Profiling Consumer Decision-Making Styles in Omnichannel Environment:

Evidence of Thai Consumers

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Abstract

Different types of consumers behave differently in various shopping environments. The retail industry has evolved significantly over the past few years, moving towards an omnichannel setting. This study aims to characterize Thai consumers' decision-making styles when involved in omnichannel shopping, using the Consumer Style Inventory (CSI) by Sproles and Kendall (1986) as a benchmark for consumer shopping behavior. Data from 312 respondents was collected and analyzed using exploratory factor analysis to identify shopping characteristics. The findings indicate five omnichannel shopping characteristics of Thai consumers: spontaneous recreation shoppers, brand-conscious fashionistas, quality-driven bargain hunters, confused by over-choice, and quality-seeking brand loyalists. The results partially confirm the hypothesis that the original CSI does not apply to the contemporary omnichannel setting. Only one variable from the original model, "confused by over-choice," remains relevant in the current omnichannel setting. Marketers should tailor strategies, such as exclusive loyalty programs, price comparison tools, famous brand collaboration, and immersive, to serve these diverse consumer profiles.

Keywords: Consumer decision-making, consumer-style inventory, Omnichannel, Thailand

Introduction

For the last several decades, the retail industry rapidly evolved from single-channel to multi-channel and omnichannel. Rather than managing multiple channels separately, retailers

have integrated information and services across all channels to create a seamless experience. This has created a shift from a multichannel strategy to an omnichannel approach. While the multichannel strategy deals with the whole presence across platforms, the omnichannel strategy focuses on the interaction of different channels to boost consumers' and retailers' interaction simultaneously (Li et al., 2018). This transformation was possible due to the growing pace of information technologies, which facilitated phenomena such as self-checkout kiosks, AI-based tools, and more. Additionally, the presence of easily accessible channels assists retailers in creating touchpoints in brick-and-mortar stores, e-commerce websites, mobile applications, social media websites, and many more, thereby contributing significantly to the industry's development. These changes in technology and distribution channels have a twofold effect. First, they have drastically affected consumer behaviors, influencing how consumers shop and make purchasing decisions. Second, they have challenged retailers to adjust their business models in response to the continued evolution of customer needs while trying to remain competitive (Beck & Rygl, 2015; Verhoef et al., 2015).

Most major studies in omnichannel retailing often focus on a retailer perspective. Examples of such subjects include omnichannel logistics and supply chain management (Liu et al., 2020), channel integration (Zhang et al., 2018), and channel strategy (Hosseini et al., 2018). On the other hand, there is also a body of consumer-focused research in this area of omnichannel retailing. This research examines aspects related to consumer behavior, including consumers' channel choice behavior (Park and Lee, 2017), their patterns of channel usage (Frasquet et al., 2019), their level of engagement across channels (Lee et al., 2019), their omnichannel customer experience (Komulainen & Makkonen, 2018), and their purchase intentions (Shi et al., 2020; Gerea et al., 2021).

Given that consumers exhibit diverse preferences for shopping channels, companies need to understand each consumer's preferred types of shopping channels to customize strategies and services to accommodate the unique requirements of each consumer segment. It is undeniable that omnichannel shoppers have different characteristics. Segmenting them into the right groups enables businesses to provide more tailored and impactful strategies. There has been a significant amount of research on omnichannel shopper segmentation. Various criteria are used to identify several omnichannel shopper characteristics, including

demographics, psychographics, motivation, customer journey stage, customer experience, and many more (De Keyser et al., 2015; Frasquet et al., 2019; Herhausen et al., 2019). Although extensive research has been carried out on omnichannel shopping behavior, there is a notable lack of studies examining omnichannel shoppers through the lens of consumer decision-making styles. This gap indicates an opportunity to further explore how individual decision-making styles affect consumer interaction with different channels in an omnichannel retail environment.

