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**Examining Psychometric Properties of Korean American  
Consumer Decision-Making Styles: The Case of Golf Club Purchasing**

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**Abstract**

Examining Korean American consumers' shopping orientation with demographic variables is a critical step toward identifying and understanding the distinctive characteristics of their consumer decision-making styles (CDMS). A principal components analysis was applied to identify how the consumer styles inventory (CSI) can be generalized to the case of Korean American consumers making purchases in the sport product category of golf clubs. Of the surveys collected through purposive sampling techniques, 306 completed responses were usable. The analysis clearly identified six out of the eight original CSI factors; these six were identified and found to be optimal for adequately representing characteristics of Korean American consumers: (1) Perfectionistic/High-Quality Consciousness; (2) Brand Consciousness/Price Equals Quality; (3) Confusion by Overchoice; (4) Novelty/High-Tech Consciousness; (5) Recreational/Hedonic Consciousness; and (6) Habit/Brand Loyalty. Novelty/High-Tech Consciousness was newly captured due to the innovative features of modern golf clubs. Two other factors from the original CSI, Price Consciousness/Value for the Money and Impulsiveness/Carelessness, were found to be unreliable. This six-factor model was derived from 28 of the original 39 items of the CSI scale; the 28-item scale was thus considered more parsimonious and stable for use with Korean American consumers.

**Keywords:** consumer decision-making styles, consumer styles inventory, Korean American consumers, golf club purchasing

## **Examining Psychometric Properties of Korean American Consumer Decision-Making Styles: The Case of Golf Club Purchasing**

### **Introduction**

Market segmentation is the starting point of most marketing strategies aimed at identifying the market in order for marketers to tailor their offerings to meet the specific needs and wants of the segmented markets. Successful market segmentation identifies the idiosyncrasies associated with distinct subsets of consumers and develops specific marketing strategies to reach targeted subgroups' needs (Mullin, Hardy, & Sutton, 2007; Wayner, 1995). The first step in segmentation of ethnic consumers requires an understanding of the relationship between an ethnic group's consumer behavior, which is linked to its cultural values and concepts, and various characteristics of products and services (Gentry, Jun, & Tansuhaj, 1995; Kang & Kim, 1998). For corporate American businesses, ethnic marketing based on market segmentation has emerged recently as a marketing strategy targeting growing minority markets in industries such as retail, food, and sport ("Ethnic Marketing," n.d.; Ha, Hums, & Greenwell, 2014).

Although marketing practitioners and academic professionals, especially in the sport industry, have given noticeably less attention to Asian Americans than to Hispanic Americans or African Americans, the Asian American population is the fastest growing American minority group, and its purchasing power is increasing (Kang & Kim, 1998; Kaufman-Scarborough, 2000). In particular, Korean American amateur golfers are growing in importance in certain areas (Rodriguez, 2006). Three factors make Korean American golfers of interest to American marketing practitioners and businesses: a sizable clustering in certain metropolitan areas; the quickly increasing size of the golf population due to the influence of Korean successes in the Ladies Professional Golf Association (LPGA) and the Professional Golfers' Association (PGA) tournaments; and Korean Americans' relatively high socioeconomic status compared to some other ethnic minorities. These three factors make it relatively easy to reach large numbers of Korean American golf consumers (Rodriguez, 2006; Shin & Nam, 2004).

To investigate consumers' shopping behavior and purchase decision-making, Sproles and Kendall (1986) initially used adolescent consumers' shopping orientations for personal products to develop a typology of Consumer Decision-Making Styles (CDMS) by identifying eight mental characteristics of consumer decision-making. CDMS

are defined as “a consumer’s mental orientations toward making choices for product purchasing in the market place” (Sproles & Kendall, 1986, p. 268). The scale derived from the CDMS typology, the Consumer Styles Inventory (CSI), which has been used by many researchers, appears to be a systematic, robust method for measuring consumer behaviors and shopping orientations (Hafstrom, Chae, & Chung, 1992; Kim, 2005; Lysonski, Durvasula, & Zotos, 1996; Walsh, Hennig-Thurau, Wayne-Mitchell, & Wiedmann, 2001).

While research interest in investigating the CDMS of the mainstream culture in various countries has increased, few studies have attempted to investigate the CDMS of ethnic minority groups who differ in race or nationality within the boundaries of a particular nation. Researchers focusing on such ethnic minority groups have been encouraged to evaluate the instrument by examining psychometric properties and demographic variables of a particular ethnic group (Mitchell & Bates, 1998; Mokhlis & Salleh, 2009; Siu, Wang, Chang, & Hui, 2001). Moreover, few studies have specifically attempted to examine ethnic golfers’ consumer behavior, particularly towards sport products. In this vein, the current study utilizes factor analysis to identify how the CSI can be generalized to the case of Korean American consumers. The study then validates the essential decision-making styles by using the example of the sport product category of golf club purchase. Consequently, this study may provide the diagnostic value of reference through which to contemplate multicultural marketing on golf retail management and businesses.

