ADAPTING CONSUMER STYLE INVENTORY TO CULTURAL HERITAGE SITE VISITING CONTEXT

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Summary

Purpose - The purpose of this study is to examine the applicability of the Consumer Decision-Making Style (CDMS) theoretical framework in the context of visiting cultural heritage sites and to adapt the original Consumer Style Inventory (CSI) measurement instrument accordingly. Since adapted measurement instruments should be tested for their psychometric properties before being applied in empirical studies, the aim of this paper is to test an original Consumer Style Inventory in an observed research context. Design/Methodology/Approach - The paper analyses the psychometric properties of the modified measurement scale by assessing its reliability, convergent and discriminant validity, and dimensionality. In accordance with previous recommendations in the literature, a shortened version of the original CSI was proposed. Data were collected from a sample of undergraduate and graduate students (n = 332). Exploratory and confirmatory factor analysis methods and Cronbach's alpha coefficient were used in the study. Findings and implications - This empirical study found that the adapted measurement subscales (with the exception of the Impulsiveness subscale) had satisfactory psychometric properties. The adapted measurement subscales have

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acceptable levels of reliability, convergent validity, and discriminant validity, and each of the seven adapted subscales is unidimensional. The final measurement instrument consists of seven original CDMS dimensions and includes eighteen items, which facilitates the use of the adapted measurement scales in future empirical studies of heritage site visitation. The adapted measurement instrument could also be used in future professional market research projects conducted for practical marketing problems related to heritage site visitation. Limitations - The limitations of the research that could affect the generalizability of the research findings were discussed in terms of the sampling procedure and data collection method, as well as the cultural setting in which the research was conducted. In addition, the main implications of the adapted CSI measurement scale are explained. Originality - By confirming the satisfactory psychometric properties of the adapted CSI measurement instrument, this research study contributes to a more comprehensive understanding of consumers' approach to heritage site selection, thus expanding existing theoretical knowledge about consumers' decision-making styles in different research contexts.

* **Keywords**: Consumer Style Inventory (CSI); consumer decision-making styles; cultural heritage sites; scale adaptation.*

1. INTRODUCTION

Every day, consumers around the world make numerous purchasing decisions based on their psychological characteristics, cultural, social, and economic backgrounds, and buying tasks. Previous research studies show that purchasing patterns can vary by cultural context (e.g., Siu *et al.*, 2001; Jackson and Lee, 2010), population demographic characteristics (e.g., Yeşilada and Kavas, 2008; Yu and Zhou, 2009; Kwan, Yeung, and Au, 2008), and by product category (e.g., Mohsenin *et al.*, 2018). Therefore, both academics and marketers are constantly interested in how consumers behave and what criteria they select as the basis for their final purchase decision. These insights can be important for marketers when developing or adapting their offerings, not only for tangible products, but also for services, places etc.

Consumer behaviour is considered one of the most researched topics in tourism (Cohen, Prayag, and Moital, 2014). According to Teo *et al.* (2014), consumers' experiences have become an important aspect of cultural heritage marketing, suggesting that tourists' decision-making process and the experiences they want to gain from visiting the destination should be considered important aspects of consumer behaviour. In addition, Lacher *et al.* (2013) suggest that tourists can be primarily encouraged to visit a destination due to its particular cultural heritage components leading to the conclusion

that cultural heritage is essential to consumer behaviour in tourism. Literature (e.g., Genc and Gulertekin Genc, 2023; Lee *et al.*, 2020) indicates that culture and heritage sites are one of the most important factors of behavioural intention to visit a particular destination. Therefore, understanding the behavioural patterns of potential cultural heritage site visitors is valuable for profiling target market segment(s) and for developing and tailoring marketing programmes that maximise consumer experience and provide the highest perceived value.

Although it is considered one of the most researched topics in tourism (Cohen, Prayag, and Moital, 2014), according to Cohen, Prayag, and Moital (2014), consumer behaviour is still mainly studied as a rational decision-making process, while its complexity has not been sufficiently explored. Moreover, Sproles and Kendall (1986, p. 267) argue that "consumers use a variety of decision-making styles." Furthermore, these authors suggest that a decision-making style can be viewed as a basic consumer personality. Sproles and Kendall (1986) also developed the Consumer Style Inventory (CSI), a set of scales to measure the CDMS. Thus, the purpose of this study is to examine the applicability of the CDMS theoretical framework in the context of visiting cultural heritage sites. Accordingly, the aim of this paper is to adapt a set of Consumer Style Inventory scales to the context of heritage site visitors and to test the psychometric properties of the scales: reliability, convergent and discriminant validity, and dimensionality. Consequently, the following research question is posed: Can the original CSI instrument be adapted to the context of visiting cultural heritage site in a way that it achieves a satisfactory level of reliability and validity?

