

## The new generation migrant workers segmentation research based on the decision-making style

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### Abstract

Taking consumers' decision-making style as segmentation variables, this paper studies China's new generation of migrant workers' spending decisions who are called the generation after 80s and 90s. As the growth of new generation's number, they have become the majority of migrant workers, and played a great role in China's economic and society development. As a special and giant consumer group, the personal consumption expenditure of the new generation migrant workers increased with low incomes year by year. They begin to pursue the diversification of consumption and a high level of quality of life on various aspects of consumption activities, which is called the urban consumption idea that is different from the elders'. This paper takes the new generation migrant workers as research object and the consumer decision-making process as carrier to explore the new generation peasant workers' decision-making style dimension, and use the CIS scale to measure the new generation migrant workers which reaching the explains of the price guide decision-making style and loyalty guide design-making style is up to 23.9% and 19.0% through the exploratory factor analysis and cluster analysis. Those design-making styles occupied the main part of them.

### Keywords

Generation of migrant workers; Making style; Consumer decision-making style scale; Factor analysis.

### 1. Introduction

Consumers' decision-making style is a way to preform consumers' tendency to decision-making characteristics on psychological, which possess the characteristics on emotion and cognition. In reality, consumers' decision-making style is a fundamental principle of consumer character that it will have great effect on consumers' purchasing behavior persistently and pervasively. In China, with the heavy population and a vast territory, the core problem for company to develop and grow stronger is to know consumer and study their decision-making styles and features, and the way they like to purchase, the goods they are in favor of, and how to satisfied their demands. At the same time, different groups of consumer have different decision-making styles, the consumer groups in China can be divided with many standards, such as the group of university students, the group of younger and elder, the group of eastern and western, the group of urban and rural. As faster as the speed of urbanization, a large number of population is concentrated in the city and a large number of rural population transferred to the city, so that there comes the group of migrant workers. This great amount of the group occupied a vital place, it is imperative to study this group's movements. Mastering the new generation migrant workers consumption pattern and decision-making style plays a pivotal role in sales program and economy development.

This paper draw a comprehensive conclusion on the current situation of the study on the new generation migrant workers through searching reference. And it presented their social status and their performance of consumption, so that we can get to know the decision-making style's current situation and it's characteristic so that can conduct the study about the new generation migrant workers segmentation. And explore what consumption pattern can the new generation migrant workers' decision-making style bring, ensure the dimension under the new generation migrant workers' decision-making style, and make consumer decision-making style scale. To explore the

characteristics of the new generation migrant workers' decision-making styles, provide trains of thought for the contemporary development of social economy and the marketing way.

## **2. The analysis of research status**

### **2.1 The new generation migrant workers**

In 2001, The new generation migrant workers was put forward first time by Chunguang Wang in his study on The new generation floating migrant workers [1], he divided the migrant workers into the new generation and the elder. The new generation migrant workers are born after 80s and 90s who work out from their hometown in 1990s. Compared with the first generation migrant workers, they have a higher degree and a higher anticipation, they pay more attention to spiritual enjoyments and material comforts, but they all have a lower endurance to bear hardship and stand hard work, which conclude as three high and one low. The new generation migrant workers are different from the first generation migrant workers, most of them are unmarried with no barriers of family, they are not equipped with farming experience, and what they seek for is no longer need for life, or money for the family. They are regarded as the moonlite clan, who are peeniless by the end of every month with no saving. The large scale of new generation migrate workers gain their advantage of handling and applying new technology and knowledge while the elder can't match to them with lower education degree [2]. Under the influence of modern city and internet media, the new generation migrant workers realized the further differences between urban and rural areas, they began to seek after fashion consumption instead of solving food and clothing problems. They perform like urbanite, they pursue famous brand and prefer to experience new things, spend their money on electronics, internet and costume, to narrow the gap with urban peers. They wish that they could live their life in the city, find their own space in there, and gain others' agreements on them. [3]Meanwhile, the new generation migrant workers haven't removed their peasant identity. Under the influence of traditional rural customs and urban and rural household registration system, their performances still possess the characteristic of peasants on consumption in their daily life.

