

Table 11

Descriptive Analysis of Responses to the Consumer Styles Inventory by Gender (n = 333)

Statement	Strongly Disagree	Disagree	In Between	Agree	Strongly Agree	Total	M	SD
Going shopping is one of the enjoyable activities of my life.								
Female	5 (2.5)	10 (5.1)	26 (13.2)	90 (45.7)	66 (33.5)	197	4.03	.95
Male	11 (8.2)	47 (35.1)	47 (35.1)	26 (19.4)	4 (2.2)	134	2.72	.95
I enjoy shopping just for the fun of it.								
Female	9 (4.6)	13 (6.7)	29 (14.9)	100 (50.8)	44 (22.3)	195	3.81	1.01
Male	31 (23.0)	65 (48.1)	25 (18.5)	12 (8.9)	2 (1.5)	135	2.18	.94
I prefer buying the best-selling brands.								
Female	2 (1.0)	52 (26.4)	83 (42.1)	52 (26.4)	8 (4.1)	197 (100.0)	3.06	.85
Male	2 (1.5)	51 (37.8)	45 (33.3)	32 (23.7)	5 (3.7)	135 (100.0)	2.90	.90

table continues

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Descriptive Analysis of Responses to the Consumer Styles Inventory by Gender (n = 333) continued

Statement	Strongly Disagree	Disagree	In Between	Agree	Strongly Agree	Total	M	SD
I usually have one or more outfits of the very newest style.								
Female	5 (2.6)	27 (13.8)	42 (21.4)	105 (53.6)	17 (8.7)	196 (100.0)	3.52	.93
Male	13 (9.6)	45 (33.3)	33 (24.4)	36 (26.7)	8 (5.9)	135 (100.0)	2.86	1.10
I keep my wardrobe up-to-date with the changing fashions.								
Female	2 (1.0)	21 (10.7)	68 (34.5)	79 (40.1)	27 (13.7)	197 (100.0)	3.6	.89
Male	16 (11.9)	36 (26.7)	50 (37.0)	26 (19.3)	7 (5.2)	135 (100.0)	2.8	1.05
Fashionable, attractive styling is very important to me.								
Female	1 (0.5)	11 (5.6)	48 (24.4)	108 (54.8)	29 (14.7)	197 (100.0)	3.8	.78
Male	6 (4.4)	25 (18.5)	52 (38.5)	40 (29.6)	12 (8.9)	135 (100.0)	3.2	.99