According to Tarnanidis *et al.* (2015), numerous research studies have been conducted to investigate the generalizability of a CSI to other research contexts. Previous research on CDMS has mainly focused on tangible consumer goods, while services, places, etc. have received less attention. However, the theoretical constructs and associated measurement scales developed for tangible consumer goods may not be applicable to tourism products until they are adapted, tested, and validated in the observed research setting. The adaptation of the CSI is necessary in the context of tourism products. Indeed, the behavioural pattern of tourists differs significantly from the traditional consumption pattern, as suggested by Bujdosó *et al.* (2015), and this could be explained by different types of experiences that consumers seek in tourism. Therefore, it is necessary to adapt the measurement scale items of the original instrument to the specific research context (in this study, it is the visit to a heritage site).

It should be noted that there are research studies that focus on travel decision-making style (see, e.g., Choudhary and Gangotia, 2017); however, as Atadil *et al.* (2018) noted, not enough attention has been paid to the CDMS of tourists/travellers. This means that there is still limited scientific evidence on CDMS in tourism. A literature review

conducted for this study also revealed that this topic has not yet been sufficiently researched, which can be considered a research gap. Therefore, this study aims to fill this gap and contribute to the growing body of knowledge by exploring the possibility of adapting CSI in the context of visiting cultural heritage sites. Indeed, CDMS is considered a valuable and useful framework for market segmentation (Sproles and Kendall, 1986). Because consumers employ certain decision-making styles that are considered to be context-dependent, studying CDMS in the context of visiting heritage sites can provide valuable insights into the specific behaviours of potential tourists, the benefits they perceive, the experiences they seek, and the key criteria they consider important when deciding to visit a heritage site. These insights can serve destination marketers as a basis for market segmentation as well as for successful positioning of the tourism product to attract different market segments and tailor the offer to the specific needs and wants of tourists.

The paper consists of six sections. After the introductory part of the paper, a review of relevant literature is given in the second section. The third section describes the research methodology. The fourth section presents the research results. The fifth section contains the discussion. The last, sixth section contains the conclusions of the study.

2. LITERATURE REVIEW

For more than 35 years, the CDMS concept developed by Sproles and Kendall (1986) have been used in numerous research studies. So far, this theoretical framework has provided valuable insights into consumers' characteristics and their purchasing patterns when selecting a particular product type, as well as consumer decision-making styles across different populations, cultural and economic contexts, various product categories, and retail formats (e.g., Mohsenin *et al.*, 2018; Bakewell and Mitchell, 2003; Lysonski, Durvasula and Zotos, 1996; Yaşin, 2015; Anić *et al.*, 2016; Cowart and Goldsmith, 2007).

According to Sproles and Kendall (1986, p. 268), a consumer decision-making style refers to "a mental orientation characterizing a consumer's approach to making choices". These authors also noted that there are eight basic decision-making styles common to all consumers.

In addition, Sproles and Kendall (1986) developed the Consumer Style Inventory, a scale to measure the particular decision-making style with respect to tangible products. However, cultural heritage sites may be considered non-standard products, and the CDMS may differ from that for standard tangible products that are regularly purchased and consumed. Due to the special, intangible nature of cultural heritage sites,

which are products that primarily provide consumers with different, often unique experiences and are not intended to be consumed on a regular basis, the original CSI cannot be directly applied to the context of visiting heritage sites and therefore needs to be adapted. The following section contains a description of each style in general and in the observed research context.

Sproles and Kendall (1986) refer to the first CDMS as Perfectionism or High-quality consciousness. Consumers scoring high on this dimension make purchase decisions based on the criterion of high quality. This means that a good enough product is not an acceptable solution to their problem, and they are not interested in compromising on their purchase decision (Adeleke *et al.*, 2019). Therefore, the high quality of the product is a crucial factor in their final choice. Assuming that consumers purchase and use products based on their utility, one could argue that consumers value cultural heritage sites based on the experiences they have when visiting these attractions. In this sense, consumers who place a substantial importance on a quality will search for and select those cultural heritage sites that provide them with the most meaningful and fulfilling experiences. The second CDMS Sproles and Kendall (1986) named Brand consciousness. Consumers who score high on this CDMS base their purchase decisions on the criterion of the well-known, best-selling, and expensive brand (Ünal and Ercis, 2008), suggesting that they expect the brand to provide a status-enhancing reputational benefit and that they are more prestige-sensitive, which is a consumer trait also explained by Lichtenstein, Ridgway, and Netemeyer (1993). Consequently, it can be assumed that brand-sensitive consumers select the most visited heritage sites in the hope that others will notice their choice and be impressed. In other words, it can be argued that brand-conscious consumers are driven by symbolic benefits when visiting heritage sites. The "well-known brand" criterion should be considered by destination managers because the literature (e.g., Bigné, Sánchez and Sánchez, 2001) indicates that destination choice may be influenced by tourists' perception of the destination.

