

CONSUMER INVOLVEMENT RELATED TO PATRONAGE
BEHAVIOR FOR APPAREL STORES

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CHAPTER I

INTRODUCTION

The heterogeneity of the consumer market place has provided the impetus for a continuous search for variables to account for differences in consumer behavior. Retailers have been faced with dramatic changes in the past decade. Most of these changes are related to escalating inflation, shifts in populations, and income levels.

Where females shop and why they select particular stores is a major concern to retailers (Crask and Reynolds, 1978). Since only 13 percent of the women regularly make their own clothes and 42 percent "never sew," it is reasonable to conclude that 'ready-to-wear' (purchased clothing) items are almost totally unsubstitutable (Scott, 1976). In 1983, retail sales of women's clothing amounted to \$16 billion and sales are projected to reach \$27 billion by 1986 ("Survey of Buying Power," 1984). Based on these statistics, it is evident that the purchases of women's clothing will have an impact on apparel retailers.

The increase in clothing expenditures indicates, to some degree, changes in consumer purchase behavior. Clothing decisions have been studied by many researchers. However, studies have primarily examined the relationship between interest in clothing or fashion and demographic characteristics such as age, income, and education (Rosencranz, 1949; Ryan, 1966). Limited empirical evidence has been provided about the relationship between clothing interest and patronage behavior.

Interest in clothing will influence a consumer's shopping habits as well as affect a retailer's selection and appeal to the target customer (Gutman and Mills, 1982). Clothing interest should be monitored in order to anticipate the accompanying shifts in merchandising methods used by retailers (Ring, 1981).

New ways to understand and influence the consumer's store selection should be investigated. Research can provide a basis for understanding why shoppers select one store over another (Bellenger, Steinberg, and Stanton, 1976). The survival of apparel retailers in the competitive environment of the 80's largely depends on how well they adapt to changing consumer attitudes toward shopping patterns (Prasad, 1975).

The increased attention focused on consumers has led to an exploration of the interface between characteristics of retail institutions (store image) and their consumer patronage. Store patronage is influenced by the salience that shoppers attach to various attributes considered when selecting a store (Bellenger, Robertson, and Greenberg, 1977).

Engel and Blackwell (1982) postulated that retail patronage is dependent, to a great extent, on the level of consumer involvement. This relationship suggests that consumer involvement affects store attribute preferences and thus, patronage behavior (Darden and Ashton, 1974). Interest in involvement and its effect on consumer behavior has been accelerating (Arora and Vaughn, 1980; Greenberg, Topol, Sherman, and Schiffman, 1982). The explanatory potential of the concept of involvement has been recognized by researchers in the field of consumer behavior.

Involvement can also be utilized as a market segmentation variable. The concept of segmentation was first expressed by Wendall Smith (1956), who is considered to be a pioneer in market segmentation. He stated that

segmentation is based on developments in the demand side of the market and represents rational and more precise adjustment of product and marketing effort to consumer or user requirements (p. 3).

Since Smith's definitive efforts several decades ago, segmentation has become a dominant concept in market practices.

The underlying logic of segmentation is based on the assumption that:

. . . the market for a product is made up of customers who differ either in their own characteristics or in the nature of their environment in such a way that some aspect of their demand for the product in question also differs. The strategy of market segmentation involves the tailoring of the firm's product and/or marketing programs to these differences (Frank, 1968, p. 39).

Sheth's (1983) research on emerging trends in the retailing industry suggested that market segmentation and market specialization are vital to retail survival in the future.

A basic construct of apparel marketing is that consumers differ in their clothing shopping behavior based on their self-perceived level of involvement. This level of involvement is based on the level of interest in the object (Day, 1970), which in this case, would be clothing. Apparel retailers need to adapt their operations to the patterns of consumer shopping behavior and patronage attitudes relative to involvement in order to maintain their market positions in the competitive marketplace.

Purpose and Objectives

The purpose of this study is to investigate the relationship between the level of consumer involvement in clothing purchases and store patronage behavior for apparel stores. This study has three major objectives:

1. To identify levels of consumer involvement relative to store patronage behavior for a selected group of apparel stores.
2. To determine the relationship between the levels of consumer involvement, demographics, psychographics, and salient store attributes.
3. To develop market segment profiles based on the levels of consumer involvement.

Hypotheses

Two null hypotheses were developed in relation to the purpose and objectives of the study. These were:

H_01 : There is no significant relationship between the three measures of involvement.

H_02 : There is no significant relationship among levels of involvement and the following variables:

- a. demographic characteristics
- b. psychographics (lifestyle categories)
- c. store attributes

Assumptions

Investigating the relationship between consumer involvement and

store patronage behavior is based on the acceptance of the following assumptions:

1. Consumer involvement influences store patronage behavior.
2. Consumer involvement is strategic to market segmentation.
3. Involvement levels are categorized by amount of interest in clothing, fashion consciousness, and personal involvement inventory.

Limitations

Certain factors limit the scope of the research. They are as follows:

1. Examination of consumer involvement is limited to clothing shopping decisions of women.
2. Store patronage will be limited to customers of women's apparel stores.

Definition of Terms

Clothing Interest: A willingness to devote time, energy and/or money to activities related to selection, use, and care of clothing (Rosencranz, 1949).

Consumer Involvement: The consumer's evaluation of the importance of, and identity with the product (Assael, 1983).

Evaluative Criteria: "The desired outcomes from choice or use of an alternative expressed in the form of the attributes or specifications used to compare various alternatives" (Engel and Blackwell, 1982, p. 414).

Fashion Consciousness: Characterized by the awareness of, and participation in fashion change (Jenkins and Dickey, 1976).

Involvement: The level of interest in an object (Day, 1970).

Lifestyle: The overall manner in which people live and spend time and money (Wind, 1971).

Market Segmentation: "The identification of consumer subgroups within the mass population that have unique preferences for specific products" (Sproles, 1979, p. 49).

Patronage Behavior: Store choice of a consumer based on a set of evaluative criteria.

Store Attributes: Store characteristics that are visible to the consumer.

Store Image: It is a composite of all the attributes the consumer perceives as the store (May, 1975).

CHAPTER II

REVIEW OF LITERATURE

One of the most important concerns of the retailer today is the behavior of the customer. The customer may make a patronage decision based on the degree of involvement with a particular product classification. The intensity of the interest in the product class may be influential to patronage behavior. This chapter presents a summary of the selected literature pertaining to the major aspects of consumer involvement, store patronage, the link between involvement and patronage behavior, market segmentation, and statistical analysis.

Consumer Involvement

The heterogeneity of the consumer market has provided the momentum for researchers to continually search for variables that explain consumer purchase behavior (Rothschild and Houston, 1979). One of these motivating variables is involvement that influences the purchase behavior of a consumer. A review of research indicated several constructs and dimensions that defined involvement.

Constructs Defining Involvement

Although the concept of involvement has been identified as a variable used to explain consumer behavior by several researchers (Bloch, 1980; Mitchell, 1978; Rothschild and Houston, 1979), only a limited

amount of empirical research has focused on this concept. Several researchers (Freedman, 1964; Mitchell, 1978) have agreed that involvement reflects the amount of interest created by the product. Although the initial involvement research by Krugman (1965) looked at the effects involvement had on television advertising, the same concept can be applied to involvement with a particular product class such as clothing.

Studies by (Sproles and King, 1973; Tigert, King, and Ring, 1979; Tigert, Ring and King, 1975) have defined fashion consciousness as a construct of involvement related to women's clothing. Fashion research illustrates that clothing consumers can be dispersed across a broad spectrum of fashion involvement (Ring, 1977).

Sproles and King (1973) and Tigert, Ring, and King (1975) posited five dimensions of fashion involvement:

1. Fashion innovativeness and time of purchase. The continuum which ranges from the early adopting and experimenting consumer to the late buying, conservative consumer;
2. Fashion interpersonal communication. A continuous dimension which describes the relative communicative and influential power of the consuming population at conveying fashion information;
3. Fashion interest. A continuum ranging from the highly interested fashion consumer to the totally noninterested buyer;
4. Fashion knowledgeability. Consumers range from those who are relatively knowledgeable about fashions, styles and trends to those who have no insight into the fashion arena;
5. Fashion awareness, and reaction to changing fashion trends. A continuum ranging from the consumer who is very actively monitoring the style trends to the totally nonaware individual (Tigert, Ring, and King, 1975, p. 47).

The concepts of clothing involvement and fashion consciousness were explored by the researcher to see if they are distinct continua defining involvement. In the study, they were applied to consumer patronage behavior for purposes of market segmentation.

Dimensions of Involvement

Based on a review of literature, the construct involvement can be examined in two ways. The first conceptualization, 'situation involvement,' is identified as a temporary concern relative to products denoted as high risk (Bowen and Chaffe, 1982; Houston and Rothschild, 1978). The concept, 'enduring involvement,' is viewed as interest directed to a product class that assimilates an individual's pre-existing cognitive and affective sets of behavior (Day, 1970).

Situational involvement refers to the ability of a situation to elicit a concern for an individual's behavior in that situation (Houston and Rothschild, 1978). It is recognized that situations will differ in their ability to arouse individuals. The enduring involvement dimension was proposed by Rothschild and Houston (1979). The construct looks at the utilization of relevant attributes and the number of attributes involved in consumer decision-making. Research (Wilkie and Pessemier, 1973) has shown that a consumer's level of involvement influences the number of salient attributes used in making a choice. An individual may identify some variables as important but attach limited importance to others when making a decision. The concept of 'enduring involvement' will be the focus of this research.

The levels of consumer involvement can be labeled as high and low. Consumers display different behavior relative to the involvement level. A product can be a low involvement product for one consumer and a high involvement product for another. The level of involvement can also affect purchase behavior. Involvement research (Lastovicka, 1978) suggested that purchase behavior for a consumer labeled as low

involvement differs from the purchase behavior of a consumer portraying high involvement.

Store Patronage

The literature focuses on one question of great importance to retailers: "Why do people shop where they do?" An attempt has been made to look at relevant research and theory building concerned with store patronage, patronage models, store attributes, store image, and the relationship of competition to store patronage.

Store Patronage Research

In the assimilation of retail patronage literature, the lack of an operational definition of patronage behavior was evident. Several researchers defined patronage as the store choice of a consumer based on a set of evaluative criteria. Other researchers provided the definition that patronage behavior was defined as store loyalty to a specific store. In the present study, the focus was on the definition that patronage was based on a set of evaluative criteria.

Patronage behavior research relative to retailing dates back to the 1920's. Empirical research during the past six decades has amassed considerable knowledge with regard to several aspects that are applicable to retailing (Sheth, 1983):

1. the influence of retail competitive structures, store image and store positioning on patronage behavior,
2. the effect of operational and tactical aspects of retail store to patronage behavior,
3. the impact of product characteristics on patronage behavior,

4. the relationship of shopper characteristics to patronage behavior.

Even with these contributions, there is not a current theory of patronage behavior that integrates the existing knowledge base. Sheth (1983) has proposed a theory which integrates two subtheories: 1) a shopping preference theory, and 2) a buying behavior theory.

Integrative Patronage Theory. The shopping preference theory detailed in Appendix A is comprised of four constructs and their determinants. The first construct, shopping predisposition, relates to shopping preferences relative to an evoked set of store alternatives. These preferences are limited to the stores that the consumer finds acceptable.

Choice calculus, the second construct, implies that when customers establish their shopping predisposition, three choice rules or heuristics are used. The first heuristic, sequential calculus, states that shopping options are eliminated sequentially based on individual shopping motives. Tradeoff calculus, the second heuristic, states that a simultaneous evaluation is made for each shopping option and an average acceptability score is created. The third heuristic, dominant calculus, states that one shopping motive is used to evaluate all shopping options. The decision of which heuristic to use will be based on the individual's past shopping experiences.

The third construct is referred to as shopping motives. These motives consist of the needs and wants of a customer relative to the selection of a store for a specified product. The needs can be classified as function, related to time and place need, and non-functional, associated with social and emotional need.

The fourth construct, shopping options, looks at an evoked set of shopping options that will be determined by their shopping motives. The determinants of the shopping preference theory consist of factors labeled as supply-side and demand-side determinants. The supply side determinants can be broken down further to market and company determinants. Location, retail institutions and positioning are indicative of market determinants. These correlate with the competition in a trade area. Three company determinants influence the shopping options of a customer. They are identified as merchandise, service and promotion.

Personal and product determinants are part of the demand-side determinants. Personal determinants such as personal and social values influence shopping motives. The product type, usage, and brand that shape the product determinants control shopping motives for a specific product.

The patronage behavior theory summarized in Appendix A examines the effect that unexpected events have on purchase behavior. Patronage behavior can evolve into four outcomes; planned purchase, unplanned purchase, foregone purchase and no purchase. Four types of unexpected events can effect a customer's shopping behavior. These events can be socioeconomic (inflation, unemployment), personal (effort, money), product oriented (brand availability, price) and in-store efforts (promotion, sales personnel). These unexpected events precede shopping behavior and patronage.

Although Sheth's theory will be useful in generating research involving patronage behavior, the current use of patronage behavior in retailing has been limited due to conceptualization problems. These problems are related to the lack of conceptual frameworks with which to

work. These frameworks are needed to provide guidance for empirical research. The extensive body of research relative to patronage behavior has not been synthesized into theories and models of consumer shopping behavior in retail settings (Rosenbloom and Schiffman, 1981). According to Ryan (1966), a conceptual framework is needed for application to apparel retail operations.

Store Patronage Models. Several researchers have attempted to develop conceptual models that explain patronage behavior (Bellenger and Moschis, 1981; Darden, 1980; Monroe and Gultinan, 1975). Several models provide insight to the concept of patronage behavior.

The Monroe and Gultinan (1975) model in Appendix A examined the influence that four sets of variables had on store choice. The a priori variables were 1) general opinions and activities concerning shopping, 2) specific planning and budgeting of stores, 3) importance of store attributes, and 4) perceptions of stores. A path analysis was utilized to hypothesize the projected direction of influence among the variable sets and store choice. The patronage model shows that the general opinions and activities and store attribute perceptions precede attitude toward stores and store choice. This model takes an attitudinal approach to patronage behavior.

The linkage of shopping orientations to store choice was the approach taken by Darden (1980) whose patronage model is shown in Appendix A. The exogenous characteristics terminal values and instrumental values, social class, stage in the family life cycle and general life styles are hypothesized to precede shopping orientations. The exogenous characteristics determine store attribute saliences and product/store cue beliefs.

The 'need cue' that begins information processing is triggered by the stimulus section. Needs that exist in the 'need cue' will be satisfied by a store/product combination. Store choice is made from the stores within the evoked store set. Salience of store attributes along with attribute beliefs create patronage intentions. These intentions determine patronage behavior which results in consumption.

A socialization model of patronage behavior was conceptualized by Bellenger and Moschis (1981) shown in Appendix A. The model combines intrapersonal and interpersonal theories into a cohesive model. It was proposed that behavior relative to patronage behavior was learned and modified throughout a person's life cycle.

The antecedent variables social/structural and developmental/experience will impact on the outcomes. The socialization agents can take the form of advertising media, store personnel and friends that influence the outcomes. Mental outcomes are store-related cognitive states directed to shopping and stores which affect an individual's store choice decision. The behavioral outcomes include patronage patterns and store choice.

Store Attributes Research

Although there has been considerable work done in the area of patronage behavior, the majority of research has been associated with brand choice behavior. Several studies (Stone, 1954; Tauber, 1972) have provided evidence that store patronage choice decisions precede brand choice decisions. This conclusion is even more cogent to the idea that additional research on patronage behavior is needed. A plethora of researchers (Bearden, 1977; Berry, 1969; Bucklin, 1966; Moschis, 1978)

have looked at the store attributes that determine to a large extent, patronage behavior. An understanding of the store attributes that consumers believe to be important is a crucial component to understanding retail patronage behavior (Mason, Durand, and Taylor, 1981).

Patronage analysis primarily investigates a store's attributes, referred to in the literature as evaluative criteria (Gentry and Burns, 1977) that are visible to consumers. Evaluative criteria, also defined as "image inventories," have been isolated in many research projects. Kunkel and Berry (1968) looked at 12 image factors identified as price, quality, assortment and fashion of merchandise, sales personnel, location and other convenience factors, services, sales promotion, advertising, store atmosphere, and reputation on adjustment. Another example is Pessemier's (1980b) seven-factor analysis, namely merchandise offerings, clientele mix, location convenience, shopping pleasure, transaction convenience, promotional emphasis, and integrity. Determinant attribute analysis can be used to ascertain the critical factors which consumers use in decision making. Consumers determine the relative importance of each store characteristic. A consumer's perception of these attributes is generally referred to as the store image (Hawkins, Coney, and Best, 1980) and perceptions can influence patronage behavior (James, Durand, and Dreves, 1976).

Store patronage can be dependent on a store's characteristics compared to the characteristics of competitors (Arnold, Ma, and Tigert, 1978). Inter-type and intra-type competition exists among retail institutions. The researcher focused on intra-type competition in this study. Intra-type competition exists within a store type, such as women's specialty apparel retailers. Empirical research on women's

clothing stores (Marks, 1976; Perry and Norton, 1970), department stores (Egan, 1971; Hansen and Deutscher, 1977; Hirschman, 1979), and men's clothing stores (James, Durand, and Dreves, 1976) identified determinant store attributes that were used by consumers to differentiate between same type of stores. These determinants can be influential to the consumers' store choice behavior.

Store Image Research

Store image is a composite of all the attributes the consumer perceives as the store (May, 1975). The concept of store image was first applied to retail operations by Martineau (1958). In his seminal article, he implied that store image was "the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by the aura of psychological attributes" (p. 47). A more current definition by James, Durand, and Dreves (1976) defines store image as a set of attributes based upon evaluation of those store attributes deemed important by consumers.

To attract customer patronage, retailers develop store images that emphasize particular image factors (Lindquist, 1974). Rosenbloom (1981) emphasizes that image factors should be congruent with the evaluative criteria deemed salient by the consumers. Limited retailing literature has alluded to the associative link between store choice evaluative criteria (attributes) and store image. Most of the literature stresses the retailer's use of the market-based store image model proposed by Rosenbloom (1983) shown in Appendix A, Figure 8, p. 116. In this model, retailers determine the kinds of customers they want to attract or target. The target market becomes the relevant market segment for which

the retailer identifies the salient store attributes. This information on the evaluative criteria will be used to create or alter the store's image. Consumers' store choice evaluative criteria are continually assessed and used to alter the existing store image. As a result, the congruency between evaluative criteria and store image is maintained. This approach to retail management was utilized in this present study to develop the implications derived from the customer.

Link Between Involvement and Patronage

Approaches to the research on involvement have been varied. Lastovicka (1978) looked at the concept of involvement across different product classifications. Tigert, Ring, and King (1975) linked involvement to buying behavior of fashion products. Engel and Blackwell (1982) surmised that the retail store choice decision can be one of high or low involvement. However, limited empirical research exists (Arora and Vaughn, 1980).

The paucity of involvement research has led this researcher to look at involvement as an explanatory variable for patronage behavior. The relationship between involvement and store attributes influencing the store patronage decision was the focus of this study.

Market Segmentation

The concept of involvement is defined in terms of the interest given to a product by an individual. Because involvement is examined on an individual level, markets can be segmented by levels of consumer involvement. Market researchers such as (Bloch, 1980; Kapferer and

Laurent, 1985; King, Ring, and Tigert, 1980; Rothschild, 1977) suggested the usefulness of involvement as a segmenting variable.

Market segmentation is a strategy of retail management that reflects an orientation to the consumer. Consumer subgroups that have distinct preferences and characteristics are identified within the mass population. If a market segment can be identified as having high or low involvement, the researcher should profile the characteristics of the consumers who are members of the segment (Sproles, 1981). Then, demographic and lifestyle variables can be used to describe the involvement segments. Demographic data provides descriptors such as income, age, sex, education, and occupation. Wind (1971) suggested that lifestyle reflects the overall manner in which people live and spend time and money. The lifestyle of a person can be measured and described by the products he uses and the activities, opinions, and interests.