Moreover, studies on omnichannel shopping behavior have been conducted in many parts of the world such as the United States (Kang, 2019; Chen & Chi, 2021), India (Chaudhary et al., 2022), China (Ye et al., 2018), and Korea (Park & Lee, 2017). A minimal number of these omnichannel shopping behavior studies have focused on Thai consumers. This study aims to broaden the scope of the study by focusing on Thailand, given its position as one of the top five fastest-growing online markets in Asia (Bangkok Post, 2022). Therefore, this research aims to fill this gap by investigating whether the model of consumer decision-making style by Sproles and Kendall (1986) is still relevant in today's modern retail environment, specifically the omnichannel environment. Additionally, it intends to provide suggestions on distinctive segments of omnichannel shoppers. The outcomes of this research will provide new insights into different consumer segments in one of Asia's emerging markets. This information can be leveraged in other countries with similar cultures.

Literature Review

An Overview of Omnichannel Shopping in Thailand

The Thai retail industry has transformed significantly due to advancements in information technology and the expansion of distribution channels. Its retail landscape has evolved to seamlessly integrate both online and offline channels. According to Statista (2023), Thailand ranks second in the Southeast Asia region, after Indonesia, in terms of its digital economy. Its e-commerce market is valued at 720 billion Baht (equivalent to around $20 billion). According to the International Trade Administration, U.S. Department of Commerce (2021), Thailand has witnessed a constant growth of more than 20% in its e-commerce market over the past few years. A smartphone penetration rate of 141% of the total population also

accelerates the mobile commerce market (Kemp, 2023). Consumers can easily use mobile applications to browse, compare, and purchase products. At the same time, retail players in the market are focusing on creating a seamless customer experience across multiple retail channels. Local retail giant Central Group is investing 10 billion Baht in retail technology to improve its omnichannel platform (Central Group, 2023). With these combined factors, Thailand's e-commerce market size is estimated to be $26.5 billion in 2023 and $32 billion in 2025 (International Trade Administration, U.S. Department of Commerce, 2024).

Omnichannel Shopping Behavior

Omnichannel refers to the integration of various channels, both physical and digital, into a platform where customers can access them at any place and time for unified shopping (Lazaris & Vrechopoulos, 2014). In this context, consumers simultaneously use different channels to facilitate their shopping behavior. It is becoming increasingly common for consumers to utilize multiple channels when shopping for a product. Neslin et al. (2006) noted that with the rise of omnichannel retailing, customers often use one channel to collect information about products while making purchases through another channel. This behavior is referred to as "research shopping" (Wu et al., 2015), where consumers tend to switch from one channel to another while searching for and purchasing a product (Verhoef et al., 2007). Consumers blend offline and online channels in their purchasing journey. Research shopping includes the two concepts of showrooming and webrooming (Flavián et al., 2020). Showrooming is where buyers examine a product sold offline at a retail store and then use online means to make the purchase (Flavián et al., 2016; Gensler et al., 2017). On the other hand, as consumers research products online across digital platforms such as websites and mobile applications, they buy them from a physical store (Kramer, 2014). This process of purchasing behavior is called webrooming. Omnichannel consumers are shoppers who use multiple channels and engage in both showrooming and webrooming behaviors (Flavián et al., 2020).

According to the literature, various factors influence the types of channels consumers choose for their omnichannel experience. Singh and Jang (2022) emphasize perceived channel characteristics and identify that consumers weigh the perceived benefits against the perceived drawbacks of each channel to determine their choice. Sharma and Fatima (2024) focus on

moderating role of omnichannel habits in the relationship between perceived value and omnichannel usage. Mukhopadhyay et al. (2024) identify that the quality of omnichannel integration affects consumer patronage in an omnichannel environment. Additionally, several researches have stated that consumers choose different channels in the omnichannel environment to fulfill their utilitarian and hedonic needs (Cervellon et al., 2015; Becker et al., 2017; Boardman and McCormick, 2018). Other situational factors such as time (Chocarro et al., 2013), place and social surroundings (Bilgicer et al., 2015), marketing communication (Bilgicer et al., 2015), and distribution availability (Madden et al., 2017) also impact consumers' choice of channels for their shopping experience. Product characteristics are found to have an indirect effect on channel choice. These factors include product price (Xu and Jackson, 2019), product type (Goraya et al., 2022), product complexity (Kim et al., 2021), and product involvement (Chocarro et al., 2013), among others. Consumer characteristics also indirectly affect how consumers choose the distribution channel for shopping. Age and gender are two common socio-demographic factors studied (Dorie & Loranger, 2020). For example, Mishra et al. (2024) study factors influencing the behavioral intention of GenY in using omnichannel service. Additionally, psychographic factors such as price consciousness, openness to innovation, and impulsiveness have been investigated to segment various types of omnichannel shoppers (Sand et al., 2016; Brand et al., 2020; Maggioni et al., 2020).