### ***U.S. Golf Industry Diversification***

For decades, golf in the United States has grown in popularity as both a recreational and a spectator sport. Despite a participation drop caused by the recent economic downturn and other reasons, golf has remained one of the most popular participation sports in the United States—25.7 million golfers played at least one round of golf in 2011 (“Golf Participation,” 2012; Hueber, 2012). In turn, golf-related industries have also grown tremendously over the past few decades. In 2011, the entire golf industry generated an economic impact of \$68.8 billion nationally, increasing from \$62 billion in 2000 (“The 2011 Golf Economic,” 2012). For golf equipment in particular—clubs, balls, shoes, bags, and the like—golfers’ purchasing worth reached approximately \$3.4 billion in 2011 (“Consumer Spending,” 2014).

As the American consumer market has become much more ethnically diverse, the demographic of golfers has shifted and diversified, in spite of the decreasing popularity of golf during the past few years (“The Business Case,” 2011). The National Golf Foundation (NGF) reported minority golf participation in the United States in 2009 as follows: 2.3 million African Americans, 1.5 million Asians, and 1.7 million Hispanics, for a total of 5.5 million minority golfers, or 21 % of the total, an increase from 17% in 2003 (“NGF Releases Minority,” 2010). As for minority group golf participation rates in 2009, Asian Americans participated at the highest rate, 13.7%—close to the Caucasian rate of 14.5%—followed by African Americans at 7.0% and Hispanic Americans at 5.7% (“NGF Releases Minority,” 2010).

If more minorities and women are becoming interested in playing golf, the future of the sport could well be bright and financially promising. Not only do these types of golfers play more frequently than previously, but they also believe in the lifetime value of golf as an activity that provides positive mental and physical attributes, regardless of physical strength, age, or even disability (Powell, 2011). Based on the projection of increases in minority populations and buying power, recent data anticipates positive growth opportunities in the golf industry; a 3% growth in minority golf participation could increase golf consumer spending to an estimated \$11.9 billion by 2015 (“The Business Case,” 2011). Due to such changes, equipment producers have started to develop golf equipment for specific demographic groups, and many retail stores are also targeting minority, female, and youth markets to increase sales (Shea, 2008).

### ***Korean American Amateur Golfers***

According to the 2010 Census, approximately 1.7 million people of Korean descent reside in the United States. Over half (54.3 %) of all Korean Americans live in five states: California (29.6%); New York (9%); New Jersey (5.9%); Texas (5%); and Virginia (4.8%) (“Korean American,” n.d.; Terrazas & Batog, 2010), where they are geographically concentrated in major metropolitan areas such as Los Angeles, New York City, and Washington, D.C. (Han, 2004). Korean Americans, an estimated 70% or more of whom are foreign born, are well educated, highly urbanized, and the most homogeneous of Asian American groups (Min, 1996; “The Rise of Asian,” 2013).

The nation’s largest Korean populations live in Southern California, where Korean immigrants comprise a large percentage of the players at the more affordable municipal golf courses; many Koreans also have memberships at private suburban country clubs.

There are over 200 public golf courses in Southern California; in addition, an estimated 30 private courses are owned by Koreans (Rodriguez, 2006). Golf provides significant recreational value for Korean Americans, especially new immigrants, many of whom are seeking respite from the long hours they work at the small businesses they typically own. (Martin, 1993; Twaronite, 1996; Zhao & Park, 2013). Golf also provides immigrants with a way to integrate into an American sport culture without needing to communicate well in English (Rodriguez, 2006).

The typical amateur Korean American golfer is a male businessman over 35. However, in the past few years increasing numbers of Korean women are taking up golf; very likely they have been inspired by successful South Korean female golfers, from the pioneer, Se Ri Pak in 1998, to the number one ranked player, Inbee Park in 2013, on the Ladies Professional Golf Association (LPGA) tour (Ackerman, 2013; Twaronite, 1995). In 2005, six of the top 15 players on the LPGA Tour and 21 of the top 100 moneymakers were Korean or descendants of Koreans (Rodriguez, 2006). Of the 123 international players listed on the LPGA roster in July, 2011, 43 were South Korean golfers (Joo, 2012). Although recreational value and the inspiring success of Korean women golfers in the LPGA are believed to be factors in Korean Americans' interest in golf, academic studies have yet to produce empirical evidence to explain either Korean Americans' strong fascination with golf or their consumer behavior in purchasing golf equipment.

