

Shopping Styles amongst Different Cultural and Ethnic Groups in Famagusta, Northern Cyprus

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ABSTRACT

The term "shopping style" refers to a mental attitude that describes an individual's approach to making shopping decisions. Consumers from various ethnic groups are believed to have a shopping style that is native to their ethnic backgrounds. With this in view, marketing professionals are bequeathed with the responsibility to investigate the various ethnicities present in the market and modify their marketing strategies in such a manner that rhymes with the respective shopping styles of these ethnicities.

This thesis is concerned with investigating if the various ethnic groups in Famagusta, Northern Cyprus adopt different shopping styles and also to ascertain the shopping styles of these ethnic groups. To achieve these, the study adopted a quantitative approach. It is important to highlight that the study delimited the ethnic groups to Africans, Arabs, Iranians, and Turks. Data was collected via the use of electronic questionnaires (Google Forms) from a sample of 162 consumers of diverse ethnicities living in Famagusta. Obtained data was analysed with the help of multilinear correlation, regression and t-test. This was done via the aid of SPSS version 20.0. According to findings, there was no difference between ethnic groups in terms of quality, recreational, price, novelty-fashion, impulse, habit, and confused-by-overchoice shopping styles. On the other hand, there were differences between these ethnic groups in terms of brand consciousness and endorsement shopping styles. Also, the study found out that Africans made use of price shopping style as against other ethnic groups which made use of recreational, price and confused-by-overchoice shopping styles. Further to this, the study recommended that marketers in Famagusta should design their marketing strategies in line with price, recreational and confused-

by-overchoice shopping styles. Doing this would trigger an increased patronage of their products and services.

Keywords: shopping styles, ethnicity, culture, purchase intention.

ÖZ

"Alışveriş tarzı" terimi, bireyin alışveriş kararları verme yaklaşımını tanımlayan zihinsel bir tutumu ifade eder. Çeşitli etnik gruplardan gelen tüketicilerin, etnik kökenlerine uygun bir alışveriş tarzına sahip olduklarına inanılmaktadır. Bu bakış açısıyla, pazarlama uzmanlarına, piyasada bulunan çeşitli etnik kökenleri araştırma ve pazarlama stratejilerini bu etnik kökenlerin ilgili alışveriş tarzlarıyla uyumlu olacak şekilde değiştirme sorumluluğu verilmiştir.

Bu tez, Kuzey Kıbrıs Gazimağusa'daki çeşitli etnik grupların farklı alışveriş tarzlarını benimseyip benimsemediklerini araştırmak ve bu etnik grupların alışveriş tarzlarını tespit etmekle ilgilidir. Bunları başarmak için, çalışma nicel bir yaklaşım benimsemiştir. Çalışmanın etnik grupları Afrikalılar, Araplar, İranlılar ve Türklerle sınırlandırdığını vurgulamak önemlidir. Veriler, Gazimağusa'da yaşayan çeşitli etnik kökenlerden 162 tüketiciden oluşan bir örneklemden elektronik anketler (Google Formlar) kullanılarak toplanmıştır. Elde edilen veriler multilineer korelasyon, regresyon ve t-testi yardımıyla analiz edilmiştir. Bu, SPSS 20.0 sürümü yardımıyla yapıldı. Bulgulara göre, etnik gruplar arasında kalite, eğlence, fiyat, yenilik-moda, dürtü, alışkanlık ve aşırı seçim alışveriş stilleri açısından fark yoktu. Öte yandan, bu etnik gruplar arasında marka bilinci ve ciro lu alışveriş stilleri açısından farklılıklar vardı. Ayrıca, çalışma, Afrikalıların eğlence, fiyat ve çok seçenekli alışveriş stillerini kullanan diğer etnik gruplara kıyasla fiyat alışveriş stili ni kullandıklarını ortaya koydu. Buna ek olarak, çalışma, Gazimağusa'daki pazarlamacıların pazarlama stratejilerini fiyat, eğlence ve çok seçenekli alışveriş stillerine göre tasarlamalarını tavsiye etti. Bunu yapmak, ürün ve hizmetlerinin artan bir himayesini tetikleyecektir

Anahtar Kelimeler: alışveriş stilleri, etnik köken, kültür, satın alma niyeti

DEDICATION

This study is magnanimously dedicated to my parents Pastor Dr & Mrs Gbadero. Who have consistently and selflessly supported me and have been a drive to attain greatness. Thank you for your moral / morale support, financial and emotional support.

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Chapter 1

INTRODUCTION

1.1 Background to the Study

Prior to the advent of globalisation, people of different ethnic origins have been known to migrate from their hometown to various places for one reason or the other. Cultural mix, where people of diverse cultures exchange their goods, services, ideas and customs as they migrated and interacted with one another became a common feature in societies. All these were known to exist before globalisation. However, the emergence of globalisation only sped up the integration and interdependence process of diverse cultures since seeming geographical barriers were removed. The advancement of transport technology, for example the invention of the aeroplane sped up the rate at which people migrated and at which various cultures mixed with one another. This cultural mix where people of different cultures mingled with one another in a given location further led to acculturation. According to Birman and Addae (2015), acculturation is the change in culture of a given ethnic group based on the contact with another ethnic group. It is a situation where a newly arriving group adopted the culture of the existing group. Although the culture of the immigrants is altered by that of the dominant ethnic group, it is not completely altered. Societies inhabiting people of various ethnic origins seem to be the order of the day in modern times.

It is important to recognize that individuals move from one geographical location to another for a variety of reasons. The reasons could be economical, political, physiological, or otherwise. Whatever the cause for individuals moving from one location to another, their cultures are still affected in one way or the other by the culture of the place they migrate to.

The existence of different ethnic groups in a given society indicates actual differences in consumption pattern as people from these ethnic groups are known to have different tastes and preferences. Presence of ethnic consumers therefore widens the customer base for different business organisations to offer their products/services for sale (Jamal, Penaloza, & Laroche, 2015). This understanding therefore makes corporate managers and marketers to begin to see ethnicity as an important factor to consider when planning and implementing their marketing strategies. However, this factor poses great challenges to marketers in the creation of marketing contents for specific ethnic groups as the conventional marketing contents for the mainstream market seem to be less effective for different ethnic groups (Njomo, 2013). Bamford (2010) gave clarity to the foregoing by asserting that a marketing approach that is tailor-made to each ethnic group is more effective than the traditional marketing approach that generalises all consumers as one market. This means that for marketers to effectively capture target market, marketing approaches relevant to such target market has to be adopted. Due to this, marketers whose target market is a given ethnic group are beginning to increase the adoption of ethnic marketing (Sibisi & Abrahams, 2018) so as to generate better sales volume and capture a larger share of such target market. It also increases the satisfaction and thereby provides loyalty. It should be noted that ethnic marketing can also be called “ethnicity marketing”.

With people coming from various ethnic backgrounds, it is normal to believe that their buying behaviour would be based on their ethnic biases. This is affirmed by Cleveland, Papadopoulos, and Laroche (2011) who stated that ethnic and cultural background is a strong indicator of consumer behaviour. This brings to the fore the need for business organisations to pay attention to the ethnicity of their consumers and evaluate the shopping styles adopted by them when they make purchase. Tai (2005) brings validation to the foregoing by stating that the evaluation of shopping styles is necessary because it helps marketers and merchants better grasp the preferences and demands of various customer groups.

The Republic of Northern Cyprus is one of those places that accommodates people from various cultural and ethnic backgrounds. People of various ethnic origins other than the Turkish Cypriots are known to dwell in Northern Cyprus. People from African and European countries and other parts of the world are seen to live in Northern Cyprus. Due to this, it is only expedient for business organisations which operate within the geographical borders of Northern Cyprus to investigate into the purchasing styles of different ethnicities available in their target market so as to understand their respective shopping styles for increased sales.

1.2 Problem Statement

Having rigorously reviewed the literature and to the best of the knowledge of the researcher, there seems to be no study examining shopping styles and purchase intentions amongst Africans and other ethnic groups in Famagusta, Northern Cyprus. It is imperative to state that Cyprus is a country divided into two major parts - Northern Cyprus and Southern Cyprus. These two regions are inhabited majorly by two official ethnic groups – Turks and Greeks (World Factbook, 2021). The Turks are known to

live in the North while the Greeks live in the South. This study focuses on Northern Cyprus where the Turks are the dominant ethnic group. Despite the Turks being the dominant ethnic group in Northern Cyprus, other minor ethnic groups still live within its geographical borders for one reason or the other. Amongst the minor ethnic groups living in Northern Cyprus, Africans, Iranians, Russians, etc. are seen as some of the groups with less population residing in the country. A reason for this could be that Africans who live in the Northern Republic of Cyprus are either there for educational purposes or tourist visit. Although the population of Africans and other ethnic groups seem to be insignificant compared to the Turks, it is important for organisations which seek to further increase their customer base and market share venture into practices that can include potential customers of other ethnic origins in their target market. This is because the already existing Turkish market is highly competed for by many organisations.

Also, with the Turks being the dominant ethnic group in Northern Cyprus, organisations are already well acquainted with their shopping styles and how those styles dictate their purchase intentions. On the other hand, there seems to be very little knowledge in the literature on the shopping styles of Africans and other ethnic groups living in Famagusta, Northern Cyprus. It is against this backdrop that this study evolved.

Findings from this study will provide organisations in Northern Cyprus with rewarding information on the styles Africans and other ethnic groups adopt when purchasing a product or service. This will help them correctly identify the kind of products/services to make available so as to increase their profitability. It is imperative to state that Asians, Arabs and Iranians are the other ethnic groups being examined by this study.

1.3 Research Questions

Below are some questions that led to this study:

- (i) Is there any difference between ethnic groups based on shopping styles in Northern Cyprus?
- (ii) What are the shopping styles of the various ethnic groups in Famagusta, Northern Cyprus?

