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Comments and Questions
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Paper No. 201202

Comment 1
The research is interesting, and the idea seems unique in some ways, but I find the overall makeup of the study and bit disorganized and would have liked the authors to put more time into the paper's design and structure.

Reply
Thank you for your valuable comments and make the changes accordingly.

Comment 2
I find the following comments made by the authors a bit incomprehensible. "However, price value consciousness has been removed from the model, and the study found that price-conscious decision-making style did not exist among the Sri Lankan millennial. Further, the study revealed that the perfectionist conscious decision-making style had the highest loads and highest mean value, followed by Habitual and Brand consciousness." I would like the authors to make more explanation of these few lines.

Reply
Price Conscious Decision making Style did not appear among the Sri Lankan Millennial There are few possible reasons why Sri Lankan Millennials are not price conscious. First, Bakewell and Mitchell (2003) mentioned that millennials are less likely to be price conscious. Some Millennials still depend on their parents. Their parents are giving money to millennial to buy the product and services that they need. Hence, they are less likely to be price conscious when they purchase since they have not yet experienced how difficult it is to earn money (Musika, 2018). This is in good agreement with the results of the present study since majority of the sample are still undergraduate who depend on their parents (71%). Second, those undergraduates, who represent the millennial generation have received some generous allowances such as mahapola, bursary, apart from parental income and perhaps a part-time job, that may also be a reason for being less price conscious. Third, as highlighted by Mamun, Rahman, and Robel (2014) innovators or early adopters seem to be less price sensitive than later buyers. Since millennials are early adopters as per the previous literature (Lingelbach, Patino, & Pitta, 2012), this could also be one of the reasons why they are not price conscious. Fourth, as Rathnayake (2015) points out, the Sri Lankan millennial has a strong emotional connection with some brands and tends to be loyal to that brand. Therefore, it could lead to less price consciousness, thus brand loyal consumers are less price sensitive (Mamun et al., 2014). Fifth, The Sri Lankan millennials in particular are highly
perfectionist, which is evident from the findings of the present study. These perfectionist consumers may be willing to pay premium prices for the best quality (Hanzae & Aghasibeig, 2008a). Besides, this finding is consistent with findings of past studies by Lysonski and Zotos (1996) in New Zealand, Wang, Chang, and Hui (2001) in China; Hanzae and Aghasibeig (2008) in Iran; Sharma and Aich (2012) in India. They also points towards the non-appearance of the price conscious decision making style in their countries as well. Moreover, some scholars argued that the price-conscious construct had some criticisms of its reliability. Hence it needed refinement or rebuilding the price-conscious construct (Chang et al., 2001).

Sri Lanka Millennial Consumers are Highly Perfectionist Conscious Consumers
The perfectionist conscious decision making style found in this study had the highest loads and highest mean value. The finding is consistent with findings of past studies by Mokhlis (2009) which identified perfectionist consciousness as top style among Indian, Korean, the Chinese and the U.S. consumers. Further, this is one of the unchanging decision making style confirmed in a number of previous studies. (Sproles & Kendall, 1986; Lysonski & Zotos, 1996; Wang et al., 2001; Hanzae & Aghasibeig, 2008a; Sharma & Aich, 2012; Wang et al., 2014; Haron & Chinedu, 2018). Moreover, Kalhoro, Khan, and Mehmood (2012) observed that most Asian consumers would like European or American products to have better quality and further revealed that quality is the most important element that concerns the millennial when they make a purchase. This was followed by the Habitual and Brand Loyal conscious decision making style which marked the second highest mean value (3.6623). Such consumers constantly form the habits of choosing a specific brand or buying from the same store (Haron & Chinedu, 2018). Moreover, regardless of market prices, they are brand loyalists. This finding is in the lines of above mentioned finding; Price conscious decision making style did not appear among the Sri Lankan millennial. In addition, millennial consumers spend more on branded products, including status products, to maintain their status; they will stay with those brands that convey status as long as the status effect lasts (Kalhoro et al., 2012). Moreover, a study titled “Relationship Between Millennials and Brand Loyalty: Mediating Brand Loyalty Factors” conducted by Kalhoro et al.(2012) found that Superior service, Use of advertisements, Customer Trust, Use of social media, Quality products and services and Overall company mission mediate the positive relationship between millennials and brand loyalty. Good practice of these factors by Sri Lankan marketers may be the reasons behind the highly habitual type of consumers.

**Question No. 1**
What is the meaning of hedonistic preference in a consumer's preferential background?

**Reply**
Hedonistic & Recreational Conscious Consumers means these consumers who fall into this orientation find shopping as enjoyable and are just shopping for fun. However, previous studies, label this orientation as a ‘shopping avoider’ thus negatively charging most items.

**Question No. 2**
What is one most significant outcome of your research?
Sri Lankan millennial has seven decision making styles, namely Perfectionist Consciousness, Habitual & Brand Loyal Consciousness, Novelty Fashion Consciousness, Brand Consciousness, Hedonistic & Recreational Consciousness, Confused by over choice and the Impulsive Consumer. The type of decision making styles of millennial consumers exercised in Sri Lanka is different from other countries.

Question No. 3
Why you especially talk of millennials only, is not your research usable for rests?

Reply
In the modern marketing era, Millennial or Generation Y has become one of the major interesting research subjects (Mokhlis, 2009) due to following reasons. First, millennial or generation Y is one of the most prominent demographic cohorts and age cohort to target for marketers. In addition to that, they stand for the largest generation in history (R.N. Bolton et al., 2013). There are approximately 1.8 billion millennial worldwide out of the 7.4 billion people, and it is anticipated that by 2020 Millennial will comprise half the world's workforce (Newman, Kramer, & Blanchard, 2016). Second, they are moving into its leading spending years along with a huge indirect spending power due to their strong influence on their parents (Bolton et al., 2013). Furthermore, millennial are able to influence on other people's purchases and decisions (Mokhlis, 2009). Thirdly, Generation Y consumers attempt to establish their own identity through their own patterns of consumption which is based on their unique attitudes and beliefs of behavior (Mokhlis, 2009). Fourth fact is millennial are the first generation who spent their lives in the digital environment who are called “Digital Natives.” These digital natives actively engage in social media platform activities such as shares, searches to consume content and works and plays (Bolton et al., 2013). In spite of the above mentioned enthusiasm, several challenges have occurred within the manner of this potential marketing segment. Therefore, it is important that marketers understand the decision making styles of the millennial On the other hand, since different generations have different characteristics, the results may therefore vary depending on the generation.