### **2.2 Consumer behavior current situation**

The new generation migrant workers have a different consumption idea from the first generation migrant workers, they will not work for household subsidies industriously and frugally like the elder. The new generation migrant workers' consumption action have piecemeal developed more complex and pluralistic[4], they are young and energetic, longing for fresh and good things, heading for what they want, and they doesn't need to worry about their family too much, just satisfied their demands. The characteristics and performance of the new generation migrant workers' consumption action are affected by social progress, urbanization, family environment, educational level, and their own psychological etc, at the same time, there are some things in common, as follows,

Personal diversified consumption.

Facing with the newfangled and fresh things, they are willing to have a try, the hope to be as same as urban youth, get the acceptance of the urban city, and they want a space for themselves in the city. The personal consuming of the new generation migrant workers have changed, from the food and housing into diversified consumption. Although the expenditure of the food and housing are high, they are more willing to consume on the urban city. Except for the basic consumption, the cost on entertainment, education and transportation has increased[5].

Consumption conformity psychology

The new generation migrant workers are a group. They come from different places. But they usually gather together due to the similarity between them. Their incomes and ages are similar, they have many common interests and pursuing, so they learn others lifestyle and consumption that produced conformity psychology and obvious in this group. The new generation migrant workers in cities in order to fit in and gain a foothold in the society, they will follow the urban young people's life and

consumption style[6]. Following urban people's footsteps, this is a remarkable feature of the present situation of the new generation migrant workers' consumption behavior.

Diversity of purchasing way, tend to communication and network

With the development of the commercial finance, the increasingly fierce of marketing competition and the growing popularity of the electronic products, the way of consumption having changing rapidly. Mobile communication equipment and electronic entertainment equipment in the proportion of consumption is rising year by year. For the new generation of migrant workers, their food consumption and housing consumption accounts for a small portion of their overall consumption, and shopping, mobile communications, the Internet entertainment become an integral part of their consumption. The new migrant workers shopping way gradually get rid of the limitations of the entity shop shopping in physical stores primarily, on the basis of the network shopping received the attention of new generation of migrant workers, they think that online shopping is cheaper which goes the pursuit of fashion shopping choice, and satisfied with the purchased products cost-effective at the same time. They will choose upscale shopping centers, commercial pedestrian street to shopping, even large department store supermarket can be shopping choice.

As incomes and living standards rising, China's economic structure is changing, consumption gradually recognized by people, the new generation of migrant workers' consumption tool in the daily life also gradually began to modernization. The first generation migrant workers are mostly cash transactions, spending money and bargaining, while the new generation peasant workers' consumption tool the emerging modern trend, often used handheld Banks when they shopping, Internet banking, self-service payment terminals, or credit card payment, etc.

The transformation of conspicuous consumption

Traditional migrant workers to conspicuous consumption will choose in returning hometown, this conspicuous consumption performance is more of a force on conspicuous consumption. The new generation of migrant workers conduct "forces" conspicuous consumption not only to friends and relatives around, and also want to the show " conformity " conspicuous consumption as urban residents. Such as buying a good cigarette and share it to the people around, Purchasing the same brand products as the most city people, hope to get urban identity and to seek the position in society.

The obvious consumption "moonlight" phenomenon

The new generation migrant workers are different from the elder, they did not have the pressure of the family, they grew up without tasted bitterness, not to mention thrifty. They like most young people, become a member of the city moonlight clan. They try to make friends and do everything to eat, drink, and have fun without the habit of saving. They are live their own lives. They make money themselves to meet their own consumption, and their high marginal propensity to consume stayed at a high level. There is a phenomenon of extravagance and waste, sometimes they even ask their parents for money, to meet their consumption in the city.

### **3. The empirical study on the new generation migrant workers' decision-making style**

#### **3.1 The decision-making style**

Sproles and Kendall first put forward consumers' consumption decision-making style in the study of consumer decision-making. It can be regarded as a kind of tendency, habit and attitude of consumers when they tend to choose some kind of psychological orientation. And it is generally that the consumers themselves basic personality characteristics, similar to the psychological characteristics of the meaning. Decision-making style in different groups of people have different characteristics. Occupation, personality, education, culture and other factors will affect people make different choices, produce different decision-making style [7]. Consumers usually with a basic consumption decisions tend to enter the store, they in the choice of a product will have some kind of consumption style guide, such as the price tendency of consumers in the choice of products first consideration of

