Hong et al., 2017, Morton et al., 2016, Truong et al., 2016, Filova, 2015, Persaud & Schillo, 2016, Quoquab et al., 2016, Robinson & Leonardt, 2016, Kaushik & Rahman, 2014, Jin et al., 2016). Studies indicate that cognitive and

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sensory innovative consumers differentiate in terms of their ethnicity, adopting innovation behavior, demographic variables, attitudes and other factors (Venkatraman & Price, 1990). Thus, it is acceptable to argue that cognitive and sensory innovators have distinct purchasing behaviour.

In addition to being one of the key variables used to explain consumer behavior, decision making style has been the topic of several academic research (Tudoran, 2022, Thangavel et al., 2022, Klein & Sharma, 2022, Sarkar et al., 2019, Shin et al., 2016, Truta & Nitoiu, 2013, Zhu et al., 2012, Raja & Malik, 2014, Roozmand et al., 2011). , Mehta and Dixit, 2016, Tzeng and Wong, 2016, Ramadan, 2016, Deka, 2016, Yılmaz et al., 2016, Violani & Liswandi, 2016, Sam & Chatwin, 2015, Kavalcı & Ünal, 2016, Yüksekbilgili, 2016, Goswani & Khan, 2015, Chaudhary & Dey, 2016). Also, in these researches, shopping styles were utilized as a variable to define the behavior of specific consumer groups and as a means to segment the market.

Innovativeness and purchasing style are recognized as the primary criteria for elucidating consumer behaviors (Prasetyanta & Suryandari, 2022, Suryawan & Yugopuspito, 2022, Seyed Esfahani & Reynolds, 2021, Sestino, Armatulli & Guido, 2021, Jaiyeoba & Opeda, 2013,). Consumers have different behaviors according to their cognitive and sensory innovativeness characteristics, so the purchasing styles of these consumers also differ. In general, consumers with cognitive innovation avoid taking risks and make reasonable decisions. They delight in researching product details (Venkatraman & MacInnis, 1985; Venkatraman & Price, 1990; Ravindran, Ram, & Kumar, 2009). When purchasing styles are considered, cognitively innovative consumers are characterized as perfectionists, price-conscious, and avoiders of circumstances that make decision-making complicated (Batool, Ahmed, Umer, & Zahid, 2015; Zarandi & Lotfizadeh, 2017; Khan & Khan, 2013). Therefore, the following hypotheses were developed for cognitively innovative consumers:

H₁: There are significant relationships between cognitive innovativeness and quality consciousness shopping style.

H₂: There are significant relationships between cognitive innovativeness and price consciousness shopping style.

H₃: There are significant relationships between cognitive innovativeness and overchoice shopping style.

In contrast to cognitively innovative consumers, sensory innovative consumers appreciate acting on their emotions, are interested in novelties that need less thought and assessment, and are those who seek knowledge via advertising, etc. Specifically, they care about the enjoyment, utility, and substance of items, such as color, style, and design (Hirunyawipada & Paswan, 2006; Dhar & Wetenbroch, 2000; Al-Motairi & Al-Meshal, 2013). Sensory innovative consumers like spontaneous shopping without price sensitivity or tenuous thought, purchase fashion goods by following developments, and consider shopping as a fun activity (Jaiyeoba & Opeda, 2013; Mishra, 2015, Park et al., 2010). As a result, the following hypotheses were developed for sensory innovative consumers:

H₄: There are significant relationships between sensory innovativeness and brand consciousness shopping style.

H₅: There are significant relationships between sensory innovativeness and fashion conscious shopping style.

H₆: There are significant relationships between sensory innovativeness and recreational orientation shopping style.

H₇: There are significant relationships between sensory innovativeness and impulsiveness shopping style.

H₈: There are significant relationships between sensory innovativeness and brand loyalty/habitual buying shopping style.