1.4 Research Objectives

It is the goal of the study to achieve the following objectives:

- (i) To determine whether there is a difference between ethnic groups based on shopping styles in Northern Cyprus.
- (ii) To identify the shopping styles of various ethnic groups in Famagusta, Northern Cyprus.

1.5 Outline of the Study

This research is arranged into five chapters as given below:

- Chapter one which is the introductory chapter provides a background upon which the study is built, it highlights the missing gap the research intends to fill, research statement, and the objectives of the research.
- Chapter two presents the review of relevant literatures to the research problem. Different scholarly works on the variables of the topic are presented.
- Chapter three gives a description of the methodology adopted for providing answers to the research questions. This includes the research approach, source of data, research instruments, methods of data analysis, and ethical considerations.
- Chapter four gives a description of the results obtained from the data analyses conducted and interprets the results in the comparison with existing literatures.

- Chapter five brings the study to a close by concluding on the findings obtained from the study. It also expresses the study's limitations and provides suggestions for further studies.

Chapter 2

LITERATURE REVIEW

Chapter two deals with the review of existent literatures in areas of ethnicity marketing, shopping styles and consumer purchase intentions. To begin with, ethnicity marketing, shopping styles and consumer intentions are conceptualised based on the perspectives of different scholars. Subsequent to that, the relationship or link between both concepts is explained giving reference to previous scholarly works. Moreover, the theoretical framework adopted for the study shall be stated in this chapter.

2.1 Theoretical Framework

2.1.1 Theory of Reasoned Action (TRA)

This Theory was propounded by Fishbein and Ajzen (1975) in an attempt to distinguish between attitude and behaviour. According to this theory, a causal chain is formed by the beliefs, attitudes, intentions and behaviour of an individual. A causal chain is formed in the sense that the beliefs held by an individual gives birth to his attitudes. These attitudes further lead to the intentions of such individual which ultimately determines the kind of behaviour he portrays. Summarily, all Fishbein and Ajzen (1975) were saying is that the behaviour exhibited by an individual is determined or predicted by a given behavioural intent. In the words of Ajzen (2002), this theory is of the proposition that behavioural intentions are predicted by subjective norms and attitudes.

This theory is relevant to this study because the shopping styles adopted by consumers are predicted by their subjective norms and attitudes. A second justification for the relevance of this theory to this study is the assertion of Zhang, Zhou, and Liu (2020) where they stated that the theory is one of those few models that appropriately explain the shopping styles of consumers. Every consumer's shopping style is affected by their beliefs, attitudes and norms. For instance, in this case where the study is premised upon ethnicity, the various beliefs, norms and attitudes of different ethnic groups and culture will determine the shopping style to be adopted.

2.2 Conceptual Clarifications

2.2.1 Shopping Styles

Shopping styles also known as consumer decision-making styles were first conceptualised by Sproles and Kendall (1986). According to them, shopping styles refer to the psychological orientation that characterises the consumer's approach to making choices. In the definition of Song (2011), shopping style is a consumer purchasing decision-making process characterized by how consumers make their purchasing decisions. Sproles and Kendall (1986) developed this concept as a construct which they refer to as the dimension of "basic consumer personality" similar to the way the word "personality" is used in psychology (Lysonski & Durvasula, 2013). Previous studies also support the development of this structure. Wells (1975) and Moschis (1976) in their studies evaluated the lifestyle categories and typologies of consumers based on shopping styles or decision-making respectively. These studies represent earlier attempts made in order to describe consumers' profiles. The common point of these attempts is to assume that consumers have different mindsets or personalities, which determine how they participate in or make decisions. Essentially, consumers can be described by basic and identifiable decision-making patterns or

styles; including rational or impulsive buying, brand awareness, price consciousness, etc. (Lysonski & Durvasula, 2013).

In slight contrast to the foregoing, Wanninayake (2014) asserted that the research on consumer decision-making style can be divided into three main methods, namely psychological/lifestyle method, consumer typology method and consumer characteristic method. The psychological/lifestyle approach includes many characteristics of consumer behaviour. The consumer typology method identifies various types of customers, and the consumer characteristic method addresses different cognitive dimensions of consumer decision-making. Amongst these three methods, Lysonski, Durvasula, and Zotos (1996) affirmed consumer characteristics method to be the most dominant and descriptive method. Therefore, this method focuses on the psychological orientation of consumers when making decisions. This means that decision making styles can be discovered by consumers' overall orientation towards purchases.

2.2.1.1 Dimensions of Shopping Styles

Sproles and Kendell (1986) established eight dimensions through which shopping styles of consumers can be measured. These dimensions have become generally acceptable in the literature and are seen as the standard for measuring consumer's decision-making styles. These dimensions include: perfectionism/high quality consciousness, brand consciousness, novelty-fashion consciousness, recreational/hedonistic shopping consciousness, price and value for money consciousness, habitual/brand loyal and confusion from over-choice.

This can be diagrammatically shown below:

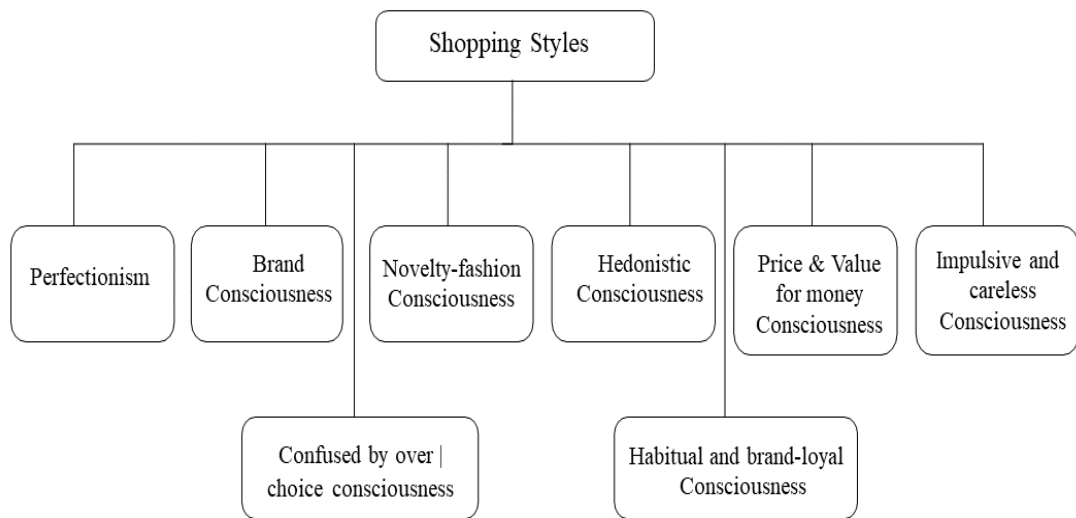


Figure 1: A Diagrammatic Representation of Sproles and Kendall's (1986) Eight-Dimension Model of Shopping Styles

The above diagram provides a visual representation of the eight dimensions of shopping styles postulated by Sproles and Kendall (1986). As shown in the diagram above, perfectionism, brand consciousness, novelty-fashion consciousness, hedonistic consciousness, price & value for money consciousness, impulsive and careless consciousness, confused-by-overchoice consciousness, habitual and brand-loyal consciousness are all the various dimensions of shopping styles. In subsequent paragraphs, these shopping styles would be explained.

Firstly, as regards perfectionism/high quality consciousness, the intentions of consumers are measured to search for the products that are of the best quality. Consumers with this kind of characteristics usually shop with more carefulness and rationally. Their shopping is usually not done haphazardly. Most times, they are usually dissatisfied with products that seem to be good-enough; their tastes or preferences are usually for the best products (Saleh, Alhosseini, & Slambolchi, 2017).

On the other hand, the impulsive and careless buyers are ones who do not carefully plan their shopping. They purchase products or goods and services irrationally and out of impulse. Most times, they do not take out time to search out for the best quality products/services. This kind of shoppers are usually prone to regrets after they would have made purchases since they make purchasing decisions haphazardly, irrationally, quickly and out of impulse.

With regards to brand consciousness, shoppers tend to purchase products/services that are of a higher price and of a well-known and respectable brand. This kind of consumers are of the opinion that products/services with a higher price reflect higher quality. Hence, these consumers tend to buy best and highly reputable brands.

Consumers who are recreational or hedonistic conscious are those who engage in shopping activity just for the fun of it. They derive pleasure in shopping. As regards consumers who are novelty-fashion conscious, they are more concerned about being current with the latest fashion styles and are obsessed with purchasing new products. In contrast to novelty-fashion conscious consumers, habitual and brand-loyal consumers are those who are not bent on purchasing new varieties of products. They stick to their favourite brands and stores and find it difficult to stop their patronage of such when shopping.

Concerning price and value conscious consumers, they are more concerned with purchasing products/services with lower price. Consumers who score high in this dimension have a greater tendency to purchase products that are of lower prices. Before making their purchasing decision, they tend to compare the prices and quality of various products. After their comparison, they purchase products with lower prices

that can still satisfy maximally their needs, hence, getting the best value for their money.

Finally, with regards to consumers who are confused by over-choice, as a result of the oversaturation of market information on different products, these consumers find it difficult to decide on which products to purchase. These consumers often get confused on which product to purchase given the fact there are a large variety of their choices at their disposal in the market. Given their confusion, they are prone to spend more time in the market than those who are not with such characteristics.

2.2.2 Consumer Purchase Intentions

According to Eagly and Chaiken (1993), intention is simply defined as a commitment plan, or decision that a person makes to implement an action or attain a goal. In the view of John and Jagsish (1969), consumer purchasing intention is seen as the attitude of a consumer concerning a given purchasing behaviour coupled with his or her degree of willingness to make payment. Ajzen (1991) explained intention as an indicator of how much effort people are willing to put in to purchase a given product or service. From these definitions, consumer purchase intentions can be seen as a concept that helps in understanding why consumers buy certain brands (Esmailpour & Mohseni, 2019). Morinez et al. (2007) defines purchase intention as a consumer's proclivity to buy particular products under specified circumstances. It is a kind of decision-making that examines the reason why a consumer buys a particular brand (Shah et al., 2012). Premising on the foregoing definitions, consumer purchase intentions can simply be defined as the willingness of consumers to purchase a given product due to reasons attributable to such product.

