

Fourth Floor
Oklahoma State University Library

AN EXAMINATION OF THE EXTENT OF
DIFFERENCES IN THE PERCEPTIONS
OF TWO DEPARTMENT STORES

By

MICHAEL PHILLIP NASH

Bachelor of Science

Oklahoma State University

Stillwater, Oklahoma

1972

Submitted to the Graduate Faculty of the
Department of Administrative Sciences of
the College of Business Administration
of the Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF BUSINESS ADMINISTRATION
May, 1974

AN EXAMINATION OF THE EXTENT OF
DIFFERENCES IN THE PERCEPTIONS
OF TWO DEPARTMENT STORES

Report Approved:


Report Adviser

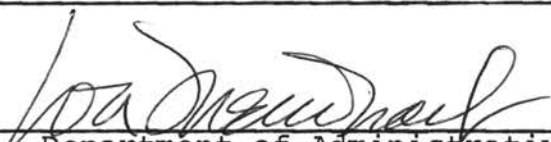

Head, Department of Administrative Sciences

TABLE OF CONTENTS

ACKNOWLEDGMENTS	iii
Chapter	
I. INTRODUCTION	1
The Concept of Image	1
II. SURVEY OF LITERATURE	6
Characteristics of Image Formation	6
Principles Involved in Image Formation	9
Methods of Measurement	11
General Image Research Findings	14
III. RESEARCH DESIGN	21
Hypotheses	21
Nature of Department Stores to be Examined	22
Sample Determination	23
Questionnaire Structure	25
Conducting the Survey	26
IV. ANALYSIS OF DATA	29
Mean Difference Analysis	31
Departmental Mean Difference Analysis	33
Interstore Departmental Comparisons	35
Intrastore Departmental Comparisons	37
Demographics and Image	39
V. SUMMARY AND CONCLUSIONS	50
.
APPENDIX	57
BIBLIOGRAPHY	60

ACKNOWLEDGMENTS

I wish to express my sincere appreciation to Dr. Stephen J. Miller, who has provided many hours of valuable guidance and capable counseling during the completion of this project.

A special note of thanks also goes out to all the kind ladies who gave so freely of their time to fill out the surveys and thus make it possible to complete the study.

I would like to thank my parents, Mr. and Mrs. Curtis D. Nash, and my parents-in-law, Mr. and Mrs. H. Jack Lassiter, for the support and assistance that they afforded me during the course of my college education.

Finally, I extend a very special "thank you" to my loving wife, Gina, whose patience, understanding, and sacrifice made it possible for me to successfully complete this endeavor.

CHAPTER I

INTRODUCTION

Although the marketing profession itself is many centuries old, many of its psychological connotations have been discovered only since World War II. Among these relatively "new" aspects of the marketing problem is the subject of product and store perception. Each individual perceives a unique image of a particular store or product, and the marketer could benefit greatly from knowing the nature and origin of each image developed by the consuming public. The perceptions of images have been shown to exhibit telling effects on individual consumers and their buying behavior.

The Concept of Image

Pierre Martineau has defined store personality or image in the following way:

"Clearly there is a force operative in the determination of a store's customer body besides the obvious functional factors of location, price ranges, and merchandise offerings. I shall show that this force is the store personality or image--the way in which the store is defined in

the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes (1).

Martineau has described the many different intangible traits which constitute a store's personality: store layout and display, styling, character of the sales personnel, advertising tone, service facilities, and store reputation. Although marketing managers must naturally concern themselves with the more functional factors of location, price, and product, these intangible features nevertheless play a crucial role in attracting customers to particular stores.

Purpose of the Study

In keeping with their different personalities, stores attract different types of clientele; and shoppers (specifically women) may choose the type of store whose overall image best fits the image they consider desirable for that type of store to present. Women of different social classes, for instance, may choose to shop at stores whose images appear to be quite different from the images of other stores. With this thought in mind, the purpose of this paper may be stated: To test the validity of the assumption that there are indeed distinct perceptions of department stores that vary with the identity of the individual perceptor. This test is to be conducted by sampling

a cross-section of women shoppers with regard to their perceptions of each of two prominent Tulsa, Oklahoma department stores, John A. Brown and J. C. Penney. As a result of analyzing this sample, the reader should be better informed as to whether or not differing store personalities or images actually are perceived by the shoppers.

Objectives of the Study

The study was set in motion with the goal in mind of accomplishing several specific objectives. The three basic objectives that were considered are as follows:

1. To study the respondents' perceptions of the two department stores, and to attempt to determine whether the stores reflect significantly different images in the eyes of the respondents.
2. To study perceptions of the images of selected departments within each store and to compare those departmental images, both with each other in the same store, and with corresponding departments in the other store. It may be possible to reach more meaningful conclusions by studying the individual departments than by examining merely the total store images.
3. To study various demographic characteristics of the respondents in relation to their image-forming tendencies, and to determine whether or not the basic demographic make-up of the respondents has a significant bearing on their perceptions of individual store images.

This study seeks to find definitive answers to the three issues raised above. If it is successful in that respect, then it can be said that the objectives of the

study were meaningfully achieved.

