

PRESCRIBED CONSUMPTION AND DECISION-MAKING STYLES

A cross-cultural comparison France-China

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Agenda

- Decision problematic
- Literature review
- Research objectives
- Methodology
- Findings
- Academic & managerial implications
- Limitations & future research

Managerial decision problem

- Globalization & growing competition
- Higher product complexity & larger products offer

→ Is shopping prescription the solution?

Definitions

- Shopping prescription is:

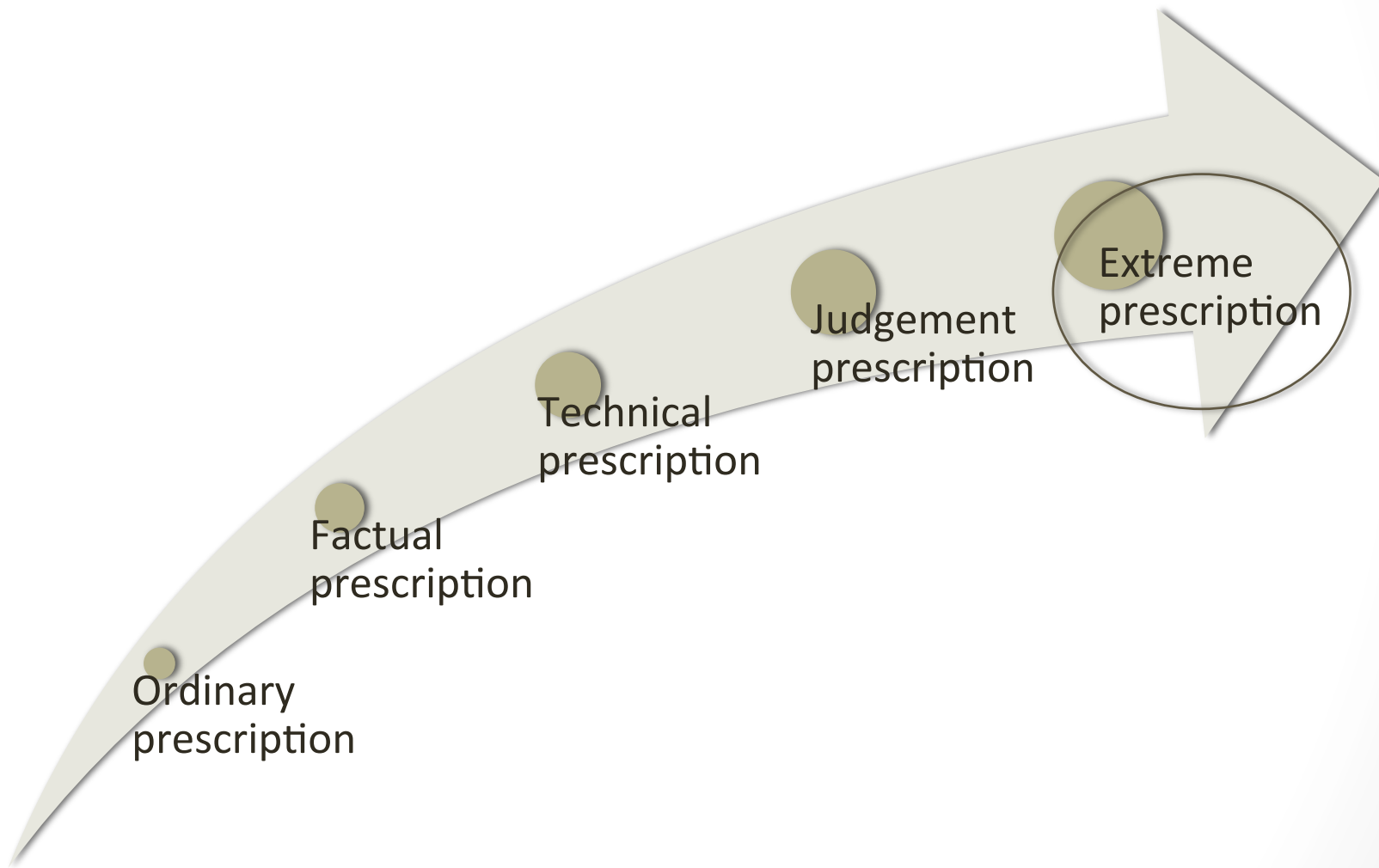
« a communication act that lies in a system of *influence* and which has the effect of inducing a person or a group of individuals to behave in a certain way » (Serraf 1978)