### ***Consumer Decision-Making Styles***

Lynsonski, Durvasula, and Zotos (1996) describe research on consumer decision styles in three categories: (1) the consumer typology approach (e.g., Darden & Ashton, 1974; Moschis, 1976); (2) the psychographics/lifestyle approach (e.g., Lastovicka, 1982); and (3) the consumer characteristics approach (e.g., Sproles & Kendall, 1986; Sproles & Sproles, 1990). Although all of these approaches are used to determine the consumer decision-making styles, the consumer characteristics approach, which focuses on "the mental orientation of consumers in making decisions" appears to be the most effective in consumer decision-making research (Lynsonski et al., 1996, p. 11). This approach is also useful in classifying consumers' general shopping behavior into categories or segments of similar shopping orientations (Lynsonski et al., 1996).

Sproles and Kendall (1986) developed the Consumer Styles Inventory (CSI), a more parsimonious 39-item version extracted from the original 48-item instrument. The CSI, via factor analysis with varimax rotation, identified eight mental

characteristics of consumer decision-making presented in Figure 1, which include both cognitive and affective dimensions: (1) Perfectionistic/High-Quality Consciousness; (2) Brand Consciousness/Price Equals Quality; (3) Novelty/Fashion Consciousness; (4) Recreational/Hedonic Consciousness; (5) Price Consciousness/Value for the Money; (6) Impulsiveness/Carelessness; (7) Confusion by Overchoice; and (8) Habit/Brand Loyalty (Lynsonski et al., 1996; Siu et al., 2001; Sproles & Kendall, 1986).

**Perfectionistic/High-Quality Consciousness:**

Consumers with perfectionistic or quality consciousness seek high quality products and feel they must make the best informed choice, rather than buying whatever brand they happen upon first (Sproles & Kendall, 1986). Quality characteristics include performance, convenience and comfort (Kumar, 2000).

**Brand Consciousness/Price Equals Quality:**

Consumers exhibiting brand consciousness need or want to buy well-known, national, higher-priced, and/or the most advertised brands, which reflect their social status (Sproles & Kendall, 1986; Wanke, Bohner, & Jurkowitsch, 1997). Brand consciousness thus fosters the belief that higher prices mean high quality (Bae & Miller, 2009; Sproles & Kendall, 1986).

**Novelty/Fashion Consciousness:**

Novelty/fashion conscious consumers know about new and attractive styles and designs and want to buy trendy and exciting items (Sproles & Kendall, 1986). Consumers seeking variety and novelty in their purchase decisions demonstrate an innovative decision-making style (Leo, Bennett, & Hartel, 2005; McAlister & Pessemier, 1982).

**Recreational/Hedonic Consciousness:**

Recreational/hedonic shoppers see shopping as a leisure activity; they enjoy spending time in stores and shopping just for fun (Sproles & Kendall, 1986). Also, recreational shoppers tend to be actively engaged in seeking information, compared to convenience shoppers (Bellenger & Korgaonkar, 1980).

**Price Consciousness/Value for the Money:**

Price conscious consumers want the best value for a product; they like sales and seek out products with the lowest prices (Sproles & Kendall, 1986). For these consumers, price helps greatly in determining which items they buy; as a result, for any specific type of product, consumer selection varies greatly (Engel, Blackwell, & Miniard, 1995).

**Impulsiveness/Carelessness:**

Impulsive/careless consumers are strongly and persistently tempted to buy things they didn't intend to, on the spot (Kwon & Armstrong, 2002). Thus, impulsive/careless shopping means purchasing items impulsively and/or carelessly, without planning (Sproles & Kendall, 1986).

**Confusion by Overchoice:**

Consumers confused by overchoice tend to be confused by rapid increases in the number of brands and stores, as well as by the amount of information disseminated (Sproles & Kendall, 1986). Retail and department stores usually provide many brand names and other options to choose from, complicating consumers' purchasing efforts (Foxman, Muehling, & Berger, 1990).

**Habit/Brand Loyalty:**

Habitual/brand loyal consumers habitually use favored brands and patronize the same stores (Sproles & Kendall, 1986). A consumer's psychological beliefs in a superior brand of product or service, as well as his or her positive reactions toward the brand, account for repeat purchase behavior (Oliver, 1999).

**Figure 1.** Characteristics of Eight Consumer Decision-Making Styles.

Since the CSI was introduced and established by Sproles and Kendall (1986), a series of investigations in various countries has examined the cross-cultural generalizability of the CSI. Durvasula, Lysonski, and Andrews (1993), using a college student sample in New Zealand, identified characteristics comparable to those found by Sproles and Kendall (1986) in their U.S. sample, except for two traits, Price



Consciousness/Value for the Money and Habit/Brand Loyalty, which had to be reinvestigated. Lysonski et al. (1996), further comparing the factor structure of the CSI scale across four countries—the United States, New Zealand, Greece, and India—concluded that seven factors are adequately reliable when using a 34 item inventory. While the CSI inventory presented some common characteristics across these four different countries, the scale seemed to be more valid for the economically developed countries, the United States and New Zealand, than for the developing countries, Greece and India (Kamaruddin & Kamaruddin, 2009; Siu et al., 2001).