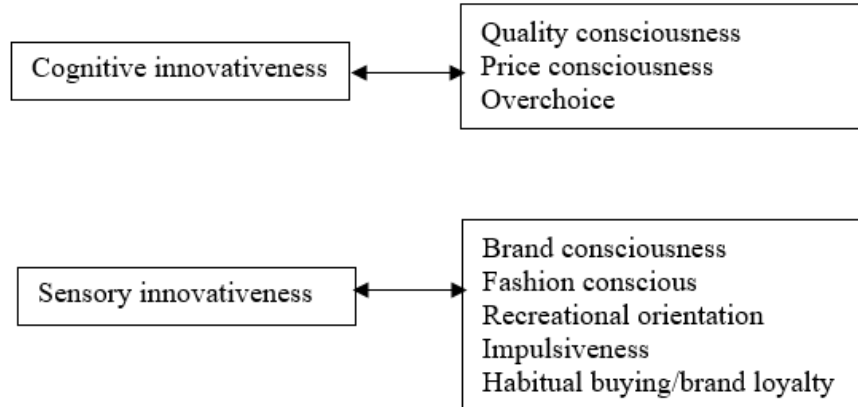


Figure 1: Research Model

5. RESEARCH METHOD

The study universe was comprised of students studying at Giresun University. The reason for selecting a student population as a universe was that they were chosen as a sample population in the original Consumer Styles Inventory (CSI) developed by Sproles and Kendall (1986) and generally employed as a sample population in the majority of such studies (Meppurath & Varghese, 2022, Dharani & Rajeswari, 2022, Appiadu & Kuma-Kpobee, 2021, Nyamukapa & Kurebwa, 2022, Adeleke, Gsahi & Udoh, 2019, Sarkar, Khara & Sadachar, 2019, Mohsenin, Sharifsamet & Esfidani, 2018, Khan & Khan, 2013, Park et al., 2010, Jaiyeoba & Opeda, 2013, Chaudhary & Dey, 2016, Kavalcı & Ünal, 2016, Yılmaz et al., 2016).

The survey method was used to collect research data. The convenience sampling method was used as the sampling method. A total of 400 questionnaires were conducted. A total of 386 questionnaires were considered for evaluation, while 14 incomplete and incorrect questionnaires were discarded. The questionnaire form contained three groups of questions. The first group of questions focused on the respondents' demographic characteristics, while the second and third groups focused on their levels of innovativeness and shopping styles, respectively. Respondents were asked to consider their general shopping styles rather than a specific product group when answering the questions. A scale developed as cognitive and sensory innovativeness was used to measure consumers' innovativeness level (Venkatraman & Price, 1990). The Consumer Styles Inventory (CSI) (40 statements) developed by Splores & Kendall (1986) was used to classify the shopping styles of the respondents. The SPSS 23.0 statistical program was used to analyze the data. In addition, descriptive statistics, explanatory factor analysis, and correlation analysis were used.

The study was considered and approved by Giresun University Ethical Committee of Social Studies, Science and Engineering at the meeting dated 09/03/2022 and numbered 20/21.

6. FINDINGS

6.1. Factor Analysis for Consumer Innovativeness

The scales used in the study were subjected to the explanatory factor analysis. Initially, factor analysis was performed on a scale to determine consumer innovativeness. The alpha coefficient of the scale was identified as 0.84. This value proved the reliability of the scale. The factor analysis with 16 variables resulted in two factors with eigenvalues greater than one. Factor loads of 0.40 and higher were considered for the variables. These factors also accounted for 44,251 % of the total variance (KMO sampling adequacy criterion: 84.7%, Barlett Sphericity test: 1859.926 $p < 0.000$). Table 1 displays the variables, factor loads, variance percentages, and eigenvalues of the factors.