The paper is comprised of five chapters. This introductory chapter is followed by a comprehensive review of pertinent literature concerning research conducted in the field of image perceptions. A discussion of each author's findings and what specific area to which they relate will comprise the chapter.

Chapter Three will first introduce the formal hypotheses to be tested in the study. Then, the nature of the two stores to be examined will be given. Finally, the procedures used in preparing and conducting the sample survey will be listed.

The fourth chapter presents the empirical results of the study. Tables are given when desirable, and brief explanations are offered.

The final chapter summarizes the findings of the study and draws conclusions from the data analysis. Implications for management action with regard to the study are then presented.

END NOTES

1. Martineau, Pierre, "The Personality of the Retail Store", Harvard Business Review, Vol. 36, January-February, 1958, pp. 47-55, at pp. 47-8.

CHAPTER II

SURVEY OF LITERATURE

The subject of store image research is relatively new. However, in its brief history it has undergone extensive and rigorous treatment by marketing researchers in quest of new and valuable knowledge. The results of many of these endeavors are quite helpful when surveyed by present-day researchers of store image and perception. To this end, a number of historical articles on image research will be discussed in the following pages, with the intent of informing the reader of the content and importance of these articles and volumes. In order to conduct any research project successfully, an understanding of the previous efforts and past accomplishments in the particular field is necessary.

Characteristics of Image Formation

Martineau's central concept of image has been introduced earlier. Some of the underlying theories of image formation have been expounded by Nelson (7). These theories should be helpful in the discussion of the characteristics of image.

Modern management, through costly experience, has

become aware of the significance of consumer attitudes or expectancies. The realization of this fact by management has prompted a turn to the behavioral sciences for further help. After reviewing research concerning consumer attitudes and the group actions of consumers, some heads of business became enamored with the possibility of attitude measurement as an indicator for necessary future adjustments by business.

Attitudes and Marketing

Individuals in a mass society have difficulty in maintaining a strong sense of personal identity because of competing reference groups, conflicting social norms, and various other cultural influences. Increasingly, businessmen became aware that an important factor in group influence is the impact of uniform stimuli reaching people in similar situations with similar attitudes, needs, and aspirations. This awareness opened the eyes of management to the feasibility of giving direction to such stimuli in order to maintain optimum sales volume of their products.

Thus, psychological and sociological principles to some extent have become important business principles, and although they represent oversimplifications, the following ideas have emerged.

An attitude is preparation for behavior. A composite of the attitudes which a group of people hold toward

a product constitutes an image. If management can influence the consumers' images of the product, it can influence their behavior.

In addition, people have hidden urges or desires. These urges or desires have been repressed or buried in the subconscious areas of the mind. If an image can be built around a product that will satisfy these needs, then people will buy the product. Management must identify the hidden motives and attempt to satisfy them.

Thomas and Znaniecki revealed that a product was not just a physical object, but that it was what people perceived it to be. In other words, the effect of a phenomenon upon an individual depends not only on the objective content, but more specifically on the subjective standpoint taken by an individual toward the phenomenon (9).

Reference Points

Human beings in a complex society are constantly making choices or judgments. Perhaps it is a judgment concerning financial affairs, or the proper degree of control to exercise over children. In making such judgments, they utilize standards derived from many sources. To judge anything, they must have something as a basis for comparison.

In social life, individuals frequently make immediate on-the-spot judgments of persons or of performance

and achievement of other people. The anchorages or reference points involved in making such judgments stem from past experience, from a positive or negative stand on an issue, or from positive or negative relationships with the persons in question. What is distinct or significant in experience depends upon our "anchorages" which may be external, internal, or both (7).

A major external factor, for example, is the degree to which the individual is socially influenced. Much literature is available dealing with the effects of group pressures or group participation on individual behavior. These factors would naturally have a significant impact on a person's image-forming tendencies. Other examples of external factors include such things as novelty and repetition, along with many other characteristics of products that might determine what stands out in experience.

Internal factors include the state of the organism, such as emotional state or physical state. If the person is ill, either physically or emotionally, his perceptions are likely to be somewhat altered. Certain motives, such as hunger or thirst could have significant influences on the attitudes and priorities of the individual.

Principles Involved in Image Formation

There are many viewpoints concerning what processes are executed by the mind in the formation of images.

A good number of these viewpoints have been molded into image "principles" by Nelson. He has accumulated seven basic principles which he believes are followed in the process of image formation. They are listed and briefly discussed below:

1. People are not "exclusively" rational creatures. Their behavior is usually determined, not entirely by knowledge and reason, but also by feelings and unconscious drives. At best, behavior or thought of the average individual represents a combination of emotional and rational elements.
2. People respond to situations in ways which appear to them to protect their self-images. Whenever an individual faces activity or events which produce disequilibrium, the mind seeks ways and means for restoring the equilibrium.
3. There is a need to determine the various images and reference points or anchorages which already exist in the minds of a particular group or society. Seldom are there revolutionary changes in people's images.
4. If an image appears stable and if reference groups surrounding the individual continue to support the image, both internal and external forces opposing the image will be resisted.
5. If an image is marked by doubt, uncertainty, or insecurity, utilize additional means for creating further doubts. Present the new image in a form whereby it will dispel anxiety or doubts, and thus seem even that much better than the previous image.
6. The desired image should be placed in the most favorable setting. If at all possible, clothe the new image in the already accepted values of the people.
7. To stimulate development of a new image, one must attract the attention of large numbers

of potential customers. The more striking the attraction used to gain attention, the better. However, where images are stable, any techniques designed to replace them will be resisted (7).