Research on involvement has recognized other profile descriptors, such as opinion leadership (Summers, 1970) and brand loyalty (Lastovicka, 1979). Some cognitive dimensions on which high and low involvement can be described are related to information seeking, brand preference, and personal influence (Robertson and Zielenski, 1984). A selected group of all of the descriptors was used in this research to profile high and low involvement segments.

Analysis of Categorical Data

The construction and analysis of cross-tabulations is one of the most common activities in marketing research (Green, Carmone, and Wachspress, 1977). The data most frequently used are called qualitative data which categorizes the variables into discrete classifications.

Contingency Tables

When working with data that are cross-classified according to two or more variables, the data can be presented in a contingency table. A two-dimensional contingency table will be comprised of rows and columns. One variable can be represented by the rows and the other by columns. The cells in such a table may be given as frequencies or transformed to percentages or proportions.

The methods given in the literature for the analysis of categorical data assume that the data have been collected by one of the following sampling designs (Fienberg, 1977).

1. Multinomial--The total sample size is assumed to be fixed and sampling is done with replacement. In practice, this may not necessarily be true but with a large sample size, this assumption is nearly satisfied.

2. Product-multinomial--The sample size is fixed relative to the combination of variables and for each cross-classification a multinomial design is assumed.

3. Poisson--The sample size is not fixed in advance but the time of sampling is fixed. The observed cell counts in the cross-classification have independent poisson distributions with the expected counts as their means.

Log-Linear

There are several hypotheses of interest in the analysis of categorical data; however, the most important one is that of independence. The hypothesis of independence allows the researcher to investigate the possible association that may exist among variables. In most studies

it is common to investigate the association of two variables at a time, using the traditional Pearson chi-square test of independence. Such a test determines whether or not the association existing between the variables is real or due to chance. However, Pearson chi-square tests, when used, only tell if the variables are associated and not the strength of the association. To determine the strength of the association several measures of association have been proposed. In the literature (Bishop, Fienberg, and Holland, 1975; Knoke and Burke, 1980), the ones most commonly used are correlation coefficients and cross-product ratios. All other measures are usually a function of these two that are typically used.

To examine the association between variables, log-linear models are useful. Log-linear models suggest that the log of the cell frequencies can be represented as a linear combination of the involved variables. Some log-linear models also allow for association between or among variables in the representation of the log of the frequencies. These models involving association are very important because they may be highly significant in explaining consumer behavior (Chance and French, 1964; McEnally, 1982).

The simplest log-linear model consists of the main effects model (i.e., no association among variables). It tests the independence of the variables. The statistical notation for this model is given in Appendix B. When this model is satisfied it indicates that the three variables are independent.

In multidimensional tables the model of independence is rarely satisfied. With several variables it is almost certain to have some kind of association among some of the variables. To demonstrate such

association other log-linear models can be examined (Green and Carmone, 1977).

The two-factor effect or association can be incorporated into a model. Such a model is known as first-order interaction model. This model is expressed in Appendix B.

In addition to the two factor interaction, a three factor interaction model can be considered. This is known as the saturated model. The statistical notation is given in Appendix B. In practice, one desires a reduced model in order to explain the association among the variables. The saturated model can be used as a stepping stone in arriving at such a reduced model.

When a study goes beyond the traditional chi-square test and involves the analysis of three or more categorical variables together, the variables are depicted in multidimensional contingency tables. Many researchers have avoided the analysis of multidimensional tables obtained by summing over the variables. Such a procedure may not be appropriate because misleading results could be extrapolated from the data. Summing over the variables confounds the association that may be present among the variables (Bishop, Fienberg, and Holland, 1975).

The approach that was used in the analysis of multidimensional contingency tables in the present study involved model fitting and estimating parameters in the models. This was accomplished by using log-linear models. Log-linear models were fitted to the data to 1) increase the understanding of the complex data, and 2) allow for more accurate estimates of "expected" frequencies than do the original data by themselves (Fienberg, 1970). Log-linear models as described above enables this researcher to allow for the analysis of discrete variables.

Logit

Logit, a special case of log-linear, can be used to analyze discrete data (McEnally, 1982). The general log-linear model does not distinguish between independent and dependent variables. In logit, one variable is conceptualized as the response (dependent) variable and the other variables become explanatory (independent) variables. The primary interest in this analysis is the effect that explanatory variables have on the response variable. Logit representations appear useful in modeling consumers' probability-of-choice behavior as related to the characteristics of the product and the purchase situation (Green, Carmone, and Wachspress, 1977). The logit model is shown in Appendix B.

Logistic Regression. If one of the independent variables is continuous or if the number of categories is large enough to be considered continuous, another analysis called logistic regression is used (Goodman, 1970; Press and Wilson, 1978). Logistic regression was used in an effort to explain how the response variable (dependent) reacts to explanatory variables which are continuous.

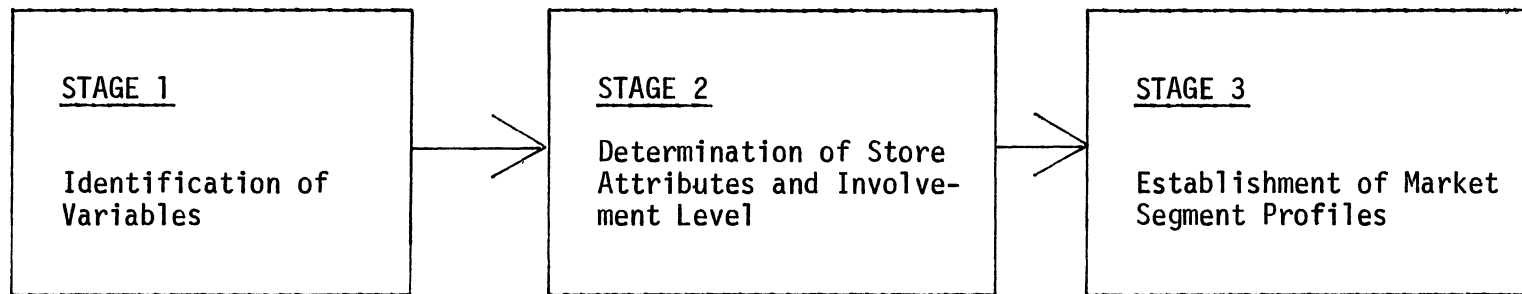
CHAPTER III

RESEARCH PROCEDURES

The purpose of the study was to determine the relationship between the level of consumer involvement with clothing and apparel store patronage behavior and develop market segment profiles. This study had three major objectives: 1) to identify levels of consumer involvement relative to store patronage behavior for apparel stores; 2) to determine the relationship between the levels of consumer involvement, demographics, psychographics, and salient store attributes; and 3) to develop market segment profiles based on the levels of consumer involvement. The research procedures were developed in three stages depicted in the schematic drawing shown in Figure 1. The procedures for each of the three stages of the research are discussed in greater detail in the following sections.

Identification of Variables

The following sequential activities were included in Stage One to identify the variables to be used in analyzing the relationship between consumer involvement and patronage behavior for clothing purchases. A review of involvement and patronage behavior literature was conducted, a conceptual diagram for clothing purchases was developed, the sample was selected, and the questionnaire was developed.



1. Review of Literature
Store attributes
Consumer involvement variables
2. Development of Conceptual Diagram
3. Selection of Sample
4. Preparation of Questionnaire

1. Collection of Data
Questionnaire distribution
Follow-up
2. Compilation of Data
Coding system
Tabulation
3. Analysis of Data
Chi-square
Log-linear
Logit
Regression analysis

1. Study the Relationships Between Store Attributes, Lifestyle Categories, Demographics, and Level of Involvement
2. Development of Market Segment Profiles
3. Formulation of Suggestions for Market Strategy by Apparel Retailers

Figure 1. The Procedural Stages and Related Sequential Activities Corresponding to the Objectives of the Study

Review of Literature

A literature review was conducted to obtain information on store attributes influencing patronage behavior for clothing purchases. The variables that measure and describe involvement were also identified. The major categories of variables used to examine the literature were store attributes and consumer involvement.

Store Attributes. The initial search of the literature revealed a list of 27 attributes investigated by previous authors as shown in Appendix C. It was necessary to simplify this list by selecting relevant evaluative criteria or store attributes that served as constructs for this particular investigation. To provide some indication of the relative importance of the various attributes, a pre-test was administered to ascertain the variables to be used in this research. The pre-test group consisted of 58 senior students majoring in apparel merchandising. They were asked to indicate the relative importance of store attributes when selecting a specialty apparel store. Factor analysis, using the principal factor method with varimax rotation was used to aggregate the variables into eight factors. The varimax rotation was done to make the factors more interpretable. The results are presented in Table I.

The eight factors explained approximately 71 percent of the total variance. The first factor showed high positive loadings for post-sale satisfaction, sales promotions, and sales personnel. This factor was interpreted as being related to 'Sales Information.' The second factor was labeled 'Store Services,' with parking facilities, return/exchange policies, credit, and current fashions loading high. The third factor

TABLE I
 FACTOR ANALYSIS OF STORE ATTRIBUTES:
 ROTATED FACTOR PATTERN

Factor	Factor Loading	Eigenvalue	Cumulative Percent
<u>Factor 1: Sales Information</u>		5.76	22
Post-Sale Satisfaction	.77		
Sales Promotions	.73		
Adequate Number of Sales Personnel	.71		
<u>Factor 2: Store Services</u>		3.11	34
Parking Facilities	.79		
Return/Exchange Policies	.75		
Easy to Obtain Credit	.71		
Current, Up-to-Date Women's Fashions	.61		
<u>Factor 3: Up-to-Date, Fashionable Merchandise</u>		2.15	42
Store Reputation	.72		
Merchandise Styling/Fashion	.56		
<u>Factor 4: Value for the Price</u>		1.94	50
Prestigious Brands	.70		
Best Value for the Money	.57		
<u>Factor 5: Merchandise Assortment</u>		1.58	56
Largest Merchandise Selection	.80		
<u>Factor 6: Quality of Merchandise</u>		1.50	62
Quality of Merchandise	.81		
<u>Factor 7: Brand Names of Merchandise</u>		1.33	68
Stock Brand Name	.75		
Prestigious Brands	.55		
<u>Factor 8: Convenience of Store Location</u>		1.08	71
Convenient Location in Regard to Other Stores	.65		

was labeled 'Up-To-Date, Fashionable Merchandise' and had high positive loadings for store reputation and merchandise styling/fashion. The fourth factor was comprised of best value for the money and prestigious brands and labeled 'Value for the Price.' High positive loadings were indicated for largest merchandise selection. This fifth factor was identified as 'Merchandise Assortment.' The sixth factor was labeled 'Quality of Merchandise' and showed high positive loadings for quality of merchandise. The seventh factor showed high positive loadings for stock brand names and prestigious brand names. This factor was interpreted as being related to 'Brand Names of Merchandise.' High positive loadings were shown for convenient location with regard to other stores. This eighth factor was labeled 'Convenience of Store Location.' The factor analysis results confirmed the expectation that the store attributes could be represented by a fewer number of variables. The eight underlying dimensions specified by factor analysis were used to suggest the key store attributes.

To test for factor reliability, Cronbach Alpha was calculated for each factor as shown in Table II. Cronbach Alphas could not be calculated for Factors 5, 6, and 8 due to the existence of only one variable in each of the factors. The range of the Cronbach Alphas, from .52 to .83, were somewhat high and corresponded with the acceptable range of Cronbach Alphas determined from other research studies.

Consumer Involvement Variables. Variables influencing consumer involvement were identified as consumer traits. The following descriptive variables selected from the literature review were demographics (age, marital status, income, education, and occupation) and lifestyles (activities, interests, and opinions).

TABLE II
CRONBACH ALPHA'S FOR RESULTS
FROM FACTOR ANALYSIS

Factor	Cronbach Alpha
Factor 1: Adequate Sales Information	.83
Factor 2: Variety of Store Services	.78
Factor 3: Up-To-Date, Fashionable Merchandise	.52
Factor 4: Value for the Price	.68
Factor 7: Brand Names of Merchandise	.55

Development of Conceptual Diagram

The development of a conceptual diagram involves speculation about relevant variables and specification of causal relationships among these variables (Sheth, 1974). The conceptual diagram used for this research examined the relationship of consumer involvement to store patronage behavior. The eclectic approach was used to conceptualize the diagram (Sheth, 1974). This approach synthesizes information from behavioral studies pertinent to consumer behavior and relevant market research studies. The conceptual diagram developed to guide the researcher's procedures is presented in Appendix D.

Clothing interest, fashion consciousness, and personal involvement are three dimensions of involvement used by the researcher and reported in the literature. Lifestyles and demographic characteristics are considered exogenous variables antecedent to involvement that indirectly affect the salience of store attributes.

Involvement, surmised to be high or low, is an important construct in patronage decisions (Arora and Vaughn, 1980; Engel and Blackwell, 1982). This research showed how involvement can be used to influence patronage behavior of apparel stores, determined from salient store attributes.

If correctly operationalized, this diagram could be used to monitor the importance attached to store attributes relative to apparel stores. This would allow researchers to determine the store attributes consumers consider important when purchasing apparel.

Selection of Sample

The sample was selected from customer mailing lists submitted to

the researcher by 20 of the 772 retail participants in 10 workshops conducted during the time period from January 1984 through December 1984. Procedures for selecting the sample are listed in Appendix E. The majority of women's apparel retailers participating in CAMM workshops had an annual sales of \$100,000 to \$300,000, had been in business one to five years, and were located in towns with populations less than 50,000. A total of 1200 apparel retail customers were randomly selected from a composite list of approximately 7800 customers provided by 20 retailers. The sample of 1200 customers included 400 from each of the three regions (western, eastern, and central) that were selected to participate in the study.

Preparation of Questionnaire

Ray (1979) posited that involvement measures should be developed for individual consumer research situations. According to Ray (1979), the most effective instruments measuring involvement were designed for specific research applications.

An instrument was constructed for the collection of data. The survey instrument was developed to ascertain the relationship between levels of consumer involvement and store patronage behavior for clothing purchases.

Questions and statements used in the consumer survey instrument included in Appendix E were obtained from previous research. This aided in the achievement of content validity for the measurement. The questionnaire consisted of two parts. Part I included three involvement measures. These three measures had been used in previous research to measure the same construct, involvement. The clothing interest

instrument was developed and validated by Ebeling (1966) and used to define involvement relative to clothing interest. This instrument consisted of 16 items regarding frequency or extent of participation in clothing activities. In an attempt to measure the intensity of agreement, a scale consisting of items scored according to a four-point Likert type format was used. This type of scale was supported by Houston and Rothschild (1978) who recommended its use when assessing individual differences in product involvement. Two of the questions were scored according to a dichotomous response. Responses were scored so that low scores represented high involvement. A respondent's scale score obtained by summing across the items ranged from 10 to 54 points. Ebeling (1966) stated that summing across scores was appropriate even though two types of scales were summed together. Fashion consciousness was also measured using a fashion involvement index developed by Tigert, Ring, and King (1975) which had proven valid across all their fashion research. Five questions based on basic fashion behavioral activities discussed in Chapter II were included. These questions, used in previous fashion studies, have been tested and found to be a strong measure (King, Tigert, and Ring, 1975). Point values for each statement were added to give a total score for each respondent. One question had a five-point response scale compared to a three-point scale for the remaining questions, therefore a higher weighting was given to the five-point question. The third instrument, the Personal Involvement Inventory (Zaichkowsky, 1984) measured the concept of involvement for clothing products. The instrument consisted of 20 bipolar adjectives measured on a seven-point summative scale. Internal consistency was examined by using the measure for different product categories. Content validity

was determined by three expert judges who rated the word-pairs as being clearly or somewhat representative of the involvement construct. Test-retest reliability was examined over time. The average Pearson correlation between time one and time two on total scores was .90 (Zaichkowsky, 1984). Distribution of scores ranged from 20 to 140 points.

Descriptive variables were also included in Part I of the questionnaire. These are described below:

1. Demographics: variables included age, education, income, marital status and occupation. The response categories for each variable were selected by the researcher from classifications in the census data reports.

2. Lifestyle: variables included activity, interest, and opinion (AIO) statements adapted from a comprehensive list developed by Wells and Tigert (1971) to measure constructs defining lifestyles. General and product-specific lifestyle variables were included. The general lifestyle constructs included opinion leadership, self-confidence and price consciousness. The product-specific lifestyle variables such as shopping pleasure and fashion awareness were selected for inclusion because of their application to clothing.

The 47 lifestyle items were factor analyzed to determine if there was any correspondence to the factors from the Wells and Tigert (1971) research and the factors selected from this study. The factors were comprised of items that loaded over 0.40. The results shown in Appendix F indicated some minor differences relative to the factors from the study conducted by Wells and Tigert (1971). Two of the Wells and Tigert factors, fashion awareness and shopping enjoyment, were split into four separate factors in this study's data. The results also showed that two

of Well's and Tigert's factors, information seeker and self-designated opinion leader, combined to form one factor. The majority of the activity, interest and opinion items loaded into factors as was expected. Consequently, 13 factors or lifestyle categories which corresponded to the Wells and Tigert factors were used in this study.

In addition, the consumer was asked to respond to the same store attributes listed in the retailer survey instrument. The relative importance of each store attribute was ascertained on a five-point scale.

Pre-Test and Revisions. A select group of consumers who were apparel store shoppers pre-tested the consumer survey. Through an initial personal interview, it was ascertained that each consumer who participated in the pre-test was a patron of specialty apparel stores. The consumers had characteristics similar to those expected of the selected sample. The consumer survey was revised based on the pre-test results and suggestions from several members of the dissertation committee. Several questions were eliminated that were confusing to the consumers participating in the pre-test of the instrument. Questions were reworded for consistency and clarity throughout the consumer survey.

Determination of Store Attributes and Involvement Level

To determine salient attributes and the involvement level of the consumer sample, the following procedures were used in Stage Two to accomplish the collection, compilation, and analysis.

Collection of Data

The selected sample of customers was chosen upon receipt of the mailing lists of the 20 retailers who agreed to participate. The customer survey was sent to a sample of 400 from each of the three regional areas included in the study. A total of 1200 surveys were mailed by the researcher. The customer survey included a cover letter and a self-addressed, stamped return envelope. Appendix E includes the cover letter and survey distributed to the selected sample of customers. A total of 262 (22%) were returned. After a period of 22 days, a survey comprised of key questions related to demographics, psychographics, store attributes and measures of involvement was sent to the nonrespondents. A sample of the condensed questionnaire is shown in Appendix E. The questionnaire was mailed to 938 nonrespondents from the customer sample. A cover letter to elicit responses and self-addressed business reply return form was included. A total of 77 (8%) were returned. Data on the type of questionnaire, the number sent and response rates are reported in Appendix G. A summary of the responses to the questionnaire for the nonrespondents is shown in Appendix H. Based on the chi-square values shown in Table III, the nonrespondents did not differ from the respondents relative to involvement and importance placed on store attributes. The nonrespondents differed significantly in regard to the demographic category of age. A larger proportion of the nonrespondents were classified in the 'middle' age category. This result may be due to the fact that a limited sample of nonrespondents was used in the analysis. In general, the nonrespondents are very similar to the respondents of this study.

TABLE III
 CHI-SQUARE VALUES OF SELECTED DEMOGRAPHICS, STORE
 ATTRIBUTES AND FASHION INTEREST RESPONSES OF
 THE NONRESPONDENTS AND RESPONDENTS

Variable	X ² Value
Age	9.37 ^a
Value for the Price	1.13
Brand Names of Merchandise	3.06
Assortment of Merchandise	2.58
Quality of Merchandise	2.30
Variety of Store Services	6.78
Adequate Sales Information	1.92
Convenience of Location	1.10
Up-to-Date, Fashionable Merchandise	1.76
Interest in Women's Fashion	.54

^aSignificant at .01

Compilation of Data

The information received from the respondents was coded according to the system designed with the aid of the statistics consultant prior to the distribution of the survey. To simplify the interpretation and to avoid the problems of sampling zeros when using log-linear statistics, the categories of the polytomous demographic variables were collapsed as depicted in Table IV. The collapsing was done by combining categories adjacent to each other.

The cut-off point for the levels of involvement was formed after the tests were completed by using the median for each of the three involvement measures. After the scores for each measurement were tallied, the median was determined through examining the distribution of scores. The median was then used as the dividing point and a guide to classification of high involvement and low involvement consumers.