2.2.2.1 Factors Influencing Purchase Intentions of Consumers

There are several factors that influence the purchase intentions of customers in the literature. Different scholars through their various perspectives have identified several factors affecting or influencing consumers' purchase intentions. One of them is Karim (2020) who in his study stated that trust, online behavioural advertising and social media are some factors that significantly affect the purchase intentions of consumers. As regards online behavioural advertising, it is a kind of advertisement done online that is targeted directly at the people who are the most related to a product/service (Kusumawati, 2017). With the advancement in information and communication technology, advertising on online platforms tends to influence the purchase intentions of consumers. Social media on the other hand have created new avenues of networking between online sellers and online buyers. Customers can join in forums and online social groups like Facebook, Whatsapp, Tiktok, etc., where they can share their experiences and knowledge, as well as suggest their opinions to others. These opinions of others have the tendency of influencing the purchase intentions of other consumers. Finally, trust is a necessary component of most commercial and social relationships; in fact, all trades require a component of trust. People are more likely to purchase products or services that have a reputation of trustworthiness.

On the other hand, Mirabi, Akbariyeh, and Tahmasebifard (2015) opined that the purchase intention of consumers is affected by three major factors – product quality, advertising and brand (name). According to them, purchase intention of a consumer(s) may be changed due to the influence of the perceived quality of a product/service. If the product is perceived as to be of a high quality, it positively impacts on the purchase intention and vice versa. With regards to advertising, it is an element of the promotion

mix, often known as the 4p marketing mix (price, production, promotion, and location). As one of the promotion techniques, advertising is a key instrument for establishing awareness in the minds of potential customers so that they may make a purchase choice. Finally, brand simply refers to a symbol or name and it is a vital tool for establishing a favourable image in the minds of customers. The brand of a company or firm plays a critical role in retaining a company's market share and attracting loyal consumers. Customers that are loyal to a brand are more likely to repurchase and suggest it to others.

Moreover, Potgieter, Wiese, and Strasheim (2013) identified ethnic origin as one of the factors that influence the purchase intentions of consumers. According to them, ethnic origin refers to the genetic root of which an individual emanated from which influences how various individuals intend to purchase given products and services. De Mooij and Hofstede (2011) supported the foregoing by stating that consumers' purchase intentions vary based on their respective ethnic origins.

2.3 Previous Studies on Shopping Styles

Adding to the conceptualisation of shopping styles by Sproles and Kendall (1986), the Consumer Style Inventory (CSI), a construct used to assess shopping styles, was also evolved by the same authors. Since then, the CSI has been used in different environmental context to assess the shopping styles of various consumers. In this section, past studies that have adopted this construct shall be highlighted.

Lysonski, Durvasula, and Zoto (1996) examined the cross-cultural applicability of CSI while further investigating the decision-making situation of consumers in four different countries (i.e., India, the United States, Greece, and New Zealand).

Nevertheless, the price and "value for money" style were not integrated in the study. Lysonski et al. (1996) identified three common consumer decision-making methods in two developed countries (the United States and New Zealand) and two developing countries (Greece and India). They are brand awareness, novel fashion awareness, and habitual and loyal brand orientation. The study performed by Lysonski et al. (1996), concluded that although the CSI list were supported from a sample of four countries, the scientific investigators noted that CSI seems to be applied more in countries that are economically developed (United States and New Zealand) than in countries that are just developing economically (India and Greece).

Leo, Bernett, and Hartel (2005) investigated the cross-cultural differences in shopping styles between Australians and Singaporeans in Australia. The study's results indicated that there were significant differences between both ethnic identities in terms of confused-by-overchoice, brand consciousness and innovativeness shopping styles. This finding suggests that consumers' cultural and ethnic values are responsible for the difference in their shopping styles.

Velioglu, Karsu, and Umut (2013) evaluated the effect of ethnic origins on the shopping styles of consumers in a multicultural city called Duzce in Turkey. The study was conducted among eleven (11) different ethnic groups in the city which are: Abkhazians, Bosnians, Albanians, Circassians, Cremean Turks, Gypsies, Georgians, Lazs, Kurds, Muhajirs, and Manav. Findings from this study revealed that there were differences between these ethnic groups in terms of recreational, confused-by-overchoice, brand consciousness and impulsive shopping styles adopted.

Kwan, Yeung, and Au (2004) in their study, showed that the CSI scale had a high reliability level by utilising a sample of 161 university students in the mainland cities of Beijing, Guangzhou and Shanghai. The results revealed six decision-making styles (recreational and hedonistic consciousness, perfectionist consciousness, confused by over-choice, habitual and brand loyalty, price and value consciousness, brand and fashion consciousness were discovered in the mainland of China.

Bae, Pyun, and Lee (2010) conducted an exploratory study on the consumer decision-making styles for Singaporean college consumers. Unlike the traditional CSI, Bae et al. (2010) made use of the scale Purchaser Style Inventory for Sport Products (PSISP) consisting of nine (9) dimensions which was administered to 234 college students in Singapore. Factor analysis and alpha coefficients were used to measure the scale reliability. Results showed a high reliability of the scale and the commonality of some decision-making styles of consumers.

Song (2011) carried out a study in which he attempted to understand the connection between online apparel purchasing and decision-making styles of consumers. In carrying out the study, 245 usable questionnaires were retrieved. The Consumer Style Inventory (CSI) was one of the constructs used in the questionnaire and it was seen to have a very high level of reliability and validity. However, the price-sensitive factor was shown to have a low level of reliability. The study concluded that there are three main purchasing decision style of consumers and each type varies in behaviour from the other two types of consumers. These three main purchasing decision style consumers include: quality-seeking consumers, dazzling and impulsive consumers, and fashion-seeking consumers.

Alavi, Rezaei, Valaei, and Ismail (2015) examined purchase intention, satisfaction, and shopping mall consumer decision-making styles. They aimed at using consumer decision-making styles as predictors for the satisfaction level and purchase intention of consumers. A sample of 327 consumers from different shopping malls in Kuala Lumpur, Malaysia was used. The CSI scale was adopted and it was found to be of a very high reliability and validity. Results from the study indicated that hedonic shopping styles consumers who display high level of habitual, brand consciousness, fashion consciousness, recreational conscious style have lower levels of satisfaction and purchase intention while shopping. On the other hand, consumers who are of the characteristics of the novelty and fashion-conscious style possess lower satisfaction level but do not exhibit lower purchase intention. Also, utilitarian shopping styles consumers who show a high level of price consciousness, confused by over-choice and high-quality conscious style consumers are highly satisfied while impulsive/careless consumers are not. It was further revealed in their study that price conscious, impulsive/careless consumers and confused by over-choice consumers have a higher level of purchase intentions as against high-quality conscious consumers who showed a lower purchase intention.

Saha and Sharma (2020) examined the effect of the decision making styles of consumers on the purchase intention of branded apparels online. The study made use of a sample of 372 respondents who have ever bought an apparel online. Data was collected using electronic questionnaires and analysed with aid of multiple regression. The CSI invented by Sproles and Kendall (1986) was utilised for assessing the decision-making styles of consumers. Findings from the study showed that all factors

except that of Novelty/Fashion Conscious significantly impacted purchase intention of online branded apparels.

2.4 Culture

Culture is very central to the shopping style of any individual. It is a phenomenon that emanates from social forces and ancestral demands (Sepahvand, Esmaili, Mousavi, & Alizadeh, 2018). National culture influences consumer decision-making style, and on the other hand, subculture is part of national culture. A subculture is a group that is a member of the prevailing culture but varies in certain fundamental ways (Dowd & Dowd, 2003). Every nation is characterised by different subcultures despite it having its national culture.

It is imperative to state that for a marketing strategy to be effective, there has to be an understanding of the target market (Ho, Ong, & Lee, 1997). This assertion suggests a need for marketers to identify or know the shopping styles of various ethnic consumers in a multicultural society. For instance, in Duzce, a city in Turkey which is known to be multicultural, the various ethnic groups living there are known to utilise different shopping styles when attempting to purchase a product or service. As revealed by Velioglu et al. (2013), recreational, confused-by-overchoice, brand consciousness and impulsive shopping styles were the different shopping styles seen to be prevalent in the city.

Culture is an issue that is ingrained into the fabrics of the subconscious mind of an individual. This is because he/she was born into it and grows with it. Without culture, “the human” component of an individual would be absent. This is so because the absence of culture means the absence of language to communicate and express oneself

freely, absence of self-identity and consciousness, and the inability to think or reason effectively (Giddens, 2005). This is why culture is popularly defined as the way of life of an individual or a group of individuals.

Culture is known to constitute various elements. These elements include: language, symbols, values, norms, and beliefs (Ituala-Abumere, 2013). It is pertinent to reiterate that culture differs from place to place. In fact, the geographical boundaries existent in the world already classify or separate people into different culture. This results into what is called cultural diversity.

Cultural diversity is just a term used to refer to the variations in culture of different people. The difference in culture of different individuals is responsible for their behaviour, consumption, reasoning and belief. Culture is indeed a force that has a stronghold on the psychology of an individual. Marketers are becoming more aware of culture being strongest predictor of the attitudes, lifestyles and behaviours of consumers (Cleveland & Chang, 2009). Cultural values are used as norms by members to ascertain the adequacy of their actions, steer their self-expression and provide a rationale for the choices they make. The culture concept has become very popular and strengthened. One of the strengths quoted by Tayeb (1994) is that different cultural groups exhibit different shopping styles in analogous purchase circumstances due to variations in foundational attitudes and values.