Consumer Decision-Making Styles

Understanding the consumer decision-making process is crucial for effective marketing strategy as it reflects the enduring characteristics of consumers. Consumer decision-making styles (CDMS) are multidimensional psychological constructs representing an individual's predisposition during the decisions. This knowledge plays a pivotal role in many marketing efforts including market segmentation, positioning, and strategy development (Anić et al., 2012, Sinkovic & Yamin, 2013). CDMS are widely used by marketers as a foundation for consumer segmentation. They offer insights into consumer purchasing behavior by examining the cognitive processes (Makgosa & Sangodoyin, 2018). Substantial research has been conducted regarding this crucial step of decision-making. Recent studies by Abdel Wahab et al. (2023); Garg et al. (2023) also confirm the impact of consumer decision-making style on marketing practice by stating its effect on consumer product involvement and purchase intention.

According to Fan and Xiao (1998), three major approaches are used to study consumer decision-making styles. The first is the lifestyle approach, which identifies several characteristics of consumer behavior. The second is the typology approach, which classifies consumers into different types. The third approach is the consumer characteristic approach, which focuses on the cognitive dimensions of consumer decision-making. Using the consumer characteristic approach, consumer decision-making style is defined as "a mental orientation characterizing a consumer's approach to making choices" (Sproles & Kendall, 1986, p. 276). "It reflects the decision-making styles of consumers when purchasing goods or services" (Baoku et al., 2010, p. 629).

Sproles and Kendall (1986) developed the Consumer Style Inventory (CSI), a tool designed to profile a particular consumer style regarding their distinct decision-making characteristics. The CSI refers to different orientations of decision-making that assist researchers and practitioners in systematically measuring shopping orientations (Wesley et al., 2006). It is a valuable instrument for segmentation and positioning. According to Sproles and Kendall (1986), there are eight unique styles of consumer decision-making: the perfectionist and quality-conscious, brand-conscious, novelty-and-fashion-conscious, and recreational and hedonic shoppers. These are followed by price-conscious, impulse buyers, confused-by-over-choice consumers, and brand loyal. Perfectionist/high quality-conscious consumers are those who put more effort into looking for the best quality products. Brand-conscious consumers purchase expensive and well-known brands based on the belief that having expensive tags means getting high quality. Novelty and fashion-conscious consumers are drawn to new and innovative products, finding excitement from identifying new things. Recreational and hedonic shoppers are those who find fun and pleasure in shopping. Price-conscious consumers focus on getting products at lower prices. Impulsive shoppers make spontaneous purchases without much consideration of money spent. Confused consumers feel bombarded with an excessive number of brands and stores to choose from, often experiencing information overload. Brand-loyal consumers repeatedly purchase from the same stores and buy the same brands.

As each consumer typically exhibits only one or two dominant styles, while some may have no dominant traits, the CSI has been widely employed to study consumer buying behavior across diverse cultures, retail formats, and product categories (Khare, 2016). Since its

introduction, the CSI has been tested in various cultural settings, including the United States (Sproles and Kendall, 1986; Lysonski et al., 1996), Germany (Walsh et al., 2001), China (Hiu et al., 2001; Tai, 2005; Zhou et al., 2010), India (Lysonski et al., 1996; Khare, 2016), and others. Investigations into the CSI have extended beyond traditional retail channels to include online shopping contexts (Khare, 2016; Helmi et al., 2023). The findings from these studies confirm the existence of consumer decision-making styles while also highlighting characteristics that may not align with the original CSI framework. Although there is an abundance of studies on consumer decision-making across international populations, existing studies on Thai consumers often address other products, such as those in the grey market (Rojanasingsawad, Ryding, & Barnes, 2020), environmentally friendly food (Kantatasiri, Jaroenwanit, & Brown, 2015), rather than exploring the omnichannel retail setting. This study aims to assess the applicability of the CSI in predicting Thai consumers' omnichannel shopping behavior. The following hypothesis of "CSI framework is not applicable to validate the decision-making style of Thai consumers in omnichannel shopping context".