Analysis of Data

Research problems in multivariate segmentation include misapplication of research methods such as analysis of variance, regression and factor analysis and underutilization of other techniques such as logit analysis designed for categorical data (Gatty, 1971). Based on the nature of the data, log-linear, logit and logistic regression that are currently underutilized were selected as the most appropriate statistics for this study. Regression and factor analysis, the traditional research techniques appropriate for this type of study, were also addressed.

TABLE IV
COLLAPSED DEMOGRAPHIC VARIABLES

Original Variables	Collapsed Variables
<u>Age Range</u>	
20 years or younger	Young
21 - 29 years of age	
30 - 39 years of age	Mid
40 - 49 years of age	
50 - 59 years of age	Old
60 years of age or older	
<u>Highest Level of Education Attainment</u>	
Less than high school	High School
High school graduate	
Vocational/Technical Training	Vocational/Technical Training
Some college	College
College graduate	
Graduate degree	
<u>Marital Status</u>	
Single, never married, separated, widowed or divorced	Single
Married	Married
<u>Income Ranges</u>	
\$ 9,999 or less	Low
\$10,000 - \$19,999	
\$20,000 - \$34,999	Mid
\$35,000 - \$49,999	
\$50,000 - \$65,000	High
Over \$65,000	

Three different techniques for measuring involvement levels described previously were used: 1) clothing interest, 2) fashion consciousness, and 3) personal involvement inventory. The clothing interest measure by Ebeling (1966) consisted of 16 questions related to a consumer's interest directed to clothing. According to Tigert, Ring, and King (1975), the authors of the fashion consciousness measure, this measure was based on five questions related to specific behavioral activities of fashion. The Personal Involvement Inventory measured interest in clothing with 20 bipolar adjectives.

These three measures were tested to determine any similarities in their measuring devices. This investigation was accomplished using log-linear models. The criteria used to determine the appropriate log-linear model included: 1) highest probability values, and 2) the 'best' fit with the fewest parameters. The involvement variable in all three measures was a dichotomous variable with high and low levels determined by the use of the scales' medians. The information was collected on a four-point or seven-point Likert scale and later reduced to this dichotomous response.

As response variables, each one of these measures of involvement were analyzed with 1) demographics, 2) lifestyle categories, 3) store attributes, and 4) shopping variables. Logit analysis was used to determine the significance of any relationships among the involvement measures and the selected demographic characteristics of the respondents: age, income, education, and marital status. Since the independent variables or demographic characteristics were considered to be categorical data, logit was appropriate for the analysis. The 13 lifestyle categories examined included price consciousness, self-confidence,

sewer, arts enthusiast, satisfaction with finances, credit usage, awareness of fashion, media exposure, shopping enjoyment, and self-designated opinion leader. A five-point Likert scale with one denoting 'strongly agree' and five representing 'strongly disagree' was used to measure the categories. The relationship of these lifestyle categories to the involvement measures was examined using logistic regression since the independent variables or lifestyle categories were considered to be data measured on a continuous scale.

Store attributes consisted of eight variables measured on five-point Likert scales where one denoted 'very important' and five denoted 'very unimportant.' This scale was reduced to a three-point scale with one representing 'important' and three representing 'unimportant.' The variables were assortment, quality, brand names and up-to-date fashionable merchandise, value for the price, variety of store services, adequate sales information, and convenience of store location. The relationship between these variables and three involvement measures was investigated. In this analysis, the eight variables were considered to be independent variables and analyzed through repeated use of logit analysis. The relationship of purchase behavior to the involvement measures was analyzed. Shopping frequency and clothing expenditures were designated as purchase behavior variables and measured on a three-point scale. Significant relationships were determined through the use of logit analysis.

The relationships discussed above will also be analyzed using traditional statistical techniques. Factor analysis, a technique whose purpose focuses on relationships involving sets of variables, was used to examine the overall association among the three measures of

involvement. Multiple regression, used to express a relationship between a dependent or response variable and a set of independent or explanatory variables, was used to determine what variables (demographics, lifestyle categories, store attributes, and shopping variables) were most important to each of the three involvement measures.

Establishment of Market Segment Profiles

The final objective for the study was the establishment of market segment profiles. In order to achieve this objective, the following activities were included in Stage Three: 1) a study of relationships, 2) the development of market segment profiles, and 3) the formulation of suggestions of market strategy for apparel retailers.

Study of Relationships

Relationships between store attributes, demographics, psychographics or lifestyle categories, and levels of involvement were tested following the hypotheses for the study using logit and logistic regression. Both of these statistical techniques investigate the relationship between variables. Logit, which determines how one variable is related to another when other variables are held constant, was used to identify the relative importance of the demographics to the levels of involvement in each of the three measures. Each of the demographic categories were analyzed separately in relation to the measure of involvement. Logistic regression was used to determine what lifestyle categories were salient to the consumer's level of involvement for each of the three involvement measures. The relationships were also analyzed using traditional statistical techniques. Multiple

regression was used to determine what demographics, lifestyle categories, and store attributes were significant for each of the three involvement measures.

Development of Market Segment Profiles

Market segment profiles were developed according to each measure of involvement. Profiles were identified relative to the high and low levels of involvement. The characteristics of each segment were determined from the previous analysis of relationships.

Formulation of Suggestions

Suggestions for market strategy to be utilized by apparel retailers were based on: 1) the review of literature, which led to the suggestions of how involvement influences patronage behavior; 2) the analysis of the hypotheses; and 3) the women's apparel retailers' need for practical and applicable information to utilize in their market strategy plans.

CHAPTER IV

FINDINGS AND ANALYSIS

The purpose of the study was to investigate the relationship between the level of consumer involvement in clothing purchases and store patronage behavior for apparel stores. The three objectives of the study were: 1) to identify levels of consumer involvement relative to store patronage behavior for apparel stores; 2) to determine the relationship between the level of consumer involvement, demographics, psychographics, and salient store attributes; and 3) to develop market segment profiles based on the levels of consumer involvement.

This chapter discusses the results obtained from the analysis described in Chapter III. First, there will be a description of the sample and a description of the levels of consumer involvement for the customers participating in this study. A discussion of the preliminary analysis of the data and the results for each hypothesis tested concludes the reporting of the findings.

Sample Description

The data analyzed in this study were collected from a sample of customers identified by the participating retailers. A complete summary of the data used for analysis is located in Appendix J. The data are reported in the following categories: sample description, purchase

information, perceptions of store attributes, lifestyle categories, and involvement measures.

Customer Sample

A total of 1200 customers were randomly selected from approximately 7800 customers' names appearing on the mailing lists of apparel store retailers. The 220 customer participants represented three regional areas of the country designated for the purposes of the study. Customer demographics were aggregated into fewer groups as indicated in the procedures. A summary of the customer demographics is shown in Table V. A large percentage (44%) of the 220 respondents were in the middle age group (30 to 50 years). The majority (66%) had attained some college education. Over one-half (67%) were married. All of the 220 female respondents were employed in some capacity and over one-half had individual income ranges of \$20,000 to \$49,999 (middle category).

Purchase Behavior

The respondents' purchase behavior at women's specialty stores was examined and results are shown in Table VI. The largest percentage (45%) shopped from five to ten times in the six months prior to the survey. Almost one-fourth (23.2%) indicated clothing expenditures over \$500. Clothing expenditures between \$201 and \$300 were noted by 20.9 percent. Only a small percentage (7.7%) had expenditures under \$100.

Store Attribute Perceptions

The respondents rated the eight store attributes as to how important they considered each store characteristic when shopping for

TABLE V
 DEMOGRAPHIC CHARACTERISTICS OF THE
 CUSTOMER PARTICIPANTS
 (N=220)

Demographic Characteristics	Responses	
	Frequency	Percent
<u>Age</u>		
Young (Under 29)	43	20
Middle (30-50 years)	96	44
Old (Over 50 years)	81	36
<u>Education</u>		
High School (High School or less)	48	22
Vocational (Vocational/Technical Training)	27	12
College (Some College, College or Graduate Degree)	145	66
<u>Marital Status</u>		
Single (Never Married, Separated, Widowed, Divorced)	72	33
Married	148	67
<u>Income Ranges</u>		
Low (Under \$20,000)	71	32
Middle (\$20,000 to \$49,999)	112	51
High (Over \$49,999)	37	17

TABLE VI
 RESPONSES REGARDING SHOPPING FREQUENCY
 AND CLOTHING EXPENDITURES
 (N=220)

Purchase Behavior	Responses	
	Frequency	Percent
Shopping Frequency at Women's Specialty Store in Prior Six Months		
Less than 5 times	54	24.5
From 5 to 10 times	99	45.0
Over 10 times	67	30.5
Clothing Expenditures During Prior Six Months		
Under \$100	17	7.7
\$101 - \$200	38	17.3
\$201 - \$300	46	20.9
\$301 - \$400	35	15.9
\$401 - \$500	33	15.0
Over \$500	51	23.2

clothing items in a specialty apparel store. A five-point scale was used with one being very important and five indicating very unimportant. The percent of responses for the rating is shown in Table VII.

Quality of merchandise (83.6%), value for the price (76.8%), and assortment of merchandise (60.0%) were among the most important store attributes for the overall sample. The importance of assortment and quality of merchandise was consistent with conclusions drawn from previous research conducted by Berry (1969) and Martineau (1958). Attributes considered somewhat important by the customers were convenience of store location (45.0%), adequate sales information (38.6%), and up-to-date, fashionable merchandise (39.1%). In Schiffman, Dash, and Dillon's (1977) research, the majority of specialty store shoppers felt that store location was of little importance. The lesser importance of store location conflicts with the opinion of Fisk (1961), who observed that location of the store was the most powerful image component for carriage trade stores. These conflicting results may be explained by consumers' lack of awareness of what is really important to them. For example, Gentry and Burns (1979) found that consumers listed locational convenience as being relatively unimportant. Convenience however had the greatest explanatory performance in their choice of shopping site. Customers rated the store attribute, brand names of merchandise (12.7%), as being the least important attribute. This response was supported in the research of Joyce and Gultinan (1978) and Schultz, Baird, and Hawkes (1979).

Lifestyles

An examination of the 13 lifestyle categories or psychographics

TABLE VII
 PERCENTAGES OF RESPONSES TO THE
 SALIENT STORE ATTRIBUTES
 (N=220)

Store Attribute	Very Important	Somewhat Important	Neither	Not Important	Very Un-Important
1. Quality of Merchandise	83.6	15.0	1.0	.4	---
2. Value for the Price	76.8	17.3	5.5	---	---
3. Assortment of Merchandise	60.0	33.2	5.5	1.0	.5
4. Up-to-date, Fashionable Merchandise	40.5	39.1	13.6	4.1	2.7
5. Convenience of Store Location	39.5	45.0	10.5	3.2	1.8
6. Adequate Sales Information	39.0	38.6	17.3	3.6	1.4
7. Variety of Store Services	21.8	40.9	27.7	6.8	2.7
8. Brand Names of Merchandise	17.7	34.55	29.5	12.7	5.5

revealed several facts about the customer sample as shown in Table VIII. The mean ratings were one being 'strongly agree' and five representing 'strongly disagree.' The respondents tended to agree that they were price conscious (2.35), self-confident (2.43), sewers (2.55), arts enthusiasts (2.56), satisfied with their finances (2.61), credit users (2.82), aware of fashion (2.87), enjoyed shopping (2.87), had a certain amount of exposure to the media (2.87), and were self-designated opinion leaders (2.97). They neither agreed nor disagreed that they were homebodies (3.01). The mean ratings suggested that they were neither information seekers (3.59) or new brand-tryers (3.88).

Involvement Measures

Three different measures were used to determine the respondents' levels of involvement in regard to women's apparel. These measures included a clothing interest test, a measure to indicate fashion consciousness, and a personal involvement inventory.

Clothing Interest. The 16 questions measuring the frequency or extent of participation in clothing activities are depicted in Table IX. Questions 1, 2, 4 through 10, and 12 through 14 were measured on a four-point scale. Questions 3, 11, 15, and 16 were dichotomous response questions. Although the point scales differ, Ebeling (1966) aggregated the questions to obtain a summated scale. A large percentage (85.9%) wished that stores carried a wider style selection of clothing. The majority of the sample (65.9%) enjoyed attending fashion shows. Over one-half (53.2%) often thought about the clothes they wore. Buying clothes for purposes of cheering up the individual was considered to be only sometimes appropriate for over one-half (54.5%) of the sample.

TABLE VIII
MEAN RATINGS FOR LIFESTYLE (A10) CATEGORIES
(N=220)

Lifestyle Category	Mean Ratings
Price Conscious	2.35
Self-confident	2.43
Sewer	2.55
Arts Enthusiast	2.56
Satisfied with Finances	2.61
Credit User	2.82
Fashion Awareness	2.87
Media Exposure	2.87
Shopping Enjoyment	2.87
Self-designated Opinion Leader	2.97
Homebody	3.01
Information Seeker	3.59
New Brand Tryer	3.88

TABLE IX
 RESPONSES TO THE CLOTHING INTEREST MEASURE
 OF INVOLVEMENT
 (N=220)

Clothing Interest Questions	Responses	
	Frequency	Percent
1. Do you look at fashion magazines:		
Often	62	29.5
Sometimes	110	50.0
Seldom	34	15.5
Never	11	5.0
2. Do you ever want to know what other people think of your clothes?		
Often	79	35.9
Sometimes	110	50.0
Seldom	26	11.8
Never	5	2.3
3. Do you like to attend fashion shows?		
Yes	145	65.9
No	75	34.1
4. Do you think people pay any attention to the kinds of clothes you wear?		
Often	115	52.3
Sometimes	96	43.6
Seldom	9	4.1
Never	--	--
5. How much do you like to spend time shopping for clothes or material?		
Very much	86	39.1
Somewhat	89	40.5
Very little	44	20.0
Not at all	1	.4
6. How often do you think about the clothes you wear?		
Often	117	53.2
When dressing	72	32.7
When buying clothes	27	12.3
Special occasions	4	1.8
7. Do you ever buy an article of clothing to cheer you up?		
Often	23	10.5
Sometimes	120	54.5
Seldom	57	25.9
Never	20	9.1
8. Do you window shop in clothing store windows?		
Often	68	30.9
Sometimes	92	41.8
Seldom	51	23.2
Never	9	4.1
9. How interested are you in style changes?		
Very much	48	21.8
Somewhat	119	54.1
Very little	45	20.5
Not at all	8	3.6

TABLE IX (Continued)

Clothing Interest Questions	Responses	
	Frequency	Percent
10. Do you ever refuse invitations to go out because you feel you do not have the right clothes to wear?		
Often	7	3.1
Sometimes	29	13.2
Seldom	50	22.7
Never	133	61.0
11. Do you think women who dress well are often better liked than those who do not dress as well?		
Yes	109	49.0
No	111	51.0
12. Do the clothes you wear to a social gathering have an effect on whether you feel at ease or not?		
Often	105	47.7
Sometimes	86	39.1
Seldom	17	7.7
Never	12	5.5
13. Do you enjoy clothes like some people enjoy such things as books, records or movies?		
Often	78	35.5
Sometimes	95	43.5
Seldom	38	17.3
Never	9	4.0
14. Do you enjoy shopping for clothes?		
Often	104	47.3
Sometimes	87	39.5
Seldom	21	9.5
Never	8	4.0
15. Do you wish stores carried a wider style selection from which you could choose clothing?		
Yes	189	85.9
No	31	14.1
16. Do you wish you had more money to spend on clothes?		
Yes	183	83.2
No	37	16.8

Style changes were reported to be only somewhat interesting to the majority (54.1%) of the customers surveyed.

Fashion Consciousness. The initial analysis of fashion consciousness was based on five questions shown in Table X. A large percentage (46.3%) felt that they purchased clothing fashions no sooner than the majority of women. In regard to fashion interpersonal communications, over one-half (52.3%) gave very little information about clothing fashions to their friends. The majority (66.4%) considered themselves about as interested in fashion as most other women. Over one-half (54.5%) did not consider themselves as likely to be asked about fashion as most women. Relative to fashion awareness, a large percentage (54.5%) kept up-to-date on fashion changes but did not always attempt to dress according to those changes. These results contradict those of King, Ring, and Tigert (1980), who used this measure and reported in previous research that specialty apparel store shoppers' responses were predominantly 'high' for purchasing earlier in the season and being more interested in fashion than most other women. These conflicting results may be explained by the fact that the sample in the King, Ring, and Tigert (1980) study consisted of urban shoppers, whereas the shoppers in this study were largely from smaller cities.

Personal Involvement Inventory. The customer's interest in clothing was measured against 20 bipolar adjectives presented in Table XI. The items were scored from one indicating 'very closely related' to seven signifying 'not closely related.' The responses to the pair of bipolar adjectives indicated that adjectives 'useful' (42.3%), 'interesting' (41.8%), 'matters to me' (40.9%), and 'needed' (43.6%)

TABLE X
 RESPONSES TO THE FASHION CONSCIOUSNESS MEASURE
 (N=220)

Fashion Consciousness Statements	Responses	
	Frequency	Percent
Purchase of Women's Fashions		
Earlier in the season	36	16.4
About the same time	102	46.3
Later in the season	82	37.3
Amount of Information Given About Women's Fashion		
Give very little information	115	52.3
Give an average amount	89	40.5
Give a great deal	16	7.2
Interest in Women's Fashions Compared to Most Other Women		
Less interested	33	15.0
About as interested	146	66.4
More interested	41	18.6
Likelihood to be Asked for Advice About New Women's Fashion		
Less likely to be asked	59	26.8
About as likely to be asked	120	54.5
Reaction to Changing Fashions in Women's Clothes		
Keep wardrobe up-to-date	10	4.5
Don't always dress according to fashion changes	120	54.5
Check current fashions only when buy new clothes	19	8.6
Don't pay much attention to fashion	47	21.4
Not at all interested in fashion trends	24	11.0

TABLE XI
RESPONSES FOR PERSONAL INVOLVEMENT INVENTORY MEASURE

Bi-Polar Adjective	Freq/%	Freq/%	Freq/%	Freq/%	Freq/%	Freq/%	Freq/%	Bi-Polar Adjective
Important	81/36.8	76/34.5	31/14.1	18/8.2	7/3.2	5/2.3	7/1.0	Unimportant
Of No Concern	6/2.7	8/3.6	11/5.0	11/5.0	25/11.4	72/32.7	87/39.5	Of Concern To Me*
Irrelevant	5/2.3	4/1.8	8/3.6	22/10.0	30/13.6	79/35.9	72/32.7	Relevant*
Means A Lot To Me	74/33.6	52/23.6	39/17.7	29/13.2	14/6.4	8/3.6	4/1.8	Means Nothing To Me
Useless	1/.5	6/2.7	4/1.8	8/3.6	32/14.5	76/34.5	93/42.3	Useful*
Valuable	68/30.9	67/30.5	36/16.4	33/15.0	7/3.2	4/1.8	5/2.3	Worthless
Trivial	6/2.7	8/3.6	5/2.3	23/10.5	49/22.3	54/24.5	75/34.1	Fundamental*
Beneficial	80/36.4	63/28.6	33/15.0	24/10.9	8/3.6	10/4.5	2/1.0	Beneficial
Matters To Me	90/40.9	62/28.2	33/15.0	19/8.6	9/4.1	3/1.4	4/1.8	Does Not Matter
Uninterested	3/1.4	9/4.1	4/1.8	17/7.7	29/13.2	70/31.8	88/40.0	Interested*
Significant	75/34.1	62/28.2	38/17.3	20/9.1	13/5.9	8/3.6	4/1.8	Insignificant
Vital	50/22.7	41/18.6	53/24.1	47/21.4	16/7.3	9/4.1	4/1.8	Superfluous
Boring	4/1.8	3/1.4	4/1.8	21/9.5	29/13.2	67/30.5	92/41.8	Interesting*
Unexpected	4/1.8	4/1.8	8/3.6	32/14.5	49/22.3	51/23.2	72/32.7	Exciting*
Appealing	92/41.8	66/30.0	27/12.3	20/9.1	5/2.3	8/3.6	2/1.0	Unappealing
Mundane	5/2.3	8/3.6	8/3.6	25/11.4	59/26.8	56/25.5	59/26.8	Fascinating*
Essential	92/41.8	57/25.9	32/14.5	23/10.5	6/2.7	6/2.7	4/1.8	Nonessential
Undesirable	5/2.3	2/1.0	3/1.4	18/8.2	33/15.0	71/32.3	88/40.0	Desirable*
Wanted	88/40.0	66/30.0	28/12.7	25/11.4	4/1.8	4/1.8	5/2.3	Unwanted
Not Needed	6/2.7	2/1.0	5/2.3	15/6.8	36/16.4	60/27.3	96/43.6	Needed*

*Indicates item is reverse scored.