These principles were noted in order to gain insight into the processes which the human mind employs in its formation of images, and for their obvious implications to management. It should be recognized that the principles were originally developed for the benefit of marketing managers, not academicians, and are consequently couched in a managerial context. Nevertheless, their theoretical meanings are valuable in a research study of this nature.

Methods of Measurement

An effective measurement technique is vital to the success of an image research study. Different questioning methods can elicit wide variances in responses from the survey sample. For this reason, the researcher must take extreme care in selecting which technique with which to measure the population's perceptions. Obviously, if the data is not valid, then the success of the entire research project is jeopardized.

Some of the more popular measurement techniques employed in sample surveys are the Thurstone scale, the Likert scale, and the semantic differential. Basically, the Thurstone and Likert techniques endeavor to measure

attitudes by ranking statements of attitude toward an object. One of two general ranking methods is usually employed. The first method involves a judging group, which sorts the statements by degrees of favorableness or unfavorableness. Thurstone scales, for instance, usually have eleven degrees or "intervals". For example, the scale could read 1, 2,, 11, meaning from "most favorable" to "least favorable". Then each statement is given a weighted numerical score derived from the frequency with which the respondents place the statement in each of the possible numerical ratings. The second method is based on positive or negative responses to the attitude statements. A judging group is not necessary, as the scales are constructed by summated rating and the scalogram analysis (1).

Thus, since attitudes have both qualitative and quantitative dimensions, namely the direction (favorable or unfavorable) and the intensity (weak or strong), the Thurstone and Likert techniques were designed to provide both a qualitative and a quantitative measurement (10).

Charles E. Osgood's semantic differential consists of pairs of polar adjectives (e.g., hot-cold, hard-soft) with a seven-interval scale separating the opposite members of each pair. Respondents are asked to select the point on each interval scale that best represents their attitude on the dimension in question.

The scales need not be confined to a single word. Indeed, in such a specific use of the instrument, sensitivity may be enhanced by the use of descriptive phrases (6). Of course, those adjectives or phrases selected for a given application of the semantic differential should be relevant to the decision process under study. The specific adjectives (or adjective phrases) employed in an application of the semantic differential can be identified through preliminary field work (3).

This particular measuring instrument is of especial interest here because it is the method chosen for this study. A discussion of its application in this instance is forthcoming in Chapter Three.

A technique that is not a measuring instrument per se, but is nonetheless quite helpful in the measuring process, is factor analysis. Originally introduced by Charles Spearman, factor analysis is essentially a method which attempts to correlate a priori measures into a smaller number of common "factors". These factors represent fundamental underlying sources of variation operating in the set of measures obtained under certain conditions. Since the popular concept of images or profiles is difficult to conceive in specific terms, factor analysis can be used to reduce the number of measures or questions to form the key dimensions of image formation or profile and add stability and reliability to the

measuring instrument (2).

General Image Research Findings

Extensive research has been conducted in the area of image theory and its relation to marketing. There are numerous publications to be found that deal directly with the subject of image formation (2,4,5,7,8,9,10,11). Of these articles and volumes, several brought out findings that are directly relevant to the current research. These studies are discussed in more detail below.

General Image Formation

With regard to the general picture of store image formation, the conclusions reached by Martineau concerning personality factors of the retail store are quite relevant (4). His article focused significantly on department store customers "because studies of them offer some of the most dramatic evidence to support my points". He found that the customer generally thinks of shopping as a total experience which runs through a number of departments in a number of stores and ends when she returns home. This is particularly true when she shops downtown or in a major shopping center requiring some travel and time. She faces many extraneous problems: How does she get there? If she drives, where does she park? Which store does she go to first?

The shopping situation must therefore include many things not directly associated with specific items but closely connected with various patterns of consumer behavior. As the shopper fits the stores into her planning, she manipulates store images in her mind--not images of this counter or that department but impressions or pictures of entire stores. In large part, where she goes and what she buys depends on the subjective attributes that are part of these store images--atmosphere, status, personnel, other customers. Consciously or unconsciously, they sway her expectations and direct her steps.

Attitudes and Image Formation

As might be expected, attitudes have been shown to have an enormous effect on the development of images by the consumer. John G. Udell conducted research which sought to determine what relationship existed between consumers' attitudes and their behavior concerning the saving of trading stamps (10). The Thurstone equivalent-intervals technique alluded to earlier was employed and, based on the results of the sample survey, it can be concluded that the Thurstone attitude indices were indeed predictive of the stamp-saving behavior of the respondents. The implication here is that attitudes might also play a large part in the determination of "better" or "worse" department store images.