Methodology

Instrument Design

The questionnaire survey was developed to collect data and consisted of three sections. The first section contained screening questions based on consumers' experience of purchasing products through various channels. Two questions were developed based on showrooming and webrooming concepts to identify whether consumers "search information offline and purchase online" and/or "search information online and purchase offline" (Chiou et al., 2017) over the past 3 months. The second section collected demographic information from participants, including age, gender, marital status, education, occupation, and income. The third section comprised the original CSI scale from Sproles and Kendall (1986), consisting of 40 items. Samples of CSI measurement items by Sproles and Kendall (1986) are summarized in Table 1. Items were measured on a seven-point Likert scale, with 1 representing "strongly disagree" and 7 representing "strongly agree" to enhance the reliability and validity of the measurement. It produces less response bias than the fewer points scales (Finstad, 2010).

Table 1 Sproles and Kendall's (1986) Consumer Style Inventory

Measurement	No. of Items	Sample Question
Quality Conscious/Perfectionist	8	I make special efforts to choose the best quality products
Brand Conscious	6	The well-known national brands are best for me
Novelty-Fashion Conscious	6	I keep my wardrobe up-to-date with the changing fashion
Recreational	4	Going shopping is one of the enjoyable activities of my life
Price Conscious/Value for Money	3	The lower price products are usually my choice
Impulsive/Careless	5	I should plan my shopping more carefully than I do
Confused by Over-Choice	4	There are so many brands to choose from that often I feel confused
Habitual/Brand Loyal	4	Once I find a product or brand I like, I stick with it

Data Collection

The research focused on the general population with specific characteristics, specifically Thai consumers who have been involved in an omnichannel experience during their purchasing journey in the past three months. Self-administered questionnaires were distributed online through social media platforms such as Facebook, Line, and Instagram using the snowballing method. Questionnaires were distributed through multiple initial participants to diversify the sample and reduce selection bias. A total of 338 questionnaires were completed and returned, with 312 containing usable data. Table 2 outlines the demographic characteristics of the respondents.

Table 2 Descriptive Statistics of Respondents' Profiles (N = 313)

Variable	Frequency	Percentage
Gender		
Male	146	46.6
Female	159	50.9
LGBTQ+	7	2.2

Table 2 (continued)

Variable	Frequency	Percentage
Age		
18-25	54	17.3
26-35	78	25.0
36-45	72	23.1
46-55	73	23.4
Above 55	35	11.2
Status		
Single	147	47.1
Married	138	44.2
Divorces, separated	27	8.7
Education		
Below bachelor degree	33	10.6
Bachelor degree	183	58.7
Master degree	79	25.3
Doctoral degree	17	5.4
Occupation		
Students	34	11.0
Government officials	68	21.8
Private firm workers	133	42.6
Business owners	51	16.3
Others	26	8.3
Income		
Less than 15,000 Baht	28	9.0
15,001-30,000 Baht	86	27.6
30,001-50,000 Baht	93	29.8
50,001-80,000 Baht	60	19.2
80,001-100,000 Baht	28	9.0
More than 100,000 Baht	17	5.4