Other studies have investigated the generalizability of the CSI in non-Western countries such as South Korea and China. Hafstrom, Chae, and Chung (1992), investigating college students in South Korea, compared their decision-making styles to the characteristics classified by Sproles and Kendall (1986). In this study, eight decision-making styles from the original eight-factor model were confirmed; however, an additional dimension of Time-Energy Conserving replaced the dimension of Novelty/Fashion Consciousness (Hafstrom et al., 1992). Siu et al., 2001 explored the applicability of the CSI to Chinese consumers, using both Chinese general consumer and Chinese student samples. Factor analysis revealed four of the eight CSI factors to be valid and reliable in Chinese culture: Perfectionistic/High-Quality Consciousness; Novelty/Fashion Consciousness; Recreational/Hedonic Consciousness; and Brand Consciousness/Price Equals Quality. However, four other factors—Price Consciousness/Value for the Money, Impulsiveness/Carelessness, Confusion by Overchoice, and Habit/Brand Loyalty—were found to have comparatively low reliability (Siu et al., 2001).

While many studies have examined and compared decision-making styles among samples from different countries, cultural differences were also manifested among samples from different ethnic groups within a single nation. For example, Shim and Gehrt (1996), grouping eight decision-making styles into three shopping orientations, found that Hispanic, Native, and Caucasian Americans each have unique shopping approaches. Radder, Li, and Pietersen (2006) tested the cross-cultural applicability of the CSI using student samples from three ethnic groups in South Africa; Chinese, Motswana and Caucasian. Although some common traits among the groups were discovered, the study also showed that Caucasians are typically Price Conscious, Motswana students display Image and Quality Consciousness, and Chinese students are Habitual Shoppers. Within a multi-ethnic Malaysian retail market, Mokhlis and Salleh (2009) attempted to examine

the generalizability of CSI among Malay, Chinese, and Indian consumers. In this study, eight factors were confirmed for the Malay and Chinese samples, and six for the Indian sample. Five common decision-making traits—Fashion Consciousness, Quality Consciousness, Carelessness, Recreational, and Confused by Overchoice—were supported across all three sample groups (Mokhlis & Salleh, 2009). Additionally, three new decision-making traits were recognized: Value Consciousness for the Malay sample, Shopping Avoidance for the Chinese, and Satisfaction for the Indian group (Mokhlis & Salleh, 2009). Regarding applicability of the original CSI scale to consumers of differing ethnicities, cultural background seems to be a stronger influence than geographical locale (Fan & Xiao, 1998; Haftsrom et al., 1992; Kamaruddin & Kamaruddin, 2009; Lysonski et al., 1996; Sproles & Kendall, 1986).

Considering the findings from these as well as previous studies, it appears that although Sproles and Kendall's initial eight factors can be generalizable to some extent across different ethnic groups, the CSI in its original form cannot be directly applicable to such groups, because CDMS are subject to unique cultural idiosyncrasies (Mitchell & Batetis, 1998). Therefore, it is worth investigating the CSI instrument by considering the socio-cultural characteristics of various ethnic groups residing in a particular country (Bakewell & Mitchell, 2006; Hanzaae & Aghasibeig, 2008; Mitchell & Walsh, 2004; Mokhlis & Salleh, 2009). For this reason, the aims of this study are: (1) to apply the CSI to Korean Americans in order to investigate the essential decision-making styles of subjects having this particular sub-cultural background; and (2) to validate the scale with a different product category (Bauer, Sauer, & Becker, 2006; Sproles & Kendall, 1986). Since CDMS have rarely been tested within particular sport product categories, this study will attempt to further confirm the CSI's validity by testing the scale in the specific sport equipment case of golf clubs.

## **Methodology**

### ***Sample***

The defined target population for this study was Korean American amateur golfers, 18 years and older, who had experienced playing golf on an amateur level within the geographic boundaries of Southern California. Purposive sampling techniques in conjunction with a non-probability sampling method were used to collect data from the targeted population. Purposive sampling techniques, which use judgment and planned effort to find a representative sample (Gay, Mills, & Airasian, 2011), were employed by

including sample-specific predefined groups or respondent types (i.e., the Korean American Golf Association and second generation Korean Americans). Multiple methods used to recruit study participants ranged from using personal contacts, to visiting municipal golf courses and religious groups, to enlisting the help of several Southern California Korean American organizations. Several such organizations permitted the researcher access to members for the purpose of data collection.