(Items on left are scored (1) very closely related to (7) not closely related.)

were 'quite closely related' to clothing. The respondents were 'neutral' about the relationship of the adjective 'vital' to clothing. None of the 20 bipolar adjectives were rated 'not closely related' to clothing by the respondents. A visual presentation of the mean values is presented in Table XII.

Analysis of Findings

Two hypotheses were tested according to the procedures detailed in Chapter III. The results are reported in the following section. A discussion of the analytical results is presented with each hypothesis.

Comparison of Involvement Measures

Hypothesis 1 stated that there were no significant relationships between the three measures of involvement. The three instruments measuring involvement: 1) clothing interest, 2) fashion consciousness, and 3) personal involvement inventory were analyzed using log-linear models. The log-linear statistical technique treated each involvement measure as a variable and tested for association among the variables. These variables were all considered dichotomous response variables. The categories were obtained by combining the results of all the questions included in the measure. As indicated in the procedures, the median was used to determine the high and low involvement categories. A summary of the fit of all possible models based on the three measures is given in Table XIII. The sufficient configurations given in the table were used to denote the log-linear model.

TABLE XII
 SEMANTIC DIFFERENTIAL SCALE BASED ON MEAN RESPONSES
 FOR PERSONAL INVOLVEMENT INVENTORY

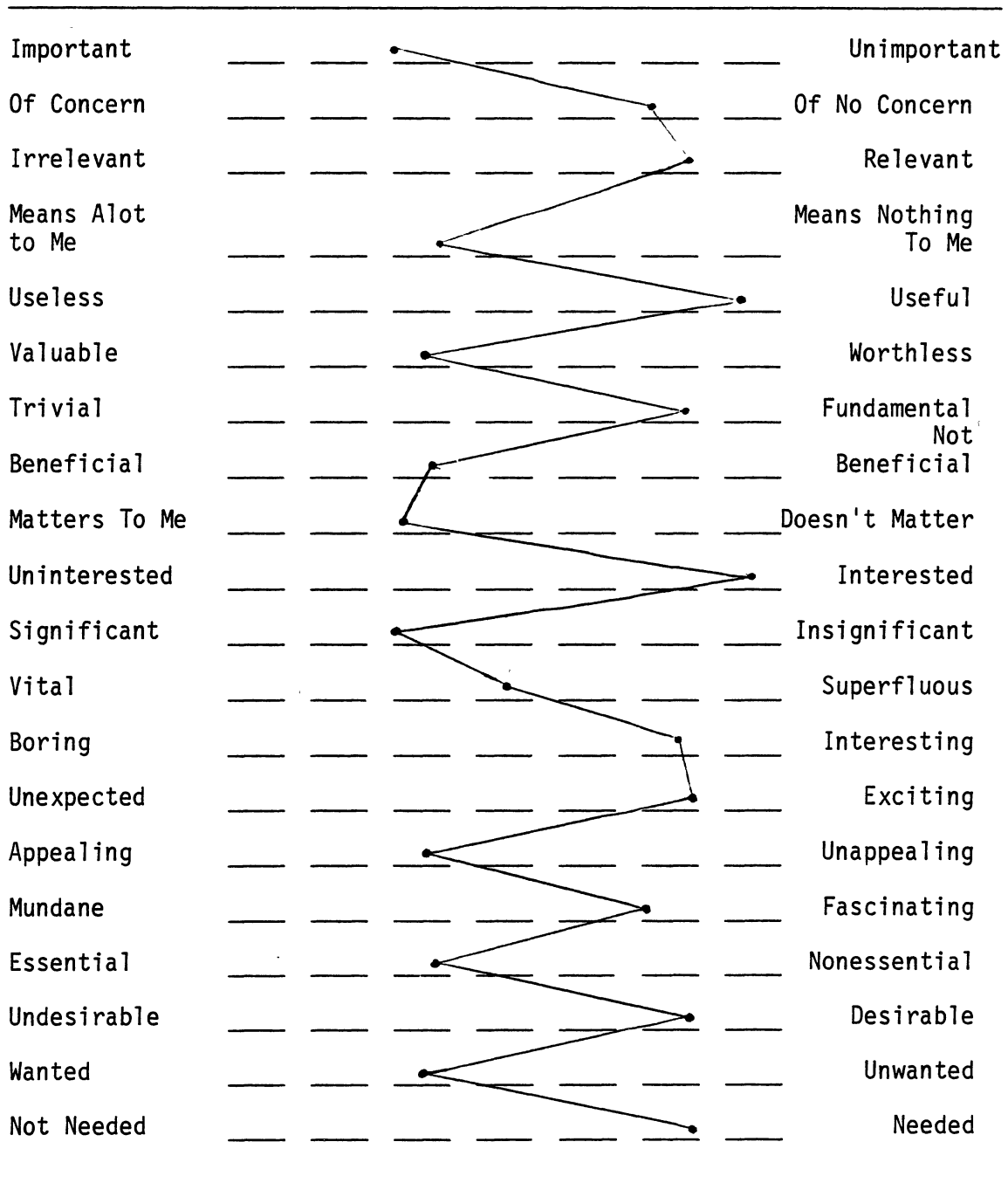


TABLE XIII
FIT OF EIGHT LOG-LINEAR MODELS TO THE THREE
DIFFERENT MEASURES OF INVOLVEMENT

Models and Sufficient Configurations ^a	G^2 ^b	χ^2 ^c	Observed Significance Level ^d
1. F, C, P	19.53	19.47	0.54
2. F, CP	3.23	3.22	0.40
3. C, FP	19.43	19.12	0.37
4. P, FC ^e	16.61	16.65	0.97
5. FC, FP	16.51	16.61	0.89
6. FP, CP	3.14	3.13	0.23
7. CP, FC	0.31	0.31	0.97
8. FC, FP, CP	0.29	0.29	0.81

^aRefers to associations of three measures of involvement.

^b G^2 indicates the likelihood ratio statistic.

^c χ^2 indicates Pearson chi-square statistic.

^dProbability chi-square > observed value.

^eIndicates the best model with the fewest parameters.

F = Fashion Consciousness Measure

C = Clothing Interest Measure

P = Personal Involvement Inventory Measure

The first letter in the configuration denotes the variable. A comma (,) indicates independence and two letters together indicates an association between those variables. The G^2 is the likelihood ratio statistic for testing the fit of the model. χ^2 is the Pearson chi-square statistic for testing the fit of the model and 'probability of χ^2 ' is the p-value indicating how well the model fits. Therefore, a good fit was provided by model 4(0.97), model 5(0.89), model 7(0.97), and model 8(0.81). The aim is to have a good fit with as few parameters as possible, thus model 4(P, FC) was the best model. This model indicated that the measurements of clothing interest and fashion consciousness were associated, but jointly independent of personal involvement inventory. Hypothesis 1 stated that there was no significant relationship among the three measures of involvement and was therefore rejected. A significant relationship appeared to exist between the clothing interest and fashion consciousness measures of involvement.

Agreement, a special case of association, was measured. The distinction between association and agreement stated that for two responses to agree, they must fall into the identical category, while for two responses to be perfectly associated it is only necessary that the category of one response predict the category of the other response (Bishop, Fienberg, and Holland, 1975). Therefore, a model may exhibit high association with either high or low agreement. The sufficient configurations of the log-linear analysis indicated an association between the clothing interest and fashion consciousness measures of involvement. To determine the degree of agreement, a measure was used to indicate the proportion of the population whose categorization in the two variables was identical (Bishop, Fienberg, and Holland, 1975).

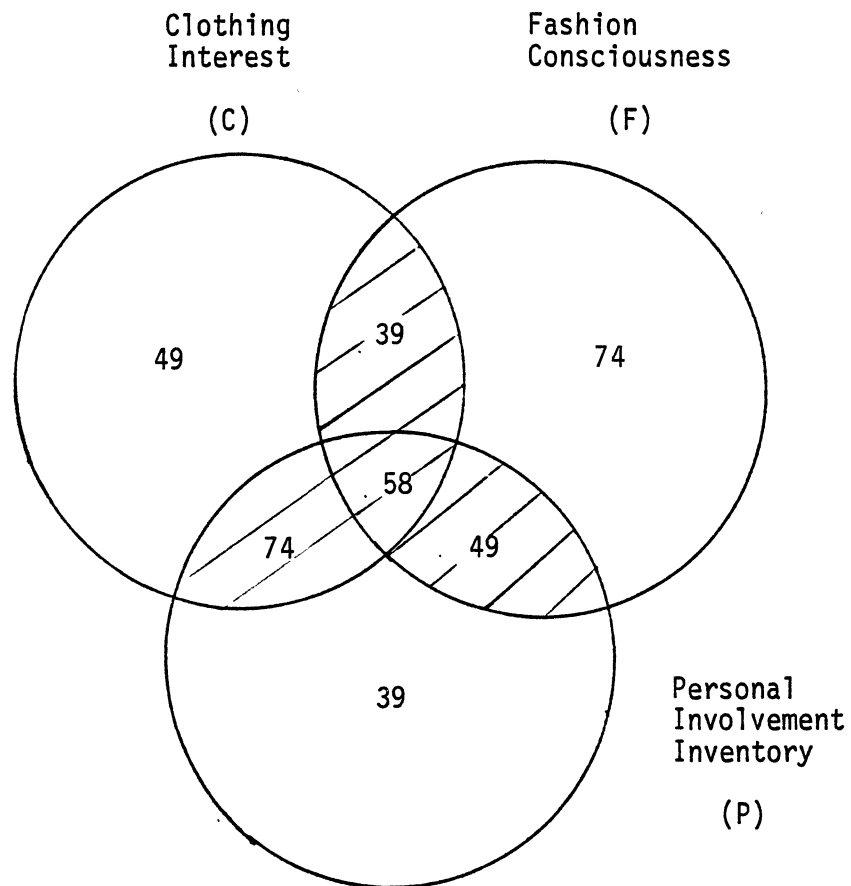
The calculations for the measures of agreement are shown in Appendix K. Table XIV depicts the measures of agreement for the joint associations among the three measures of involvement. The high degree of agreement existing between the clothing interest and the fashion consciousness measures seemed to be more than chance. This supports the 'best' fitting log-linear model that suggested joint association between fashion consciousness and clothing interest as measured in this study.

Each measure of involvement attempted to classify respondents into one of two levels, high and low. However, the measuring devices used to categorize these respondents differed. In the case of clothing interest, 16 questions were included. In the measure of fashion consciousness, five questions were used. In the case of personal involvement inventory, 20 bipolar adjectives were used. The log-linear analysis indicated that there was a similarity in the measuring devices between clothing interest and fashion consciousness. Consequently, there was a need to determine when a respondent was correctly classified. One can assume that a correct classification was made when the respondents were classified by one of the following three criteria: 1) classified similarly by both fashion consciousness (F) and clothing interest (C) but not personal involvement inventory (P); 2) classified similarly by both fashion consciousness and personal involvement inventory but not clothing interest; and 3) classified similarly by fashion consciousness, clothing interest, and personal involvement inventory. Based on the three possible classification outcomes, the misclassification/classification method for classifying the three measures of involvement for the 220 respondents is shown in Figure 2. The number of those that were correctly classified by C and P (74), F and P (49),

TABLE XIV
MEASURES OF AGREEMENT FOR JOINT ASSOCIATIONS
BETWEEN INVOLVEMENT MEASURES

Joint Association	Measure of Agreement
Fashion Consciousness/ Clothing Interest	.98 ^a
Personal Involvement Inventory/ Clothing Interest	.007
Fashion Consciousness/ Personal Involvement Inventory	.002

^aHigh agreement



Code: Classification represented by shaded area.
 Misclassification represented by unshaded area.

Figure 2. Classification/Misclassification
 Method for Measures of Involvement

F and C (39), and F, C, P (58) totals 220. Based on the criteria listed above, the personal involvement inventory misclassified 39 respondents. A total of 123 respondents were misclassified by the clothing interest measure (49+74). The fashion consciousness measure misclassified 113 persons (74+39). Scores were summed for the clothing interest and fashion consciousness measures since they are associated and not distinct. The misclassification percentage appears in Table XV. The personal involvement inventory misclassified the least number of times (18%) based on the criteria 1, 2, and 3 previously discussed, states that in order to be classified correctly each group has to be represented.

Hypothesis 1 was also tested using a traditional statistical technique. Factor analysis was used to identify any underlying constructs among the 41 questions used to measure a consumer's involvement. The results of the factor analysis using a varimax rotation pattern are presented in Table XVI. The two factors explained approximately 42 percent of the total variance.

The first factor showed high positive loadings for the 20 questions included in the personal involvement inventory. This factor was interpreted as being the 'Personal Involvement Inventory.' The second factor included the questions of both the clothing interest and fashion consciousness measures of involvement and consequently was labeled 'Clothing Interest/Fashion Consciousness.' The factor analysis results confirmed the log-linear model that indicated an association between the clothing interest and fashion consciousness measure. These results also supported the rejection of hypothesis 1. This association, represented by factor 2, may exist since both the clothing interest and fashion consciousness measures were specifically developed to examine clothing interest.

TABLE XV
MISCLASSIFICATION PERCENTAGES FOR
MEASURES OF INVOLVEMENT

Measure of Involvement	Percent
Fashion Consciousness	34
Personal Involvement Inventory	18
Clothing Interest	23

TABLE XVI
 FACTOR ANALYSIS OF FORTY-ONE QUESTIONS USED TO MEASURE
 INVOLVEMENT: ROTATED FACTOR PATTERN

Factor 1		Factor 2	
Personal Involvement Inventory	Factor Loadings	Clothing Interest Fashion Consciousness	Factor Loadings
Survey Question Number		Survey Question Number	
75	0.52	1	0.14
76	0.63	2	0.51
77	0.58	3	0.43
78	0.71	4	0.46
79	0.86	5	0.63
80	0.79	6	0.40
81	0.72	7	0.45
82	0.74	8	0.36
83	0.61	9	0.54
84	0.82	10	0.27
85	0.76	11	0.28
86	0.51	12	0.33
87	0.70	13	0.68
88	0.62	14	0.66
89	0.84	15	0.28
90	0.79	16	0.05
91	0.84	17	0.33
92	0.86	18	-0.54
93	0.82	19	-0.67
94	0.76	20	-0.56
		21	0.51

In addition, the questions were asked together while the personal involvement inventory was separated by questions pertaining to the lifestyle categories.

Relationship Between Involvement Measures and Selected Variables

Hypothesis 2a stated that there was no significant relationship between involvement measures and demographics. None of the examined demographics, namely age, education, income, and marital status, exhibited any significant relationships at the .05 level to the three measures of involvement. This led to the acceptance of the hypothesis that there was no significant relationship between the involvement measures and the demographics pertaining to the respondents.

Hypothesis 2b stated that there was no significant relationship between the three measures of involvement and lifestyle categories. Logit analysis was used to analyze these relationships. The significant lifestyle categories are shown in Table XVII. Involvement, determined by the clothing interest measure, was related at the .001 level to the two lifestyle categories of media exposure and shopping enjoyment. At the .05 level, relationships existed between the clothing interest measure and two other lifestyle categories, satisfied with finances and fashion awareness. Only two lifestyle categories, new brand tryer at the .01 level and sewer at the .05 level showed a significant relationship to the fashion consciousness measure of involvement. Two lifestyle categories, fashion awareness and media exposure were related at the .001 level to personal involvement inventory. At the .01 level of significance, two other lifestyle categories, shopping enjoyment

TABLE XVII
 CHI-SQUARE VALUES BASED ON LOGIT ANALYSIS OF THIRTEEN
 LIFESTYLE CATEGORIES AND THREE
 INVOLVEMENT MEASURES

Lifestyle Scale Name	Clothing Interest	Fashion Consciousness	Personal Involvement Inventory
1. Price Consciousness	0.48	1.10	1.07
2. Self-confident	1.99	0.70	4.91 ^a
3. Sewer	1.65	4.21 ^a	0.65
4. Arts Enthusiast	3.15	1.97	2.36
5. Satisfied with Finances	4.15 ^a	0.24	0.48
6. Credit User	1.68	0.01	1.96
7. Fashion Awareness	3.61 ^a	0.33	19.85 ^b
8. Media Exposure	32.26 ^b	0.04	18.65 ^b
9. Shopping Enjoyment	18.80 ^b	0.80	9.02 ^c
10. Self-designated Opinion Leader	1.34	0.24	6.89 ^c
11. Homebody	2.76	0.33	3.77 ^a
12. Information Seeker	0.00	0.12	0.40
13. New Brand Tryer	1.45	6.27 ^c	1.55

^aSignificant at .05

^bSignificant at .001

^cSignificant at .01

and self-designated opinion leader, showed a relationship to the personal involvement inventory. At the .05 level, the lifestyle categories, homebody and self-confident, were related to the personal involvement inventory measure. The results indicated that hypothesis 2b should be rejected since there was a significant relationship at the .05 level or above between nine of the 13 lifestyle categories and one or more of the three involvement measures.

Hypothesis 2c stated that there was no significant relationship between involvement measures and store attributes. The hypothesis was tested using logit analysis. Significant relationships between the three measures of involvement and store attributes are shown with the results of the chi-square test based on logit analysis in Table XVIII. A significant relationship existed at the .001 level between the clothing interest measure of involvement and the following variables: assortment of merchandise, brand names of merchandise, and up-to-date, fashion merchandise. At the .05 level of significance, adequate sales information and convenience of store location showed a relationship to the clothing interest measure. Up-to-date, fashionable merchandise was the only significant store attribute at the .001 level for the personal involvement inventory measure. At the .01 level of significance, a relationship existed between brand names of merchandise and the personal involvement inventory measure. On the basis of the data, there were no significant relationships between store attributes and the fashion consciousness measures.

The pattern of results relative to the relationship between the involvement measures, lifestyle categories and store attributes showed that a similar number of lifestyle categories were found to be

TABLE XVIII
 CHI-SQUARE VALUES BASED ON LOGIT ANALYSIS FOR EIGHT
 STORE ATTRIBUTES AND THREE INVOLVEMENT MEASURES

Store Attributes	Clothing Interest	Fashion Consciousness	Personal Involvement Inventory
1. Assortment of Merchandise	14.85 ^a	.74	5.23
2. Quality of Merchandise	1.59	3.06	0.92
3. Value for the Price	0.68	1.29	1.70
4. Brand Names of Merchandise	13.07 ^a	3.91	10.29 ^b
5. Variety of Store Services	2.84	0.67	0.00
6. Adequate Sales Information	6.42 ^c	1.58	2.06
7. Convenience of Store Location	7.27 ^c	2.17	0.92
8. Up-to-date, Fashionable Merchandise	26.60 ^a	4.84	19.04 ^a

^aSignificant at .001

^bSignificant at .01

^cSignificant at .05

applicable for both the clothing interest measure and the personal involvement inventory. Although the numbers were similar, the actual lifestyle categories differed on several occasions. Very few lifestyle categories were relevant to the fashion consciousness measure. The results also indicated more salient store attributes relative to the clothing interest measure. Based on the fashion consciousness measure, none of the store attributes were salient. The results indicated that hypothesis 2c should be rejected.