Different Levels of Attitudes

One of the objectives outlined for this study is to observe the aggregate image of each department store, while another objective is to examine the images of selected departments within each store. This procedure will allow the reader to notice different attitude levels exhibited by the respondents. James H. Meyers and Mark I. Alpert studied consumer attitudes, their meaning and relevance to marketing strategy, and methods by which they can be measured (5). They found that for every product, brand, pattern, style, or other individual offering to the public, there are at least two "levels" of evaluation by consumers:

1. Overall attitude toward the item, in terms of its suitability or desirability.
2. Attitudes toward each of the item's component features or characteristics. These attitudes presumably combine or summate in some way to produce an "overall attitude" toward the item.

Considering the conclusion of Meyers and Alpert, if the respondents perceive favorably all the departments in John A. Brown, then by design they should favorably perceive John A. Brown in general.

Demographics and Image Formation

Another of the objectives of this study seeks to find a relationship between the demographic characteristics of the respondents and their perceptions of the department

stores. Stuart U. Rich and Bernard D. Portis conducted a study to determine what it is that really constitutes a department store's image (8). They discovered three types of department store appeal:

1. high fashion appeal
2. price appeal
3. broad appeal

Also, for three customer characteristics (income, life cycle, and type of residence), the shopping behavior was noted. The stores with a high fashion image in the minds of customers were the ones most favored by the high-income women, whereas the price appeal stores attracted very few of these customers.

The middle-income women represented the largest group for all three types of stores.

The low-income women went mainly to the brand appeal and price appeal stores, although some patronized the fashion appeal stores.

As for the relationship between life cycle (age and children) and store preference, high fashion stores attracted mainly the women 40 or over, especially the ones without children at home. These women presumably had more money to spend and were more demanding of the type of service found in these stores.

As to both the broad appeal and the price appeal stores, women under 40 with children were the most important

single customer group, although women in over-40 groups were also numerous.

Younger women with no children at home were not an important group of shoppers for any of the stores.

Of the women whose favorite store was a downtown fashion appeal store, 41% lived in the suburbs. This was in contrast with the broad appeal and the price appeal stores, whose customers were much more prone to live in the city. It can be concluded that demographic factors had a significant effect on the preferences of the respondents in this particular study.

Relationship of Store Image to Self-Status Image

Dr. W. Bruce Weale conducted a survey that was used to delineate the store images for four competitive establishments in Tallahassee, Florida (11). He found that, other factors being equal, consumers will seek out those stores whose image most closely correlates with the self-status image. In such stores she is most at home, she will find merchandise suitable to her tastes, and she will see and be seen by those people with whom she wants to be associated.

The study enabled the four stores to verify what they had somewhat suspected--that certain occupational-status types tended to regard their store as the best place for their shopping.

These are the results of several image studies previously conducted that seemed particularly germane to the purpose of this paper. In the following chapter, a presentation of the design of this study will be given.

END NOTES

1. Edwards, A. L., Techniques of Attitude Scale Construction, (New York: Appleton-Century-Crofts, Inc.), 1954, at p. 383.
2. Enis, Ben M., "An Analytical Approach to the Concept of Image", California Management Review, (Summer, 1967), pp. 51-58, at p. 51-2.
3. Kelly, Robert F., and Ronald Stephenson, "The Semantic Differential: An Informative Source for Designing Retail Patronage Appeals", Journal of Marketing, Vol. 31, October, 1967, pp. 43-47, at p.43.
4. Martineau, Pierre, "The Personality of the Retail Store", Harvard Business Review, Vol. 36, January-February, 1958, pp. 47-55, at p.48.
5. Meyers, James H., and Mark I. Alpert, "Determinant Buying Attitudes: Meaning and Measurement", Journal of Marketing, Vol. 32, (October, 1968), pp. 13-20, at p.19.
6. Mindak, William A., "Fitting the Semantic Differential to the Marketing Problem", Journal of Marketing, (April, 1961), pp. 28-33, at p.28.
7. Nelson, Bardin H., "Seven Principles in Image Formation", Journal of Marketing, Vol. 26, (January, 1962), pp. 67-71, at p. 67,68,68-9.
8. Rich, Stuart U., and Bernard D. Portis, "The Imageries of Department Stores", Journal of Marketing, Vol. 28, (April, 1964), pp. 10-15, at p. 12-3.
9. Thomas, W. L., and F. Znaniecki, The Polish Peasant in Europe and America, (Boston: Richard G. Badger), 1918-1920, at p. 13.
10. Udell, Jon G., "Can Attitude Measurement Predict Consumer Behavior?", Journal of Marketing, Vol. 29, (October, 1965), pp. 46-50, at p. 46-7.
11. Weale, W. B., "Measuring the Customer's Image of a Department Store", Journal of Retailing, Vol. 37, (Summer, 1961), pp. 40-48, at p. 40,47-8.