After initial contact was made, the researcher visited each organization in order to administer the survey. The data collection method of self-administered questionnaires was optimal, given the targeted sample size and the time available. At each organization, information about the research project was announced by a leader or a host during a particular scheduled event; the questionnaire was then distributed to members. A cover letter attached to the questionnaire explained the purpose of the research and ensured confidentiality. Participants filled out the survey anonymously. Respondents unable to complete the questionnaire at the time were instructed to return it to the researcher by a certain date in a provided postage paid envelope.

Approval by the Institutional Review Board for the protection of human subjects had been obtained prior to conducting the survey. Of the 450 questionnaires distributed, 324 were collected over a period of two and a half months, yielding an overall response rate of 72%. Of the surveys collected, 18 were not included in the study due to incomplete and missing data. Therefore, a total of 306 completed responses were used for data analysis.

### **Questionnaire**

The questionnaire was composed of the CSI scale and demographic questions. Due to the fact that many Korean American immigrants speak primarily the Korean language, systematic procedures were utilized to develop comparable versions of the research instrument questionnaire in English and Korean, including a method of translation and back translation and a pilot study to check for translation equivalence, clarity, and comprehensibility. Based on the back translation and comparison of the English and Korean versions, several items were rephrased in the Korean version by adjusting word order. A pilot study was then conducted to assess the content of the English and the Korean versions of the instrument, in order to rectify problems related to comprehension of the instructions, terminology, and meaning of the questions. This process verified the instrument's reliability and rendered it clearer for the eventual survey respondents (Andrew, Pedersen, & McEvoy, 2011).

**Statistical analysis**

To examine the applicability of the scale and to validate the scales to be used for Korean American consumers, factor analysis was used for the 39 items of the CSI, using PASW Statistics 18.0 (SPSS version 18.0). The CSI is composed of 39 items that cover the eight styles using a five-point Likert scale (1=Strongly Disagree; 5=Strongly Agree). The principal components analysis (PCA) with varimax rotation method was conducted to identify the dimensions and characteristics that underlie the items. Cronbach’s  $\alpha$  was calculated to measure the internal consistency of each extracted component.

**Results**

Table 1 shows the frequencies and percentage distributions of subjects’ gender, age, and the socioeconomic characteristics of education, annual income, and occupation. Among the 306 participants, there were 222 males (72.5%) and 84 females (27.5 %); frequencies in the age groupings varied over a wide range. Education was divided into seven categories, from less than high school to doctoral degree. Nearly half the respondents, 150 (49.0%), received a bachelor’s degree. The questionnaire categorized annual income into eight levels, ranging from less than \$20,001 to more than \$150,000. Responses were about evenly divided between these levels. Occupation was classified into ten categories. The modal category, professional or technical occupations, had a frequency of 106 (34.6%). Twelve respondents (3.9%) were in an “other” category (retired, unemployed, and misinformed).

**Table 1.** Demographic Characteristics of Respondents.

			Korean Americans (n = 306)					
Characteristics	n	%	Characteristics	n	%			
Gender			Annual Income					
Male	222	72.5	Less than \$20,001	38	12.4			
Female	84	27.5	\$20,001 ~ \$30,000	21	6.9			
			\$30,001 ~ \$40,000	34	11.1			
Age			\$40,001 ~ \$60,000	48	15.7			
			18~25	13	4.2	\$60,001 ~ \$80,000	47	15.4
			26~35	92	30.1	\$80,001 ~ \$100,000	45	14.7

36~45	88	28.8	\$100,001 ~ \$150,000	37	12.1
46~55	65	21.2	More than \$150,000	36	11.8
56 or older	46	15.0			
No Response	2	.7			
			<b>Occupation</b>		
			Professional or Technical	106	34.6
			Manager or Administrator	53	17.3
			Sales Worker	31	10.1
			Clerical Worker	13	4.2
			Crafts/Machine Worker	10	3.3
			Service Worker	26	8.5
			Government/Military Worker	4	1.3
			Full Time Homemaker	29	9.5
			Full Time Student	22	7.2
			Other	12	3.9

### **Factor Analysis**

Prior to performing the principal components analysis (PCA), the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of .3 and above. The Kaiser-Meyer-Olkin value was .80, exceeding the recommended value of .6 (Kaiser, 1974), and Bartlett's Test of Sphericity (Bartlett 1954) reached statistical significance, supporting the factorability of the correlation matrix (Pallant, 2013). The PCA revealed the presence of eight components with eigenvalues exceeding 1.0, explaining 18.2%, 10.1%, 6.0%, 5.6%, 4.3%, 4.2%, 3.5% and 3.4% of the variance respectively. For factor loadings, .50 was used as the cutoff score; consequently, four items (7, 24, 26, and 27) were dropped from the initial 39. Cronbach's  $\alpha$  was calculated to measure the internal consistency of each extracted component. The results of the reliability tests showed that factor 7 ( $\alpha = .52$ ) and factor 8 ( $\alpha = .51$ ) were unreliable; these factors were therefore eliminated using the cutoff point ( $\alpha = .60$ ) suggested by Hair, Black, Babin, Anderson, and Tatham (2006). The remaining six factors, comprising 28 items, were identified and are presented in Table 2.