The third CDMS proposed by Sproles and Kendall (1986) is called Novelty-fashion consciousness. Being more receptive to new products than others (Maggioni *et al.*, 2019), less price sensitive, and often impulsive (Walsh *et al.*, 2001), novelty-fashion conscious consumers make purchase decisions based on the attributes of "new" and "innovative" (Sproles and Kendall, 1986). Similarly, it can be argued that these consumers will prefer different, renovated and likely rejuvenated cultural heritage sites, and they will be their first visitors. It should also be noted that the study conducted by Choudhary and Gangotia (2017) shows that young adults are novelty-conscious travellers who seek and prefer new destinations. Recreational, hedonistic shopping consciousness is a fourth CDMS proposed by Sproles and Kendall (1986). Consumers who are characterized by this type of CDMS perceive shopping as an enjoyable activity and an opportunity to spend

their leisure time having fun (Ünal and Ercis, 2008). A description of this CDMS suggests the following: recreational, hedonistic consumers may perceive visiting heritage sites as a pleasurable activity, and their decision to visit a cultural heritage site will be determined by perceived hedonic benefits.

The fifth CDMS is called Price and "value for money" shopping consciousness. Sproles and Kendall (1986) suggest that price-conscious consumers are also price sensitive consumers because their main concern when buying a product is to pay a low or lower price and get the best value for money. It can be concluded that the purchase intentions and decisions of these consumers are also strongly influenced by price when deciding which cultural heritage site to visit. An additional concern could be unexpected costs that might be incurred on site. The sixth CDMS proposed by Sproles and Kendall (1986) is called Impulsiveness. This CDMS refers to consumers who do not plan their purchases and tend to make careless, sudden, and impulsive purchases (Zhu *et al.*, 2012; Ünal and Ercis, 2008). Accordingly, consumers who have high value on this CDMS tend to choose to visit a cultural heritage site without much consideration and unplanned.

Confusion from overchoice is the seventh CDMS proposed by Sproles and Kendall (1986). This CDMS type indicates that there are consumers who have difficulty making a final purchase decision because they feel overwhelmed by the numerous solutions offered (Adeleke *et al.*, 2019) and are also unsure of choosing the "right" one (Kang, Johnson, and Wu, 2014; Bakewell and Mitchell, 2003). Accordingly, consumers may not see the numerous heritage sites as a great opportunity to choose the best option among them, but as a problem to solve, with a lack of confidence in the selection process. The final, eighth CDSM refers to consumers who repeatedly purchase a product, have preferred brands, and visit the same stores; hence, this CDMS is referred to as Habitual brand-loyal orientation toward consumption (Sproles and Kendall, 1986). Following the explanation of loyalty in heritage tourism proposed by del Río *et al.* (2020), loyalty to a cultural heritage site can also be explained as the willingness of visitors to revisit and recommend a cultural heritage site to others. Following the concept of loyalty proposed by Solomon (2020), loyalty to a heritage site can also reflect the tendency of tourists to have their favourite cultural heritage sites and visit them repetitively, thus expressing their genuine loyalty to a site.

3. METHODOLOGY

The original set of 40 items of CSI was adapted by reviewing the relevant literature on CDMS (Sproles and Kendall, 1986) and cultural heritage visitor behaviour (e.g., López-Guzmán *et al.*, 2019; Teo *et al.,* 2014; McKercher, 2002; Di Pietro *et al.*,

2015). According to the recommendation of Lysonski, Durvasula, and Zotos (1996), the shortened version of the original CSI instrument was proposed. As a result, three items were selected for each dimension of the CDMS based on how well their content could be adapted to the context of the cultural heritage sites. The items identified were modified to the specific context of visiting cultural heritage sites. The initial set of items is shown in Table 1.