the commodity price is not in line with their own positioning, loyal inclination to think first of is the choice of products is not usually choose the kind of, and brand oriented consumers in the choice of products first thought is brand products is not satisfactory [8]. The decision-making style of exploration on the one hand, from a comparative study of cultural background in different parts of the different culture lead to identification of personality traits, resulting in different consumer decision-making style [20]. On the other hand, from the perspective of the characteristics of the population and consumption, that is, different age levels, and the impact of social consumer environment on the consumer is huge. Study the new generation of migrant workers, this group is the same, because they have their own cultural background, life experience, they have the characteristics of their lives, and their decision-making style must have their characteristics and performance.

### 3.2 The Consumer decision-making style scale design

Sproles and Kendall on the previous study of consumer decision-making styles were summarized. The conclusion is given based on the investigation of an area of more than 500 students, present the consumer decision-making styles including eight dimensions:

Perfect and high quality cognitive orientation, the direction of the consumer on the quality of goods is very high, hope to find the greatest degree of satisfaction with the goods.

Brand awareness and price is equal to quality oriented, such consumers tend to buy high prices or high visibility of the goods.

Novel and fashionable cognitive orientation, the consumers like to buy Novelty high or fashion products, seeking fun exciting, to meet their diverse needs.

Happy and shopping and entertainment cognitive orientation, the consumer will think shopping can bring fun to them is a enjoy.

" Price and value equal to money "cognitive orientation, the consumer easy to pay attention to the price and value of the products, they hope to buy the price is right, low price products, adhering to the value of money and the goods is equal

The impulse type oriented, impulsive consumer oriented on shopping performance often very impulsive, often ignore commodity prices and other factors.

Decision problem oriented, this kind of consumers, often in the choice of products is difficult to determine.

Brand loyalty and custom oriented, the consumers always choose often buy goods and brands, have their own preferences.

Sproles and Kendall's consumer decision-making style dimension, referenced to the CSI scale and relevant research at home and abroad for reference, according to the current decision-making style research results and with the new generation of migrant workers in deep conversation, [9] the initial recognition of the decision-making style indexes content specific as shown in Table 1. First select a small number in line with the conditions of the investigation, by expanding the sample test, the subjects expand access to individual. Let subjects and pointed out that the answer is not clear, is difficult to explain or other suspicious items, then corrected or deleted, finally generate the new generation of migrant workers consumer decision-making style scale 32 indexes content prediction.

Table 1 The indicators of consumption decision-making style content consumption decision-making style of each

Numble	Scheme 1
R1	I will try to buy good quality goods
R2	I am demanding on my purchaseing goods
R3	I would like to spend more money wherever you can find good quality products
R4	Buying high quality goods is very important for me.

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R5	I will always buy my favorite brand
R6	Found a brand I liked then I will buy again
R7	Not often change my buy goods brand
R8	I'd love to go to a shop to buy goods
R9	I always buy cheap products
R10	I'd love to choose goods at a discount to buy
R11	I will carefully calculate the prices of goods when I buying
R12	I will carefully choose the most suitable product
R13	I have a lot of popular clothing
R14	I'm inclined to fashion and attractive for me I will love the brand
R15	I'm in hot pursuit of fashion trend
R16	I will change my choose according to the change of trend
R17	I always spend a lot of time on shopping
R18	I enjoy shopping fun
R19	I don't think shopping is a waste of my time
R20	Shopping in my life are enjoy things
R21	I am always very impulsive on shopping
R22	I am always regret to the goods I've buy
R23	I am not carefully planned before buy something
R24	I will buy something which take me new sense
R25	I will considering a lot in the selection of goods
R26	It's hard for me to choose when facing a lot of commodity information
R27	It's hard for me to make decision when the brand got it's diversification
R28	I will choose a commodity it won't have any defects
R29	I tend to choose well-known brands
R30	A brand with a lot advertisement is a good choice
R31	I think the higher commodity prices the quality is better
R32	Shopping malls and stores can provide good goods for me