**Table 2.** Korean Americans Consumer Decision-Making Styles: Six-Factor Model.

Style Characteristics and Items	Factor Loading <sup>a</sup>	Eigenvalue	Cronbach's Alpha <sup>b</sup>
<b>Factor 1. Perfectionistic/High-Quality Consciousness</b>		7.09	.85
When it comes to purchasing golf clubs, I try to get the very best or perfect choice	.84		
In general, I usually try to buy golf clubs with the best overall quality	.80		
I make a special effort to choose the very best quality golf clubs	.77		
Getting very good quality golf clubs is very important to me	.71		
My standards and expectations for the golf clubs I buy are very high	.56		
<b>Factor 2. Brand Consciousness/Price Equals Quality</b>		3.95	.82
The higher the price of the golf clubs, the better the quality	.78		
The more expensive brands are usually my choices	.71		
The most advertised brands are usually very good choices	.68		
Nice pro shop and specialty stores offer me the best golf clubs	.68		
I prefer buying the bestselling brands	.63		
The well-known national brands are for me	.59		
<b>Factor 3. Confusion by Overchoice</b>		2.34	.76
All the information I get on different golf clubs confuses me	.76		
The more I learn about golf clubs, the harder it seems to choose the best	.76		
Sometimes it's hard to choose which stores to shop	.58		
There are so many brands to choose from that I often feel confused	.56		
<b>Factor 4. Novelty/High-Tech Consciousness</b>		2.20	.74
I keep my golf clubs up-to-date with technology	.73		
Fashionable, attractive styling is very important to me	.65		
I usually have one or more golf clubs of the very newest style	.58		
To get variety, I shop different stores and choose different brands	.55		
It's fun to buy something new and exciting	.53		
<b>Factor 5. Recreational/Hedonic Consciousness</b>		1.66	.67
Shopping the stores wastes my time*	.67		
I enjoy shopping just for the fun of it	.65		
Shopping is not a pleasant activity to me*	.64		
Going shopping is one of the enjoyable activities of my life	.64		
I make shopping trips fast*	.53		
<b>Factor 6. Habit/Brand Loyalty</b>		1.64	.61
Once I find golf clubs or brands I like, I stick with it	.71		
I have favorite brands I buy over and over	.62		
I go to the same stores each time I shop	.58		

<sup>a</sup>Items loading .50 or higher.

<sup>b</sup>Cronbach's Alpha .60 or higher.

\*Reverse scoring.

The result of the six factor model presented in Figure 2 shows that six dimensions were clearly identified: (1) Perfectionistic/High-Quality Consciousness; (2) Brand Consciousness/Price Equals Quality; (3) Confusion by Overchoice; (4) Novelty/High-Tech Consciousness; (5) Recreational/Hedonic Consciousness; and (6) Habit/Brand Loyalty. Because the characteristics of these factors were similar to those found in the original CSI of Sproles and Kendall (1986) and Sproles and Sproles (1990), similar names were used to identify them, with the exception of the original CSI factor of Novelty/ Fashion Consciousness. This factor was renamed as Novelty/High-Tech Consciousness because items in this dimension related in particular to consciousness of new styles and high-tech golf clubs. These six factors, which demonstrated an acceptable level of reliability, confirmed that a scale suitable for Korean American consumers can be successfully adapted from the original CSI. These six factors were derived from 28 of the original 39 items of the scale for Korean American consumers; the 28-item scale was thus considered more parsimonious and stable than the 39-item scale. Two other factors from the original CSI, Price Consciousness/Value for the Money and Impulsiveness/Carelessness, found to be unreliable, were not identified as factors usable for the Korean American sample of golf club consumers.