Stepwise regression, a traditional method of analysis, was also used to analyze the relationships between the three involvement measures and the demographics, lifestyle categories, and store attribute variables. The regression models, with the three measures of involvement as the dependent variables are summarized in Table XIX. Age was the only significant demographic variable for both the clothing interest and the personal involvement inventory measures, with R-squares of one percent for the clothing interest measure and two percent for the personal involvement inventory. The results indicated that both brand names of merchandise and up-to-date, fashionable merchandise were important predictors for the clothing interest measure and the personal involvement inventory. Again, the R-squares were small, three percent for clothing interest and 17 percent for personal involvement inventory. No significance was indicated between the fashion consciousness measure and demographics or store attributes. Several lifestyle categories were significantly related to each of the three involvement measures. The following lifestyle categories were significantly related to the clothing interest measure: fashion awareness, self-designated opinion leader, homebody, media exposure, and shopping enjoyment. This model

TABLE XIX
CORRELATION RESULTS AND REGRESSION MODEL RESULTS FOR THREE
INVOLVEMENT MEASURES AS AFFECTED BY DEMOGRAPHICS,
STORE ATTRIBUTES AND LIFESTYLE CATEGORIES^a

Dependent Variables	Prob >F	Corre- lations	P-value
Clothing Interest Measure			
Demographic	$R^2 = 0.01$		
1. Age	0.15	0.10	0.15
Store Attribute	$R^2 = 0.03$		
1. Brand Names of Merchandise	0.03	0.17	0.01
2. Up-to-Date, Fashionable Merchandise	0.07	0.14	0.03
Lifestyle Categories	$R^2 = 0.30$		
1. Fashion Awareness	0.01	0.13	0.05
2. Self-Designated Opinion Leader	0.01	0.08	0.22
3. Homebody	0.12	-0.05	0.43
4. Media Exposure	0.002	0.18	0.01
5. Shopping Enjoyment	0.02	0.16	0.01
Personal Involvement Inventory			
Demographic	$R^2 = 0.02$		
1. Age	0.03	0.14	0.03
Store Attribute	$R^2 = 0.17$		
1. Brand Names of Merchandise	0.09	0.17	0.01
2. Up-to-Date, Fashionable Merchandise	0.0001	0.41	0.0001
Lifestyle Categories	$R^2 = 0.10$		
1. Price Conscious	0.06	0.09	0.17
2. Sewer	0.02	-0.03	0.63
3. Self-Confidence	0.01	0.23	0.0006
4. Self-Designated Opinion Leader	0.0005	0.38	0.0001
5. Information Seeker	0.01	0.10	0.15
6. Arts Enthusiast	0.12	0.11	0.11
Fashion Consciousness Measure			
Demographics	No variables met the .15 significance level for entry into the model.		
Store Attribute	No variable met the .15 significance level for entry into the model.		
Lifestyle Categories	$R^2 = 0.07$		
1. Sewer	0.04	-0.10	0.18
2. Arts Enthusiast	0.06	0.03	0.64
3. Media Exposure	0.06	0.02	0.72
4. New Brand Tryer	0.007	-0.16	0.02

^a All variables significant at the .15 level.

accounted for 30 percent of the variation in the involvement measure. The lifestyle categories, price conscious, sewer, self-confidence, self-designated opinion leader, information seeker, and arts enthusiast entered in the regression model for the personal involvement inventory measure with an R-square of 10 percent. The only lifestyle categories that met the .15 significance level for entry into the model for the fashion consciousness measure were sewer, arts enthusiast, media exposure, and new brand tryer with an R-square of seven percent. These results supported the idea that there was a relationship among the involvement measures, lifestyle and store attribute variables, therefore hypothesis 2 was rejected.

Comparison of Involvement Measures to Purchase Behavior

Shopping frequency and clothing expenditures, two purchase behavior factors, were examined in relationship to the three involvement measures. The chi-square values based on logit analysis are shown in Table XX. The only involvement measure related to frequency at the .001 level was the personal involvement inventory and at the .05 level of significance to the clothing interest measure. Table XXI shows the relationship between clothing expenditures and the three involvement measures. The results indicated a relationship at the .05 level between clothing expenditures and the personal involvement inventory. These results indicated that purchase behavior including shopping frequency and clothing expenditures can be determined most completely by the personal involvement inventory measure.

TABLE XX
CHI-SQUARE VALUES BASED ON LOGIT ANALYSIS
FOR SHOPPING FREQUENCY AND THE
THREE INVOLVEMENT MEASURES

Involvement Measures	Purchase Frequency
Clothing Interest	7.67 ^a
Fashion Consciousness	2.05
Personal Involvement Inventory	14.18 ^b

^aSignificant at .05 level

^bSignificant at .001 level

TABLE XXI
CHI-SQUARE VALUES BASED ON LOGIT ANALYSIS FOR
CLOTHING EXPENDITURES AND INVOLVEMENT
MEASURES

Involvement Measure	Clothing Expenditure
Clothing Interest	3.48
Fashion Consciousness	5.18
Personal Involvement Inventory	14.44 ^a

^aSignificant at the .05 level

Shopping frequency and clothing expenditures were compared to the three involvement measures using the traditional regression analysis. The findings, as illustrated in Table XXII, indicated a relationship between the personal involvement inventory and shopping frequency. Although a negative relationship existed between the personal involvement inventory and clothing expenditures, it does not seem to be very significant based on the low value of R-square (0.04). The results also suggested that the Personal Involvement Inventory was the only measure of involvement to explain purchase behavior relative to shopping frequency and clothing expenditures, although an inverse relationship was indicated relative to clothing expenditures. This was supported by the significant correlation coefficients. The clothing interest and fashion consciousness involvement measures did not explain purchase behavior. These results could imply that a relationship does not exist between involvement and purchase behavior as measured in this study.

Association Between Sets of Variables

Canonical correlation, an extension of regression analysis, was used to investigate associations between the two sets of dependent variables: 1) involvement measures (clothing interest, fashion consciousness, and personal involvement inventory), and 2) purchase behavior (shopping frequency and clothing expenditures). The canonical correlation analysis is shown in Table XXIII. At the .10 level, the first canonical correlation was significant. With regard to the involvement measures, the highest coefficient (0.92) in the first linear combination was associated with the personal involvement inventory.

TABLE XXII
 REGRESSION MODEL RESULTS FOR SHOPPING FREQUENCY
 AND CLOTHING EXPENDITURES AS AFFECTED
 BY INVOLVEMENT MEASURES

Dependent Variable		Prob>F	Correlati- ons	P-Value
Shopping Frequency Involvement Measures		$R^2 = 0.01$		
1. Personal Involvement Inventory		0.11	0.11	0.11
Clothing Expenditures Involvement Measures		$R^2 = 0.04$		
1. Personal Involvement Inventory		0.004	-0.19	0.004

TABLE XXIII
CANONICAL CORRELATION ANALYSIS FOR SELECTED VARIABLES

Canonical Correlation		Prob > F	
1.	0.23	0.07 ^a	
2.	0.05	0.77	
<u>Standardized Canonical Coefficients for the 'var' variables</u>			
		V1	V2
Personal Involvement Inventory		0.92 ^b	0.40
Clothing Interest		0.27	-0.97
Fashion Consciousness		-0.10	-0.17
<u>Standardized Canonical Coefficients for the 'with' variables</u>			
		W1	W2
Shopping Frequency		.50	0.87
Clothing Expenditures		-0.84	0.55
<u>Canonical Redundancy</u>			
Variable Set		Cumulative Proportion	
1		0.03	
2		0.03	

^aSignificant at .10 level

^bSignificant coefficient

With respect to purchase behavior, it appeared that clothing expenditures carried the highest coefficient (0.84). However, an inverse relationship was suggested since the coefficient was negative. Although the second linear combination was not significant, it suggested that the clothing interest measure was inversely related to shopping frequency. This finding was reasonable since the clothing interest measure, the most traditional measure, included questions concerning sewing. Shopping frequency would not be relevant to sewers. The canonical redundancy values which represented the variance shared by the two sets of variables, indicated that only three percent of the variance in the canonical variates was accounted for.

To investigate the interrelationships among the three involvement measures (clothing interest, fashion consciousness, and personal involvement inventory), two lifestyle categories (shopping enjoyment and fashion awareness) and purchase behavior (frequency of shopping and clothing expenditures) variables, correlation coefficients were examined as shown in Table XXIV. This matrix shows the variables that were highly correlated with other variables. The correlations in this study suggested that fashion awareness and shopping enjoyment were correlated although they are two distinct lifestyle categories. The correlation that existed among personal involvement inventory, shopping enjoyment, and fashion awareness was positive, but the correlation between personal involvement inventory and clothing expenditures was negative. This result implied that the customer, measured by the personal involvement inventory, enjoyed shopping, displayed an awareness of fashion, but did not spend a large amount of money on clothing. This implication was not supported by the literature that suggested

TABLE XXIV
CORRELATION COEFFICIENTS OF SELECTED VARIABLES

Correlation Matrix	Clothing Interest	Fashion Consciousness	Personal Involvement Inventory	Fashion Awareness	Shopping Enjoyment	Purchase Frequency	Clothing Expenditures
Clothing Interest	1.0000 0.0000	-0.0158 0.8159	0.1555 0.0210	0.1297 0.0547	0.1683 0.0124	0.0982 0.1978	0.0576 0.3957
Fashion Consciousness		1.0000 0.0000	-0.02154 0.7508	-0.01137 0.8668	-0.0153 0.8215	0.0080 0.9058	-0.0270 0.6907
Personal Involvement Inventory			1.0000 0.0000	0.3489 ^a 0.0001	0.2688 ^a 0.0001	0.1077 0.1114	-0.1917 ^a 0.0043
Fashion Awareness				1.0000 0.0000	0.4385 ^a 0.0001	0.1734 ^a 0.0099	0.0965 0.1538
Shopping Enjoyment					1.0000 0.0000	0.1875 ^a 0.0053	-0.1769 ^a 0.0085
Shopping Frequency						1.0000 0.0000	-0.0652 0.3357
Clothing Expenditures							1.0000 0.0000

^aSignificant Correlation

the more a customer enjoys shopping, the higher the clothing expenditures. The correlation between fashion awareness and shopping frequency was anticipated based on literature that indicated a person who was aware of fashion will wear the most current fashion trend. In order to be 'in style,' shopping frequently throughout the fashion seasons is necessary. The matrix in Table XXIV suggested that shopping enjoyment and shopping frequency were positively correlated which was supported by the literature. Shopping is more frequent when the customer enjoys this activity. A negative correlation existed between shopping enjoyment and clothing expenditures. This result implied that although shopping was considered an enjoyable pastime, money was not spent on clothing. Current literature has suggested that shopping is considered to be a form of entertainment for some consumers. If this is true, then expenditures for clothing would not take place every time a consumer was 'entertained' by shopping excursions.

Establishment of Market Segment Profiles

Market segment profiles for consumers' levels of involvement were established based on the significant relationships found through logit and logistic regression. Significant relationships existed among the three involvement measures, store attributes, and lifestyle categories. Table XXV shows the profile for high and low levels of consumer involvement categorized by the three involvement measures. The results graphically illustrate the differences in salient store attributes and lifestyle categories between the high involved consumer and low involved consumer for each of the three involvement measures. A summary of the percentage breakdown for each level of involvement is shown in

TABLE XXV

MATRIX OF CUSTOMERS SEGMENTED BY LEVELS OF INVOLVEMENT AND IMPORTANT STORE ATTRIBUTES AND LIFESTYLE CATEGORIES

Variables	Clothing Interest Measure		Fashion Consciousness Measure		Personal Involvement Inventory	
	High	Low	High	Low	High	Low
Store Attributes						
1. Assortment of Merchandise	X					
2. Quality of Merchandise						
3. Value for the Price						
4. Brand Names of Merchandise	X				X	
5. Variety of Store Services						
6. Adequate Sales Information	X					
7. Convenience of Store Location		X				
8. Up-to-Date, Fashionable Merchandise	X				X	
Lifestyle Categories						
1. Price Conscious						
2. Fashion Awareness					X	
3. Sewer				X		
4. Homebody						
5. Credit User						X
6. Self-Confident					X	
7. Self-Designated Opinion Leader					X	
8. Information Seeker						
9. Satisfied with Finances	X					
10. New Brand Tryer	X		X			
11. Arts Enthusiast						
12. Media Exposure	X				X	
13. Shopping Enjoyment	X				X	

Appendix L. The profile of the high involvement consumer, based on the clothing interest measure showed heightened interest in assortment of merchandise, brand names of merchandise, adequate sales information, and up-to-date, fashionable merchandise. In contrast, the low involvement consumers felt that convenience of store location was the most salient store attribute. The high involvement consumers enjoyed shopping, were satisfied with their finances and were more likely to be exposed to media. With regard to the fashion consciousness measure, the high involved consumer was the new brand tryer. In contrast, the low involvement consumer was the sewer. In terms of the personal involvement inventory, the high involvement consumer expressed the importance of brand names and up-to-date, fashionable merchandise. A strong awareness of fashion along with an enjoyment of shopping and exposure to media was revealed by the high involvement consumer. They were also considered to be self-designated opinion leaders. In contrast, the low involvement consumer was a homebody. The clothing interest and personal involvement inventory measure of involvement provided the most distinct profiles based on the high and low levels of involvement.

The market segment profile determined through regression analysis was contrasted with the profile established through logit analysis and depicted in Table XXVI. Overall, the pattern of results were similar for the two methods of analysis. Based on regression analysis, the profile of the high involved consumer measured by clothing interest indicated an importance placed on the store attributes, brand names, and up-to-date, fashionable merchandise. Logit analysis also indicated an importance placed on these two store attributes with the addition

TABLE XXVI

RESULTS OF LOGIT AND REGRESSION ANALYSES AS DEPICTED IN MATRIX OF CUSTOMERS
SEGMENTED BY LEVELS OF INVOLVEMENT AND IMPORTANT
STORE ATTRIBUTES AND LIFESTYLE CATEGORIES

Variables	Clothing Interest Measure		Fashion Consciousness Measure		Personal Involvement Inventory	
	High	Low	High	Low	High	Low
Store Attributes						
1. Assortment of Merchandise	X					
2. Quality of Merchandise						
3. Value for the Price						
4. Brand Names of Merchandise	XO				XO	
5. Variety of Store Services						
6. Adequate Sales Information	X					
7. Convenience of Store Location		X				
8. Up-to-Date, Fashionable Merchandise	XO				XO	
Lifestyle Categories						
1. Price Conscious					O	
2. Fashion Awareness	O				X	
3. Sewer				XO		
4. Homebody		O				O
5. Credit User						X
6. Self-Confident					XO	
7. Self-Designated Opinion Leader	O				XO	
8. Information Seeker					O	
9. Satisfied with Finances	X					
10. New Brand Tryer	X		XO			
11. Arts Enthusiast			O		O	
12. Media Exposure	XO		O		X	
13. Shopping Enjoyment	XO				X	

X = Results of Logit Analysis

O = Results of Regression Analysis

of assortment of merchandise and adequate sales information. Logit analysis suggested that the low involved consumer was primarily interested in convenience of store location. A profile of the low involved consumer was not obtained through regression analysis.

Regression analysis suggested four lifestyle categories (fashion awareness, self-designated opinion leader, media exposure, and shopping enjoyment) related to the high involved consumer as measured by clothing interest. Two of the lifestyle categories (media exposure and shopping enjoyment) correspond with the logit analysis which also included satisfied with finances and new brand tryer. Only regression analysis indicated a significant lifestyle category (homebody) for the low involved consumer. Based on the fashion consciousness measure, three lifestyle categories (new brand tryer, art enthusiast, and media exposure) were related to the high involved consumer. One of the lifestyle categories, new brand tryer, corresponds to the logit results. Using the personal involvement inventory, both the logit and regression analysis indicated the same salient store attributes (brand names of merchandise and up-to-date, fashionable merchandise) related to the high involved consumer. Although each type of statistical analysis suggested at least four characteristic lifestyle categories, only two (self-confident and self-designated opinion leader) were parallel. Each type of analysis denoted one lifestyle category relative to the low involved consumer. Regression analysis signified that the low involved consumer was a sewer and logit indicated that the low involved consumer was a homebody.

Selected Findings

Overall, these small apparel store customers participating in this study differed in their level of involvement determined by three involvement measures (clothing interest, fashion consciousness, and personal involvement inventory). Higher involved customers had a tendency to perceive four store attributes as important: 1) brand names of merchandise; 2) assortment of merchandise; 3) up-to-date, fashionable merchandise; and 4) adequate sales information. A profile of the higher involved customers include ten lifestyle characteristics: 1) shopping enjoyment, 2) media exposure, 3) new brand tryer, 4) fashion awareness, 5) satisfied with finances, 6) self-confidence, 7) self-designated opinion leader, 8) price conscious, 9) information seeker, and 10) arts enthusiast. The lower involved customers perceived only one store attribute as important, convenience of store location. Two lifestyle categories were related to the lower involved customer: 1) sewer, and 2) homebody.

CHAPTER V

SUMMARY AND RECOMMENDATIONS

The researcher investigated the relationship between the levels of consumer involvement with clothing purchases and apparel store patronage behavior. The three objectives of the study were to 1) identify levels of consumer involvement relative to store patronage behavior for a selected group of apparel stores; 2) determine the relationship between the levels of consumer involvement, demographics, psychographics and lifestyle categories, and salient store attributes; and 3) develop market segment profiles based on the levels of consumer involvement.

Throughout the literature there was support for the study. Retailers should have a definition of target market segments in terms of principal store attributes being sought, demographic characteristics and lifestyle preferences. Procedures to increase retailers' abilities to define target markets are needed to enable the retailer to anticipate and react to the changing needs of the target consumer. Involvement, related to the interest a consumer exhibits for a product and defined in levels, has been shown in the literature to influence a consumer's needs.

The literature supported the idea that marketing strategies should be developed based on the target customer's level of involvement and the store attributes that are most salient to patronage relative to specialty apparel stores. To optimize patronage success for both the

retailer and customer, the retail environment should be compatible with a customer's involvement level and characteristic variables.

Summary of Procedures

A sample of customers was selected from mailing lists provided by the 20 retailer participants who attended one or more of the 10 regional workshops sponsored by the Center for Apparel Marketing and Merchandising (CAMM) from January 1984 through December 1984. From a total of 7800 listed, 1200 customers were randomly selected representing regional areas of the country.

For the data collection, an instrument was designed to obtain information from the customer sample pertaining to clothing involvement, demographics, lifestyle categories, and perceptions of store attributes. Data were collected from the samples using a mailed, self-administered survey. Follow-up activities were conducted by mail. A condensed questionnaire was mailed to the customer nonrespondents. The customer survey response rate was 22 percent (N=1200), and the response rate for the nonrespondent survey was eight percent (N=938).

The levels of involvement were calculated for each of the three measures of involvement. Each respondent received a score for each question which was summed across all questions included in each involvement measure. The median for each measure was selected as the cut-off point between high and low levels of involvement.

Relationships were analyzed between store attributes, demographics, lifestyle categories or psychographics, and levels of involvement. The major hypotheses were tested using log-linear, logit and logistic regression. In addition, traditional techniques such as factor

analysis and regression analysis were used to test the hypotheses. Statistical significance of the relationships determined the support of the hypotheses.

Market segment profiles were developed based on the analytical results. Following the categorization of the sample into one of two levels of involvement, high or low, significant associations were established between certain store attributes, lifestyle categories, and the levels of involvement.

Summary of Findings and Conclusions

The first hypothesis was utilized to explore the relationship between the three measures of involvement: 1) clothing interest, 2) fashion consciousness, and 3) personal involvement inventory. Log-linear results indicated that the measures of clothing interest and fashion consciousness were associated, however, the personal involvement inventory was distinct. Along with association, agreement was measured which indicated a high degree of agreement existing between the clothing interest and fashion consciousness measures. Results from factor analysis also supported the existing relationship between the clothing interest and fashion consciousness measures.

The second hypothesis examined the relationship between involvement measures and demographics, lifestyle categories, and store attributes. The results of the logit analysis indicated an absence of any significant relationship between each of the three involvement measures and demographic characteristics. Regression analysis suggested that a relationship existed between age and the clothing interest and personal involvement inventory measures. The significance

of the lifestyle categories varied relative to each of the three involvement measures. Four categories labeled as fashion awareness, satisfied with finances, media exposure, and shopping enjoyment had a significant association to the clothing interest measure. Only two categories, sewer and new brand tryer, were significantly related to the fashion consciousness measure. Shopping enjoyment, fashion awareness, self-confidence, media exposure, self-designated opinion leader, and homebody were significant for the personal involvement inventory measure. These findings suggested that some specific lifestyle categories related to the involvement measures.