Definitions

- Similar to decision delegation & shopping surrogacy:

« a commercial enterprise, consciously engaged and paid by the consumer (...) to make or facilitate selection decisions *on behalf of that consumer* » (Hollander & Rassuli 1999)

Extreme prescription



(Hatchuel 1995; Stenger 2007)

Scarce research

- ✓ *Dependance to others* is a fundamental decision-making characteristic (Scott & Bruce 1995; Tai 2005; Zhu et al. 2009)
- ✓ *Opinion seaking* is positively correlated to quality, loyalty and confusion (Tai 2005)

Weight of subcontracting decision

- ✓ 5% > subcontract their decision (Chhabra & Olshavsky 1986)
- ✓ 15% > let others decide for them (Price & Feick 1984)
- ✓ 27% > seek for advice (Tai 2005)
- ✓ 54% > use a prescriber (Stenger 2008)

Cultural variable

- ✓ No cross-cultural data on decision delegation (Hollander & Rassuli 1999)
- ✓ *Opinion search* is positively correlated to uncertainty avoidance (UAI) & power distance (PDI) (Dawar et al. 1996; de Mooij 2004)
- ✓ France and China score high on those 2 dimensions (Hofstede 2001; Bao et al. 2003)
- ✓ But have a distinct cultural heritage (Hofstede 2001; Schwartz 1999)

Research objectives

1. Confirm shopping prescription consciousness as a *fundamental* decision-making characteristic
2. Know its *weight* and its *correlations*
3. Compare results between 2 *cultures*

Research approach

✓ Fundamental decision-making characteristics

(Sproles & Kendall 1986):

- ✓ Measures mental characteristics (cognitive & affective) & segments acc. decision-making styles
- ✓ Multidimensional
- ✓ Largely used in cross-cultural marketing research
(Lysonski & Durvasula 2013)
- ✓ **Concise but precise** (Sproles & Kendall 1986; Lysonski, Durvasula & Zotos 1996)

Research tool: *Consumer Styles Inventory* (Sproles & Kendall 1986)

Perfectionnist

Brand
conscious

Novelty
conscious

Hedonist

Price
conscious

Impulsive

Confused

Loyal

Prescription
conscious

Quantitative analysis

1. Factorial analysis (PCA + CFA)
2. Descriptive analysis (mean scores)
3. Clustering analysis (Ward + K means + discriminant analysis)
4. Analysis of variance (Manova + Anova)

Research field

- ✓ Pet food market is highly prescriptive
- ✓ Limited data despite economic weight
- ✓ 308 French & 221 Chinese pet owners