Several scholars have empirically investigated if culture plays an important role in the buying behaviour of an individual. Durmaz, Celik and Oruc (2011) who evaluated the effect cultural factors have on the buying behaviours of consumers showed that most consumers consider their culture as an important factor when purchasing goods and

services. Another scholar, Akpan (2016) who studied the effect of cultural factors on consumer buying behaviour of pork meat in Nigeria, revealed that cultural factors exert a tremendous influence on the consumption of pork meat in Nigeria. He was able to arrive at this conclusion through the use of quantitative data analytical methods like multiple regression analysis and relative important index. Moreover, Shahid, Muhammad, Sabbardahham, Rai, and Irshad (2013) who also studied culture in relation to buying behaviour of individuals in Pakistan revealed that impulse buying behaviour is predicted by cultural values and lifestyle of Pakistani consumers.

2.5 Decision-Making and Consumer Behaviour

Consumer behaviour is defined as how people make purchasing decisions coupled with how they use and dispose of the items bought by them (Lamb, Hair, & McDaniel, 2004). It refers to the sequence of stages consumers undergo before making up their minds to buy and use a product or service (Murray & O'Driscoll, 1996). Howard (1994) in his own perspective explained consumer behaviour as the manner customers use in distinguishing between items or services, the reason for the purchase and consumption of a given product or service, and how they think and act when purchasing and consuming such product or service. According to Wilkie (1994), consumer behaviour is regarded as a summation of the mental, emotional and physical activities engaged in by people when at the verge of selecting, buying, consuming and setting out of services or products for the goal of satisfactions of desires and needs. Priest, Carter, and Statt (2013) discussed consumer behaviour as ranging from how consumers identify or know what they want to what they do with what they no longer want.

Barmola and Srivastava (2010) suggested that three factors influence consumers' behaviour. These include: external factors, individual/internal factors and the process

of consumer decision-making. The external factors refer to factors outside the mind of an individual customer. Examples of this kind of factor include: culture, family, interpersonal influences, social class, political influences, geographical influences, religious influences, etc.

Individual factors also known as internal factors are those that are within mind of an individual. These factors are usually personal in nature and are most times formed by external influences. The external variables influence the way consumers process their decision-making regarding given products and services. Examples of these factors include: perception and information processing, motivation and involvement, personality and self-concept, attitudes, learning and memory.

Thirdly, the process of consumer decision-making comes as an outcome of the complex interaction between the external and internal factors. According to Barmola and Srivastava (2010), the process of consumer decision-making is characterised by the recognition of problem, search of information, alternatives evaluation, purchase decision, and post-purchase conduct. With regards to problem recognition, the consumer has to affirm the existence of a problem or need that needs to be met. In the words of Saleh et al. (2017), it refers to the urge or need to buy or consume something. Having identified this problem or need, the consumer then goes ahead to search for products or services that can be solve or meet this problem or need. This stage is referred to as the information search stage. Subsequently, the consumer will, based on the outcome of his search, assess the various products/services that can meet those needs. This stage where this happens is the evaluation of alternatives. After evaluating available alternatives, the consumer then makes a decision on which of the products/services to buy. This is where purchase decision comes in. And then finally,

the post-purchase behaviour where the consumer is either satisfied or dissatisfied with the purchase decision he made on a particular product/service.

2.6 Conceptual Framework

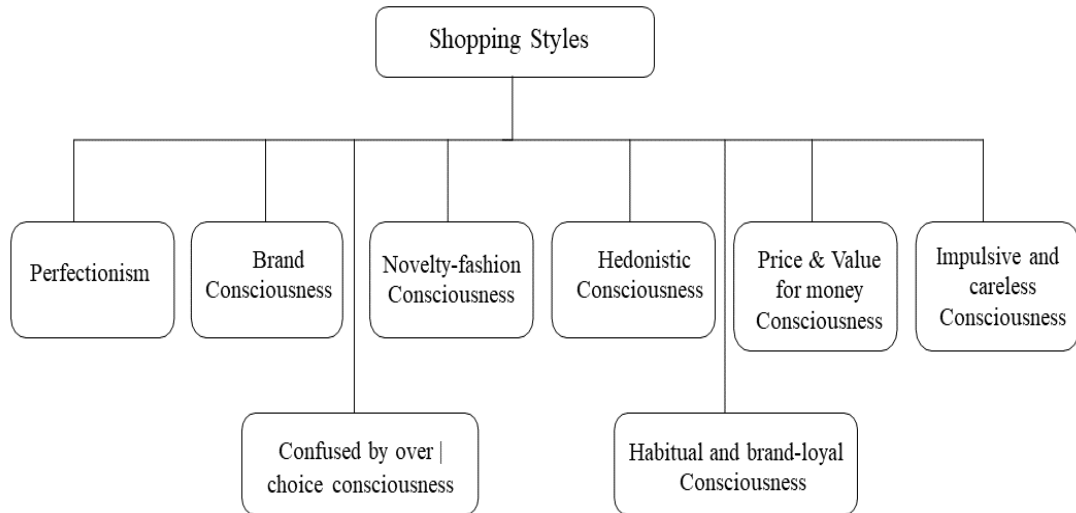


Figure 2: Model Showing the Relationship between Shopping Styles and Purchase Intentions

Fig. 2.2 gives a diagrammatic representation of the aim of this study. It is seen from the above diagram that the study aimed at evaluating the impact of the shopping styles of Africans and other ethnic groups living in Famagusta, Northern Cyprus on their purchase intentions. In measuring shopping styles, the study made use of nine dimensions which are quality consciousness, brand consciousness, recreation consciousness, price consciousness, novelty-fashion consciousness, impulse, confusion, habit, and endorsement while in measuring purchase intentions, sales volume and customer retention were used. As shown in the above diagram, nine hypotheses were formulated for this study. These hypotheses shall be stated in the following section.

2.6.1 Research Hypotheses

H₁: There are some differences among Africans and other ethnic groups in terms of quality shopping style.

H₂: There are some differences among Africans and other ethnic groups in terms of brand consciousness style.

H₃: There are some differences among Africans and other ethnic groups in terms of recreation consciousness style.

H₄: There are some differences among Africans and other ethnic groups in terms of price consciousness style.

H₅: There are some differences among Africans and other ethnic groups in terms of novelty-fashion consciousness style.

H₆: There are some differences among Africans and other ethnic groups in terms of impulse style.

H₇: There are some differences among Africans and other ethnic groups in terms of confusion style.

H₈: There are some differences among Africans and other ethnic groups in terms of habit consciousness style.

H₉: There are some differences among Africans and other ethnic groups in terms of endorsement style.

Chapter 3

RESEARCH METHODOLOGY

This section of a research work is concerned with the unveiling of methods and rationale behind the use of those methods adopted in finding answers to the research questions. In this section, the population of interest, sample, sampling and analytical techniques, source of data, instrument of data collection and ethical consideration used for the study shall be discussed.

3.1 Research Design

In a research study, a research design refers to the process of collecting, analyzing, interpreting, and reporting data (Creswell & Plano Clark, 2007). It is the framework adopted by a researcher through which data is collected, analysed, interpreted and presented for understanding of a given social phenomenon under investigation. In social and management sciences, there are three major types of research designs. They are; qualitative, quantitative, and mixed methods. This research study made use of a quantitative research design.

Furthermore, under the quantitative research design, this study made use of the descriptive cross-sectional research design. The rationale for the choice of the descriptive research design is that the researcher sought to investigate the phenomenon of interest just as it is without influencing it in any way. Moreover, the study is also cross-sectional because the investigation is done at a particular point in time and not at different time intervals.

3.2 Source of Data

In the investigation of the phenomenon of interest, only primary source of data was used. Primary data is new and original information obtained directly from a source by a researcher (Ajayi, 2017) via the use of various research instruments. As the data was collected for the first time, the researcher was exclusively responsible for analyzing, interpreting, and reporting data collected from study participants. The primary data used for this research was obtained from various ethnic groups – Africans, Asians, Arabs, Iranians and Turks – living in Famagusta, Northern Cyprus.

3.3 Population and Sampling

3.3.1 Study Population

This refers to the target population that the study intends to investigate (Majid, 2018). It refers to a collection of elements or members that has similar characteristics of which the researcher is interested in. The population of interest to this study are consumers of various ethnic groups living in Famagusta, Cyprus. An infinite population was used because the total number of different ethnic groups (Africans, Asians, Arabs, Iranians and Turks) living in Famagusta are not known

3.3.2 Sampling Technique and Size

To ascertain the sample size for this study, Cochran's (1963) formula was used. This is because the study's population size was unknown. The Cochran's (1963) formula is thus given as:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

$$e = 0.05$$

$$p = 0.89$$

$$q = 1 - p$$

$$= 1 - 0.89 = 0.11$$

$$Z = 1.96$$

$$n = \frac{(1.96)^2 \times 0.89 \times 0.11}{(0.05)^2}$$

$$n = \frac{3.8416 \times 0.89 \times 0.11}{0.0025}$$

$$n = \frac{0.37609264}{0.0025}$$

$$n = 150.44$$

$$n = 150$$

From the above, it can be seen that the sample size used in the study is 150 consumers of various ethnic groups living in Famagusta, Cyprus. However, based on the suggestion of Israel (1992), after deriving a sample size, there should be additional percentage to the size to cover up for defective responses of respondents. Due to this, the researcher added an extra 8% to the original sample size which summated at 162. This therefore means that the sample for this study is 162 consumers of various ethnic groups in Famagusta, Cyprus. As earlier stated, these ethnic groups include: Africans, Arabs, Asians and Iranians.

Moreover, in determining which of the members of the population would be added to the sample, simple random sampling technique was used. This was because it gives every member or element in the study population an equal chance to participate in the study which provides an accurate representation of the study population. Therefore, conclusions from this sample could be generalised on the entire population of the study. Another justification for the use of this sampling technique is the ease involved in its use.