Analysis and Findings

An Exploratory Factor Analysis (EFA) was conducted on 40 measurement items to classify the consumer decision-making styles of Thai consumers involved in omnichannel purchasing behavior. A Principal Component Analysis with varimax rotation was used to extract the factors, using an Eigenvalue of 1 to determine the number of factors. The factor analysis indicated five factors that accounted for 56.55% of the variability. Out of the forty items, twenty-one had factor loadings of more than 0.5, ranging from 0.535 to 0.752. The remaining items were suppressed since their values were below 0.5. The factors were checked for internal consistency using Cronbach's Alpha value, inter-item correlation, and item-to-total correlation. The analysis showed that all five decision-making styles displayed Cronbach's Alpha values ranging between 0.654 and 0.950. According to Hair, Black, Babin, and Anderson (2010), a Cronbach's Alpha value of 0.7 is a common cutoff; however, a lower value is acceptable in exploratory studies when measuring new constructs. Kline (2013) stated that a Cronbach's Alpha of 0.6 is acceptable at the early stages of research. All inter-item correlations and item-to-total correlations passed the minimum levels of 0.3 and 0.5, respectively, as suggested by Hair et al. (2010). Table 3 displays the five derived constructs and their internal consistency measurements.

Table 3 Exploratory Factor Analysis for the Consumer Decision-Making Style

Factor (Cronbach's alpha)	Items	Factor Loading	Inter-Item Correction	Item-to-Total Correlation
Spontaneous Recreation Shoppers (α = 0.950)	Shopping is not a pleasant activity to me ®	-0.752	0.46 - 0.62	0.54 - 0.71
	Shopping is a waste of my time ®	-0.750		
	I enjoy shopping just for the fun of it	0.721		
	I make my shopping trip fast ®	-0.695		
	I am impulsive when purchasing	0.694		

Table 3: (continued)

Factor (Cronbach's alpha)	Items	Factor Loading	Inter-Item Correction	Item-to-Total Correlation
Brand Conscious Fashionistas (α = 0.868)	Fashionable, attractive style is very important to me	0.679	0.36 - 0.65	0.54 - 0.72
	I prefer buying the best-selling brand	0.637		
	The higher the price of a product, the better its quality	0.635		
	The most advertised brands are usually very good choices	0.624		
	A well-known national brand is best for me	0.552		
	I keep my wardrobe up-to-date with the changing fashion	0.547		
	I usually have one or more outfit of the very newest style	0.535		
Quality-Driven Bargain Hunters (α = 0.685)	I look carefully to find the best value for money	0.694	0.32 - 0.43	0.51 - 0.54
	Getting very good quality is very important to me	0.683		
	I buy as much as possible at sales prices	0.555		
Confused by Over Choice (α = 0.691)	The more I learn about the products, the harder it seems to choose the best	0.630	0.39 - 0.46	0.50 - 0.54
	Sometimes it is hard to choose which stores to shop	0.614		
	There are so many to brands to choose from that often I feel confused	0.547		

Table 3: (continued)

Factor (Cronbach's alpha)	Items	Factor Loading	Inter-Item Correction	Item-to-Total Correlation
Quality-Seeking Brand Loyalists (**α** = 0.654)	I have favorite brands I buy over and over	0.710	0.35 - 0.42	0.50 - 0.56
	My standards and expectations for products I buys are very high	0.623		
	When it comes to purchasing products, I try to get the very best perfect choice	0.574		

Out of the five factors identified, one factor, confused by over choice, was consistent with the original CSI model in classifying Thai omnichannel shoppers. The four new factors identified were named spontaneous recreational shoppers, brand conscious fashionistas, quality-driven bargain hunters, and quality-seeking brand loyalists. Four items from the original scale of recreational shoppers and one item from impulsive shoppers were loaded under one factor. This factor was named spontaneous recreational shoppers. The brand conscious fashionistas variable contained seven items from the original scales of brand conscious consumers and fashion-conscious consumers. The remaining two factors described consumers with a concern for quality. The quality-driven bargain hunters factor included one item from brand conscious and two items from price conscious, while the quality-seeking brand loyalists variable contained two items from brand conscious and one item from brand loyal. Therefore, the hypothesis is partially accepted.

The average scores of the five confirmed consumer decision-making styles were examined to assess their importance in representing the shopping behaviors of Thai consumers in the context of an omnichannel shopping environment. The mean scores of the constructs were calculated by adding the mean scores of all individual items and then dividing by the number of items. A greater score value indicates a higher representation of Thai consumer characteristics. Table 4 exhibits the mean score of each variable.