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The formal investigation to the new generation of migrant workers as samples, using simple random sampling method, questionnaire survey on dissemination network, work in the factory of new generation of migrant workers, by way of control experiment, let them according to their own situation to complete the questionnaire, network and field recovery. The survey issued a total of 310 questionnaires, removal of incomplete answer the questionnaire, finally get 305 valid questionnaires. In different cities of the new generation of migrant workers as the research object, among them the male 156 people (51.15%) female 149 people (48.85%). Age distribution for 16 years old of the following 3.61%, 9.84% of 16-18, 19-23 years old have 55.74%, 24-28 years old accounted for 21.64%, 29-32 aged 9.18%. work and study, home to the capital of 5.9%, and, 46.56% of provincial capital city and other urban areas 34.75%, in the county of 12.79% for nature of general manufacturing industry people 12 people, 38 ordinary service industry workers, technical staff of 43 people, 66 grassroots management staff and other 146 people accounted for the proportion of 47.87%;



monthly income 1000-2000 30.16%, from 2001 to 3000 accounting for 19.67%, 3001-4000 19.67%, 4001-5000 have 12.46%, more than 5000 18.03%.

#### 4. The analysis of date

##### 4.1 The analysis of reliability

Exploratory factor analysis was carried out on the scale. According to the require of statistical analysis, the analysis should conducted under condition that there are strong correlation between the original variables, or it can't. [10]In this paper, IBM SPSS Statistics 21 was used to calculation coefficient alpha through Cronbach's alpha, if the coefficient alpha is above 0.6, the benchmark research is above 0.8, it was thought to have quite high credibility in normally condition that Cranbach's alpha coefficient is above 0.6. Followed by KMO test and Bartlett sphere test, comparing the simple correlation coefficient and partial correlation coefficient between variables, check whether all variables independently. In the KMO test, KMO value is between 0 and 1. The more closer to 1, the more suitable for factor analysis, the more closer to 0, the more unsuitable for factor analysis. Factor analysis fits when KMO value is above 0.9, and it is suitable when KMO value is 0.8. Bartlett sphere test statistic significant probability P value is less than 0.05, the questionnaire reach to structure validity, then start factor analysis.

According to the above principles, this research analyzes multi-item 32 decision-making styles, and reliability coefficient are more than 0.6. Through the KMO and Bartlett sphericity test, KMO is 0.891, which is suitable for factor analysis. Bartlett sphericity test in corresponding P value is less than the given value, as shown in table 2, rejecting the null hypothesis factor analysis can be performed.

Sampling enough degrees of Kaiser - Meyer - Olkin measurements.		.891
Bartlett sphericity test	The approximate chi-square	3650.948
	df	496
	Sig.	.000

The study on scale take foreign mature scale as reference, use SPSS conducts exploratory factor to analyze under the condition of satisfying the factor analysis. From the size of the factor load it can also see that the classification of factors is consistent with the previous idea. There exist eight dimensions, and the proportion of the problem of each dimension on the factor loadings is almost greater than 0.6. Meanwhile, greater than other factors more than 0.3, It also shows that the scale has good discriminant validity and convergent validity. The eight factors explained 60.51% of the variance.

Table 3 After the rotation of the consumer decision-making style scale of the composition matrix

	component							
	1	2	3	4	5	6	7	8
Q7 R1	.141	.076	.698	.009	.201	.067	.105	.023
Q7 R2	.078	-.028	.693	.165	.212	.071	.204	.050
Q7 R3	.281	.183	.646	.166	.108	.111	-.121	.061
Q7 R4	.077	.088	.699	.165	.192	.076	.061	.059
Q7 R5	.101	.053	.229	.261	.655	.107	.168	.009
Q7 R6	.128	.046	.239	.119	.653	.385	.114	.033

