

What is Buying Styles?

The **Buying Styles statements** are designed by Mediamark Research Inc. to be indicators of **how consumers make retail buying decisions**. In the MRI product questionnaire, respondents are asked to what degree (“mostly” or “somewhat”) they agree or disagree with 43 Buying Styles statements. **All MRI clients have access to the results.**

How Should I Look At the Buying Styles Data?

Use the Buying Styles Weighting

Only about 50% of MRI Respondents answer the Buying Styles Questions, which makes the process of projecting their answers to the general population more complicated than it would be otherwise. When looking at responses to Buying Styles statements, it is only appropriate to include Buying Styles respondents in the analysis, but we still need those respondents to predict the behavior of the entire adult population. **The solution? Recalculate the weights for the Buying Styles respondents so that they make up the difference.** So if only half the respondents answer the Buying Styles questions, their weightings must be, on average, twice as high to scale to the same number of adults.

To address this issue, **a special weight scheme has been made available** in your software that enables the relatively small number of Buying Styles respondents to project to the entire adult population. **Make sure you use this weight scheme** whenever you work with Buying Styles data.

Use the Buying Styles Base

The crosstab paradigm has three dimensions: bases, columns and rows. Rows and columns are easy for most people to visualize and understand, but bases are less often used and commonly misunderstood.

Choosing a base other than “all” in Crosstab restricts the unweighted respondents displayed in the upper left-hand corner of the Crosstab. This **reduces the base projected count (000)**, which is **the basis for all vertical percentages, horizontal percentages and indices** calculated on that Crosstab view.

Choosing the Buying Styles weighting ensures that the non-Buying Styles respondents do not influence the projected (000) counts. However, it **does not remove non-Buying Styles respondents** from the unweighted counts – for that, **you must change the base to include only the Buying Styles respondents**. **If you don’t, you may end up using unstable data** without realizing it.

How Will the Numbers Be Affected If I Use the Wrong Weight and/or Base?

The table below demonstrates the results that the different weight/base combinations have on the numbers.

Statement: "Buying American products is important to me"

Selected Weight	Selected Base	Average Weight	Base Unwgtcd	Base (000)	Mostly Agree Unwgtcd	Mostly Agree (000)	Agree %
Population (000)	All	7515	26695 ×	200610 ✓	8489 ×	64584 ×	32.19 ×
Population (000)	B.S.	7563	12991 ✓	98257 ×	4694 ✓	36118 ×	36.76 ×
B.S.	All	7515	26695 ×	200610 ✓	8489 ×	70951 ✓	35.37 ✓
B.S.	B.S.	15442	12991 ✓	200610 ✓	4694 ✓	70951 ✓	35.37 ✓

2000 Fall MRI

WEIGHT: POPULATION (000), BASE: ALL

This is **the default weight-base combination** when dealing with MRI data, but it is **not appropriate when dealing with Buying Styles data**, for two reasons: (1) the base **includes ascribed MRI respondents who are not Buying Styles respondents**, and (2) **the weightings for the Buying Styles respondents** (based on projecting to all adults from the larger base of respondents) **are lower than they need to be to project to the general population.**

WEIGHT: POPULATION (000), BASE: BUYING STYLES

If we screen out the non-Buying Styles respondents, we see the **correct number of respondents, but the wrong base (000) value**, since the weights were designed to project a larger base of respondents to the same goal. The agree (000) value is affected in the same direction, but to a slightly different degree, ending in the result of an **incorrect mostly agree % value** of 36.76%.

WEIGHT: BUYING STYLES, BASE: ALL

By changing the weight, **you get all the correct projected counts, and all percentages that are based on those counts** (such as the 35.37% of people who mostly agree with the statement "Buying American products is important to me") **will therefore be correct, too. But you'll get unweighted counts that are too high, which means you won't always know when you're working with unstable data.**

WEIGHT: BUYING STYLES, BASE: BUYING STYLES

This is **the correct way to code when using Buying Styles data. All values are correct.** So you can see that based on the answers of 12,991 respondents projecting to 200,610,000 people, 4,694 respondents representing 70,951,000 people, or 35.37% of adults, agree with the statement "Buying American products is important to me."

MRI BUYING STYLES

The Spring 2004 MRI Buying Styles database is a subsample of the MRI Spring 2004 study. It includes all respondents who completed the battery of Buying Styles questions and completed the MRI product usage questionnaire.

Include the buying styles base c*c-p definition: 11*15-1

Weight (XXX.XX) - Card 11 Cols. 16, 17, 18, 19 and 20

Unweighted respondent counts and projected populations are as follows:

	ADULTS	MEN	WOMEN
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Unweighted respondents	12,053	5,667	6,386
Projected respondents	211,845,000	101,655,000	110,190,000

"We are interested in your attitudes about a number of buying and style issues. There are no right or wrong answers. Please indicate how much you agree or disagree with each of the following statements by checking the box that comes closest to how you feel."

- 1- Disagree mostly
- 2- Disagree somewhat
- 3- Agree somewhat
- 4- Agree mostly

- 134*56 Buying American products is important to me.
 134*57 I know the price I pay for most of the foods and packaged goods I buy.
 134*58 I think shopping is a great way to relax.
 134*59 My favorite grocery store offers special discounts on particular products each week.
 134*60 I don't make purchase decisions based on advertising.
 134*61 I like to shop around before making a purchase.
- 134*62 If I really want something I will buy it on credit rather than wait.
 134*63 I buy based on quality, not price.
 134*64 Price is more important to me than brand names.
 134*65 I'm a "spender" rather than a "saver".
 134*66 It's important to me that salespeople be knowledgeable about the products they sell.
 134*67 I am influenced by what's hot and what's not.
- 134*68 My favorite grocery store offers low prices on all products every day.
 134*69 A celebrity endorsement may influence me to consider or buy a product.
 134*70 I only use coupons for those brands I usually buy.
 134*71 I am annoyed by all of the signs in the stores.
 134*72 I often seek the advice of others before making a purchase.
 134*73 I am willing to give up convenience in return for a product that is environmentally safe.
- 134*74 Shopping used to be more enjoyable.
 134*75 I buy brands that reflect my style.
 134*76 People often come to me for advice before making a purchase.
 134*77 I tend to make impulse purchases.
 134*78 I buy the brands I grew up with, the ones my mother used.
 134*79 I prefer products that offer the latest in new technology.
- 134*80 I always check the ingredients and nutritional content of food products before I buy them.
 135*01 I don't have time to bother clipping or saving coupons.
 135*02 My children have a significant impact on the brands I choose.
 135*03 I would pay extra for a product that is consistent with the image I want to convey.
 135*04 My spouse has a significant impact on the brands I choose.
 135*05 When I find a brand I like, I stick to it.
- 135*06 If a product is made by a company I trust, I'll buy it even if it is slightly more expensive.
 135*07 I like to change brands often for the sake of variety and novelty.
 135*08 I think if a manufacturer offers a coupon, I am probably being overcharged to begin with.
 135*09 The service of the personnel at a store is an important part of my decision to shop there.
 135*10 I will gladly switch brands to use a cents-off coupon.
 135*11 I'm always one of the first of my friends to try new products or services.
- 135*12 I prefer a store that has a large selection of familiar brands.
 135*13 I usually like to wait until other people have tried things before I try them myself.
 135*14 I'd rather receive a sample of a product than a price-off coupon.
 135*15 I am willing to pay more for a product that is environmentally safe.
 135*16 I prefer to shop at stores that specialize in a specific type or style of product.
 135*17 Brand name is the best indication of quality.
 135*18 I prefer to buy things my friends or neighbors would approve of.