Significant relationships were found between the clothing interest measure and six store attributes designated as assortment of merchandise, brand names of merchandise, adequate sales information, convenience of location, and up-to-date, fashionable merchandise. Only one store attribute, adequate sales information, was related to the personal involvement inventory. None of the attributes showed any relationship to the fashion consciousness measure. Overall, these associations suggested that certain significant store attributes were more important to the consumers who patronize specialty apparel stores. The significant associations did coincide with the multiple regression results. The predictive models generated from stepwise regression suggested to retailers the specific variables that were related to a consumer's involvement.

When purchase behavior was measured using logit analysis, a relationship was found to exist between shopping frequency and the clothing interest and personal involvement inventory measures. Clothing expenditures were significant for only the personal involvement

inventory. Using regression analysis, purchase behavior was predicted only by the personal involvement inventory.

The largest number of significant relationships existed between two of the involvement measures, clothing interest and personal involvement inventory, and the store attributes and lifestyle categories. Although these relationships existed, they may have been spurious since the results indicated that involvement did not explain a large percentage of the variance in the data. This may be the result of the homogeneity of the sample. The researcher recognized that the sample already exhibited the homogenous characteristic defined as patrons of specialty apparel stores. However, these relationships provided the most distinct consumer profile for the high involvement consumer. This consumer felt that assortment and brand names of merchandise, adequate sales information, and up-to-date, fashionable merchandise were salient store attributes. Their lifestyle categories included shopping enjoyment, satisfaction with their finances, and exposure to media. The profile of the low involvement consumer included one significant store attribute, locational convenience. Based on the fashion consciousness measure, the high involvement consumer was profiled as being a new brand tryer. In contrast, the low involvement consumer was characterized as being a sewer. The personal involvement inventory portrayed the high involvement consumer as having a strong awareness of fashion and self-confidence as well as a consumer who enjoys shopping. This consumer also expressed the importance of brand names and up-to-date, fashionable merchandise provided by a specialty apparel store. In contrast, the low involvement consumer was considered to be a homebody.

Implications and Suggestions

Implications for academic researchers were based on the findings of this study. The findings suggested that the personal involvement inventory measure by Zaichkowsky (1985) was the best measure of involvement because it correlated with purchase behavior, but it still did not predict purchase behavior since an inverse relationship to clothing expenditures existed. Very few relationships between variables existed when the fashion consciousness measure was utilized to measure involvement. The implications may be drawn suggesting that the fashion consciousness measure does not measure involvement or that the measure may be applicable to higher levels of clothing involvement associated with 'high fashion.'

The findings indicated that logit analysis provided a richer, more complete profile of consumers when segmented by involvement. Although logit analysis has been underutilized relative to the traditional statistical techniques, it should be considered by academic researchers for use in future research studies when categorical data is used. The results also suggest that more academic research on involvement should be attempted. Based on the findings of this study, it was inferred that involvement was not a conclusive variable. A critical issue of importance to this type of research is still the measurement area. More academic research focusing on the investigation of measurement techniques is needed.

Several implications for apparel retailers were suggested based on the results of the research. Customer profiles, relative to involvement, were described most thoroughly by the personal involvement inventory and the clothing interest measures. Fashion consciousness

was an acceptable involvement measure if the apparel retailer's customer group was similar to the sample used in this study. The correlation results implied that retailers should attempt to change the consumers who enjoy shopping into consumers who also enjoy spending money on clothing.

Suggestions for market strategies to be used by apparel retailers were based on the results from the hypotheses tested and the literature related to segmentation and market strategy planning. The literature supported the notion that customers of specialty apparel stores tend to be more highly involved in clothing, therefore, the intent of this research was to segment that group into higher and lower levels of involvement.

Using involvement as a segmenting variable enables retailers to differentiate and target their marketing strategies to the different variables, such as store attributes and lifestyle categories associated with level of consumer involvement. The marketing strategies might include planning the merchandise mix and promotional efforts related to the store attributes that the retailer seeks to stress. Each level of involvement has unique apparel store attribute preferences. Therefore, marketing strategies relative to the merchandise mix should focus on the attributes salient to the consumer segment that the retailer desires to attract. If modification of the current store image is necessary to optimally serve the desired segment, then salient attributes should be identified and included in the marketing strategies.

Another important managerial implication is gained from the one store attribute perceived important by the lower involved consumer. This segment felt convenience of store location was the most important

store attribute. Retailers should be cognizant of this fact when planning store locations relative to their desired customer market.

Since lifestyle preferences are different for each level of involvement, the apparel retailer should attempt to understand the lifestyle preferences of the selected consumer segment. This could lead to the improvement of retailers' promotional activities. Strategies regarding promotional efforts should be designed keeping in mind the lifestyles applicable to the level of involvement of the target customer.

Recommendations for Future Study

The researcher proposes the following recommendations for future research:

1. Use a larger sample of women's apparel stores to replicate the study with the following revisions:
 - a. Use a combination of involvement measures, each with a comparable number of questions and types of questions to assure consistency
 - b. Reduce the number of questions asked by including only the key questions determined through statistical analysis
 - c. Develop a shorter questionnaire that may yield a higher response rate
 - d. Treat the scales used in this study as ordered categories which may provide more information from the data since the strength of the response is measured.
2. Compare the results derived from customers of women's apparel stores with similar data relative to customers of men's apparel stores.

3. Contrast retailers' perceptions of store attributes consumers perceived to be important with consumers' actual perceptions of store attributes.

4. Continue to collect store image and target customer data from apparel stores and establish a data bank in the Center for Apparel Marketing and Merchandising (CAMM).

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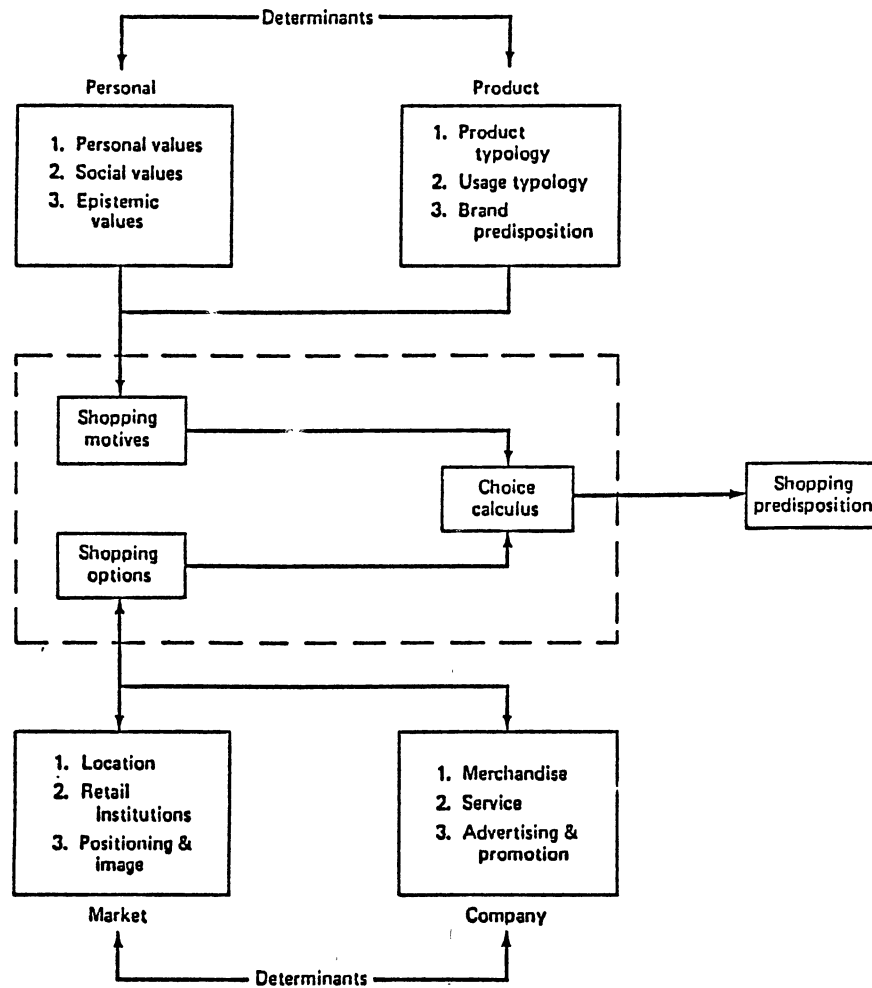
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APPENDIXES

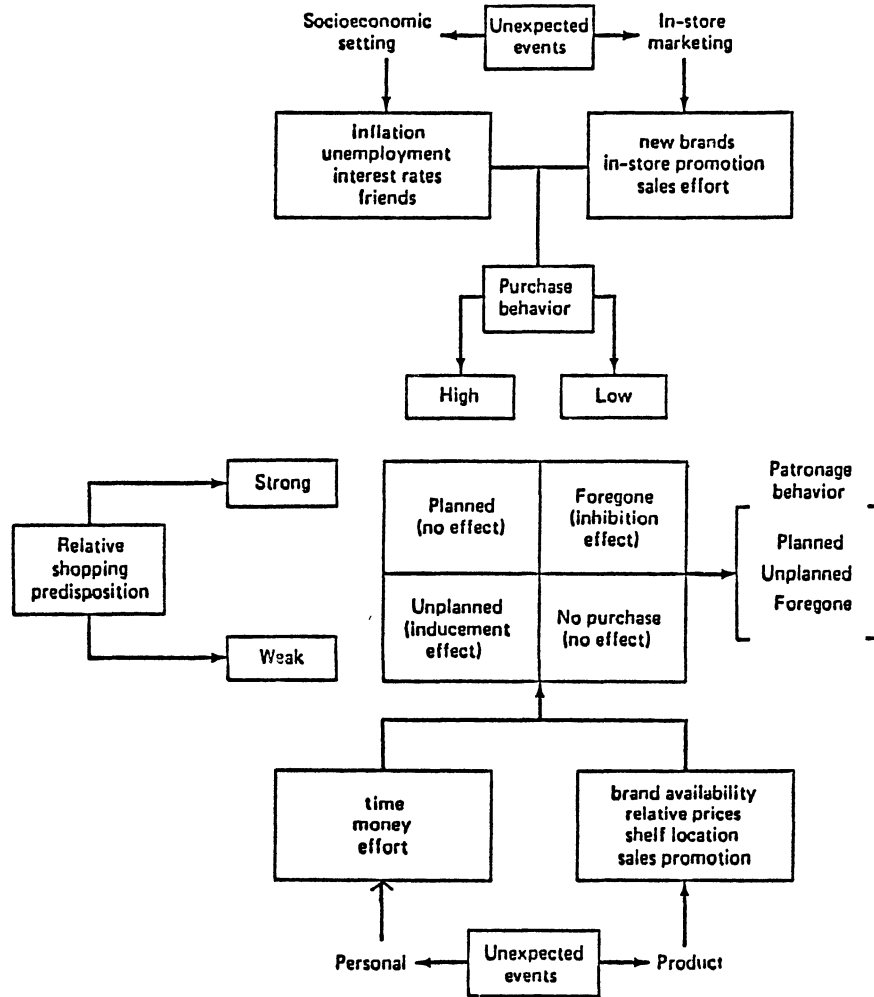
APPENDIX A

SELECTED MARKETING MODELS



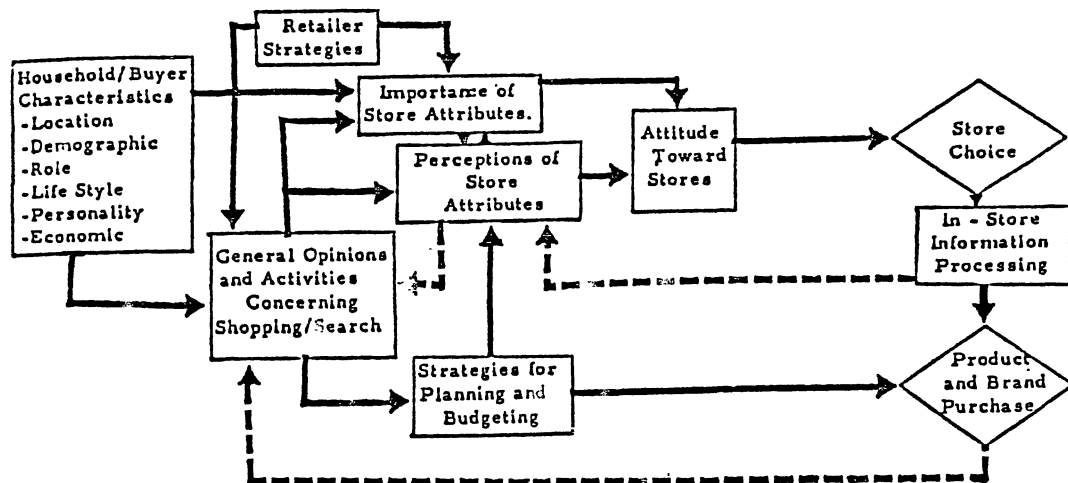
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Figure 3. An Integrated Theory of Shopping Preference



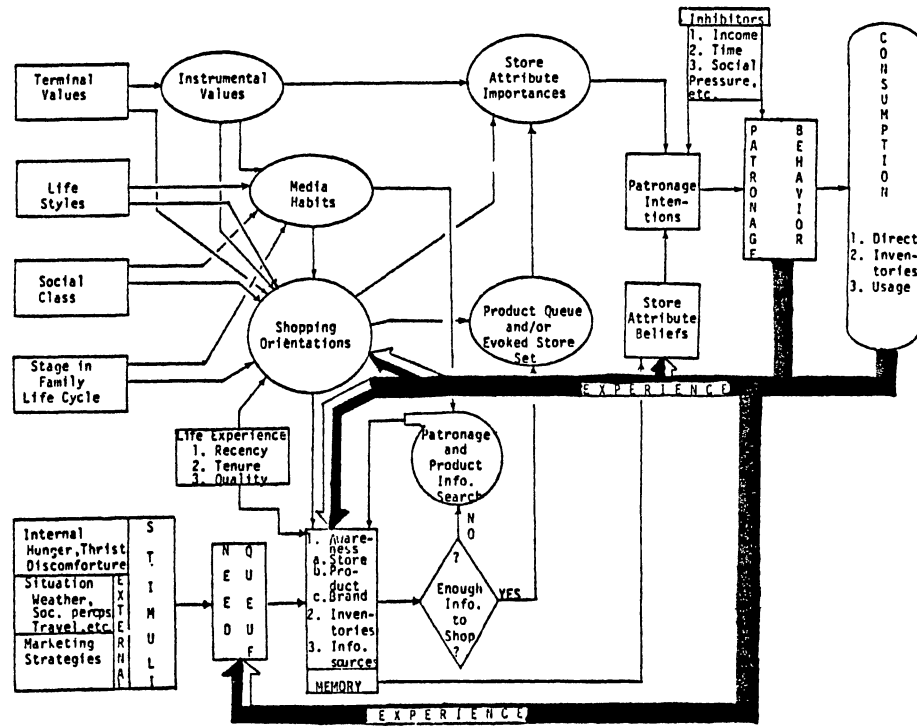
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Figure 4. An Integrated Theory of Patronage Behavior



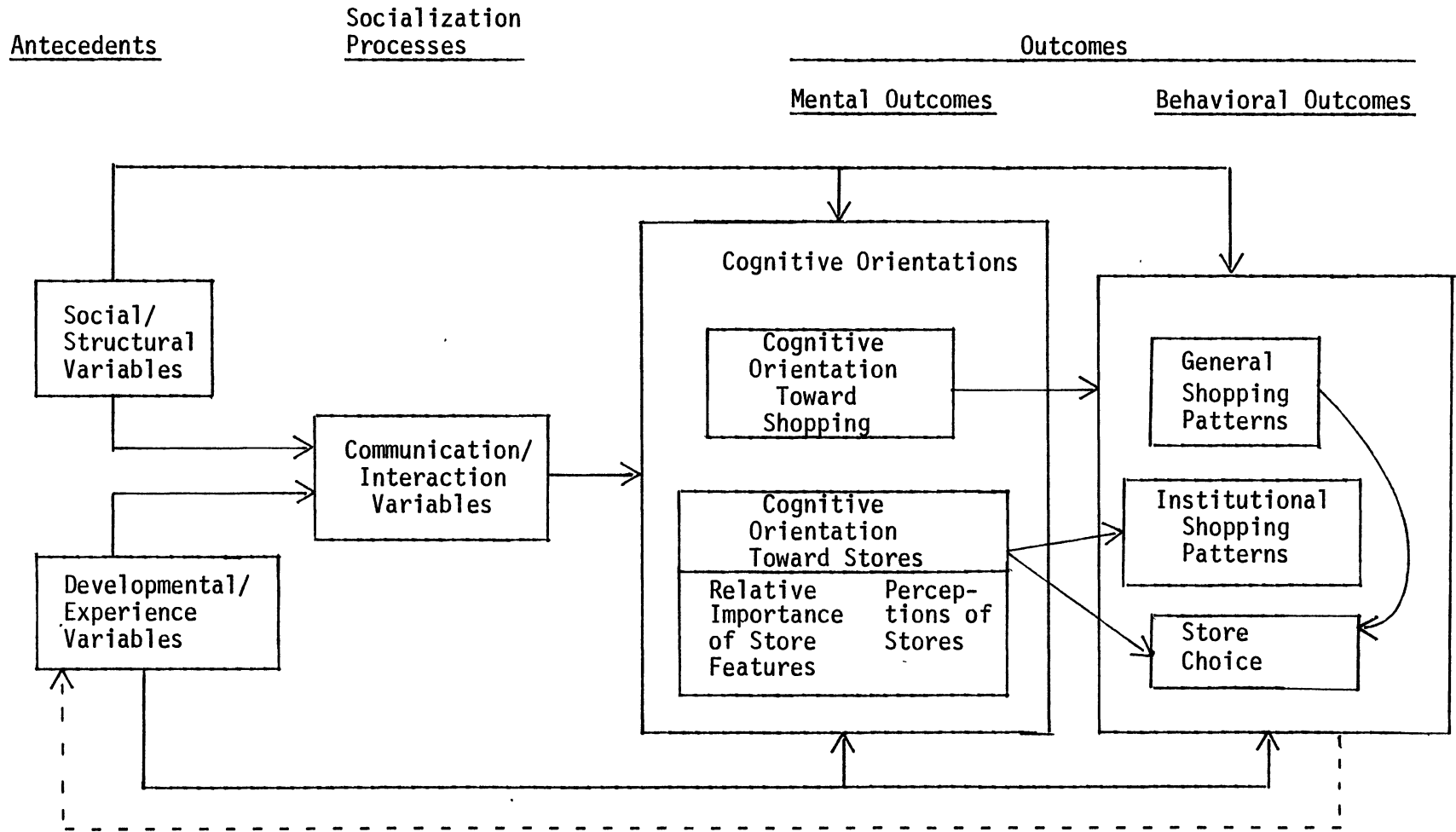
Source: "A Path-Analytic Exploration of Retail Patronage Influences" by K. B. Monroe and J. P. Gultinan, 1975, Journal of Consumer Research, 2, 21.

Figure 5. Monroe and Gultinan Model of Patronage Behavior



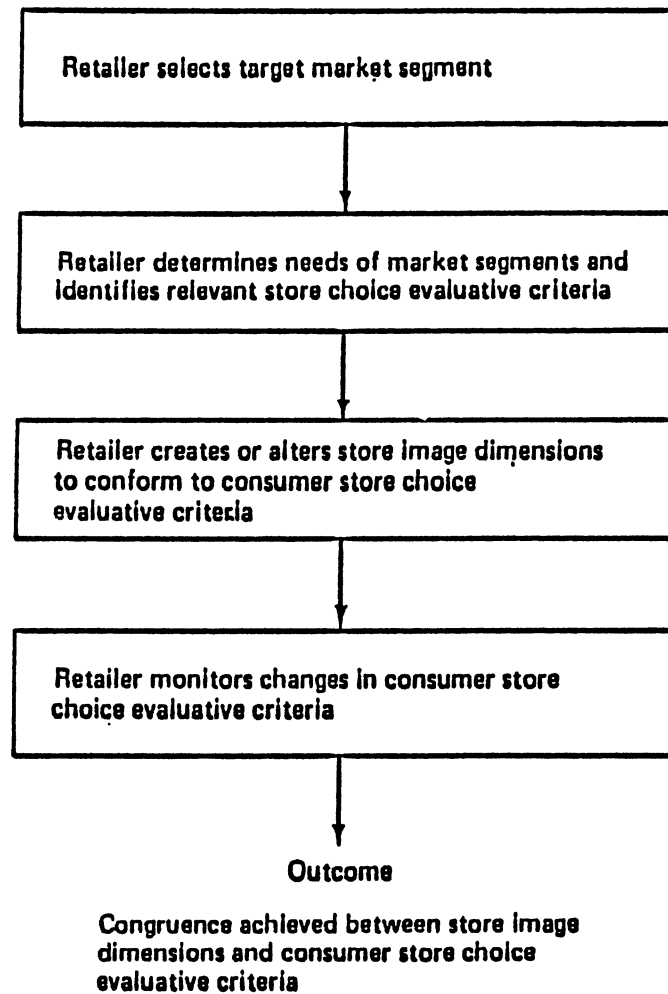
Source: "A Patronage Model of Consumer Behavior" by W. R. Darden, 1980, Competitive Structure in Retail Markets: The Department Store Perspective, p. 45.