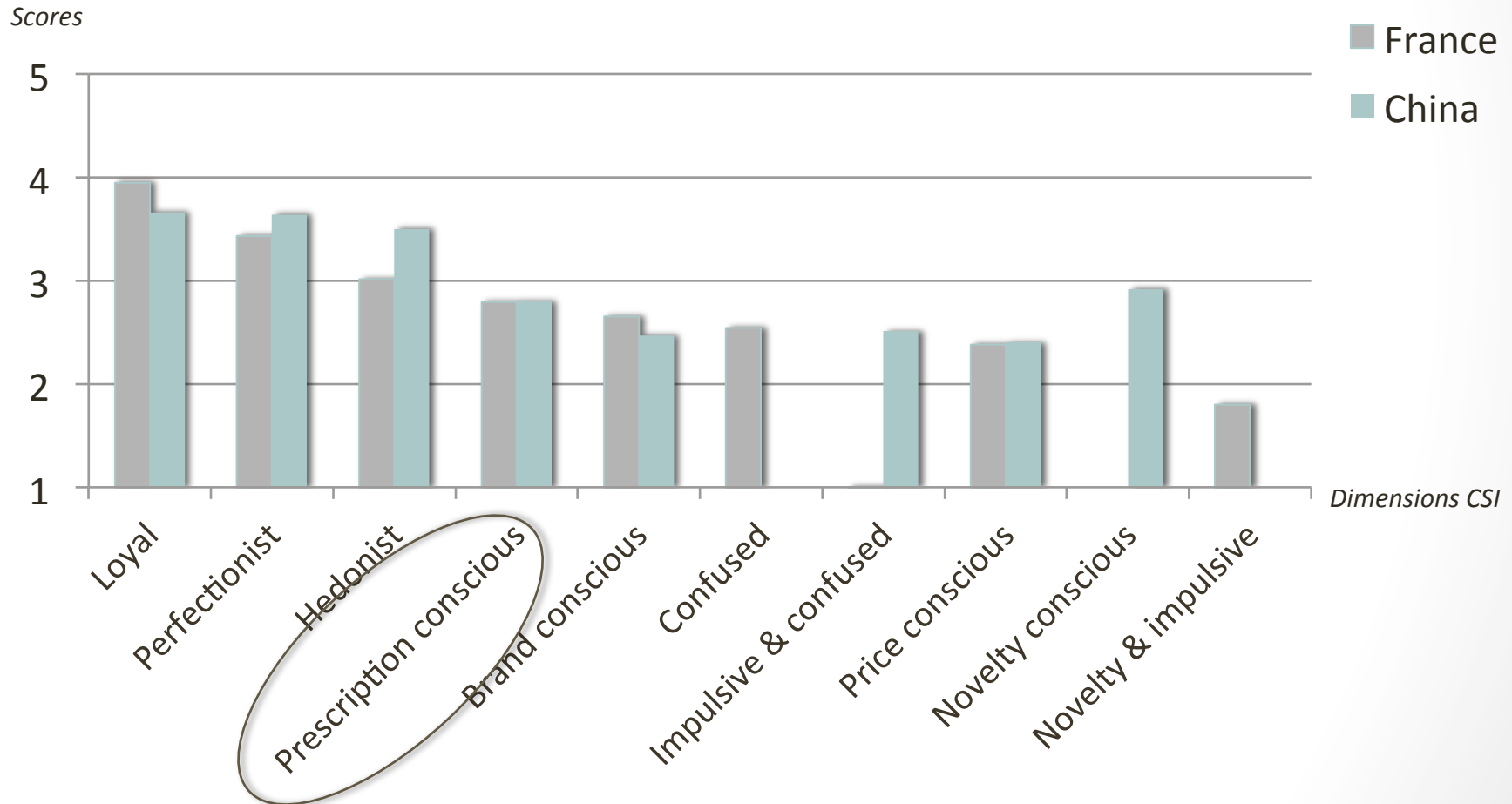
Prescription consciousness validation

- Validity & reliability analysis show:
 - ✓ Prescription consciousness is a separate component
 - ✓ KMO $>.781$; $p<.001$; Eigen Value $>.981$; Total var. Explained $>68\%$; Communalities $>.569$
 - ✓ CMIN <2.352 ; $p<.001$; GFI $>.867$; CFI $>.852$; RMSEA $<.075$
 - ✓ Cronbach Alpha $>.738$
- ➔ Fundamental consumer's decision-making characteristic

Answers frequency

- 33% of French consumers rather or strongly agree *to follow vets' prescription* (presc1) ; (China=29%),
- 16% of French consumers rather or strongly agree to say that vets decide *on their behalf* (presc5) ; (China=11%),
- 43% of French consumers rather or strongly agree that vets *influence* their brand choice (presc6) ; (China=39%)