CHAPTER III

RESEARCH DESIGN

The previous chapter was devoted to an explanation of some of the studies that have been conducted in the past, concerning both department store image and attitude formation in general. From these studies were spawned the primary ideas for the methodology implemented in this study. This chapter will attempt to present that methodology, as well as the general hypotheses made in the project.

Hypotheses

The formulation of general hypotheses has been done with the specific purpose of maintaining strict congruency with the objectives of the study outlined in the introductory chapter. Since the objectives are themselves relatively straightforward, there is no need for an explicit dissection of each hypothesized statement. In essence, these hypotheses are aimed at examining the conclusion that distinct images do exist in department stores.

The following hypotheses were tested within the study:

1. There is a difference in the aggregate

perceptions of two department stores, John A. Brown and J. C. Penney, among women shoppers in Tulsa, Oklahoma.

2. There is a difference in the perceptions of distinct departments in each of the stores--John A. Brown and J. C. Penney.
3. Within each store, perceptions of the departments across that store are different.
4. Finally, if there is a difference in perceptions of the two stores, it is related to differences in basic demographic characteristics among the shoppers.

The results of the analysis of these four hypotheses will be presented in Chapters Four and Five.

Nature of the Department Stores to be Examined

The department stores which are the objects of this study have been mentioned; however, they have not yet been described. There are considerable differences existing between the two stores, and a knowledge of these differences will be helpful to the reader as the analysis and conclusions section of the paper unfolds.

John A. Brown is cast in the "classical" department store mold. It originated in Oklahoma City as a large downtown department store that was several stories high, in the tradition of Macy's, Gimble's, and similar old-line department stores. It is a subsidiary of the large Dayton-Hudson department store conglomerate. Since its origin, John A. Brown has branched out into the suburbs, where

admittedly most of the market potential is located. This suburban traditional type of department store aptly describes the John A. Brown store in Tulsa.

J. C. Penney, on the other hand, can be classified as more of a national chain store that has historically centered on soft goods. It has only recently expanded into the more classical department store product lines such as cosmetics. Penney's is a seasoned veteran of the suburbs as well as having long been located downtown.

Hopefully, this brief description will allow the reader to draw more meaningful conclusions in the event that different images are established for the two stores as a result of the survey.

Sample Determination

The sample determination method chosen for the study was an area sample using clusters of households. Probability sampling was utilized throughout the process.

In selecting the sample, the condition was established beforehand that the respondents live approximately an equal distance from the two stores, thereby precluding distance as a factor in the perceptual determination. It was determined that a sample size of 80 would be desired for analytical purposes.

The sampling procedure consisted of selecting four adjacent census tracts equidistant from the stores,

and randomly generating a number of blocks from each tract, giving a total of 20 blocks. Cluster sampling was to be employed; consequently, from each block selected, four samples were taken. The census tract numbers, their populations, and the number of blocks selected from each tract are listed in Table One below:

TABLE ONE
Probability Selection of Sample Blocks*

Tract Number	Population	Number of Blocks Selected
37	3419	4
38	2516	3
39	5506	5
53	7135	8

This procedure was employed to minimize bias introduced by a homogeneous population. The process was successful from that standpoint; however, the locations of the stores in shopping centers introduced the desirability of these centers as an uncontrollable in the study.

Systematic sampling with a random starting point was used to determine which blocks were selected from the total populations of each census tract. The same procedure was implemented to determine which four households

*Census tract and block statistics were obtained from their respective 1970 Bureau of Census publications for Tulsa.

were to be surveyed on each block.

Questionnaire Structure

The questionnaire design for this particular experiment was the semantic differential. The type of questionnaire was discussed in Chapter Two, and it is probably the most informative of the several types available, for this type of survey.

The scale measured seven degrees of responses for each item. The questions were adjective phrases in nature, and most of the questions used in this survey were taken directly from a sample questionnaire furnished by Kelly and Stephenson (1). A total of 24 questions were asked for each store, six concerning the general characteristics of the store, six concerning the women's clothing department, six concerning the cosmetics department, and six concerning the household appliance department. The questions were identical for each store.

As a result of a previous study in this area of research, it was possible to examine perceptions using only a few "key" variables and much redundancy was eliminated (4). Consequently, although factor analysis was not used directly in this study, it did play a part in the development of a clear, concise questionnaire.

Finally, seven questions were offered which were aimed at classifying the respondents demographically (2).

These were multiple-choice type questions, with the exception of the final question, which asked the occupation of the head of the household and was open-ended. A sample of the questionnaire is presented in Appendix A.

Conducting the Survey

The survey was conducted by personal interviews. The most common occurrence was the explanation and leaving of the questionnaire on the first contact, Tuesday, March 12, and the gathering of the questionnaires on Friday, March 15. Several of the respondents preferred to mail the questionnaires, for which stamped, self-addressed envelopes were provided.

The procedure for coping with absenteeism and refusals to respond was simply to sample the adjacent household. There were indeed 21 absentees and 13 refusals on the first contact, and then again 9 more absentees on the pick-up date. This "next-door" procedure allowed the sample of 80 to be obtained with a minimum of non-response error. There is, however, the bias of omitting working women from the sample, since it was obtained on weekdays.

