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**EXPLORING THE EFFECT OF CONSUMERS' FOOD-RELATED
DECISION MAKING STYLES ON NATIONAL BRAND VS. STORE
BRAND CHOICE**

Abstract:

It is important for marketers to understand the individuals' buying decisions in a competitive environment. The concept of decision making style is one of the key determinants of consumers' behavioral patterns. This study aims to explore the effects of consumers' decision making styles on buying national and store branded food products. To examine consumer decision making styles, Sproles and Kendall's (1986) The Consumer Style Inventory (CSI) is adopted in the study. The framework of this study is based on eight consumer decision making style, expected to shape consumers' national and store brand choice on food products. The empirical analysis is based on data obtained from consumers living in Kırşehir, a city in Turkey. Questionnaires was handed over to 500 customer of retail stores both selling national and their own brands. Firstly, exploratory factor analysis is used to confirm the model, then multiple regression analysis is used to test the hypothesis and to compare consumer's national and store brand choice, in the context of their decision making styles. The study is expected to help retailers develop suitable strategies for national and store branded food products. In fact it is important to develop a certain and an accurate understanding of consumers' decision making styles for successful marketing and advertising strategies. Besides, different marketing strategies for both national and store branded food products can be tailored to the characteristics of consumers.

Keywords:

Consumer Decision Making Styles, The Consumer Style Inventory, Store Brand, National Brand

JEL Classification: M31