Prescription consciousness weight

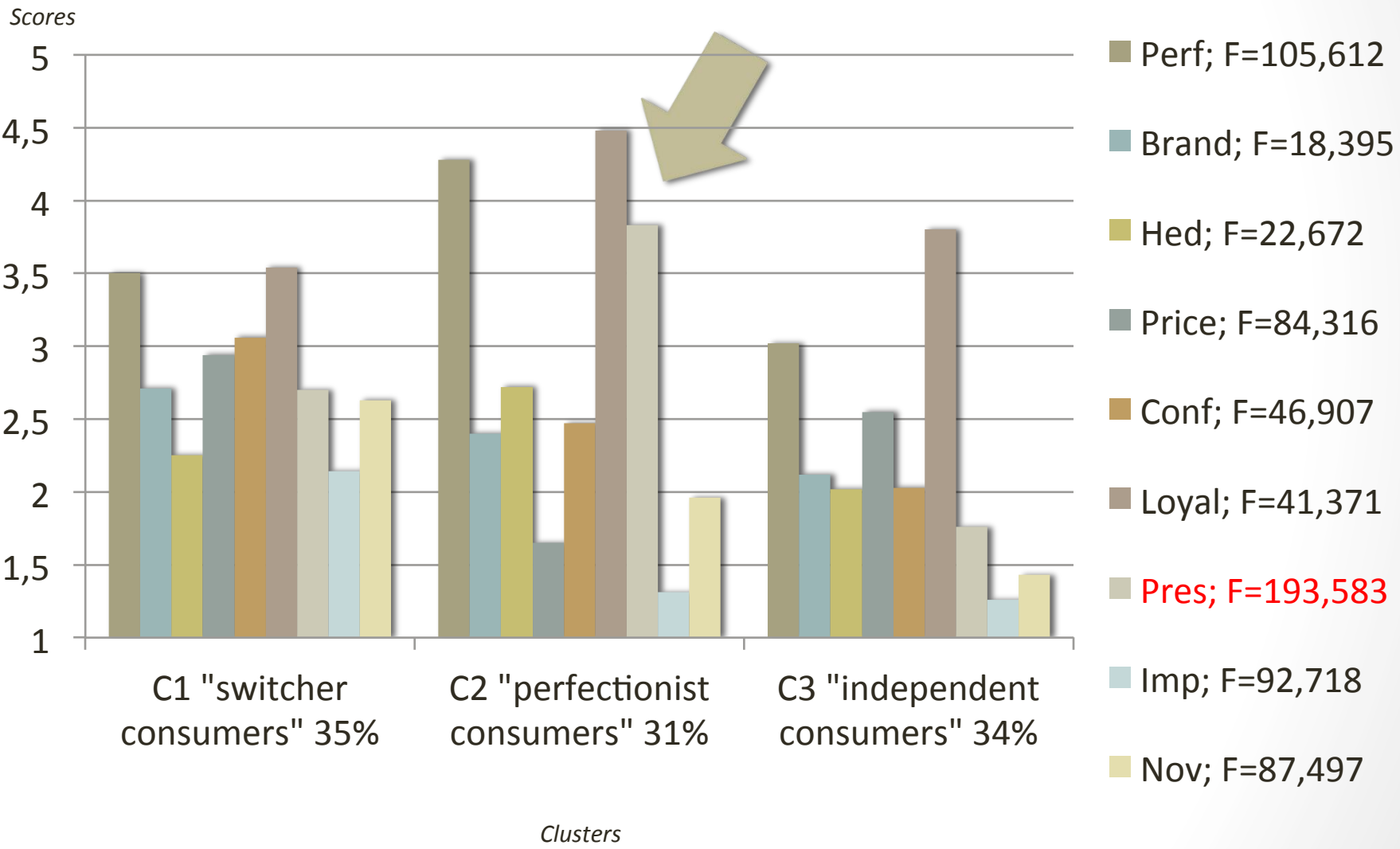


Correlations w/ prescription consciousness

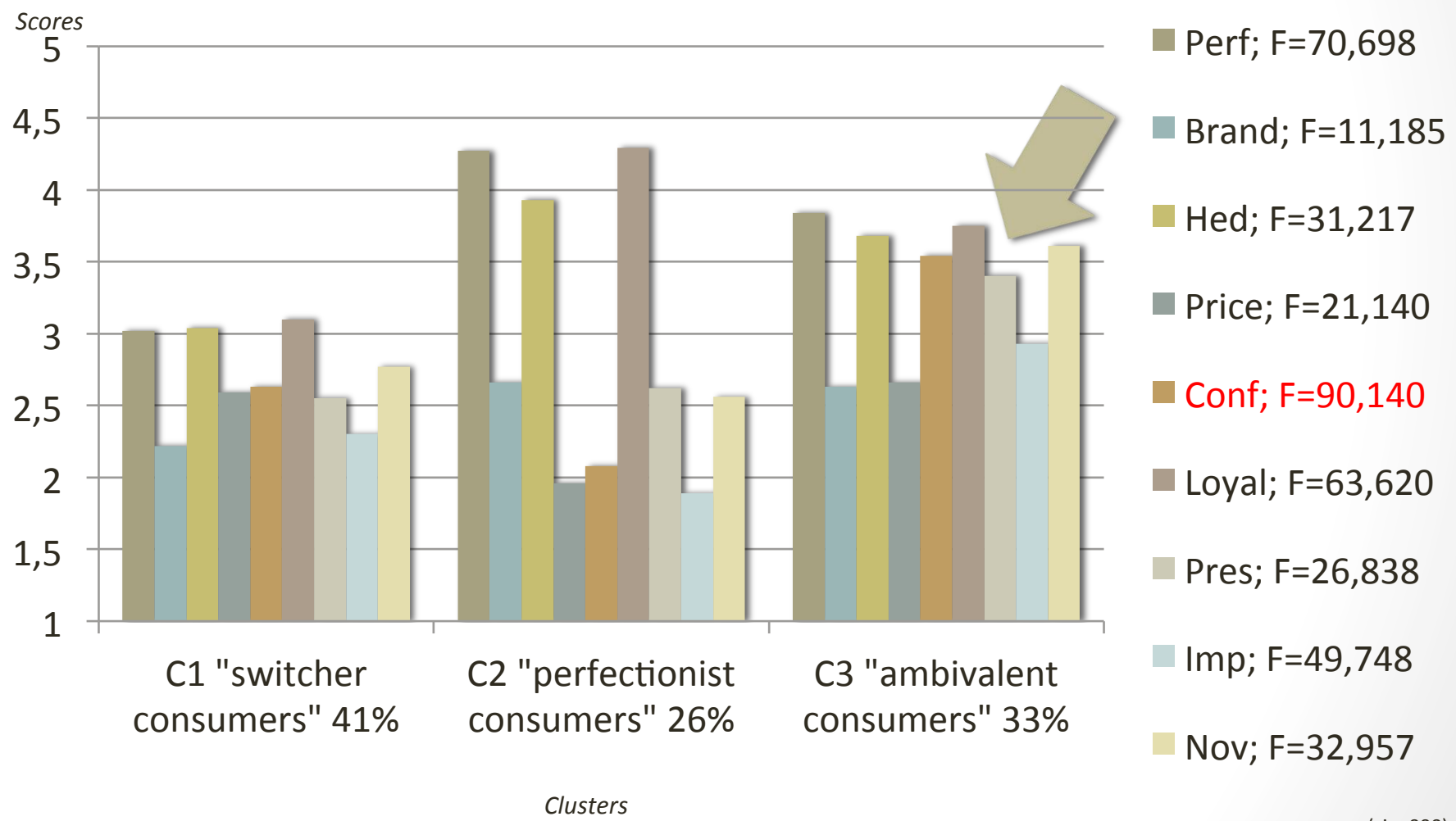
- Prescription consciousness is positively correlated to loyalty ($r_{Fr}=.225^{**}$; $p_{Fr}<.001$ et $r_{Ch}=.066$; $p_{Ch}=.327$), perfectionnism ($r_{Fr}=.533^{**}$; $p_{Fr}<.001$ et $r_{Ch}=.163^{*}$; $p_{Ch}<.050$) and confusion ($r_{Fr}=.227^{**}$; $p_{Fr}<.001$; $r_{Ch}=.384^{**}$; $p_{Ch}<.001$)
- In France, prescription consciousness is *negatively correlated* to price ($r_{Fr}=-.285^{**}$; $p_{Fr}<.001$)
- In China, prescription consciousness is *positively correlated* to any dimension ($p<.001$ exc. price consciousness)

French clusters

(sig.,000)



Chinese clusters



(sig.,000)

Cultural differences and similarities

- Data from analysis of variance show that:
 - There is *no significant* difference in consumers' prescription consciousness
($F(1, 527)=,013$; $p=,908$; $\eta^2<,001$)
 - There is *a significant* difference in consumers' decision-making styles ($\Lambda=,494$; $F(10, 518)=53,157$; $p<,001$; $\eta^2=,506$)

Academic implications (1)

- ✓ Prescription consciousness may be considered as a *fundamental* purchasing decision-making characteristic
- ✓ Moderate weight, but discriminant role on formation of CDMS segments (France)

➔ Re-consider this concept when studying decision making process

Academic implications (2)

- ✓ Contrary to CDMS, brand prescription consciousness is similar from a culture to another
- ✓ Prescription correlated dimensions vary from a culture to another
- ✓ Prescription is associated with UAI & PDI

Managerial implications

- ✓ Put prescribers' network in place in high UAI and PDI countries:
 - ✓ To improve loyalty
 - ✓ To offer additional services > to ease purchasing act
 - ✓ To increase sales
- ✓ Prescription is consistent with a high-end positioning

Limitations & future research

- ✓ Small chinese sample
- ✓ Single product survey
- ✓ Only 2 cultures involved

- ✓ Test those findings:
 - ✓ In other complex product categories
 - ✓ In other low uncertainty avoidance and power distance countries (USA)

Thank you for your attention!