The data analysis involved descriptive and hypothesis testing statistics via the SAS II computer program package (3). The ANOVA procedure was used to obtain a major portion of the statistical output. Other forms of

analysis utilized were correlation and regression analysis on the demographic segment of the data. The results of the analysis are presented in the following chapter.

END NOTES

1. Kelly, Robert F., and Ronald Stephenson, "The Semantic Differential: An Informative Source for Designing Retail Patronage Appeals", Journal of Marketing, Vol. 31, (October, 1967), pp.43-47, at p. 46.
2. Luck, David J., Hugh G. Wales, and Donald A. Taylor, Marketing Research, Third Edition, (Prentice-Hall, Inc., Englewood Cliffs, N. J.), 1970, Appendix B, p. 615.
3. User's Guide to the Statistical Analysis System, Student Supply Stores, North Carolina State University, Raleigh, N. C., August, 1972.
4. Zikmund, William, Personality and Determinants of Store Patronage, (Working Paper, Oklahoma State University), 1974.

CHAPTER IV

ANALYSIS OF DATA

The drawing of conclusions--on the basis of the gathered data and within the research design--is the climax of the research process. The selection of the proper method of analysis is every bit as important as the correct selection of a data-measuring technique. If a poor selection of analytic interpretation is made, all of the previous labors of the researcher are in jeopardy of going to waste. For this reason, the chapter may be rightfully labeled as pivotal to the project.

Two distinctively different activities interrelate in carrying out the interpretive process: (a) logical interpretation, or "impredication", which infers relevant meanings from the data; and (b) statistical analysis, the treatment or manipulation of the data that prepares them for the application of logic (2). For the interpretation to be meaningful, these processes must be carried out with a certain degree of success. One activity carries little weight without the other to support it.

To this point in the study, all previous steps in the research process have been undertaken in preparation for the analysis step from which conclusions, recommendations, and decisions will eventuate. Thus, to a consid-

erable extent, the framework for the analysis is set prior to the collection of the data. The analysis step is consequently the culmination of all the a priori labors of the researcher.

The analysis function consists of a number of steps typically undertaken in sequence. These steps will help to guide the analysis as it develops in this chapter. They are as follows:

1. Ordering the data into meaningful categories. The data have to be organized to give them meaning, that is, the raw data have to be tabulated, which requires that categories be established.
2. Summarizing the data contained in the categories. Summary measures are necessary to describe the data within a category as well as to facilitate further data manipulation.
3. Determining whether significant differences exist between categories. Observed differences between categories are tested to determine whether they are significant or could have occurred by chance because of sampling variations.
4. Explaining "why" differences exist. Too often it is assumed that the analysis function stops with the execution of step three. It is imperative, however, that an attempt be made to explain the reasons why any significant differences exist. This "why" information requires that hypotheses be set up and tested through a further examination of the survey data with other information.
5. Making recommendations. After drawing statistical conclusions, the analyst needs to translate them into action in the form of recommendations. Making recommendations usually requires an understanding of the

practical details surrounding a given operation and so may not be the responsibility of the researcher. In general, however, when a researcher is qualified by general knowledge of the operation, he should make recommendations (1).

Step one above was developed in the previous chapter. Steps two, three and four will be followed in this analysis chapter, and the final step will be completed in the conclusion section of the paper.

Mean Difference Analysis

The most efficient and reliable process that can be used to summarize the large quantity of data in this study is an analysis of mean differences, at least with respect to hypotheses one, two, and three (refer to pages 32 and 33). As an initial step in the analysis, the mean scores for each of the 24 questions concerning John A. Brown and J. C. Penney were obtained. This provided a summary view of the data. The scores are presented in Table Two on the following page.

By simple observation, one is able to intuit that the mean scores for J. C. Penney are, in general, slightly higher than those for John A. Brown. For example, the comparative mean scores of question three concerning the general store characteristics (5.76 for Penney's and 4.33 for Brown's) show that the respondents generally felt that J. C. Penney was more convenient to other stores at which

<u>Question</u>	<u>Mean Score (Brown's)</u>	<u>Mean Score (Penney's)</u>
General Characteristics		
1. Attractive decor*	5.78	5.45
2. Easy to move through store	5.09	4.85
3. Convenient to other stores I shop	4.33	5.76
4. Easy to find parking place	4.70	4.68
5. High values for money spent	5.10	4.80
6. Appealing advertising	4.72	4.94
Women's Clothing		
7. Wide selection of differ- ent kinds of products	5.28	5.31
8. High quality products	5.56	4.96
9. Easy to find items	5.00	5.24
10. Low prices compared to other stores	3.28	4.99
11. Courteous, helpful sales- people	4.96	5.19
12. Numerous friends shop there	4.49	5.21
Cosmetics		
13. Wide selection of differ- ent kinds of products	4.54	5.30
14. High quality products	5.24	5.39
15. Easy to find items	4.54	5.22
16. Low prices compared to other stores	3.42	4.56
17. Courteous, helpful sales- people	5.14	5.18
18. Numerous friends shop there	4.24	4.86
Household Appliances		
19. Wide selection of differ- ent kinds of products	4.50	5.40
20. High quality products	5.24	5.34
21. Easy to find items	4.55	5.22
22. Low prices compared to other stores	3.38	4.65
23. Courteous, helpful sales- people	4.94	5.54
24. Numerous friends shop there	4.13	4.95

*All questions are presented in their most positive context, i.e., at the "high" end of the rating scale.

they shop.