3.4 Instrument of Data Collection

In collecting data for this study, close-ended electronic survey questionnaires (Google Forms) were used. According to Cohen, Manion, and Morrison (2013), an electronic questionnaire is more advantageous to a researcher due to its speed of administration and versatility. Electronic questionnaires were also used due to the restrictions put in place as a consequence of the recent global pandemic. As earlier stated, the population of interest for this study were consumers of diverse ethnic groups living in Famagusta, Cyprus. Questionnaires were sent to the study's participants in just one language – English language. The questionnaires were categorised into just three sections. The first section deals with items measuring the consumer decision-making styles. This was accomplished by combining Sproles and Kendall's Consumer Style Inventory (CSI) and Bae et al.'s (2009) Purchasers Style Inventory for Sport Products (PSISP) scales. The second section is concerned with items measuring customer patronage which were adapted from Adiele, Grend and Chinedu (2015). The third section contains information on the respondents' socio-demographic traits. A five-point Likert scale was utilized, with 1 indicating Strongly Disagree (SD), 2 indicating Disagree (D), 3 indicating Neutral (N), 4 indicating Agree (A), and 5 indicating Strongly Agree (SA).

3.5 Methods of Data Analysis/Analytical Techniques

In analysing the data collected via electronic questionnaires, descriptive statistics, precisely frequencies and percentages, reliability analysis and inferential statistics were used. Descriptive statistics was used to analyse the data regarding the socio-demographic characteristics of the respondents and respondents' views on the major variables of the study. On the other hand, inferential statistics, mainly multilinear correlation, regression and T-test technique were used to test the hypotheses of the

study. The Statistical Package for Social Sciences (SPSS) version 20.0 was used for the examination or test of collected data.

Chapter 4

DATA ANALYSIS AND INTERPRETATION

This part of the study can be referred to as the heart of an empirical research deals with the examination, presentation and interpretation of data obtained from research participants during the field work. It is the heart of an empirical research because it reveals the findings or outcome of the whole research process. In this chapter, the study's socio-demographic characteristics of the respondents would be displayed in frequencies and percentages in tables while the study's hypotheses would be tested using independent sample t-test and the research instrument's reliability would be tested using Cronbach's alpha.

4.1 Respondents' Socio-Demographic Characteristics

4.1.1 Respondents' Gender

With the total respondents being 162 who participated in the research, 53.7% (87) of them were males while 46.3% (75) of them were females. This shows that more males partook in the study than females.

4.1.2 Respondents Age Category

Concerning the age category of respondents, 19.1% (31) belong to the age range of 18-24 years. 49.4% (80) belong to the age category of 25-31 years while 31.5% (51) are 32 years and above. From this analysis, it can be concluded that most of the respondents are within the age range of 25-31 years.

4.1.3 Marital Status

As regards marital status, 58% (94) of the respondents are single. 41.4% (67) are married. 0.6% (1) is divorced while none is widowed. This means that most of the respondents are single.

4.1.4 Respondents' Educational Level

With regards to the educational level of respondents, 0.6% (1) is of the intermediate level, 3.7% (6) have a secondary/diploma education, 51.9% (84) have a university educational qualification while 43.8% (71) possess either a Master or PhD degree. From this analysis, it is obvious that most of the respondents who participated in this research have a university degree (i.e. a Bachelor's degree).

4.1.5 Respondents' Religious Inclination

Concerning the religious inclination of respondents, 63.6% (103) of those who participated in the study are Christians, 32.1% (52) are Muslims or Islamic while 4.3% (7) belong to other religions. This analysis shows that most of the study's respondents are Christians.

4.1.6 Respondents' Ethnic Group

With respect to the ethnicity, 9.9% (16) of the respondents belong to the Turkish ethnic group, 54.3% (88) are Africans, 5.6% (9) are Arabs, 8.6% (14) are Iranians while 21.6% (35) belong to other ethnic groups. From this analysis, it is obvious that respondents of the African ethnic group participated more in the research more than any other ethnic group.

4.1.7 Respondents' Duration of Stay in Famagusta

Concerning the duration of stay in Famagusta, 40.1% (65) of the respondents have stayed within the period of 1-3 years. 32.7% (53) have stayed for a duration of 4-6 years while 27.2% (44) have stayed for 7 years and above. From this data presentation,

it can be seen that most of the respondents who participated in the research have stayed in Famagusta between 1 and 3 years.

4.1.8 Respondents' Type of Work

Dealing with the issue of type of work, 4.9% (8) of the respondents are company owners. 36.4% (59) are self-employed. 13.6% (22) are public and private sector employees. 37% (60) are students. 0.6% (1) of the respondents is a housewife while 7.4% (12) are unemployed. This analysis indicates that students participated more in the research since a majority of the respondents are students.

4.1.9 Respondents' Monthly Income

As regards the monthly income of respondents, 42.6% (69) earn between 0\$ to \$500. Another 42.6% (69) earn between \$501 to \$1500. 8.6% (14) of the respondents earn between \$1501 to \$2500. 3.7% (6) earn between \$2501 to \$3500. 0.6% (1) earn between \$3501 to \$5000. 1.2% (2) earn between \$5001 to \$10000 while 0.6% (1) earn \$10000 and above. This means that most of those who participated in this research earn between \$0 to \$1500, indicating that the average monthly income of residents in Famagusta is between \$0 and \$1500.

Table 1: Tabular Representation of the Socio-Demographic Characteristics of Respondents

Socio-Demographic Characteristics	Frequency	Percent
	(162)	
Gender		
Male	87	53.7
Female	75	46.3
Age Category (Years)		
18-24 years	31	19.1
25-31 years	80	49.4

32 years and above	51	31.5
Marital Status		
Single	94	58.0
Married	67	41.4
Divorced	1	0.6
Widow	0	0
Level of Education		
Intermediate	1	0.6
Secondary/Diploma	6	3.7
University	84	51.9
Master and PhD	71	43.8
Religious Inclination		
Christianity	103	63.6
Islam	52	32.1
Others	7	4.3
Ethnic Group		
African	88	54.3
Others	74	45.7
Duration of Stay in Famagusta		
1-3 Years	76	46.9
4-6 Years	59	36.4
7 Years and above	27	16.7
Type of Work		
Company owner	8	4.9
Self-employed	59	36.4
Public and private sector employee	22	13.6
Student	60	37.0
House wife	1	0.6
Unemployed	12	7.4
Monthly Income		
\$0 to \$500	69	42.6
\$501 to \$1500	69	42.6
\$1501 to \$2500	14	8.6
\$2501 to \$3500	6	3.7
\$3501 to \$5000	1	0.6
\$5001 to \$10000	2	1.2
\$10000 and above	1	0.6

4.2 Research Instrument Reliability

In evaluating the reliability of scales used in the research instrument (questionnaire), this study utilised Cronbach's alpha. Cronbach's alpha is a statistic for measuring a collection of scale or test items' internal consistency, or dependability. Nunally (1978) said that a scale with a Cronbach alpha equal to or more than 0.7 should be recognized as a trustworthy scale, while those with a Cronbach alpha less than 0.7 should be dismissed. In this study, all of the scales employed were found to be credible since they have the Cronbach alpha to be at a minimum 0.7 except for the *habit consciousness scale* which had a Cronbach alpha of 0.390. The *habit consciousness scale* is highlighted in red due to the fact that its Cronbach alpha is seen to be far below 0.7 which is the generally accepted benchmark. Each of the scales and their Cronbach alpha can be shown in the table 4.2:

Table 2: Tabular Display of the Reliability of the Research Instrument

S/No.	Scale	Cronbach's Alpha	No. of Items
1	Quality Consciousness Style	0.851	6
2	Brand Consciousness Style	0.843	3
3	Recreation Consciousness Style	0.723	3
4	Price Consciousness Style	0.861	4
5	Novelty-Fashion Style	0.883	3
6	Impulse Consciousness Style	0.806	3
7	Confused by Overchoice Style	0.882	4
8	Habit Conscious Style	0.390	3
9	Endorsement Conscious Style	0.937	6
10	Purchase Intentions	0.894	3

4.3 Test of Hypotheses

4.3.1 Independent Sample t-test

In testing for the hypotheses of this study, an independent sample t-test was used. An independent sample t-test is a statistics tool used when a researcher seeks to have a comparison of two means score between two various groups or categories for a given continuous variable. In the subsequent subsections, it shall be shown how the independent sample-test was used to test for the nine hypotheses of this study.

4.3.1.1 Research Hypothesis One

This research hypothesis states that there are some significant differences among Africans and other ethnic groups in terms of quality shopping style. From Table 4.3.2 and Table 4.3.3, it can be seen that an independent sample t-test was performed to compare quality shopping style for Africans and other ethnic groups in Famagusta, Cyprus. As shown in the table, there were no significant differences $t(160) = 1.904, p = 0.059 > 0.05$ in scores for Africans ($M = 20.9205, SD = 5.85892$) and other ethnic groups ($M = 19.1622, SD = 5.85212$). The magnitude of the differences in the means (mean difference = 1.75829, 95% *CI*: - 0.06574 to 3.58233) was very small. Hence, the study's first hypothesis was not supported. This therefore means that there were no significant differences between Africans and other ethnic groups in terms of quality shopping style. This is more obvious in the mean scores of Africans and other ethnic groups which are given as 20.9205 and 19.1622 respectively.

Table 3: Mean Score for Hypothesis One

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Quality	African	88	20.9205	5.85892	.62456
	Others	74	19.1622	5.85212	.68030

Table 4: Independent Samples Test for Hypothesis One

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Quality Equal variances assumed	.350	.555	1.904	160	.059	1.75829	.92361	-.06574	3.58233
Quality Equal variances not assumed			1.904	155.328	.059	1.75829	.92352	-.06598	3.58256

4.3.1.2 Research Hypothesis Two

According to the second research hypothesis of this study, it is stated that there are some differences among Africans and other ethnic groups in terms of brand consciousness style. In ascertaining the acceptance or rejection of this hypothesis, Tables 4.3.4 and 4.3.5 helps in making this decision. As shown in the tables below, “equal variances assumed” was selected in the Levene’s Test for equality of variances because the p-value of the Test was seen to be greater than the significance level of 0.05. Hence, using “equal variances assumed”, it is seen that there were significant differences $t(160) = -2.874, p = 0.005 < 0.05$ in the scores with mean score for Africans ($M = 8.3864, SD = 2.93388$) being lower than other ethnic groups ($M = 9.8108, SD = 3.37467$). The enormity of the differences in the means (mean difference = -1.42445, 95% CI: -2.40336 to -0.44553) was significant. This analysis shows that the study’s second hypothesis is accepted. It can therefore be concluded that there were some

significant differences between Africans and other ethnic groups in terms of brand consciousness shopping style.