Factor 1	<b>Perfectionistic/High-Quality Consciousness:</b> This factor measures characteristics of Korean American consumers that reflect the desire to get the best choice, to search for the best overall quality, and to have high standards and expectations for golf clubs.
Factor 2	<b>Brand Consciousness/Price Equals Quality:</b> This factor reflects a consciousness of brands in the decision-making process. Korean American consumers who score high on this factor believe that high price equals high quality of golf clubs.
Factor 3	<b>Confusion by Overchoice:</b> This factor measures characteristics of Korean American consumers confused by overchoice. Consumers scoring high on this trait are confused by too much information available about too many different brands of golf clubs.
Factor 4	<b>Novelty/High-Tech Consciousness:</b> This factor measures Korean American consumers' concern with novelty and high-tech qualities of golf clubs. Consumers scoring high on this trait are motivated to purchase up-to-date products with cutting-edge technology.
Factor 5	<b>Recreational/Hedonic Consciousness:</b> This factor measures the extent to which recreational and hedonic Korean American consumers see shopping as a leisure activity. They enjoy shopping for golf clubs and spending time pleasantly in golf stores.
Factor 6	<b>Habit/Brand Loyalty:</b> This factor measures a habitual, brand-loyal consumer orientation. Korean American consumers who score high on this characteristic tend to own favorite

	brands of golf clubs and are likely to buy those same brands and visit same stores repeatedly.
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**Figure 2.** Six Factors of Consumer Decision-Making Styles of Korean American Consumers.

### Discussion and Conclusion

The PCA was conducted to identify characteristics of consumer decision-making styles and to examine the applicability of the resulting dimensions of the scale for Korean American consumers. Discussion of the six yielded factors follows:

#### ***Factor 1: Perfectionistic/High-Quality Consciousness***

This factor measures a perfectionistic, high-quality consciousness on the part of consumers who are willing to make special efforts to select golf clubs of the very best quality (Fan & Xiao, 1998). Consumers who display a perfectionistic consumer style shop more cautiously, more systematically, and/or more comparatively. They are not satisfied with the “good enough” product (Sproles & Sproles, 1990). Kumar (2000) suggests that if the quality of a product provides comfort and a sense of well-being, consumers tend to ignore price. On the other hand, many quality-conscious consumers believe the price of an item is associated with the quality of the product, even though they could probably find lower-priced alternatives with equally high quality (Bae & Miller, 2009).

#### ***Factor 2: Brand Consciousness/Price Equals Quality***

This factor reflects a consciousness of brands in the decision-making style of Korean American consumers. Brand conscious consumers pay attention to the famous brand names of golf clubs generally sold at golf specialty stores and pro shops. Sproles and Kendall (1986) define brand consciousness as the want or desire of consumers to buy well-known national brands that are high-priced and substantially advertised. Consumers also believe that “price equals quality.” This finding is consistent with prior studies suggesting that Korean Americans tend to be more brand loyal and are willing to pay for quality (Hulin-Salkin, 1987; Karakaya, Delener, & Barnes, 2004). They believe that paying a higher price is justified because such a price represents increased quality in a product (Fan & Xiao, 1998).



**Factor 3: Confusion by Overchoice**

This factor measures characteristics of Korean American consumers confused by overchoice. Consumers are disordered by too much information available about too many different brands of golf clubs (Hafstrom, Chae & Chung, 1992). There are over 50 brands of golf clubs available to consumers, from well-known brands to new names trying to penetrate this competitive market. Marketing developers aim to position their new products next to market leaders' brands, creating hesitation in consumers who had intended to purchase those top brands (Foxman, Muehling, & Berger, 1990). Adding to this information overload is the confusing presence of different kinds of stores selling golf products to the golf equipment market, such as pro shops, golf specialty stores, and general sporting goods stores.

**Factor 4: Novelty/High-Tech Consciousness**

Korean American consumers are acutely aware of new styles of golf equipment and high-tech golf products. Innovative design and high-tech features of modern golf clubs are significant factors that influence consumer purchase decision-making among various levels of amateur golfers (Rubel, Griffiths, & Craven, 2014). Novelty/High-Tech conscious consumers are motivated to keep up-to-date with new styles and innovative products with cutting-edge technology. Rubel, Griffiths, and Craven (2014) attribute the increased popularity of golf partly to technological advances that have given participants better performance-enhancing equipment and, consequently, a more enjoyable game. The newest golf products enable golfers to hit the ball farther and more accurately. Golfers wanting to improve their skills are not deterred from paying a premium price for the newest high-tech products. Using advanced technology combined with better marketing, manufacturers have shortened the replacement cycles of golf equipment (Chou, 2004).

**Factor 5: Recreational/Hedonic Consciousness**

This factor reflects the fact that recreational/hedonic shoppers see shopping as a leisure activity; they enjoy spending time in stores and shopping just for fun (Sproles & Kendall, 1986). Korean American amateur golfers regard shopping is pleasant and enjoy shopping around pro shops and golf specialty stores such as Golfsmith and Olympic Golf. They are likely to seek out new information and to try out different golf clubs in indoor or outdoor driving ranges. Compared to convenience shoppers, recreational

shoppers tend to be actively engaged in seeking information (Bellenger & Korgaonkar, 1980).