Table 1. Initial set of items

1	QLT1	When choosing a cultural heritage site to visit, the high quality of the cultural heritage is very important to me
2	QLT2	In general, I try to visit cultural heritage site of the best overall quality
3	QLT3	I make a special effort to visit cultural heritage sites of the highest quality
4	BND1	The well-known cultural heritage sites are best for me
5	BND2	I mostly visit cultural heritage sites that are well-known
6	BND3	I prefer to visit the most visited cultural heritage sites
7	NOV1	I visit newly renovated cultural heritage sites
8	NOV2	I make sure to visit cultural heritage sites that have just been opened to visitors
9	NOV3	It is very important for me to visit newly renovated cultural heritage sites
10	REC1	Visiting cultural heritage sites is a pleasant activity for me
11	REC2	Visiting cultural heritage sites is a very entertaining activity for me
12	REC3	I enjoy visiting cultural heritage sites
13	PRI1	As much as possible I visit cultural heritage sites at lower prices
14	PRI2	The lower-priced cultural heritage sites are usually my choice
15	PRI3	When I visit heritage sites, I try to find the best value for money
16	IMP1	I should plan my visits to cultural heritage sites more carefully than I do
17	IMP2	I often impulsively visit a cultural heritage site
18	IMP3	I often make unplanned visits to a cultural heritage site
19	CHC1	Since there are numerous cultural heritage sites, it is sometimes difficult to decide which cultural heritage site to visit
20	CHC2	The more I know about cultural heritage sites, the more difficult it seems to me to choose a cultural heritage site to visit
21	CHC3	I am confused by the amount of information I receive about various cultural heritage sites
22	LOY1	I have my favourite cultural heritage sites
23	LOY2	Once I find a cultural heritage site that I like, I visit it often
24	LOY3	I often visit the same cultural heritage sites

Source: Authors' adaptation of CDMS scales developed by Sproles and Kendall (1986)

Respondents' opinions on each item were recorded using a five-point Likert scale (from 1 - strongly disagree to 5 - strongly agree). The research was conducted on a sample of students from the Faculty of Economics & Business at the University of Zagreb. The final research sample consists of 332 respondents. The statistics of the sample is presented in Table 2.

Table 2. Sample statistics (n = 332)

REPONDENTS' CHARACTERISTICS	VALUE
GENDER (%)	
Female	73.2
Male	26.8
AGE (average)	21.6
YEAR OF STUDY (%)	
First year	6.3
Second year	66.0
Third year	10.2
Fourth year	16.3
Fifth year	1.2
LEVEL OF STUDY (%)	
Specialist graduate professional study program	14.2
Integrated undergraduate and graduate university study program	85.8
MONTHLY HOUSEHOLD INCOME (%)	
5,000 HRK or less	4.8
5,001 to 10,000 HRK	21.7
10,001 to 15,000 HRK	17.8
More than 15,000 HRK	25.0
Don't know / No answer	30.7

Source: Authors' research.

Note: The empirical research was conducted before the introduction of the euro as the official currency in the Republic of Croatia, effective from January 1, 2023 (1 EUR = 7.53450 HRK).

The data were analysed with exploratory and confirmatory factor analysis, and Cronbach's alpha coefficients were used to assess scale's reliability. The research results are presented in the following section of the paper.

4. RESULTS

The reliability of the tested scale is assessed using Cronbach's alpha coefficients, and its convergent and discriminant validity is tested using exploratory and confirmatory factor analysis (Table 3).

Table 3. Scale reliability and validity (n = 332)

Item	EFA loading	CFA loading	Cronbach alpha
QLT1	0.787	0.705*	0.821
QLT2	0.753	0.911*	
BND1	0.810	0.837*	0.853
BND2	0.890	0.756*	
BND3	0.831	0.853*	
NOV2	0.787	0.841*	0.847
NOV3	0.762	0.822*	
REC1	0.920	0.697*	0.922
REC2	0.899	0.813*	
REC3	0.925	0.830*	
PRI1	0.825	0.902*	0.790
PRI2	0.854	0.634*	
PRI3	0.763	0.731*	
CHC1	0.852	0.668*	0.711
CHC2	0.838	0.798*	
LOY1	0.842	0.877*	0.877
LOY2	0.906	0.925*	
LOY3	0.882	0.917*	

Model fit: GFI=0.944; AGFI=0.913; NFI=0.944; NNFI=0.965; CFI=0.975; *factor loadings significant at $p<0.01$ level.

Cronbach's alpha coefficients ranged from 0.711 to 0.922, indicating that the adapted CDMS scales have an acceptable level of reliability.