Table 1: Consumer Innovativeness Factors

<i>Variables</i>	<i>Factor loads</i>	<i>Variance (%)</i>	<i>Eigenvalues</i>
<i>Factor 1: Cognitive Innovativeness</i>		30.746	4.919
I enjoy looking up the definitions of the words I do not know.	0.781		
I enjoy deciphering the meaning of unusual (weird) sentences.	0.763		
I enjoy coming up with new ways to explain the same thing.	0.699		
I enjoy finding the shortest distance between two cities.	0.507		
I enjoy analyzing (examining) my thoughts and reactions.	0.684		
I enjoy discussing modest ideas	0.628		
I enjoy pondering why the world is the way it is.	0.414		
I enjoy calculating the number of bricks required to construct a fireplace.	0.462		
<i>Factor 2: Sensory innovativeness</i>		13.505	2.161
I can imagine myself on a raft in the middle of the river.	0.633		
I enjoy dreaming full of unusual colors and sounds.	0.535		
Sometimes, I imagine myself swimming in the swiftest section of a fast-flowing river.	0.755		
I enjoy waking up in the morning with a strange new sensation.	0.462		
Sometimes, I imagine myself sledding down a steep hill surrounded by trees.	0.784		
I enjoy dreaming of myself lying on a beach, surrounded by waves on all sides.	0.765		
I enjoy screaming on a swinging bridge over a deep valley.	0.722		
I enjoy having vivid and unusual dreams during the intra-day.	0.437		

6.2. Factor Analysis for Shopping Styles

The scales used to determine the consumers' shopping styles were subjected to the explanatory factor analysis. The alpha coefficient of the scale was determined to be 0.78. This value demonstrated the reliability of the scale. The factor analysis with 41 variables yielded eight factors with eigenvalues greater than one. Variables with factor loads of 0.40 or higher were considered. These factors explained 51,688% of the total variance (KMO sample adequacy criterion: 80.1% Barlett Sphericity

... test: 4324,565 $p < 0.000$). Table 2 shows the variables, factor loads, variance percentages, and eigenvalues of the factors.

Table 2: Shopping Styles Factors

Variables	Factor loads	Variance (%)	Eigenvalue
Factor 1: Quality consciousness		16.735	6.681
I usually try to buy the best quality product.	0.831		
I try to find the best or the perfect item when shopping.	0.810		
My standards and expectations for the products I purchase are very high.	0.658		
I put a special effort into finding high-quality products.	0.675		
I place a high value on having high-quality products.	0.650		
Factor 2: Brand Consciousness		7.399	3.033
Well-designed and well-organized stores sell the best products.	0.784		
The higher the price of the product, the better the quality.	0.721		
I prefer top-selling brands.	0.712		
Well-known brands are the best for me.	0.652		
The most advertised brands are usually the best ones.	0.647		
My preference is usually in favor of expensive brands.	0.632		
Factor 3: Overchoice		6.372	2.612
The more I learn about the products, the more difficult it is for me to make a decision.	0.746		
I am perplexed by information about the different products I use.	0.725		
Sometimes it is very difficult to decide which store to shop at.	0.698		
Overchoice in brands often confuses me.	0.672		
Factor 4: Fashion conscious		5.093	2.088
It is fun to purchase new and exciting items.	0.712		
I choose different brands from different stores to have a wide variety.	0.646		
I follow the current fashion.	0.471		
Products with a stylish and appealing design are essential.	0.466		

...	Factor loads	Variance (%)	Eigenvalue
(Continued Table 2)			
Factor 5: Recreational orientation		4.427	1.815
Shopping is a waste of time for me.*	0.719		
Shopping is not a fun activity for me.*	0.713		
I do my shopping as quickly as possible.*	0.576		
Factor 6: Brand loyalty/habitual buying		4.385	1.798
When I find a brand that I like, I always purchase it.	0.799		
I always go to the same store I shop at.	0.765		
I always buy my favorite brands.	0.678		
Factor 7: Price consciousness		3.718	1.524
I shop during the sale price period as much as possible.	0.840		
I do a lot of searches to get the best price possible for the money I have.	0.519		
My preference is usually low-priced products.	0.450		
Factor 8: Impulsiveness		3.559	1.459
I frequently do inattentive shopping that I wish I had not done.	0.783		
I am careless while shopping.	0.724		
When I shop, I do it so instinctively (suddenly, on impulse).	0.713		

(*) reverse code

6.3. Relationships Between Consumer Innovativeness and Shopping Styles

Correlation analysis was used to identify the relationships between participants' innovativeness levels and shopping styles. Firstly, the relationships between cognitive innovativeness and quality-oriented, price-oriented, and overchoice shopping styles were examined. Table 3 displays these results.