***Factor 6: Habit/Brand Loyalty***

This factor measures a habitual, brand-loyal consumer orientation. Korean American consumers tend to own favorite brands such as TaylorMade, Callaway, Nike, and Mizuno, and they are likely to buy these same brands repeatedly. Habitual shopping behavior is a particularly well-known and common characteristic of brand-loyal consumers (Sproles & Kendall, 1986). Brand loyalty refers as well to the consumer's cognitive processes in repetitive purchase behavior of a particular brand, found in internally stored structures of information such as brand-related beliefs, states of affect, and behavior intentions (Jacoby & Chestnut, 1978; Mocanu, 2013).

The current study was an initial attempt to test and validate the CSI scale for Korean American amateur golfers. The resulting six-dimensional structure was found to be optimal for adequately representing characteristics of their decision-making styles of shopping for golf clubs. This analytic process thus demonstrates that in order to make psychometric properties of the CSI generalizable to consumers of different ethnicities, some factors from the original CSI scale must be reviewed and modified in order to bring to light their distinctive ethnic characteristics.

***Practical Implications of the Findings***

This study has shown that the validated six dimensions of consumer decision-making styles can be used to measure shopping orientations and consumer behaviors of Korean American consumers. One implication of these findings could be that marketers must learn how to communicate effectively their sport products' characteristics to their target consumers who are most likely to purchase them. For example, one of the marketing efforts aiming at Korean American group can be an approach representing in content and in language, such as Korean versions of print and/or electronic media. (Jun, Ball, & Gentry, 1993).

It would be crucial for golf shop retailers to understand that Korean American consumers are very conscious of novelty/high-tech products and loyal to certain brands. Korean Americans are more inclined toward involvement and commitment to golf than are other ethnic minorities, because they feel that golf provides them with significant recreational value as well as upscale lifestyle (Zhao & Park, 2013). Consumers who

want to be identified with their new culture may demonstrate conspicuous consumption of the newest products, or of certain brands of products, in order to be recognized as members of the host society (Jun, Ball, & Gentry, 1993).

Marketers could develop tailored marketing strategies by combining decision-making styles with demographic and/or socioeconomic information. Examining Korean American consumers' shopping orientation with demographic variables can be a critical step for marketers and retailers to identify and understand the variety of consumer segments (Siu et al., 2001). Further, segmentation based on decision-making styles can be even more effective when combined with other segmentation criteria, such as psychographics, product usage, and product benefits. Such a multistage segmentation approach would provide more precise and meaningful practical relevance for marketing efforts (Mullin, Hardy, & Sutton, 2007).

Consequently, this study could be the diagnostic value on golf retail management and businesses located in metropolitan areas that target Korean American consumers. Culturally-targeted marketing is an important strategy for marketers who want to sell their sport products to consumers in multicultural markets. A greater understanding of the factors involved in building relationships with markets of a particular cultural background will enhance marketers' ability to predict the amount and type of resources necessary for marketing efforts (Ownbey & Horridge, 1997).

### ***Future Research***

Additional efforts are needed to establish an instrument with psychometric properties that would allow its use for respondents from multiple cultures.

First, future research should consider the possibility of adding additional dimensions relevant to online shopping behavior, in order to render decision-making dimensions more effective at capturing all respondent characteristics. The six factors extracted in this study have not been confirmed for online shopping, which has become a new shopping trend in the last decade or so. Therefore, further scale development and modification for online shopping behavior could lead to an updated and improved instrument for measuring the decision-making styles of Korean American consumers.

Second, researchers should further investigate the shopping characteristics of consumer decision-making in relation to different types of sport products such as sport apparel, shoes, recreational/outdoor gear, etc. A considerable amount of research has already been accumulated on the consumer behavior of general products in many kinds

of product categories in various industries, but relatively few studies have examined consumer behavior in relation to sport equipment and sporting goods.

Third, In order to develop a more vigorous scale that captures distinctive ethnic characteristics of shopping orientations, some have suggested performing a confirmatory factor analysis (CFA) that is based on a combination of model fit/modification indices, in order to validate the number of dimensions and to ensure the unidimensionality of the scale for decision-making styles (Siu et al., 2001).

Fourth, for the purpose of cross-cultural comparison, it could prove useful to replicate this study, using similar methods, among other ethnic groups such as Chinese Americans, Japanese Americans, Mexican Americans, etc. The changing ethnic demographic in the United States makes it even more important to understand the differences and similarities between subcultures, as well as the varying ethnic identities that accompany this diversity. Such findings would provide marketers and retailers with perceptions of similarities and differences between diverse ethnic groups that could help to open up marketing opportunities and strategies.

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