Table 5: Mean Score for Hypothesis Two

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Brand	African	88	8.3864	2.93388	.31275
	Others	74	9.8108	3.37467	.39230

Table 6: Independent Samples Test for Hypothesis Two

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Brand Equal variances assumed	3.881	.051	-2.874	160	.005	-1.42445	.49568	2.40336	.44553
Brand Equal variances not assumed			-2.839	145.848	.005	-1.42445	.50171	2.41600	.43289

4.3.1.3 Research Hypothesis Three

This hypothesis is of the proposition that some differences exist among Africans and other ethnic groups in terms of recreational consciousness style. To either accept or reject this hypothesis, the independent sample t-test is used as earlier mentioned. As shown in Table 4.3.6 and Table 4.3.7, the “equal variances not assumed” was chosen in the Levene’s Test for Equality of variances because the p-value of the Test (0.01) is seen to be lesser than the significance level of 0.05. Therefore, using the “equal variances not assumed”, it is seen that there were no significant differences $t(135.877) = 1.927, p = 0.056 > 0.05$ in scores of Africans ($M = 8.9432, SD = 2.47914$) and other ethnic groups ($M = 9.8243, SD = 3.21110$). The degree of the differences in the means (mean difference = 0.45737, 95% CI: -1.78562 to 0.02333) was very small. Due to this, this hypothesis was rejected. It can therefore be said that there were no significant differences between Africans and other ethnic groups in terms of recreational shopping style.

Table 7: Mean Score for Hypothesis Three

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Recreation	African	88	8.9432	2.47914	.26428
	Others	74	9.8243	3.21110	.37328

Table 8: Independent Sample Test for Hypothesis Three

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Recreation	Equal variances assumed	6.713	.010	1.969	160	.051	-.88114	.44741	1.76473	.00244
	Equal variances not assumed			1.927	135.877	.056	-.88114	.45737	1.78562	.02333

4.3.1.4 Research Hypothesis Four

This hypothesis states that there are some differences among Africans and other ethnic groups in terms of price consciousness style. As earlier noted, independent sample t-test was carried out to compare the price shopping style for African and other ethnic groups. There were no significant differences $t(160) = -0.259, p = 0.796$ in scores for Africans ($M = 13.4205, SD = 3.63483$) and other ethnic groups ($M = 13.5811, SD = 4.25556$). The magnitude of the differences in the means (mean difference = -0.16063 , 95% CI: -1.38485 to 1.06360) was very small. Hence, H4 was not supported. Therefore, it can be concluded that there were no significant differences amongst Africans and other ethnic groups in terms of price consciousness shopping style.

Table 9: Mean Score for Hypothesis Four

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Price	African	88	13.4205	3.63483	.38747
	Others	74	13.5811	4.25556	.49470

Table 10: Independent Sample Test for Hypothesis Four

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Price	Equal variances assumed	2.837	.094	-.259	160	.796	-.16063	.61989	1.38485	1.06360
	Equal variances not assumed			-.256	144.432	.799	-.16063	.62838	1.40264	1.08138

4.3.1.5 Research Hypothesis Five

The fifth hypothesis of this study states that there are some differences among Africans and other ethnic groups in terms of novelty-fashion consciousness style. To test this hypothesis, the independent sample t-test was used as stated earlier in this chapter. Given the data displayed in Table 4.3.9 and Table 4.3.10, the “equal variances not assumed” was selected in the Levene’s Test for Equality of Variances. This is due to the fact that the p-value of the Test (0.034) is seen to be lesser than the significance level of 0.05. Therefore, using the “equal variances not assumed”, it is obvious that there were no significant difference $t(140.047) = 1.533, p = 0.128 > 0.05$ in scores of Africans ($M = 8.7045, SD = 2.80459$) and other ethnic groups ($M = 9.4730, SD =$

3.46103). The magnitude of the differences in the means (mean difference = -0.76843, 95% CI: -1.75943 to 0.22258) was seen to be very minute. As a result of this, the study's fifth hypothesis is rejected; indicating that there were no significant differences between Africans and other ethnic groups in terms of novelty-fashion shopping style.

Table 11: Mean Score for Hypothesis Five

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
NoveltyFashion	African	88	8.7045	2.80459	.29897
	Others	74	9.4730	3.46103	.40234

Table 12: Independent Sample Test for Hypothesis Five

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
NoveltyFashion	Equal variances assumed	4.548	.034	1.561	160	.121	-.76843	.49230	1.74067	.20382
	Equal variances not assumed			1.533	140.047	.128	-.76843	.50126	1.75943	.22258

4.3.1.6 Research Hypothesis Six

Research hypothesis six states that there are some differences among Africans and other ethnic groups in terms of impulse style. As given in Table 4.3.11 and Table 4.3.12, the "equal variances assumed" was selected in the Levene's Test for Equality of Variances. This is due to the fact that the p-value of the Test (0.559) is seen to be

greater than the significance level of 0.05. Therefore, using the “equal variances assumed”, it is obvious that there were no significant difference $t(160) = -1.504, p = 0.134 > 0.05$ in scores of Africans ($M = 8.8068, SD = 3.01665$) and other ethnic groups ($M = 9.5270, SD = 3.05754$). The magnitude of the differences in the means (mean difference = -0.72021 , 95% $CI: -1.66570$ to 0.22528) was seen to be very small. Therefore, it can be concluded that there were no significant differences between Africans and other ethnic groups in terms of impulse shopping style.

Table 13: Mean Score for Hypothesis Six

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Impulse	African	88	8.8068	3.01665	.32158
	Others	74	9.5270	3.05754	.35543

Table 14: Independent Samples Test for Hypothesis Six

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
		Impulse	Equal variances assumed	.342	.559	1.504	160	.134	-.72021	.47875
Equal variances not assumed				1.503	154.539	.135	-.72021	.47932	-1.66706	.22665

4.3.1.7 Research Hypothesis Seven

This hypothesis states that there are some differences among Africans and other ethnic groups in terms of confusion style. As shown in Table 4.3.13 and Table 4.3.14, the

“equal variances assumed” was selected in the Levene’s Test for Equality of Variances. This is due to the fact that the p-value of the Test (0.334) is seen to be greater than the significance level of 0.05. Therefore, using the “equal variances assumed”, it is obvious that there were no significant difference $t(160) = -1.859, p = 0.065 > 0.05$ in scores of Africans ($M = 11.6250, SD = 3.88132$) and other ethnic groups ($M = 12.8108, SD = 4.22866$). The magnitude of the differences in the means (mean difference = -1.18581, 95% CI: -2.44532 to 0.7370) was seen to be very small. Therefore, it can be concluded that there were no significant differences between Africans and other ethnic groups in terms of confused-by-overchoice shopping style.

Table 15: Mean Score for Hypothesis Seven

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Confusion	African	88	11.6250	3.88132	.41375
	Others	74	12.8108	4.22866	.49157

Table 16: Independent Samples Test for Hypothesis Seven

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Confusion	Equal variances assumed	.938	.334	-1.859	160	.065	-1.18581	.63776	-2.44532	.07370
	Equal variances not assumed			-1.846	149.931	.067	-1.18581	.64252	-2.45537	.08375

4.3.1.8 Research Hypothesis Eight

This hypothesis states that there are some differences among Africans and other ethnic groups in terms of habit consciousness style. As displayed in Table 4.3.15 and Table 4.3.16, the “equal variances assumed” was selected in the Levene’s Test for Equality of Variances. This is due to the fact that the p-value of the Test (0.054) is seen to be greater than the significance level of 0.05. Therefore, using the “equal variances assumed”, it is obvious that there were no significant difference $t(160) = -1.167, p = 0.245 > 0.05$ in scores of Africans ($M = 9.7045, SD = 10.6757$) and other ethnic groups ($M = 10.6757, SD = 7.14643$). The magnitude of the differences in the means (mean difference = -0.97113, 95% CI: -2.73003 to 0.78777) was seen to be very small. Hence, it is concluded that there were no significant differences between Africans and other ethnic groups in terms of habit conscious shopping style.

Table 17: Mean Score for Hypothesis Eight

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Habit	African	88	9.7045	2.88141	.30716
	Others	74	10.6757	7.14643	.83076

Table 18: Independent Sample Test for Hypothesis Eight

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal Habit variances assumed	3.760	.054	-1.167	160	.245	-.97113	.83185	2.61396	-.67170

Equal variances not assumed			- 1.096	92.867	.276	-.97113	.88572	- 2.73003	.78777
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4.3.1.9 Research Hypothesis Nine

The ninth and final hypothesis of this study (H9) states that there are some differences among Africans and other ethnic groups in terms of endorsement style. In order to accept or reject this hypothesis, Tables 4.3.17 and 4.3.18 helps in making this decision. As shown in the tables below, “equal variances not assumed” was selected in the Levene’s Test for equality of variances because the p-value of the Test was seen to be lesser than the significance level of 0.05. Hence, using equal variances not assumed, it is seen that there were significant differences $t(135.541) = -4.259, p = 0.000 < 0.05$ in the scores with mean score for Africans ($M = 14.5114, SD = 5.45829$) being lower than other ethnic groups ($M = 18.7162, SD = 7.09721$). The magnitude of the differences in the means (mean difference = -1.42445, 95% CI: -2.40336 to -0.44553) was greatly significant. This analysis shows that the study’s ninth and final hypothesis is accepted. It can therefore be concluded that there were some significant differences between Africans and other ethnic groups in terms of endorsement consciousness shopping style.

