

# Research on Female Students' Personality and Values as Related to Their Consumer Decision-Making Styles: The Analysis o

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## ABSTRACT

ABSTRACT This research aims at probing into the personality、 values and the consumer decision-making styles of two vocational high schools girl students in the area of Changhua. The research took variably and deliberately sampling at each 70 students of 3 grades of 2 vocational high schools and got 341 effective shares of the questionnaire. three study items in this research covering 3 tools we called Form of personality , The Values Amount Form and consumer style inventory. Construct the surface and receive the highest rating with the prudent gentle type in personality that the result of study shows the whole sample; It is highest to construct the surface with interpersonal value in the values; consuming decision-making styles attitude construct surface with price cognitive to lead the most high. The test results of this experiment are found: 1. The personality is inclined to introversive and uneasy students, will not buy novel and popular goods; Student on the contrary, inclined to is it buy novel prevailing item to like; Inclined to carelessly' the price that students of the personality will not take notice of the goods while consuming in addition. 2. The values are inclined to students of external value , will try to buy the perfect, most high-quality goods to heal while consuming; Students whose values are inclined to interpersonal relationships value will follow the fashion and like going shopping to do shopping to heal while consuming. 3. There is difference of showing on the consuming decision-making styles attitude under the background characteristic of the sample different from shopping characteristic. Discussion was held according the final study results and suggestions submit to all related units such as Educational units, Recreation industry and the academic researcher. Keyword: consumer decision-making styles, personality, values

Keywords : consumer decision-making styles ; personality ; values

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