Figure 6. Darden's Patronage Model of Consumer Behavior



Source: "A Socialization Model of Retail Patronage" by D. N. Bellenger and G. P. Moschis, 1981, Proceedings of the Association of Consumer Research, 9, p. 375.

Figure 7. A Socialization Model of Retail Patronage



Source: "Store Image Development and the Question of Congruency" by B. Rosenbloom, 1983, Patronage Behavior and Retail Management, p. 141.

Figure 8. Market-Based Store Image Model (MBSIM)

APPENDIX B

SELECTED STATISTICAL MODELS

Simplest Log-linear Model

$$\log m_{ijk} = \mu + \mu_1(i) + \mu_2(j) + \mu_3(k)$$

where m_{ijk} denotes the cell frequency for the i th category of the first variable, the j th category of the second variable and the k th category of the third variable. μ denotes an overall mean. $\mu_1(i)$ accounts for the main effect of the i th category of variable 1, $\mu_2(j)$ the main effect of the j th category of variable 2 and $\mu_3(k)$ the main effect of the k th category of variable 3.

First Order Interaction Model

$$\log m_{ijk} = \mu + \mu_1(i) + \mu_2(j) + \mu_3(k) + \mu_{12}(ij) + \mu_{13}(ik) + \mu_{23}(jk)$$

where $\mu_{12}(ij)$, $\mu_{13}(ik)$, $\mu_{23}(jk)$ denote the association between variables 1 and 2, variables 1 and 3, and variables 2 and 3, respectively.

Saturated Model

$$\log m_{ijk} = \mu + \mu_1(i) + \mu_2(j) + \mu_3(k) + \mu_{12}(ij) + \mu_{13}(ik) + \mu_{23}(jk) + \mu_{123}(ijk)$$

where $\mu_{123}(ijk)$ denotes the joint association of variables 1, 2, and 3.

Logit Model

$$\log \frac{P_{ij1}}{P_{ij2}} = \beta_0 + \beta_1 x_1 + \beta_2 x_2$$

where P_{ij1} and P_{ij2} represent the proportion for categories 1 and 2 of the dependent variable, respectively. $\beta_0, \beta_1, \beta_2$ are unknown parameters. β_1 and β_2 measure the influence of the independent variables. The $X_{1,2}$ are indicator variables denoting the level of the independent variables.

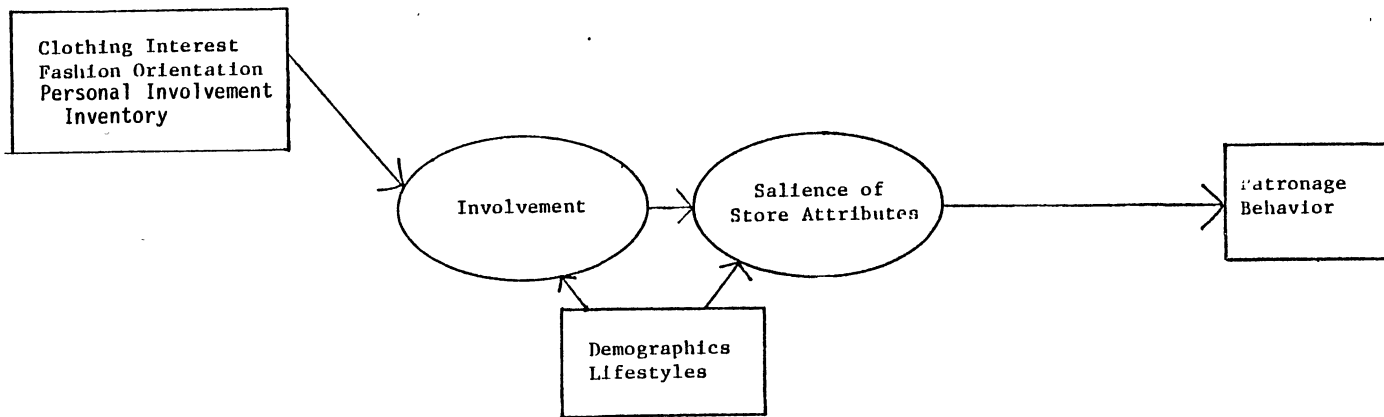
APPENDIX C
ATTRIBUTES MEASURED IN CONSUMER
BEHAVIOR RESEARCH

ATTRIBUTES MEASURED IN CONSUMER BEHAVIOR RESEARCH

Attributes	Researchers																			
	Pierre Martineau 1958	Robert Myers 1960	George Fisk 1961-62	Louis Bulkin 1963	John Kunke! & Leonard Berry 1968	Leonard Berry 1969	Michael Perry & Nancy Norton 1970	K. L. Jensen 1973	Marvin Jolson & Walter Spath 1973	G. H. G. McDougall 1974	Jay Lindquist 1974	Charles King, Douglas Tigert & Lawrence Ring, 1975	Ronald Marks 1976	William Bearden 1977	Albert Hansen & Terry Deutscher 1977	Stephen Miller & James H. Gentry 1977	Leon Schiffman, Joseph Dash & William Dillion, 1977	George Moschis 1978	Edgar Pessemier 1980	L.L. Judd & B.C. Vaught 1982
Largest Merchandise Selection			X	X	X	X			X		X		X	X	X		X		X	X
Quality of Merchandise	X	X			X	X	X	X	X	X	X		X	X	X					
Price of Merchandise		X	X	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X
Location Convenience			X		X	X			X		X		X	X	X	X	X	X	X	X
Merchandise Styling/Fashion		X			X	X									X					
Easy to Obtain Credit		X	X	X	X	X	X	X	X		X		X	X	X					X
Knowledgeable, Helpful Salesclerks	X		X		X	X	X		X	X	X		X	X	X	X	X	X	X	X
Sales Promotion					X	X					X		X						X	X
Advertising			X		X	X					X		X		X				X	X
Attractiveness of Store Decor			X		X	X	X				X		X	X	X					X
Reputation On Adjustments					X	X	X		X						X		X			
Up-to-Date Women's F. shions												X								
Suitability of Merchandise			X														X			
Post-Sale Satisfaction			X						X		X						X			
Prestigious Brands			X												X			X		
Layout and Architecture	X		X						X		X									
Symbols and Colors	X																			
Credit			X	X					X											
Shopping Ease			X	X																
Parking			X												X	X				
Layaway																				
Highest Quality Women's Fashions			X									X								
Store Hours															X					
Speed of Checkout															X					
Store Reputation			X		X					X										
Adequate Number of Sales Personnel															X		X			
Best Value for the Money			X							X					X		X			
Convenient Location in Regard to Other Stores			X		X										X					

APPENDIX D

CONCEPTUAL DIAGRAM



A Conceptual Diagram of the Relationship of Involvement to Patronage Behavior for Apparel Stores

APPENDIX E

SURVEYS USED IN STUDY



Oklahoma State University

CENTER FOR APPAREL MARKETING & MERCHANDISING

STILLWATER, OKLAHOMA 74078
HOME ECONOMICS WEST 306
(405) 624-7469

March 5, 1985

Dear Retailer:

We greatly appreciate your participation in one of the workshops sponsored by the Center for Apparel Marketing and Merchandising (CAMM) in the various market centers. Members of the CAMM staff are actively involved in research which benefits small apparel retailers. Currently, we are developing customer profiles based on clothing interests and patronage behavior. This research will enable retailers to identify and serve their target customers more effectively.

We have prepared a survey for customers of small apparel stores in order to collect data for our research. You were selected as one of the retailers to participate in the study. Please send a copy of your customer mailing list to the CAMM office in the next three weeks in order to be included in this study.

As a participant in this research, you will receive a free confidential profile of your customers when the research is completed. Please complete the enclosed questionnaire for retailers who are participating in this study. Return the retailer questionnaire and your customer mailing list to the CAMM office by March 20, 1985.

We greatly appreciate your time and effort in assisting us with the study. If you have any questions, please contact Dr. Greenwood or me at (405) 624-7469 or by mail.

Sincerely,

(Signed)

Ann Fairhurst
Research Associate, CAMM

(Signed)

Dr. Kathryn M. Greenwood
Director, CAMM



CENTER FOR APPAREL MARKETING AND MERCHANDISING
 Department of Clothing, Textiles and Merchandising
 College of Home Economics
 306 Home Economics West
 Stillwater, OK 74078

RETAILER'S SURVEY

STORE ATTRIBUTES

As a retailer, what do you perceive is important to the customer when shopping for clothing in an apparel store? Please rate the importance of each of the following attributes and characteristics. Circle the number to the far right of each statement that best describes the importance of the store attribute or characteristic.

	<u>1</u> Very Important	<u>2</u> Somewhat Important	<u>3</u> Neither	<u>4</u> Not Important	<u>5</u> Very Unimportant
1. Assortment of merchandise	1	2	3	4	5
2. Quality of merchandise	1	2	3	4	5
3. Value for the price	1	2	3	4	5
4. Brand names of merchandise	1	2	3	4	5
5. Variety of store services	1	2	3	4	5
6. Adequate sales information	1	2	3	4	5
7. Convenience of store location	1	2	3	4	5
8. Up-to-date, fashionable merchandise	1	2	3	4	5

TARGET CUSTOMERS

Please answer the following questions based on your perceptions of your target customers.

9. In general, would you say your customers buy new women's clothing fashions earlier in the season, about the same time or later in the season than most other women?
 - A. earlier in the season than most women _____
 - B. About the same as most other women _____
 - C. Later in the season than most women _____

10. Would you say your customers give very little information, an average amount of information, or a great deal of information about new women's clothing fashion to their friends?
 - A. They give very little information to friends _____
 - B. They give an average amount of information to friends _____
 - C. They give a great deal of information to friends _____

11. In general, would you say your customers are less interested, about as interested, more interested in women's clothing fashion than most other women?
 - A. Less interested than most other women _____
 - B. About as interested as most other women _____
 - C. More interested than most other women _____

STORE PROFILE

The following information will be kept confidential and will be used only for statistical analysis.

12. What is the size of the city or town where your store is located?
 - _____ Less than 10,000
 - _____ 10,001 to 25,000
 - _____ 25,001 to 50,000
 - _____ 50,001 to 75,000
 - _____ 75,001 to 100,000
 - _____ Over 100,000

13. What type of store do you own?
 _____ Women's apparel
 _____ Children's apparel
 _____ Men's apparel
 _____ Family store
 _____ Other (please specify) _____
14. What is your current job title/position?
 _____ Store owner
 _____ Store manager
 _____ Store owner/manager
 _____ Other (please specify) _____
15. Please check the range of your annual sales volume.
 _____ Under \$100,000
 _____ \$100,001 to \$300,000
 _____ \$300,001 to \$500,000
 _____ \$500,001 to \$750,000
 _____ Over \$750,000
16. Length of time you have been associated with the store.
 _____ Less than 1 year
 _____ 1 to 5 years
 _____ 6 to 10 years
 _____ Over 10 years

ADDITIONAL COMMENTS: _____

Thank You For Your Assistance!

Please include this survey with your mailing list and return to CAMM by March 20 in the enclosed envelope.

Procedures to Obtain Sample of Retailers

1. 120 retailers were selected from a sample of 772 retail participants in 10 Center for Apparel Marketing and Merchandising workshops.
2. A retailer survey instrument was developed to investigate retailers' perceptions of their target customers as well as information pertaining to their stores.
3. Retailer's survey included a cover letter explaining the research and self-addressed return envelope.
4. Retailers who agreed to participate were promised a free confidential profile.
5. Within eight days of the questionnaire distribution, a follow-up postcard was sent to the selected sample of retailers.



Oklahoma State University

CENTER FOR APPAREL MARKETING & MERCHANDISING

STILLWATER, OKLAHOMA 74078
HOME ECONOMICS WEST 306
(405) 624-7469

April 26, 1985

Dear Consumer,

Customer satisfaction is increasingly important to today's retailers. At all levels, retailers are striving to create a shopping environment in which the consumer can be better served. As a graduate student in Clothing, Textiles and Merchandising, I am investigating the reasons consumers like to shop in small apparel stores.

The Center for Apparel Marketing and Merchandising provides assistance to apparel retailers through workshops, seminars and consulting. These retailers have expressed an interest to develop a better understanding of the consumers needs and desires when shopping for apparel.

Your name was among those submitted to us by one of these retailers and you were selected to receive the enclosed Clothing Involvement Survey. We urgently need your response to the questionnaire. You can be assured that the information you provide will be kept confidential.

Thank you for your time and cooperation in assisting us with this survey. Your immediate response will be sincerely appreciated. If you have any questions, please contact me or Dr. Greenwood.

Sincerely,

Ann Fairhurst
Graduate Research Associate

Dr. Kathryn M. Greenwood
Director



CLOTHING INVOLVEMENT SURVEY

SECTION A:

Instructions: Please check only one answer for each question. Choose the best answer for you. There are no right or wrong answers.

1. Do you look at fashion magazines?
often _____, sometimes _____, seldom _____, never _____.
2. Do you ever want to know what other people think of your clothes?
often _____, sometimes _____, seldom _____, never _____.
3. Do you like to attend fashion shows?
yes _____, no _____.
4. Do you think people pay any attention to the kinds of clothes you wear?
often _____, sometimes _____, seldom _____, never _____.
5. How much do you like to spend time shopping for clothes or material?
very much _____, somewhat _____, very little _____, not at all _____.
6. How often do you think about the clothes that you wear?
often _____, when dressing _____, when buying clothes _____, special occasions _____.
7. Do you ever buy an article of clothing to cheer you up?
often _____, sometimes _____, seldom _____, never _____.
8. Do you window shop in clothing store windows?
often _____, sometimes _____, seldom _____, never _____.
9. How interested are you in style changes?
very much _____, somewhat _____, very little _____, not at all _____.
10. Do you ever refuse invitations to go out because you feel you do not have the right clothes to wear?
often _____, sometimes _____, seldom _____, never _____.
11. Do you think women who dress well are often better liked than those who do not dress as well?
yes _____, no _____.
12. Do the clothes you wear to a social gathering have an effect on whether you feel at ease or not?
often _____, sometimes _____, seldom _____, never _____.
13. Do you enjoy clothes like some people enjoy such things as books, records or movies?
often _____, sometimes _____, seldom _____, never _____.
14. Do you enjoy shopping for clothes?
often _____, sometimes _____, seldom _____, never _____.
15. Do you wish stores carried a wider style selection from which you could choose clothing?
yes _____, no _____.
16. Do you wish you had more money to spend on clothes?
yes _____, no _____.
17. In general, would you say you buy new women's clothing fashions earlier in the season, about the same time, or later in the season than most other women?
Earlier in the season than most women _____.
About the same time as most other women _____.
Later in the season than most other women _____.
18. Would you say you give very little information, an average amount of information, or a great deal of information about new women's clothing fashions to your friends?
I give very little information to my friends _____.
I give an average amount of information to my friends _____.
I give a great deal of information to my friends _____.
19. In general, would you say you are less interested, about as interested, or more interested in women's clothing fashions than most other women?
Less interested than most other women _____.
About as interested as most other women _____.
More interested than most other women _____.
20. Compared with most other women, are you less likely, about as likely, or more likely to be asked for advice about new women's clothing fashions?
Less likely to be asked than most other women _____.
About as likely to be asked as most other women _____.
More likely to be asked than most other women _____.
21. Which one of the statements below best describes your reaction to changing fashions in women's clothes?
(Even though there may be no statement listed which exactly describes how you feel, make the best choice you can from the answers listed).
I read the fashion news regularly and try to keep my wardrobe up-to-date with the fashion trends _____.
I keep up-to-date on all the fashion changes although I don't always attempt to dress according to those changes _____.
I check to see what is currently fashionable only when I need to buy some new clothes _____.
I don't pay much attention to fashion trends unless a major change takes place _____.
I am not at all interested in fashion trends _____.

SECTION B:

Please circle the number to the far right of the statement that best describes your answer. For example, if you DISAGREE with a statement, circle number "4".

- | | | | | |
|----------|-------|---------------|----------|----------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly | Agree | Neither Agree | Disagree | Strongly |
| Agree | | or Disagree | | Disagree |

22. I usually have one or more outfits of the very latest style. 1 2 3 4 5

23. I like to try things just because they are new. 1 2 3 4 5
24. I like to sew and frequently do. 1 2 3 4 5
25. I shop a lot for "specials". 1 2 3 4 5
26. I buy many things with a credit card or a charge card. 1 2 3 4 5
27. I think I have more self-confidence than most people. 1 2 3 4 5
28. My friends or neighbors often come to me for advice. 1 2 3 4 5
29. I often seek out the advice of my friends regarding which brand to buy. 1 2 3 4 5
30. Our family income is high enough to satisfy nearly all our important desires. 1 2 3 4 5
31. An important part of my life and activities is dressing smartly. 1 2 3 4 5
32. I really enjoy beating everyone to a new product. 1 2 3 4 5
33. I usually watch the advertisements for announcements of sales. 1 2 3 4 5
34. You can save a lot of money by making your own clothes. 1 2 3 4 5
35. I would rather spend a quiet evening at home than go out to a party. 1 2 3 4 5
36. I would rather go to a sporting event than a dance. 1 2 3 4 5
37. I like to pay cash for everything I buy. 1 2 3 4 5
38. I am more independent than most people. 1 2 3 4 5
39. I sometimes influence what my friends buy. 1 2 3 4 5
40. I spend a lot of time talking with my friends about products and brands. 1 2 3 4 5
41. I wish I had a lot more money. 1 2 3 4 5
42. I enjoy going through an art gallery. 1 2 3 4 5
43. I like to shop for clothes. 1 2 3 4 5
44. A person can save a lot of money by shopping around for bargains. 1 2 3 4 5
45. I often look for new things to try so I can stay ahead of my friends and acquaintances. 1 2 3 4 5
46. I would like to know how to sew like an expert. 1 2 3 4 5
47. I like parties where there is a lot of music and talk. 1 2 3 4 5
48. It is good to have charge accounts. 1 2 3 4 5
49. I like to be considered a leader. 1 2 3 4 5

50. People come to me more often than I go to them for information about brands. 1 2 3 4 5
51. No matter how fast my income goes up I never seem to get ahead. 1 2 3 4 5
52. I enjoy going to concerts. 1 2 3 4 5
53. I buy less because of rising prices. 1 2 3 4 5
54. When I must choose between the two, I usually dress for comfort. 1 2 3 4 5
55. I like to go to stores to see what's new. 1 2 3 4 5
56. I am not as concerned with fashion as with modest price and wearability. 1 2 3 4 5
57. I like ballets. 1 2 3 4 5
58. I am a homebody. 1 2 3 4 5
59. I like to shop many different stores. 1 2 3 4 5
60. Spending excessive amounts on clothes is ridiculous. 1 2 3 4 5
61. An important part of my life and activities is dressing smartly. 1 2 3 4 5
62. I make fewer shopping trips due to gas cost. 1 2 3 4 5
63. I go shopping to get ideas. 1 2 3 4 5
64. I read women's fashion magazines. (Glamour, Harper's Bazaar, Vogue). 1 2 3 4 5
65. I watch at least three hours of TV per day. 1 2 3 4 5
66. I read women's magazines. (McCall's, Redbook, Family Circle). 1 2 3 4 5

SECTION C:

How important is each specific store characteristic to you in shopping for clothing items in a specialty apparel store? Please rate the importance of each of the following store attributes and characteristics. Circle the number to the far right of each statement that best describes the importance of the store attribute or characteristic.