Table 19: Mean Score for Hypothesis Nine

	What ethnic group do you belong to?	N	Mean	Std. Deviation	Std. Error Mean
Endorsement	African	88	14.5114	5.45829	.58186
	Others	74	18.7162	7.09721	.82503

Table 20: Independent Sample Test for Hypothesis Nine

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	13.156	.000	-4.259	160	.000	-4.20485	.98728	6.15463	2.25507
Endorsement Equal variances not assumed			-4.165	135.541	.000	-4.20485	1.00957	6.20141	2.20830

4.3.2 Correlations

Table 21: Correlations

	Quality	Brand	Recreational	Price	NoveltyFashion	Impulsive	Confusion	Endorsement	Intentions
Quality	1	.513**	.651**	.812**	.619**	.590**	.530**	.352**	.622**
Brandconscious	.513**	1	.744**	.645**	.721**	.692**	.660**	.656**	.549**
Recreational	.651**	.744**	1	.823**	.730**	.633**	.645**	.559**	.631**
Price	.812**	.645**	.823**	1	.618**	.662**	.616**	.454**	.747**
NoveltyFashion	.619**	.721**	.730**	.618**	1	.632**	.631**	.711**	.580**
Impulsive	.590**	.692**	.633**	.662**	.632**	1	.741**	.614**	.624**
Confusion	.530**	.660**	.645**	.616**	.631**	.741**	1	.621**	.592**
Endorsement	.352**	.656**	.559**	.454**	.711**	.614**	.621**	1	.501**
Intentions	.622**	.549**	.631**	.747**	.580**	.624**	.592**	.501**	1

** . Correlation is significant at the 0.01 level (2-tailed).

As shown in the table above, it is seen that the relationship between the nine consumer consciousness styles and purchase intention were all positive. Only three (quality, recreational, and impulsive) had a fairly strong positive relationship with purchase intention while price was the style that had the strongest positive relationship with purchase intention. The remaining five (brand, confused, habit, novelty-fashion and endorsement) had a moderate positive relationship with purchase intention. Only price consciousness style was seen to have the strongest positive relationship with purchase intentions. This therefore means that the purchase intention of consumers is the most sensitive when it comes to the issue of price consciousness style. In clearer terms it can be said that a slight increase in price will greatly cause a change in the purchase intention of consumers.

4.3.3 Regression

The rationale behind the division of respondents into two groups (Africans and other ethnic groups) is to be able to easily identify the shopping style that actually affects Africans in terms of their purchase intention and contrast it with that of other ethnic groups in Famagustan region of Northern Cyprus. Hence, this accounts for why regression analysis was deemed appropriate.

4.3.3.1 Regression Analysis for Africans

Table 22: Descriptive Statistics for Africans

	Mean	Std. Deviation	N
Intention	3.2197	1.03439	88
Perfect	3.6977	1.05699	88
Brand	2.9015	.99187	88
Fashion	2.9205	.94415	88
Recreation	3.0511	.92860	88
Price	3.6477	.93240	88
Impulsive	3.0038	.99101	88
Confused	2.9432	.93827	88

Celebrity	2.4955	.97838	88
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Table 23: Model Summary for Africans

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.749 ^a	.561	.517	.71921	.561	12.620	8	79	.000	2.078

a. Predictors: (Constant), Celebrity, Perfect, Confused, Recreation, Brand, Impulsive, Fashion, Price

b. Dependent Variable: Intention

Table 24: ANOVA for Africans

Sum of Squares	Df	Mean Square	F	Sig.
52.223	8	6.528	12.620	.000 ^b
40.863	79	.517		
93.086	87			

a. Dependent Variable: Intention

b. Predictors: (Constant), Celebrity, Perfect, Confused, Recreation, Brand, Impulsive, Fashion, Price

Table 25: Coefficients for Africans

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
											(Constant)
1	Perfect	.001	.134	.001	.009	.993	.584	.001	.001	.296	3.381
	Brand	-.003	.112	-.003	-.028	.977	.447	-.003	-.002	.478	2.092
	Fashion	.077	.131	.071	.590	.557	.469	.066	.044	.387	2.581
	Recreation	-.083	.122	-.074	-.676	.501	.411	-.076	-.050	.463	2.160
	Price	.698	.157	.629	4.451	.000	.714	.448	.332	.279	3.591
	Impulsive	.148	.122	.142	1.212	.229	.488	.135	.090	.404	2.477
	Confused	-.033	.115	-.030	-.285	.776	.417	-.032	-.021	.508	1.970
	Celebrity	.150	.111	.142	1.357	.179	.374	.151	.101	.507	1.973

a. Dependent Variable: Intention

The tables above are a representation of the regression analysis of collected data for Africans living in Famagusta Cyprus. As shown in the Model Summary (Table 4.3.2.6) above, the R square is seen to be at 0.561. This analysis indicates that 56.1% of the variance in the dependent variable (purchase intention) can be explained by the independent variables which are the different shopping styles of Africans. Also, as shown in Table 4.3.2.7 (ANOVA table), the p-value is seen to be lesser than the significance level of 0.05. This analysis shows that the model is significant. Hence, the model significance can be given as $F(8, 79) = 12.620, p = 0.000$.

Moreover, Table 4.3.2.8, correlation coefficient shows the collinearity statistics of the independent variables (shopping style) and the dependent variable (purchase intention). The collinearity statistics, as shown in the table, is composed of Tolerance and Variance Inflation Factor (VIF) as earlier mentioned. According to Pallant (2007), the Tolerance value should be at least 0.10 while the VIF should be at most 10.0. This implies that for the data to be accepted as one void of any disturbance in the data and therefore reliable, the variables both dependent and independent must have their respective tolerance values to be at least 0.10 while their VIF should not be greater than 10.0. Due to this and deducing from the statistics shown in Table 4.3.2.8, it is seen that the data is void of disturbance and therefore the statistical inferences made about the data is reliable.

Furthermore, as shown in Table 4.3.2.8 (Coefficient), price was the only significant shopping style amongst the others. As seen in the table, price had a significance value of 0.000 and a Beta value of 0.629. Having such a Beta value, it can be concluded that a positive relationship exists between price and purchase intention. This means as price goes up; the purchase intention of Africans also goes up.

4.3.3.2 Regression Analysis for Other Ethnic Groups

Table 26: Descriptive Statistics for Other Ethnic Groups

	Mean	Std. Deviation	N
Intention	3.1351	1.13331	74
Perfect	3.2757	1.17308	74
Brand	3.1441	1.15085	74
Fashion	3.1351	1.14931	74
Recreation	3.1216	1.19017	74
Price	3.3063	1.18817	74
Impulsive	3.0946	1.04906	74
Confused	3.1588	1.10150	74
Celebrity	2.9459	1.22230	74

Table 27: Model Summary for Other Ethnic Groups

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.862 ^a	.743	.711	.60887	.743	23.489	8	65	.000	1.771

a. Predictors: (Constant), Celebrity, Price, Impulsive, Fashion, Brand, Confused, Perfect, Recreation

b. Dependent Variable: Intention

Table 28: ANOVA for Other Ethnic Groups

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	69.663	8	8.708	23.489	.000 ^b
	Residual	24.097	65	.371		
	Total	93.760	73			

a. Dependent Variable: Intention

b. Predictors: (Constant), Celebrity, Price, Impulsive, Fashion, Brand, Confused, Perfect, Recreation

Table 29: Coefficients for Other Ethnic Groups

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
	(Constant)	.142	.236				.599	.551		
Perfect	-.120	.150	-.124	-.802	.425	.702	-.099	-.050	.164	6.090
Brand	-.071	.144	-.072	-.489	.626	.661	-.061	-.031	.185	5.416
Fashion	.070	.160	.071	.437	.664	.695	.054	.027	.150	6.645
1 Recreation	-.420	.161	-.441	-2.602	.011	.675	-.307	-.164	.137	7.274
Price	.686	.156	.719	4.402	.000	.774	.479	.277	.148	6.744
Impulsive	.156	.147	.144	1.057	.294	.770	.130	.066	.213	4.702
Confused	.517	.155	.503	3.343	.001	.770	.383	.210	.175	5.718
Celebrity	.108	.107	.117	1.014	.315	.616	.125	.064	.297	3.363

a. Dependent Variable: Intention

The above tables are a representation of the regression analysis of collected data for other ethnic groups living in Famagusta Cyprus. As shown in the Model Summary (Table 4.3.2.2) above, the adjusted R square is seen to be at 0.711. This analysis indicates that 71.1% of the variance in the dependent variable (purchase intention) can be explained by the independent variables which are the different shopping styles. Also, as shown in Table 4.3.2.3 (ANOVA table), the p-value is seen to be lesser than the significance level of 0.05. This analysis shows that the model is significant. Hence, the model significance can be given as $F(8, 65) = 23.489, p = 0.002$.

Moreover, Table 4.3.2.4, correlation coefficient shows the collinearity statistics of the independent variables (shopping style) and the dependent variable (purchase intention). The collinearity statistics, as shown in the table, is composed of Tolerance and Variance Inflation Factor (VIF). According to Pallant (2007), the Tolerance value should be at least 0.10 while the VIF should be at most 10.0. This implies that for the data to be accepted as one void of any disturbance in the data and therefore reliable,

the variables both dependent and independent must have their respective tolerance values to be at least 0.10 while their VIF should not be greater than 10.0. Consequent upon this assertion and deducing from the statistics shown in Table 4.3.2.4, it is seen that the data is void of disturbance and therefore the statistical inferences made about the data is reliable.