Q7 R7	.114	.129	.212	.010	.775	-.121	.050	.062
Q7 R8	.081	.115	.181	.099	.592	-.001	.029	.363
Q7 R9	.187	.268	.000	.110	.144	-.011	.091	.669
Q7 R10	.081	.089	.084	.229	.106	.263	.120	.747
Q7 R11	.171	.057	.140	-.224	.091	.077	.533	.467
Q7 R12	.024	-.104	.269	-.005	.164	.081	.712	.057
Q7 R13	.696	.080	.273	.141	.114	.083	.095	.070
Q7 R14	.649	.155	.231	.109	.114	.119	.056	.202
Q7 R15	.698	.192	.028	.286	.002	.161	-.006	.091
Q7 R16	.667	.051	.007	.170	.163	.283	.005	.100
Q7 R17	.606	.372	.142	-.034	.107	.210	.196	-.066
Q7 R18	.353	.243	.058	.087	.067	.623	.088	.064
Q7 R19	.394	.249	.094	.087	.028	.583	.089	.090
Q7 R20	.262	.330	.190	.079	.047	.692	.031	.150
Q7 R21	.047	.653	.089	.043	.154	.359	.021	.062
Q7 R22	.176	.639	.062	-.019	-.039	.061	.055	.280
Q7 R23	.180	.625	.065	.127	.103	.167	-.131	.242
Q7 R24	.285	.702	.143	.088	.071	.080	.019	-.004
Q7 R25	.238	.377	-.173	.204	.050	-.108	.575	.136
Q7 R26	-.015	.546	.037	.205	.068	.179	.422	-.072
Q7 R27	.072	.529	-.008	.207	.147	.107	.469	.040
Q7 R28	-.074	.077	.183	.401	-.033	.319	.385	.237
Q7 R29	.089	.156	.281	.608	.241	.067	.120	-.086
Q7 R30	.340	.110	.117	.632	.077	.035	.033	.263
Q7 R31	.380	.240	.262	.497	-.017	-.125	-.013	.200
Q7 R32	.201	.037	.070	.708	.158	.148	.004	.070

Extraction Method : Principal component.

rotation method : Orthogonal rotation method with Kaiser standardization .aa. Convergence after 13 iterations.

As shown above, factor analysis is obtained by 8 factors, Combined with the previous analysis of Sproles and Kendall decision style dimensio, and at the same time listen to the advice of the tutor, we analyzed the original definition of eights factors. Named Fashion oriented, Impulsive oriented, The pursuit of perfect oriented, Focus on brand oriented, Loyal and specific oriented, The pursuit of pleasure oriented, The choice of confusing oriented, Focusing on price oriented. Each factor has its different meanings.

#### Fashion guide

This factor represents consumers in the consumption decision-making style is the dimensions of novelty and fashion<sup>[14]</sup>. A higher score on this dimension indicates that consumers pay more attention to fashion products in their daily consumption<sup>[13]</sup>. And fashion is linked to product popularity, in the pursuit of fashion at the same time, this meet the needs of walking in the forefront of the fashion. New generation of migrant workers have a higher score on this dimension, which satisfies their actual situation of consumption. They belong to the young generation group and follow the fashion. The consumption concept of following the fashion in the youth is also common.

#### Impulsion guide

This factor represents consumers in the consumption decision-making style is the dimension of impulsiveness. A higher score on this dimension indicates that consumers have impulse buying tendency in their daily consumption. This type of consumers usually do not have plans to buy, nor the development of standards in the purchase of products, and they often feel regret after buying, which is their typical characteristic. These consumers' consumption is easy to be affected by consumer areas with emotional expression. Although they hope to get social recognition to meet their vanity, they also have a certain consumption on consumption. They will pursue what they want, but usually don't behave too impulsive to spend money.

The factor of pursuing perfect

This factor represents consumers in the consumption decision-making style is the dimension of perfect quality. The customers of this dimension often pursue high quality when purchasing, products should meet their needs in various aspects. From practical aspect, new generation of migrant workers earn their own living expenses, beginning to pursue the taste of their life, and do not want to treat yourself. If they get a product with satisfactory quality, not only will they feel comfortable, but also save the cost of buying low - quality products. The dimension of perfect quality is also consistent with the situation of new generation of migrant workers.

Focusing on brand

This factor represents consumers in the consumption decision-making style is the dimension of brand-consciousness. The customers of this dimension often choose brand-name products when purchasing, they believe that the brand can set off their own temperament and improve their identity. They are willing to spend money to buy as long as they like the brand. New generation of migrant workers are working for gaining their own place in the city, so the pursuit of brand also show with the feature that differs before<sup>[15]</sup>.

Loyal customers

This factor represents consumers in the consumption decision-making style is the dimension of loyalty. The customers of this dimension often select the product they have purchased and they frequented the store or market when purchasing. Some habits are not easy to break and some people are willing to insist on a certain product to maintain a specific attitude.