Exploratory factor analysis extracted seven factors with 76.1% of the variance explained. Items QLT3, NOV1, CHC3, IMP1, IMP2, and IMP3 had low factor loadings on their factors and high factor loadings on other factors and were therefore removed from further analysis. The remaining items have high loadings only on their respective factors.

Confirmatory factor analysis was conducted to further test the convergent and discriminant validity of the adapted scales. Within the measurement model tested, it is specified that each manifest variable loads on only one factor. The fit indices show that the measurement model fits the data well and all factor loadings are significant at the $p < 0.01$ level. The results show that the adapted scales have acceptable levels of convergent and discriminant validity and that each scale is unidimensional.

5. DISCUSSION

In describing the CDMS, Sproles and Kendall (1986) note that these styles reflect basic consumer personalities that, like personality traits, are relatively stable over time and as such determine similar consumer behaviour. However, it should be noted that concerns have been raised in the literature (see, e.g., Durvasula, Lysonsky, and Andrews, 1993) about the generalizability of measurement instruments in general and the generalizability of CSI as a scaling instrument in different cultural contexts. In addition, research studies (e.g., Anić, Rajh, and Piri Rajh, 2015) also point to the need to adapt the CSI instrument to the product-specific context. Finally, Jackson and Lee (2010) cite research confirming that there are differences in CDMS across studies.

Furthermore, the review of the literature revealed that Sproles and Kendall's (1986) original CSI measurement instrument has been applied in the travel context and modified accordingly (see, e.g., Choudhary and Gangotia, 2017). As suggested by Siu *et al.* (2001), a reliable and valid instrument is required for consumer profiling. Since heritage is considered a means to attract travellers to destinations (del Río *et al.*, 2020), adapting the original CSI instrument and testing its psychometric properties could be considered justified, as the modified instrument can be used in further research studies leading to the profiling of consumers based on their decision-making style regarding visiting cultural heritage sites. The results of these future research studies could serve as valuable basis for successful marketing management of heritage sites.

This research study supports the notion that CSI should be re-examined and tested when used in various research contexts. Consistent with suggestions in the relevant literature (Lysonski, Durvasula, and Zotos, 1996; LaTour, 1983), this study proposed an abbreviated version of the CSI measurement instrument developed by Sproles and Kendall (1986). Specifically, the original 40-item Consumer Style Inventory was revised, shortened and adapted to the context of visiting cultural heritage sites. The results of this study indicate that the adapted measurement scale has adequate reliability and validity, with the exception of the Impulsiveness, a CDMS that was excluded from the measurement instrument because of unsatisfactory psychometric properties of the

subscale. Therefore, the final measurement instrument consists of seven original CDMS dimensions and includes eighteen items, which facilitates the use of the adapted measurement scale in empirical studies.

This empirical study found that the adapted measurement subscales (with the exception of the Impulsiveness subscale) had satisfactory psychometric properties. The adapted measurement subscales have acceptable levels of reliability, convergent validity, and discriminant validity, and each of the seven adapted subscales is unidimensional. This type of analysis is important because a measurement instrument should not be recommended until its psychometric properties have been tested and demonstrated; otherwise, the quality of the data could be questioned.

The empirical data collected for this study indicate that each observed subscale meets the criteria of reliability and validity, which means that this revised measurement instrument has satisfactory psychometric properties and can be used in future research studies on CDMS related to visiting heritage sites. In other words, this study confirmed that the adapted measurement instrument minimises the potential methodological problems that may occur with a vague instrument.

6. CONCLUSIONS

Since visiting heritage sites should provide consumers with valuable experiences and the concept of experience is crucial in tourism (Genc and Gulertekin Genc, 2023), understanding how consumers choose cultural heritage sites is essential for destination management. Because the widely accepted CDMS approach can serve as a useful tool to clarify behavioural patterns in different contexts and provide a basis for consumer profiling, the purpose of this paper was to adapt the Consumer Style Inventory (originally developed by Sproles and Kendall, 1986) to the cultural heritage site visiting context and examine its psychometric properties by assessing the scale's reliability, convergent and discriminant validity, and dimensionality.

The results of the empirical research show that the adapted set of CDMS scales have acceptable levels of reliability and convergent and discriminant validity. In addition, each of the adapted scales is unidimensional.