These scores in themselves are relatively important information; however, these simple variations in mean scores are of little value unless it can be determined where the variations lie within the total framework of responses. Also, the differences may not be statistically significant but simply random variation.

Departmental Mean Difference Analysis

The questionnaire was designed in order to gather data on both stores' three distinct departments as well as aggregate responses for each store. In the event that differences did exist between the two stores (which they did), this method of analysis makes it possible to study each department's mean score, and thereby attempt to locate where the differences were most prominent. The mean differences were analyzed again, in a fashion that would uncover which departments, if any, exhibited unusually high or unusually low mean scores, and at what level of significance the differences occurred.

Analysis of Aggregate Store Mean Variation

To begin this segment of the analysis, the aggregate mean scores were obtained. In contrast to Table Two, which presented the mean scores of each individual question, Table Three presents only one total mean score for each

store to facilitate ease of comparison by the reader. An analysis of variance was utilized to test the statistical significance of the results, presented in Table Three below.

TABLE THREE
Aggregate Mean Scores and Differences

Store	Mean Score	$x_2 - x_1$	F-Ratio
Brown's (x_1)	110.24	11.56	13.78
Penney's (x_2)	121.80		$p < .001$

Obviously, the respondents favor Penney's to a fairly large degree. The mean score is considerably higher than that of Brown's. The results are statistically significant at the .001 level, indicating a high degree of significance for the results.

Even though this table shows that the difference in the total perceptions of the stores is significant, the location of the major bases for this difference has not yet been determined. To do this, one must look to the differences among departments. These can be statistically analyzed in a similar fashion as that shown above. The results for all three departments will be presented in a single table.

Interstore Departmental Comparisons

The first of the individual "component" question packages focused on the women's clothing department. That mean score difference is illustrated in Table Four below.

TABLE FOUR
Interstore Departmental Means and Differences

Store	Mean Score	$x_2 - x_1$	F-Ratio
Brown's Women's Clothing	28.31		6.59
Penney's	30.71	2.40	$p < .05$
Brown's Cosmetics	26.69		15.37
Penney's	30.26	3.56	$p < .001$
Brown's Household Appliances	25.98		26.61
Penney's	30.84	4.86	$p < .0001$
Brown's General Characteristics	29.26		0.63
Penney's	29.99	0.73	$p < 1.00$

It is apparent from this table that a portion of the difference in the perception of the two stores can be attributed to a variation in the perceptions of their women's clothing departments. Clearly, the respondents perceived Penneys' women's clothing department as significantly superior to that of Brown's. The F value of

6.59 and the high level of significance strongly endorse this observation, and consequently, it can be safely said that, in the views of the respondents, J. C. Penney has a more appealing women's clothing department than does John A. Brown.

The next individual department to be examined is the cosmetics department. Similar to the women's clothing department, the means and differences for this department are also presented in Table Four.

Once again, the mean difference shows to be in favor of Penney's, this time by a considerable margin. The difference is much greater for cosmetics as it was in the case of clothing. Also, the results are statistically significant at the .001 level.

The third department assessed was the household appliance department, and the results are presented in a manner similar to that of the previous departments, also in Table Four. Again, the findings regarding this department are conclusive in favor of Penney's.

A simple comparison of this table with the tables presented above it indicates that differences in perception between stores is greater than for any other department. To this point, J. C. Penney has shown a more appealing image in all aspects of the examination, both in the total comparisons and in the departmental comparisons.

Finally, an analysis was made of the six questions

dealing with the general characteristics of each store in an attempt to further explain the overall mean differences between the stores. The results of this analysis are also presented in Table Four.

In this case, there is no significant perceptual difference between Brown's and Penney's. Both stores seem to have reasonably attractive decor, adequate parking facilities, good values for the money spent, and both seem to be convenient to other stores in which the respondents shop. The observed F value of less than one is statistically non-significant, indicating that there is no statistical difference in the means of this segment of image.

Intrastore Departmental Means and Differences

Although analyzing the departmental mean scores across the two stores for each department is quite helpful, there is another procedure that could possibly add further information. That procedure would be to compare the departmental mean scores among the three departments within each store and analyze their relationships with each other. This will pinpoint popular departments within each of the stores, in the minds of the respondents. Table Five contains the results of this analysis for John A. Brown.