Table 4: Average Score Analysis of Consumer Decision-Making Style

Decision-Making Style	Mean	Standard Deviation
Spontaneous Recreation Shoppers	3.78	0.5614
Brand Conscious Fashionistas	5.04	1.0337
Quality-Driven Bargain Hunters	5.50	0.8637
Confused by Over Choice	5.14	1.0677
Quality-Seeking Brand Loyalists	5.55	0.8857

Discussion

From the original model of consumer decision-making style developed by Sproles and Kendall (1986), only one factor was confirmed. This indicates that consumer shopping behavior has changed due to many influences such as technology, culture, and society. For the four new factors proposed, the names were given based on the content contributed to the dimensions. The "Quality-Seeking Brand Loyalist" dimension is the most outstanding omnichannel shopping characteristic among Thai consumers, with a mean score of 5.55. This indicates that Thai consumers are concerned about quality when purchasing products, and the brand still plays an important role. Being quality-conscious, Thai consumers continue to purchase the same satisfying brand they have experienced in the past. The finding of this new dimension is in line with previous literature. According to Pappu et al. (2006), quality-conscious consumers tend to be loyal to brands they associate with high quality. Studies by Kumar et al. (2006); Das (2014) reveal that quality perceptions drive consumer brand and store loyalty, indicating that quality-conscious consumers tend to be more brand loyal. With a focus on quality and brand loyalty, it is expected that consumers who possess these two characteristics are likely to be omnichannel shoppers. Quality-conscious consumers extensively search for information to ensure the best quality purchase decisions. Omnichannel shopping allows them to gather, compare, and verify information across various channels to ensure the quality they seek (Verhoef et al., 2015). Consistency in the quality of products and services when consumers experience brands through online, offline, mobile apps, or other omnichannel platforms generates trust and loyalty (Melero et al., 2016).

The second strongest characteristic of Thai consumers demonstrating omnichannel shopping behavior is being "quality-driven bargain hunters," with a mean of 5.50. It is not surprising that Thai consumers are bargain hunters. Thai consumers are price conscious and often seek promotions to maximize the value received. They prioritize affordability and value for money aspects when purchasing products. Evaluating price against quality received is their common behavior. The content of this dimension shows that "quality-driven bargain hunters" seek the best value, look for the best quality, and aim for the lowest possible price. The existence of this behavior confirms previous literature by Zeithaml (1988); Rao and Monroe (1989) that consumers perceive value based on price and quality. It is undeniable that this type of consumer would thrive in an omnichannel shopping environment, as various platforms allow them to leverage multiple sources of information to optimize their purchasing decisions. With diverse touchpoints in omnichannel, quality and price comparisons are enhanced (Gao and Su, 2017). Consumers can compare prices, read reviews, and check product availability across omnichannel platforms to get the best deal. The decision-making process becomes more informed regarding price, quality, and value (Verhoef et al., 2015).

"Confused by over choice" is the only variable that aligns with the original consumer decision-making style by Sproles and Kendall (1986). This characteristic demonstrates a mean score of 5.14. A possible reason to explain this behavior among Thai consumers lies within the context of the changing retail environment. Thailand's retail market has undergone significant changes in both online and offline settings, offering countless products and services through various omnichannel options (Goraya et al., 2022). Despite the abundant information available across platforms, conflicting information may arise, contributing to the complexity of new shopping options. Consumers may become confused and face difficulties in choosing and making decisions. This explains the existence of "confused by over choice" consumers in the omnichannel shopping environment. However, this type of consumer may not enjoy the omnichannel shopping experience. The overabundance of choices and information could overwhelm them, causing more stress in their decision-making and leading to decision fatigue (Iyengar & Lepper, 2000; Tugend, 2010; Chernev et al., 2015). Consequently, these consumers are likely to obtain less enjoyment from shopping.