However, there are several limitations of the research that could affect the generalizability of the research findings. The first limitation relates to the sample used in the empirical research. The research was conducted on a sample of university students, which could affect the potential generalizability of the results. Therefore, to further test the adapted scale, future empirical studies involving other populations could be conducted. This is also consistent with recommendations made in the literature. For

example, Lysonski, Durvasula, and Zotos (1996) state that the Consumer Style Inventory should be tested on non-student samples. Indeed, according to these authors, other consumers are also potential cultural heritage visitors and represent a non-homogeneous market segment compared to the student population due to their demographic characteristics and other socio-psychological factors that determine their purchasing and consumption behaviour. Another possible source of limitations could be the survey method used in the empirical research. In this research an online survey was used and to generalize the findings to other survey methods, separate empirical studies might be conducted by using other data collection approaches. Furthermore, this study was conducted in Croatia. Since consumer decision-making styles may vary depending on the cultural setting, as noted by Siu *et al.* (2001), the Consumer Style Inventory should be re-examined and modified as necessary when applied in other countries.

There are two main applications of the adapted CDMS scale to the cultural heritage context. First, the adapted scale could be used in future scientific research studies that will examine various aspects of consumer decision making in the cultural heritage context. Second, the adapted scale could also be used in future professional market research projects conducted for practical marketing problems in the cultural heritage context.

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PRILAGODBA INSTRUMENTA ZA MJERENJE STILOVA ODLUČIVANJA O KUPNJI KONTEKSTU POSJETA LOKACIJAMA KULTURNE BAŠTINE

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Sažetak

Svrha – Svrha ove istraživačke studije je ispitati primjenjivost teorijskog okvira Stilova odlučivanja potrošača o kupnji (CDMS – Consumer Decision-Making Styles) kontekstu posjećivanja lokacija kulturne baštine i u skladu s tim prilagoditi izvorni mjerni instrument. Budući da je prije njihove primjene u empirijskim istraživanjima potrebno utvrditi psihometrijska svojstva prilagođenih mjernih instrumenata, cilj je ovog rada testirati izvornu CSI (Consumer Style Inventory) ljestvicu za mjerenje stilova odlučivanja o kupnji u promatranom istraživačkom kontekstu. Dizajn/metodologija/pristup - U radu se analiziraju psihometrijska svojstva modificirane mjerne ljestvice procjenom njezine pouzdanosti, konvergentne i diskriminativne valjanosti te dimenzionalnosti. U skladu s prethodnim preporukama, predložena je skraćena verzija izvornog CSI mjernog instrumenta. Podaci su prikupljeni na uzorku studenata prijediplomskog i diplomskog studija (n = 332). U istraživanju su korištene metode eksplorativne i konfirmativne faktorske analize te Cronbachov alfa koeficijent. Nalazi i implikacije - Rezultati ove studije pokazuju da prilagođene mjerne ljestvice imaju odgovarajuću pouzdanost i valjanost, osim u slučaju ljestvice koja mjeri stil odlučivanja o kupnji pod nazivom Impulzivnost. Osim toga, svaka od sedam prilagođenih mjernih ljestvica je jednodimenzionalna. Prilagođeni mjerni instrument u konačnici se sastoji od sedam izvornih dimenzija stilova odlučivanja o kupnji i uključuje osamnaest tvrdnji, što olakšava korištenje prilagođenih mjernih ljestvica u budućim empirijskim istraživanjima ponašanja potrošača u odabiru lokacije kulturne baštine. Prilagođeni mjerni instrument također bi se mogao koristiti u budućim projektima istraživanja tržišta koji se provode u svrhu rješavanja praktičnih marketinških problema povezanih s potrošačevim odabirom i posjećivanjem lokacija kulturne baštine. Ograničenja - Ograničenja istraživanja koja bi mogla utjecati na poopćavanje nalaza istraživanja odnose se na problematiku primijenjenog uzorka i metode prikupljanja podataka, kao i kulturnog konteksta u kojem je istraživanje provedeno. Uz to, navedene su glavne implikacije prilagođene mjerne ljestvice. Originalnost - Potvrđujući zadovoljavajuća psihometrijska svojstva prilagođenog CSI mjernog instrumenta, ova istraživačka studija pridonosi sveobuhvatnijem razumijevanju potrošačevog pristupa odabiru lokacija kulturne baštine,

čime se proširuju postojeća teorijska znanja o potrošačkim stilovima odlučivanja u različitim istraživačkim kontekstima.

*   **Ključne riječi:** Consumer Style Inventory (CSI) mjerni instrument; stilovi odlučivanja o kupnji; lokacije kulturne baštine; prilagodba mjerne ljestvice.*