- | | 1 | 2 | 3 | 4 | 5 | |
|---|-----------|-----------|-------------|-----------|-------------|-----------|
| | Very | Somewhat | Neither | Not | Very | |
| | Important | Important | Important | Important | Unimportant | |
| | | | Nor | | | |
| | | | Unimportant | | | |
| 67. Assortment of merchandise | | | | | | 1 2 3 4 5 |
| 68. Quality of merchandise | | | | | | 1 2 3 4 5 |
| 69. Value for the price | | | | | | 1 2 3 4 5 |
| 70. Brand names of merchandise | | | | | | 1 2 3 4 5 |
| 71. Variety of store services | | | | | | 1 2 3 4 5 |
| 72. Adequate sales information | | | | | | 1 2 3 4 5 |
| 73. Convenience of store location | | | | | | 1 2 3 4 5 |
| 74. Up-to-date, fashionable merchandise | | | | | | 1 2 3 4 5 |



Home Economics University Extension
HEW 306 (405) 624-7469
Oklahoma State University
Stillwater, OK 74078

M E M O R A N D U M

DATE: May 21, 1985
TO: Apparel Store Customers
FROM: Ann Fairhurst and Kathryn Greenwood
SUBJECT: Mini Clothing Involvement Survey

As a customer of a small apparel store, we need your immediate response to the enclosed mini-survey. Please give us two minutes of your time so we can complete the research on the clothing interests and needs of the apparel store customer.

Thank you for your time and cooperation in assisting us with this survey. Your immediate response will be sincerely appreciated.

1. In general, would you say you are less interested, about as interested, or more interested in women's clothing fashions than most other women?
 Less interested than most other women _____.
 About as interested as most other women _____.
 More interested than most other women _____.
2. Compared with most other women, are you less likely, about as likely, or more likely to be asked for advice about new women's clothing fashions?
 Less likely to be asked than most other women _____.
 About as likely to be asked as most other women _____.
 More likely to be asked than most other women _____.
3. In general, would you say you buy new women's clothing fashions earlier in the season, about the same time, or later in the season than most other women?
 Earlier in the season than most other women _____.
 About the same time as most other women _____.
 Later in the season than most other women _____.
4. Would you say you give very little information, an average amount of information, or a great deal of information about new women's clothing fashions to your friends?
 I give very little information to my friends _____.
 I give an average amount of information to my friends _____.
 I give a great deal of information to my friends _____.

How important is each specific store characteristic to you in shopping for clothing items in a specialty apparel store? Please rate the importance of each of the following store attributes and characteristics. Circle the number to the far right of each statement that best describes the importance of the store attributes or characteristic.

	1	2	3	4	5
	Very Important	Somewhat Important	Neither Important Nor Unimportant	Not Important	Very Unimportant
5. Assortment of merchandise					1 2 3 4 5
6. Quality of merchandise					1 2 3 4 5
7. Value for the price					1 2 3 4 5
8. Brand names of merchandise					1 2 3 4 5
9. Variety of store services					1 2 3 4 5
10. Adequate sales information					1 2 3 4 5
11. Convenience of store location					1 2 3 4 5
12. Up-to-date, fashionable merchandise					1 2 3 4 5

The following information will be kept confidential and will be used only for statistical analysis.

13. Please check your age range
 _____ 20 years or younger
 _____ 21-29 years of age
 _____ 30-39 years of age
 _____ 40-49 years of age
 _____ 50-59 years of age
 _____ 60 years or older
14. Please check your present occupation
 _____ Retired
 _____ Upper management/administration
 _____ Middle management/sales/service
 _____ Clerical/white collar
 _____ Unemployed
 _____ Other (please specify) _____
 _____ Professional
 _____ Homemaker
 _____ Blue collar
 _____ Student

THANK YOU FOR YOUR ASSISTANCE!

Please re-fold to use self-mailer. Staple or tape at the bottom to return.

APPENDIX F
FACTOR ANALYSIS

FACTOR ANALYSIS OF ACTIVITY, OPINION, AND INTEREST ITEMS:
ROTATED FACTOR PATTERN

Factor	Factor Loading	Eigenvalue	Cumulative Percent
Factor 1: Shopping Enjoyment		7.39	16.42
*Question 43	.66		
Question 55	.70		
Question 59	.71		
Factor 2: New Brand Tryer		4.40	26.20
Question 32	.74		
Question 45	.72		
Factor 3: Satisfied with Finances		2.49	31.74
Question 30	.61		
Question 41	.67		
Question 51	.85		
Factor 4: Self-Confident		2.27	36.77
Question 27	.71		
Question 38	.70		
Question 49	.69		
Factor 5: Home Body		2.21	41.68
Question 35	.76		
Question 36	.69		
Question 47	.67		
Question 58	.66		
Factor 6: Price Conscious		1.80	45.67
Question 25	.78		
Question 33	.33		
Question 44	.67		
Factor 7: Credit User		1.66	49.36
Question 26	.81		
Question 37	.80		
Question 48	.68		
Factor 8: Arts Enthusiast		1.38	52.42
Question 42	.78		
Question 52	.63		
Question 57	.57		
Factor 9: Self-Designated Opinion Leader		1.30	55.30
Question 28	.43		
Question 29	.64		
Question 39	.66		
Question 40	.69		
Question 50	.46		
Factor 10: Sewer		1.22	58.02
Question 24	.66		
Question 34	.34		
Question 46	.63		
Factor 11: Media Exposure		1.20	60.68
Question 64	.41		
Question 65	.58		
Question 66	.65		
Factor 12: Fashion Awareness		1.08	63.09
Question 22	.54		
Question 61			
Factor 13: Shopping Enjoyment		1.01	67.61
Question 62	.43		

*Refer to Appendix E for complete statement of questions.

APPENDIX G

RESPONSE RATES FOR SURVEYS

NUMBER OF PERCENTAGES OF RESPONSES TO THE
TWO QUESTIONNAIRES

Questionnaire	Mailed N	Returned N	%	Deleted N	Total Useful
Customer's Survey	1200	262	22	42	220
Non-Respondents' Survey	938	77	8	--	77

LOCATION OF RESPONDENTS BY STATE

Regional Area	Retailer	Customer
Central		
Illinois	4	96
Indiana	2	96
Michigan	3	6
Texas	2	--
Eastern		
Louisiana	1	1
North Carolina	2	55
Virginia	1	--
Western		
California	2	89
Nevada	1	--
New Mexico	1	9

APPENDIX H

SUMMARY OF NONRESPONDENT DATA

SUMMARY OF NON-RESPONDENT DATA

Question	Percentage of Responses				
1. Interest in women's fashion					
Less interested than most women					12
About as interested as most women					68
More interested than most women					22
2. Likelihood of being asked for advice about women's clothing					
Less likely to be asked					25
About as likely to be asked					63
More likely to be asked					12
3. When purchase women's fashions					
Earlier in the season than most women					30
About the same as most women					45
Later in the season than most women					25
4. Contribution of fashion information to friends					
Give very little information					35
Give an average amount of information					52
Give a great deal of information					13
5. Perceptions of store attributes					
	1*	2	3	4	5
a. Assortment of Merchandise	55	40	3	2	--
b. Quality of Merchandise	88	12	--	--	--
c. Value for the Price	82	13	5	--	--
d. Brand Names of Merchandise	33	25	30	7	5
e. Variety of Store Services	27	40	17	13	3
f. Adequate Sales Information	52	30	13	2	3
g. Convenience of Store Location	40	40	15	5	--
h. Up-to-Date, Fashionable Merchandise	65	25	5	2	3
6. Age range					
Young (less than 29)					19
Middle (29 to 49 years)					62
Old (50 and above)					19
7. Employment					
Employed					100
Unemployed					

*1=Very important; 2=Somewhat Important; 3=Neither Important Nor Unimportant;
4=Not Important; 5=Very Unimportant

APPENDIX I

SUMMARY OF RETAILERS' DATA

RETAILERS AND STORE PROFILES
(N=20)

Demographic Data	Responses	
	Frequency	Percent
Size of City or Town of Store Location		
Less than 10,000	7	35
10,001 - 25,000	3	15
25,001 - 50,000	2	10
50,001 - 75,000	1	5
75,001 - 100,000	1	5
Over 100,000	6	30
Current Job Title/Position		
Store Owner	7	35
Store Manager	4	20
Store Owner/Manager	9	45
Store's Annual Sales Volume		
Under \$100,000	4	20
\$100,001 - \$300,000	13	65
\$300,001 - \$500,000	--	--
\$500,001 - \$750,000	2	10
Over \$750,000	1	5
Length of Association with the Store		
Less than 1 year	2	10
1 - 5 years	14	70
6 - 10 years	3	15
Over 10 years	1	5

RETAILERS' PERCEPTIONS OF CUSTOMERS' PERCEIVED
IMPORTANCE OF RELEVANT STORE ATTRIBUTES
(N=20)

Store Attribute	Percent Rank of Importance				
	Very Important	Somewhat Important	Neither	Not Important	Very Un-Important
Assortment of Merchandise	70	30	--	--	--
Quality of Merchandise	70	25	--	--	5
Value for the Price	80	15	5	--	--
Brand Names of Merchandise	10	35	25	30	--
Variety of Store Services	35	50	10	5	--
Adequate Sales Information	35	40	15	10	--
Convenience of Store Location	50	35	5	5	5
Up-to-date, Fashionable Merchandise	65	25	5	--	5

RETAILERS' PERCEPTIONS OF THEIR TARGET CUSTOMERS
RELATED TO CLOTHING INTEREST AND
FASHION COCSCIOUSNESS
(N=20)

Perception Indicators	Responses	
	Frequency	Percent
Purchases of Women's Fashions		
Earlier in the Season	5	25
Same Time as Other Women	12	60
Later in the Season	3	15
Amount of Fashion Information Given to Friends		
Very Little Information Given	3	15
Average Amount of Information Given	14	70
Great Deal of Information Given	3	15
Interest in Clothing		
Less Interested than Most Women	2	10
About as Interested as Most Women	13	65
More Interested than Most Women	5	25

APPENDIX J

SUMMARY OF CUSTOMER DATA

FREQUENCIES AND PERCENT OF RESPONSES
FOR CUSTOMER DEMOGRAPHICS

<u>Demographic</u>	<u>Frequency</u>	<u>Percent</u>
Age Range		
20 years or younger	12	5.5
21 - 29 years	31	14.1
30 - 39 years	56	25.5
40 - 49 years	40	18.1
50 - 59 years	46	20.9
60 years or older	35	15.9
Level of Education Attainment		
Less than High School	6	2.7
High School Graduate	42	19.1
Vocational/Technical Training	27	12.3
Some College	60	27.3
College Graduate	58	26.4
Graduate Degree	27	12.3
Marital Status		
Single, Never Married	20	13.6
Married	147	66.8
Separated, Widowed or Divorced	43	19.6
Income Ranges		
\$9,999 or less	23	10.5
\$10,000 - \$19,999	48	21.8
\$20,000 - \$34,999	65	29.5
\$35,000 - \$49,999	47	21.4
\$50,000 - \$65,000	22	10.0
Over \$65,000	15	6.8
Present Occupation		
Retired	34	15.5
Upper Management/Administration	7	3.2
Middle Management/Sales Service	29	13.2
Clerical/White Collar	37	16.8
Unemployed	4	1.8
Professional	53	24.1
Blue Collar	39	17.7
Student	--	---

FREQUENCIES AND PERCENT OF RESPONSES TO
LIFESTYLE (A10) QUESTIONS

Lifestyle Category and Questions	Frequencies and Percents				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
	Freq/%	Freq/%	Freq/%	Freq/%	Freq/%
<u>PRICE CONSCIOUS</u>					
1. I shop a lot for "specials".	75/34.1	60/27.3	32/14.5	27/12.3	26/11.8
2. I usually watch the advertisements for announcements of sales.	56/25.5	87/39.5	36/16.4	22/10.0	19/8.6
3. A person can save a lot of money by shopping around for bargains.	84/38.2	82/37.3	30/13.6	16/7.3	8/3.6
4. I buy less because of rising prices.	28/12.7	76/34.5	76/34.5	30/13.6	10/4.5
<u>FASHION AWARENESS</u>					
1. I usually have one or more outfits of the very latest style.	21/9.5	69/31.4	58/26.4	53/24.1	19/8.6
2. I like to try things just because they are new.	10/4.5	36/16.4	57/25.9	69/31.4	48/21.8
3. An important part of my life and activities is dressing smartly.	31/14.1	65/29.5	64/29.1	33/15.0	27/12.3
4. When I must choose between the two, I usually dress for comfort.	48/21.8	102/46.4	49/22.3	18/8.2	3/1.4
5. I am not as concerned with fashion as with modest price and wearability.	37/16.8	69/31.4	70/31.8	28/12.7	16/7.3
<u>SEWER</u>					
1. I like to sew and frequently do.	34/15.5	33/15.0	24/10.0	45/20.5	84/38.2
2. You can save a lot of money by making your own clothes.	56/25.5	64/29.1	52/23.6	25/11.4	23/10.5

Lifestyle Category and Questions	Frequencies and Percents				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
	Freq/%	Freq/%	Freq/%	Freq/%	Freq/%
3. I would like to know how to sew like an expert.	61/27.7	54/24.5	36/16.4	31/14.1	38/17.3
<u>HOMEBOODY</u>					
1. I would rather spend a quiet evening at home than go out to a party.	18/8.2	41/18.6	91/41.4	39/17.7	31/14.1
2. I would rather go to a sporting event than a dance.	29/13.2	44/20.0	60/27.3	45/20.5	42/19.1
3. I like parties where there is a lot of music & talk.	33/15.0	84/38.2	56/25.5	25/11.4	22/10.0
4. I am a homebody.	19/8.6	50/22.7	77/35.0	42/19.1	32/14.5
<u>CREDIT USER</u>					
1. I buy many things with a credit card or a charge card.	42/19.1	64/29.1	28/12.7	35/15.9	51/23.2
2. I like to pay cash for everything I buy.	47/21.4	51/23.2	56/25.5	46/20.9	20/9.1
3. It is good to have charge accounts.	31/14.1	73/33.2	84/38.2	15/6.8	17/7.7
<u>SELF-CONFIDENT</u>					
1. I think I have more self- confidence than most people.	36/16.4	82/37.3	72/32.7	23/10.5	7/3.2
2. I am more independent than most people.	62/28.2	88/40.0	52/23.6	15/6.8	3/1.4
3. I like to be considered a leader.	45/20.5	50/22.7	87/39.5	26/11.8	12/5.5
<u>SELF-DESIGNATED OPINION LEADER</u>					
1. My friends or neighbors often come to me for advice.	19/8.6	69/31.4	71/32.3	42/19.1	19/8.6
2. I sometimes influence what my friends buy.	16/7.3	66/30.0	71/32.3	38/17.3	29/13.2

Lifestyle Category and Questions	Frequencies and Percents				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
	Freq/%	Freq/%	Freq/%	Freq/%	Freq/%
3. People come to me more often than I go to them for information about brands.	15/6.8	43/19.5	98/44.5	39/17.7	25/11.4
<u>INFORMATION SEEKER</u>					
1. I often seek out the advice of my friends regarding which brand to buy.	3/1.4	26/11.8	63/28.6	73/33.2	55/25.0
2. I spend a lot of time talking with my friends about products & brands.	10/4.5	37/16.8	62/28.2	63/28.6	48/21.8
<u>SATISFIED WITH FINANCES</u>					
1. Our family income is high enough to satisfy nearly all our important desires.	31/14.1	73/33.2	55/25.0	44/20.0	17/7.7
2. I wish I had a lot more money.	84/38.2	67/30.5	43/19.5	17/7.7	9/4.1
3. No matter how fast my income goes up I never seem to get ahead.	20/9.1	53/24.1	72/32.7	56/25.5	19/8.6
<u>NEW BRAND TRYER</u>					
1. I really enjoy beating everyone to a new product.	10/4.5	15/6.8	84/18.6	75/34.1	79/35.9
2. I often look for new things to try so I can stay ahead of my friends and acquaintances.	8/3.6	12/5.5	57/25.9	69/31.4	74/33.6
<u>ARTS ENTHUSIAST</u>					
1. I enjoy going through an art gallery.	51/23.2	69/31.4	60/27.3	25/11.4	15/6.8
2. I enjoy going to concerts.	50/22.7	99/45.0	43/19.5	14/6.4	14/6.4
3. I like ballets.	34/15.5	51/23.2	56/25.5	39/17.7	40/18.2

Lifestyle Category and Questions	Frequencies and Percents				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
	Freq/%	Freq/%	Freq/%	Freq/%	Freq/%
<u>MEDIA EXPOSURE</u>					
1. I read women's fashion magazines.	30/13.6	56/25.5	53/24.1	44/20.0	37/16.8
2. I watch at least three hours of TV per day.	40/18.2	52/23.6	31/14.1	62/28.2	35/15.9
3. I read women's magazines.	47/21.4	74/33.6	39/17.7	29/13.2	31/14.1
<u>SHOPPING ENJOYMENT</u>					
1. I like to go to stores to see what's new.	59/26.8	90/40.9	45/20.5	18/8.2	8/3.6
2. I like to shop many different stores.	50/22.7	75/34.1	46/20.9	35/15.9	14/6.4
3. I make fewer shopping trips due to gas cost.	7/3.2	19/8.6	63/28.6	84/38.2	47/21.4

APPENDIX K

FORMULA FOR MEASURES OF AGREEMENT

Formula for Measures of Agreement

$$K = \frac{\sum P_{ii} - \sum P_{it} P_{ti}}{1 - \sum P_{it} P_{ti}}$$

APPENDIX L

PERCENTAGES FOR EACH LEVEL OF INVOLVEMENT
IN THE THREE MEASURES

Percentages for Each Level of Involvement
in the Three Measures

Three Measures		Important	Neutral	Unimportant
CLOTHING INTEREST MEASURE				
Assortment of Merchandise	High	63.41	16.67	--
	Low	36.59	83.33	100.00
Brand Names of Merchandise	High	69.57	56.92	37.50
	Low	30.43	43.08	62.50
Adequate Sales Information	High	64.33	47.37	36.36
	Low	35.67	52.63	63.64
Convenience of Store Location	High	34.78	62.31	72.73
	Low	65.22	37.63	27.27
Fashionable Merchandise	High	68.57	30.00	20.00
	Low	31.43	70.00	80.00
FASHION CONSCIOUSNESS MEASURE				
Sewer	High	25.00	43.75	63.64
	Low	75.00	56.25	36.36
New Brand Tryer	High	62.50	51.79	47.37
	Low	37.50	48.21	52.63
PERSONAL INVOLVEMENT INVENTORY				
Shopping Enjoyment	High	84.62	55.56	33.33
	Low	15.38	44.44	66.67
Fashion Awareness	High	83.33	45.00	25.00
	Low	16.67	55.00	75.00
Adequate Sales Information	High	64.33	47.37	36.36
	Low	35.67	52.63	63.64
Self-designated Opinion Leader	High	71.43	45.45	26.67
	Low	28.57	54.55	73.33
Homebody	High	33.33	53.33	60.00
	Low	66.67	46.67	40.00
Shopping Enjoyment	High	66.67	60.00	28.57
	Low	33.33	40.00	71.43
Media Exposure	High	75.00	52.00	20.00
	Low	25.00	48.00	80.00
Self-confidence	High	64.29	47.37	20.00
	Low	35.71	52.63	80.00
Brand Names of Merchandise	High	53.91	50.77	25.00
	Low	46.09	49.23	75.00
Up-to-Date Fashionable Merchandise	High	54.86	26.67	06.67
	Low	45.14	73.33	93.00

VITA²

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Candidate for the Degree of

Doctor of Philosophy

Thesis: CONSUMER INVOLVEMENT RELATED TO PATRONAGE BEHAVIOR FOR APPAREL STORES

Major Field: Home Economics-Clothing, Textiles and Merchandising

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