"Brand-conscious fashionistas" is the fourth characteristic of Thai consumers identified in the omnichannel shopping environment, with a mean score of 5.04. One possible reason to explain this Thai consumer behavior is the retail landscape itself. Numerous shopping malls, luxurious boutiques, and online platforms cater to brand and fashion-conscious behaviors by continuously offering new trends to satisfy customers and remain competitive in the market. Moreover, well-known brands and fashionable items signify social status for Thai consumers. Therefore, it is foreseeable that this characteristic exists in the Thai context. Literature also confirms the overlap between brand consciousness and fashion consciousness characteristics. Consumers associate well-known brands with the latest fashion trends. Those who are aware of new fashion trends prefer famous global brands (Park & Rabolt, 2009; Khare & Rakesh, 2010). "Brand-conscious fashionistas" are likely to be involved in omnichannel shopping behavior since these platforms allow them to enhance their shopping experience by keeping up with the new trends offered by various brands. Multiple platforms enhance accessibility to up-to-date trends. Moreover, integrated brand experiences can easily be captured through these online and offline channels (Goraya et al., 2022).

Lastly, "spontaneous recreation shoppers" represent the weakest shopping characteristic identified, with the lowest mean score of 3.78. This outcome illustrates that Thai consumers are less likely to be "spontaneous recreation shoppers" when involved in omnichannel shopping. The result is unexpected yet understandable. Shopping is often viewed as a social activity in Thai society. Hanging out with friends and family in shopping places serves a recreational purpose. The abundance of shopping malls, especially in Bangkok, makes shopping more convenient. The ease of access to multiple omnichannel platforms allows consumers to shop anywhere and anytime, facilitating impulse purchases for recreational purposes (Shankar et al., 2003; Verhoef et al., 2015). Moreover, constant exposure to trends on ever-booming social media contributes significantly to spontaneous shopping behavior. On the contrary, a substantial portion of Thai consumers are experiencing financial constraints (World Bank, 2019). Consumers are more cautious in their spending, prioritizing essential items over discretionary ones. Consequently, recreational and impulse purchases are less likely to occur. Additionally, omnichannel shopping may not be as attractive to

"spontaneous recreation shoppers" as in-store shopping due to its limited ability to provide immediate gratification of the purchase (Aragoncillo & Orus, 2018).

Conclusion and Implications

This study aimed to characterize the decision-making styles of Thai consumers in an omnichannel shopping environment using the original Consumer Style Inventory by Sproles and Kendall (1986) as a benchmark. The results indicate evolving decision-making styles. Only one dimension, "confused over choice", remains in line with the original model. Four new consumer profiles are identified, portraying new characteristics in an omnichannel environment. These characteristics include "quality-seeking brand loyalists", "quality-driven bargain hunters", "brand-conscious fashionistas", and "spontaneous recreation shoppers". The findings confirm that consumer behaviors have substantially changed throughout the years. Consumers are becoming more complex in their decision-making.

It is evident from the research that consumers do not possess only one characteristic but also blended ones as shown through findings of four new characteristics. Marketers have to adjust their strategies for these diverse profiles. To serve those who are concerned about quality, ensuring good and consistent quality should be a mandated strategy. Loyalty programs and coherent brand messages should be provided to create trust and loyalty. At the same time, equipping all channels with comprehensive information about competitive pricing and price comparison could attract bargain hunters. Serving the fashionistas, marketers should continuously update inventory to match the latest fashion trends while integrating technologies to enhance the seamless shopping experience. Collaboration with famous brands to provide exclusive collections is another option to fascinate the brand-conscious. For consumers who are spontaneous shoppers, marketers should create impulse purchase opportunities through intriguing displays and low-price cuts. Constant notification on new arrivals and special offers could be provided to trigger the impulse purchase. Enjoyable in-store experiences, such as ease-to-shop layout, interactive displays, and events, could make shopping more recreational.

Limitations and Future Research

This study profiles the consumer decision-making characteristics of Thai consumers in an omnichannel environment. The findings are specific to consumers in Thailand. It is recommended to conduct further research in other cultural contexts that have a high adoption of omnichannel practices. Furthermore, consumer decision-making behavior could vary by product category. Some products are more likely to be purchased through omnichannel channels, while others through single channels. Integrating different product categories into the study to determine shopping characteristics and channel choices is suggested. Additionally, besides decision-making characteristics, there are other factors that influence consumers' intention to purchase through omnichannel. Further exploration of these factors could add value to the study field.

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