The pursuit of pleasure

This factor represents consumers in the consumption decision-making style is the dimension of the pursuit of pleasure. A higher score on this dimension indicates that consumers pay more attention to the environment, location, and even the time. They are able to relax and enjoy the fun of shopping. [16]]In the process of purchasing they are willing to shop at a very long time and do not think it's a waste of time. New generation of migrant workers are busy in the city, and they just started to diversify their shopping styles. But in the process of brand contact they do not have too much energy and financial resources to enjoy shopping, so they won't be particularly to the pursuit of spiritual enjoyment. [11].

Confusion in the choice

This factor represents consumers in the consumption decision-making style is the dimension of confusion in the choice. A higher score on this dimension indicates that consumers encounter a lot of information when purchasing, they may have a variety of products to choose because of product sales, product evaluation, consumer experience and other factors. New generation of migrant workers' score in this dimension is relatively low, they are easily affected by the surrounding environment. They like to learn other people's purchase to simulate urban people's spending habits. Once they have mock objects in making a choice, it is not difficult for them to choose.

Focus on price

This factor represents consumers in the consumption decision-making style is the dimension of price consciousness. High score in this dimension of consumers will in a clear understanding of the



product's price, considering the level of the price is appropriate or not, and they can accept this price of the product or not. Though they don't like the elder generation of migrant workers living frugally, the new generation migrant workers chose price seriously. Wealth is earned by their hard work, so they will consume within the scope of economic bearing capacity, prices are the factors they must pay attention to[12]. They have to consider whether the price is reasonable, or whether they can afford it. The dimension of price consciousness is consistent with the situation of new generation of migrant workers.

#### 4.3 Cluster analysis based on decision-making style

By the aid of K-Means Cluster of SPASS 21, this paper divided 305 respondents into 8 types, they were 7.8%, 9.1%, 13.1%, 14.1%, 19.0%, 12.1%, 0.6% and 23.9% of the total respectively. As follows, According to the table 4, we know the new generation of migrant workers from Cluster 1 have been segmented into 3 parts, 24 belongs to fashion style, 28 impulsive style, and 37 enjoying style, but they amount to a low percentage of the total respondent; confused type has been divided into 2 parts, one is the type of presuming perfection-oriented, about 40 cases, the other is the type of attaching importance to the brand, 43 cases, they amount to a relatively high percentage of the total; while faithful type and price-conscious type are 58 cases and 73 cases respectively with high percentage. The result is corresponded to the analysis of those exploratory factors, the new generation of migrant workers pay attention to right price and high loyalty, they start to go after perfection, quality and grand with great potential. On the contrary, they show a little interest in enjoyment and impulsion.

Table 4 The Number Of Each Cluster

	1	24.000
	2	28.000
	3	40.000
	4	43.000
	5	58.000
	6	37.000
	7	2.000
	8	73.000
Effectivity		305.000
Deficiency		.000

#### 5. Epilogue

The study has applied Consumer Decision-Making Style Inventory, and SPSS to analyze exploratory factors and implement cluster analysis to measure the new generation of migrant workers' decision-making style. The study divides the new generation of migrant workers' consumer decision-making style into 8 dimensions, fashion class, impulsive class, perfect pursuance class, brand class, loyalty class, enjoying class, choice confusion class, price-conscious class.

The new generation migrant workers' consumer groups mainly based on price and loyalty, they pursue appropriate price, and attend to purchase the merchandise what they used to bought. To sum up, price is a key of attracting these groups' attention, after adequate market research and affirming acceptable price to the new generation migrant workers, enterprise will start marketing campaign. As for the loyalty, enterprise could try some sales promotion and free trial programs now and again so that consumers get used to this product, and then, they will purchase more. These two kinds of

groups' huge consumption potential is not allowed to be ignored. While at the same time, there is an increasing number of new generation migrant workers lay emphasis on perfect quality and brand. The matter is how to engage in marketing planning, for example, how to improve the quality of product instead of wasting most costs of conversion on fancy product design; the right way is to figure own brand prominently in this industry,<sup>[18]</sup> enhance brand construction and management with advertising, keeping both groups in sustained growth also is an important direction of business development, these two opportunities are play great role in expediting enterprise development.

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