Table 3: Relationships between Cognitive Innovation and Shopping Styles

Shopping Styles/ Consumer Innovativeness		Cognitive Innovativeness
Quality Consciousness	r	0.184**
	p	0.000
	n	386
Price Consciousness	r	0.154**
	p	0.003
	n	386
Overchoice	r	-0.026
	p	0.615
	n	386

** p<0.01 - *p<0.05

According to the results of the analyses, there were positive correlations between cognitive innovativeness and quality consciousness (0.184**, p<0.01) and price consciousness (0.154**, p<0.01). Accordingly, consumers with high cognitive innovativeness levels were more price-oriented and quality-oriented when purchasing goods/services. However, there was no significant relationship

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between cognitive innovativeness and overchoice shopping styles. As a result, H₁ and H₂ hypotheses were accepted, while H₃ hypothesis was rejected.

Secondly, a correlation analysis was performed to determine the relationships between sensory innovativeness and the shopping styles, including brand, fashion, recreational orientation, impulsiveness and brand loyalty/habitual buying. Table 4 depicts the results of the analysis.

Table 4: Relationships between Sensory Innovativeness and Shopping Styles

Shopping styles/ Consumer innovativeness		Sensory innovativeness
	r	0.052
Brand consciousness	p	0.319
	n	386
	r	0.110*
Fashion consciousness	p	0.035
	n	386
	r	0.096
Recreational orientation	p	0.069
	n	386
	r	0.102*
Impulsiveness	p	0.048
	n	386
	r	0.011
Brand loyalty/habitual buying	p	0.835
	n	386

** p<0.01 - *p<0.05

The results of the analyses revealed that there were positive and significant relationships between consumers' sensory innovativeness and fashion conscious-oriented (0.110*, p<0.05) and inattentive shopping styles (0.102*, p<0.05). Consumers with high sensory innovativeness followed fashion conscious and novelties more and behaved carelessly in their shopping. As a result, the hypotheses H₅ and H₇ were accepted; however, H₄, H₆ and H₈ hypotheses were rejected.

Table 5 summarizes the accept/reject decisions of all research hypotheses.

Table 5: The accept/reject decisions of the research hypotheses

Hypothesis	Accept/reject
H ₁ : There are significant relationships between cognitive innovativeness and quality consciousness shopping style.	Accept
H ₂ : There are significant relationships between cognitive innovativeness and price consciousness shopping style.	Accept
H ₃ : There are significant relationships between cognitive innovativeness and overchoice shopping style.	Reject
H ₄ : There are significant relationships between sensory innovativeness and brand consciousness shopping style.	Reject
H ₅ : There are significant relationships between sensory innovativeness and fashion conscious shopping style.	Accept
H ₆ : There are significant relationships between sensory innovativeness and recreational orientation shopping style.	Reject
H ₇ : There are significant relationships between sensory innovativeness and impulsiveness shopping style.	Accept
H ₈ : There are significant relationships between sensory innovativeness and brand loyalty/habitual buying shopping style.	Reject

