Construct Validity of the Purchasers Style Inventory for Sports Products (PSISP) in the Chinese Context

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To understand consumer behavior in purchasing products, Sproles and Kendall (1986) developed the Consumer Style Inventory (CSI) to measure consumer decision-making styles. The CSI consisted of 40 items with eight mental characteristics of consumer decision making: (1) Perfectionism or high-quality consciousness, (2) Brand consciousness, (3) Novelty-fashion consciousness, (4) Recreational, hedonistic shopping consciousness, (5) Price consciousness, (6) Impulsiveness, (7) Confusion over choice of brand, stores and consumer information, and (8) Habitual, brand-loyal orientation towards consumption. However, most research studies using the CSI concentrated only on general products and rarely on sports products. To fill the void, Bae, Lam, and Jackson (2009) developed the Purchasers Style Inventory for Sports Products (PSISP) and used it for profiling American college consumers in purchasing sports products. The PSISP was built upon the CSI with an additional 6-item factor – celebrity endorsement. Celebrity endorsers are individuals who enjoy public recognition and use this recognition on the behalf of consumer goods by appearing with goods in an advertisement (McCracken, 1989) and it is an important sport marketing segment to persuade consumers to buy new sport products (Brooks & Harris, 1998). The PSISP was developed in the United States, and its psychometric properties are unknown when it is applied to a different cultural setting. The purpose of this study was to examine the Construct Validity of the PSISP in the Chinese Context. Using the backward translation method, the Chinese version of the PSISP was posted online in two of the most popular websites in Mainland China with small incentives such as sneakers and T-shirt to maximize participation. At the end of the 30-day survey period, 576 participants agreed to take part in the study. The Dimension Reduction procedure from the PASW Statistics 18 was used to identify the factor structure of the PSISP. Results of the alpha extraction with promax rotation identified 10 factors. However, some items had either a factor loading less than 0.4 (e.g., “I prefer buying the best selling product”) on its primary factor or loaded on two or more factors (e.g., “I shop just for fun”) and they were all removed. As a result of this refinement, 13 items were eliminated from the original PSISP scale. The revised PSISP had 29 items under seven factors: Quality (5 items), Brand (3 items), Fashion (5 items), Price (4 items), Confusion (4 items), Habit (3 items), and Endorsement (5 items). All the items had a factor coefficient of .40 or higher and these seven factors explained 54.54% of the total variances. The Cronbach’s alpha reliability (i.e., internal consistency) of the seven factors were .83, .65, .83, .75, .76, .75, and .82, respectively. All factors, except Brand, demonstrated acceptable reliability (DeVellis, 2012; George & Mallery, 2003). In conclusion, not all the dimensions of the original PSISP could be applied to the Chinese consumers, who obviously did not consider “Recreation” or “Impulse” as measures of their purchase styles. Nevertheless, further research are needed to warrant the factor structure of this concise, revised 29-item PSISP.