Furthermore, as shown in Table 4.3.2.4 (Coefficient), only three shopping styles were significant. These are recreation, price and confused-by-overchoice shopping styles. These shopping styles are significant because their significance levels are lesser than 0.05. Recreation, price and confused-by-overchoice shopping styles are seen to have significance values of .011, .000, and .001 respectively. As shown in the same table, recreation is seen to have a negative relationship with purchase intention. This implies that as purchase intention increases, recreation shopping style decreases. With respect to price and confused-by-overchoice shopping styles, a positive relationship is seen to exist between them and purchase intention. This means as price and confused-by-overchoice shopping styles increases, purchase intention also increases.

4.4 Discussion of Findings

From the study's findings, it was discovered that amongst the nine scales used in measuring the shopping styles of African and other ethnic consumers, habit consciousness shopping style was the only scale seen to be unreliable. This finding is in consonance with Potgieter, Wiese, and Strasheim (2013) who in their study also discovered habit consciousness style to be among the three unreliable scales (careless shopper style and impulsive shopping style). Although this finding negates that of Kamaruddin and Kamaruddin (2009) who revealed habit consciousness style to be one of the reliable scales used in measuring shopping styles of consumers. In further

affirmation of the preceding, the study showed that the data is free from any disturbance and the statistical inferences made about the data is reliable.

Moreover, this study discovered that there were no significant variations in quality shopping styles between Africans and other ethnicities. Although a slight difference was seen to exist in the mean score of Africans and other ethnic groups, such difference was greatly insignificant. Therefore, it can be concluded that Africans and other ethnic groups react very similarly when it comes to purchasing a product using the quality consumer decision-making style. This finding is consistent with the literature where it was stated that the quality of a product is of paramount importance to consumers (Jezerc, 2018). This means that for this study, irrespective of the ethnic group consumers belong to, quality is very crucial to them.

It was also discovered by the findings of the study that there are some disparities in brand consciousness style between Africans and other ethnic groups. As revealed by the mean score of these ethnic groups, Africans are seen to have a lower mean score than other ethnic groups. This implies that consumers belonging to other ethnic groups are more brand conscious than African consumers when making a purchase(s). With regards to the third hypothesis of this study, the study discovered that there were no (significant) variations in recreational shopping styles between other ethnicities and Africans. This discovery is in tandem with Leo, Russel-Benett, and Hartel (2005) who also found out that there was no difference in recreation consciousness shopping style for Australian and Singaporean consumers. Both findings are seen to be consistent with the literature where it was stated that consumers consider shopping to be a strenuous labour rather than a pleasurable activity, and hence regard it as a pointless exercise (Doran, 2002).

Another finding revealed by the study is that as regards price consciousness shopping style, there were no major variations among Africans and other ethnic sets. This finding shows that consumers from various ethnic groups will behave the same way when utilising the price consciousness shopping style. This implies that the variations in their ethnicity do not differentiate their behaviour when it comes to purchasing a product or service using the price consciousness shopping style.

Moreover, with respect to novelty-fashion shopping style, there were no distinctions between Africans and other ethnicities living in Famagusta, Northern Cyprus, according to the survey. This means that consumers who are either Africans or of other ethnic groups are more likely to have the same purchase intention when adopting the novelty-fashion shopping style. It can be implied from this finding that both Africans and other ethnic groups in Famagusta, Northern Cyprus are fashion-oriented consumers who like to purchase products that are trending.

Furthermore, the study discovered that no differences exist between Africans and other ethnic groups when it comes to the use of impulse, habit conscious, and confused-by-overchoice shopping styles. These findings imply that consumers who are either of African origin or belong to other ethnic groups in Famagusta, Northern Cyprus will behave the same way in the purchase of products or services when using any of the aforementioned shopping styles.

Additionally, the study revealed that there were substantial disparities between Africans and other ethnicities with respect to endorsement consciousness shopping style. With the mean score for other ethnic groups being significantly higher than that of African consumers, it can be said that consumers belonging to other ethnic group in

Famagusta, Northern Cyprus prefer to use endorsement consciousness shopping style more than African consumers.

With regards to the correlation of the nine different styles and purchase intentions, it was revealed that the link or relationship between them was seen to be favourable. Out of the nine shopping styles, only three (quality, recreational, and impulsive) possessed a fairly strong positive association with purchase intention, with price having the strongest positive correlation with the dependent variable – purchase intention. The remaining five styles (confusion, habit, brand, novelty-fashion, and endorsement) were seen to have a moderately positive association with the intention to purchase. This finding is in consonance with that of Alavi, Rezaei, Valaei, and Ismail (2015) who also revealed a positive relationship existing between the different styles of consumer decision-making and intention to purchase. The both findings validate that an increase in the use of any of the styles of consumer decision-making will cause a corresponding increase in the purchasing intention of consumers.

As revealed by the study's findings, it is imperative to state that price consciousness style had the strongest correlation on the purchase intention of consumers. This is very significant. This means that of all the consumer decision-making styles, price seems to be the one which influences the purchase intentions of consumers most regardless of their ethnicity. Whether Africans, Iranians, Asians, Arabians, etc., their purchase intention seems to be affected most by the price consciousness style. Due to this, it is only ideal for marketers to consider the role price play in the purchase intention of their targeted consumers when fixing their price rate.

Additionally, the study found out that the shopping style adopted by Africans is the price consciousness style. This means that the intention of Africans to purchase any product or service will be strictly determined by the price rate of such product or service. On the other hand, as regards other ethnic groups, precisely, the Arabs, Asians, Iranians, and Turk, it was discovered that they adopted the recreational, price and confused-by-overchoice consciousness style. This implies that the Arabs, Asians, Iranians and Turks engage in shopping just for the fun of it; that they derive pleasure in shopping, hence, they are recreational shoppers. As regards price, they also behave like the Africans when they adopt the price consciousness style. Finally, concerning the confused-by-overchoice style, the Arabs, Asians, Iranians and Turks often get confused on which product/service to purchase due to the large variety of their choices available. As a result, they are more prone to spend more time in the market than the Africans.

Chapter 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

As seen in the study's results, it was clear that the data was devoid of errors, thus the statistical conclusions drawn from it were trustworthy. Moreover, as regards the nine hypotheses of the study, it was concluded that no differences existed amongst other ethnic groups and Africans in terms of quality, recreational, price, novelty-fashion, impulse, habit, and confused-by-overchoice shopping styles. This was because the p-value for the data of each of these shopping styles was seen to be greater than the significance value of 0.05. On the other hand, the study concluded that there were differences amongst other ethnic groups and Africans in terms of endorsement consciousness and brand consciousness shopping styles. The reason for this conclusion is that p-value for the data of these two shopping styles were seen to be lesser than the significance value of 0.05. Moreover, the study concluded that for Africans, price was the only shopping style that was significant. It also concluded that a positive relationship exists between price and purchase intentions. This means that as price goes up the purchase intention of African consumers goes up also and as price reduces, the purchase intention of African consumers also decreases. This is due to the significant positive correlation existing between price and purchase intentions of Africans. Concerning other ethnic groups, the study revealed that three shopping styles were significant and showed that a negative relationship exists between recreational shopping style and purchase intention. It was therefore concluded that an increase

regarding recreational shopping style implies a decrease in the purchase intention of consumers from other ethnic groups in Famagusta.

The remaining significant two shopping styles include: price and confused-by-overchoice. With respect to these shopping styles, there was a positive correlation existing between them and purchase intention. This means as price and confused-by-overchoice shopping styles increases, purchase intention also increases. As consumers from other ethnic groups increasingly adopt price and confused-by-overchoice shopping styles, their intention to purchase a given product(s)/service(s) will also increase.

It is pertinent to note that price had a positive relationship with purchase intentions for both Africans and other ethnic groups. This means that consumers both of African and other ethnic origins, will want to purchase a good/service if its price is seen at a higher rate since it is of the belief that when price is higher, quality is also higher. This shows that “price factor” in the procurement or sales of goods and/or services is important and does not pay respect to ethnicity. Consumers of every ethnic group will increasingly want to buy a product/service perceived to have high quality due to the high price rate allocated to it.

Finally, it can be concluded that Africans in Famagusta constitute a specific ethnic group very different from the others (Arabs, Asians and Iranians) in their approach to buying. Africans make use of price shopping style as against Arabs, Asians and Iranians who make use of two other shopping styles (recreational and confused-by-overchoice) in addition to price.

5.2 Recommendations

Standing upon the conclusion derived from this study, below are some recommendations marketing professionals and/or organisations have to take into consideration if they are to increase their market share in the Famagustan market:

- (i) Marketers in the Famagustan region of Northern Cyprus should design their marketing strategies in line with price, recreational and confused-by-overchoice shopping styles for increased customer patronage.
- (ii) Since both Africans and other ethnic groups in Famagusta adopt price consciousness style, marketers should conduct a market survey on how Africans and other ethnic groups perceive the quality or value of their products/service before fixing price rate.
- (iii) For other ethnic groups (Arabs, Asians, and Iranians) in the Famagustan region, marketers or business organisations should create an atmosphere that encourages leisure or recreational activities when buyers or consumers visit the marketplace. This would further attract more buyers and increase their intention to purchase.

5.3 The Study's Limitations and Further Research Suggestions

In the field of research, there is a widely accepted notion that there is non-existence of a hundred percent perfection in a study. Although the researcher made enough attempts to make this study free from error, the study still possesses some weaknesses. One of the limitations of this study is the adoption of only the quantitative method in the achievement of the research objectives. The use of this method allowed for a less-detailed investigation of the subject of inquiry. In addition, since an electronic survey questionnaire was used, respondents might have responded to the questionnaire items in a manner that does not really reflect real happenings in such area. This might be due

to their psychological or physiological condition at that given time. Due to this, it is therefore required that a future study which utilises a different research method whether qualitative or mixed method be conducted. Hence, another study can be conducted that focuses on the effect of ethnic marketing and consumer purchase intention in another geographical scope of interest to the future researcher.

Finally, future studies that focus on the products and sale strategies that business organisations might use in Famagusta to take advantage of the differences across ethnic groups in terms of shopping styles should be conducted. This will help marketers or business organisations know exactly what products and sales strategies can drive increased patronage from the different ethnic groups in the region.

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