7. CONCLUSION AND SUGGESTIONS

It is essential to create and implement successful marketing strategies to reach the right consumers at the appropriate time and place. In this regard, managers are becoming more vigilant and applying an increasing number of indicators to precisely define market niches. It is vital to identify how to give the proper and best products to innovative consumers, who represent a major market sector, as well as how to ensure that they internalize these innovations that affect their purchase patterns. One of the characteristics used to identify and explain consumers purchasing behavior is shopping styles. This study sought to identify the buying preferences of innovative consumers. Consequently, the findings of this study demonstrated that persons with high levels of cognitive innovativeness also possess a quality- and price buying style. Cognitively innovative consumers are more reasonable in their product assessments, as supported by these findings, which are compatible with the idea. Previous literature also reported similar results (Zarandi & Lotfizadeh, 2017; Mishra, 2015). The outcomes of the study also demonstrated that persons with a high level of sensory innovativeness prioritize unique and fashionable items and make impulsive, unplanned purchases. Given that most sensory-innovative consumers evaluate products hedonistically, these findings are consistent with the idea. There were also comparable investigations in the literature (Park, Yu, & Zhou, 2010; Batool et al., 2015).

The outcomes of this study indicate that organizations aiming to launch new items to the market should design varied strategies that account for the cognitive or sensory innovativeness levels of consumers. Moreover, cognitively innovative consumers should be persuaded by more reasonable and comprehensive product performance information whilst concentrating on items. In advertising activities, the price/quality range should take priority. Therefore, it is crucial to provide them with low-cost, high-quality items, as cognitively innovative consumers choose to purchase the best available products after a thorough pricing comparison. Additionally, they read newspapers, magazines, and other comparable media to collect product knowledge (Venkatraman & MacInnis, 1985). Utilizing these techniques to disseminate information about new items will allow the market to reach them. Additionally, cognitively innovative consumers are risk-averse. Permitting consumers to sample the items, offering post-purchase warranties, etc., will allow them to perceive a low-risk or risk-free environment with respect to the new products.

Contrary to consumers with strong cognitive innovativeness, those with high sensory innovativeness prefer to prioritize their emotions. They value innovative products that need less consideration. As a result, people like to make purchases on the spur of the moment. Based on their buying habits, it appears that they are fashion-conscious and interested in innovative and contemporary things. Consideration must be given to color, design, style, and similar aspects of new items in order to attract such consumers. Ensuring the participation of such consumers in the design process of a newly produced product may also help them to form a sensory connection with the brand and encourage them to develop brand loyalty. As price sensitivity is minimal among these consumers, establishing brand awareness is essential for the company's profitability and consumer retention. Individuals with a high sensory innovativeness tend to make purchases impulsively and appreciate advertising, product testing, and manufacturing information collecting. As a result, these consumers might be targeted while promoting new products through commercials. To ensure that people enjoy their shopping experience, they may also be offered the option to sample new items. If consumers have a favorable experience with a product, they are more likely to purchase it and promote it through positive word of mouth. This is a crucial stage in creating long-lasting consumer connections.

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It is anticipated that this research will act as a strategy development guide for the market, particularly for companies launching new products. Taking into account the buying preferences of cognitively or sensory-innovative consumers may result in more precise market segmentation and brand positioning.

The main limitation of this research is that the study was conducted on convenience sample of students in Giresun province. Generalizability of the results depend on future research performed in other cities and consumers of other age groups. In addition, independent of product type, this study examines personal inventiveness as a personality feature. Future research may investigate the associations between category-specific innovativeness and shopping styles.

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Çatışma Beyanı: Bu çalışma ile ilgili taraf olabilecek herhangi bir kişi ya da finansal ilişki bulunmamakta, dolayısıyla herhangi bir çıkar çatışması olmamaktadır.

Destek ve Teşekkür: Çalışmada herhangi bir kurum ya da kuruluştan destek alınmamıştır.

Etik Kurul Kararı: Araştırmanın etik kurul onayı, Giresun Üniversitesi Sosyal Bilimler, Fen ve Mühendislik Bilimleri Araştırmaları Etik Kurulu'nda 09 Mart 2022 tarih ve 20/21 sayılı kararı ile alınmıştır.

Katkı Oranı: Çalışma tek yazarlıdır.