TABLE FIVE
Mean Differences Within Brown's

Department	Mean Score	F-Ratio
Women's Clothing	28.31	2.90
Cosmetics	26.69	p<.100
Household Appliances	25.98	

There is a good degree of variation in the perceptions of the different departments within John A. Brown. The women's clothing department is viewed as significantly better than either the cosmetics department or the household appliance department. The cosmetic department, in turn, ranks slightly above the household appliance department in appeal. Although the F value of approximately three is not significant at the .100 level, there does appear to be some relationship. Perceptual differences do indeed exist within Brown's in the eyes of the respondents in this survey.

Table Six contains the results of a similar analysis concerning J. C. Penney. Unlike John A. Brown, where differences were observed to exist among departments, virtually no perceptual difference can be seen in this analysis of departmental means within J. C. Penney. They are perceived as almost identical, and are accompanied by a

very low F value and a very small confidence interval. The respondents seem to be equally favorable toward all aspects of the J. C. Penney store, as no significant differences whatsoever were noticed.

TABLE SIX
Mean Differences Within Penney's

Department	Mean Score	F-Ratio
Women's Clothing	30.71	0.25
Cosmetics	30.26	p<1.00
Household Appliances	30.84	

Demographics and Image

To this point, the first three hypotheses have been examined. The fourth hypothesis was developed to determine to what degree, if any, the demographic characteristics of the respondents influenced their perceptions of the two stores. It is quite conceivable that the demographic background of the individual shopper has a great impact on the images she develops when comparing stores. As was discussed in Chapter Two, demographic traits generally have a considerable bearing on the attitudes developed by the individual, although this phenomenon is not always observed.

Correlation Analysis

The most straightforward method of analyzing the amount of influence exerted by one variable on another is the simple correlation matrix. This analysis was performed on the demographic variables age, education level, income, family size, and age of children (family life cycle) to determine their correlation to the images perceived of John A. Brown and J. C. Penney. The correlation matrix is illustrated in Table Seven.

This procedure proved to be fruitless, as no correlations were found to be significant at the .05 level between the demographic variables and the perceptions of either of the two stores. Apparently the demographic background of the respondents had no great effect on their absolute perceptions of John A. Brown and J. C. Penney.

The simple correlation between demographics and store perceptions was relatively weak when the stores were treated separately. However, in light of the fact that differences in perceptions of the two stores were observed, the examination of possible demographic effects on these image differences seemed desirable. Since the respondents significantly favored Penney's over Brown's, a correlation analysis was performed to attempt to attribute the variation in perceptions to certain of the demographic variables.

Figures were obtained for the correlations between

TABLE SEVEN

Correlation Matrix
Images--Demographics

	D1	D2	D3	D4	D5
BTot	.06	.07	.08	.11	.21
BClo	.09	.09	.02	.19	.22*
BCos	.04	.17	.20	.07	.17
BApp	.14	-.10	-.06	-.03	.23*
BGen	-.07	.07	.12	.14	.09
PTot	.07	-.27*	-.14	.02	.08
PClo	.07	-.20	-.11	.09	.16
PCos	-.01	-.26*	-.21	-.06	-.03
PApp	.10	-.29*	-.09	.09	.15
PGen	.06	-.16	-.07	-.05	.01

This table shows correlations between certain demographic variables and perceptions of the two department stores. The variables D1 through D5 are age, level of education, income, family size, and family life cycle, respectively. The store variables are total store image, clothing department image, cosmetics department image, household appliance image, and general characteristics image, as they appear from top to bottom on the table. Those variables preceded by B indicate images for John A. Brown, while those preceded by a P signify images for J. C. Penney.

*Variable correlations that were significant at the .05 level.

TABLE EIGHT

Correlation Matrix
Image Differences--Demographics

	D1	D2	D3	D4	D5
DTot	-.01	-.24*	-.16	-.07	-.11
DClo	-.02	-.25*	-.11	-.08	-.05
DCos	-.04	-.28*	-.28*	-.09	-.15
DApp	-.09	-.08	-.02	.05	-.14
DGen	.10	-.18	-.15	-.15	-.07

In this table, as was the case with Table Seven, D1 through D5 represent the demographic variables in the analysis, in the same order of appearance. For the vertical variables Tot, Clo, Cos, App, and Gen, the departmental context is the same as that in the previous table. However, in this instance, they are preceded by a D, which indicates that these variables are not perceptions of either of the two stores, but are representative of the differences in perceptions between them. Since J. C. Penney was perceived more favorably than John A. Brown, the variables always represent the difference (Penney's Image - Brown's Image).

*Variable correlations that were significant at the .05 level.

the same five demographic variables used in the first analysis and the differences in perceptions of the total store situation and each of its specified constituent departments. Table Eight illustrates these figures, although they also proved inconclusive.

There was no significant correlation between age of the respondent and differences in perceptions of the total store image, the women's clothing department, the cosmetics department, or the household appliance department. Similarly, family size and family life cycle produced no significant results when analyzed with the perceptual differences.

The only demographic variables that exhibited significant correlation were the level of education and total household income. Income was observed to correlate negatively at the .05 level of significance with the difference in the image of the cosmetics departments between Penney's and Brown's. This indicates that as the income and education level increase, the respondents increasingly prefer Brown's to Penney's, and this result is consistent with the intuitive assumptions made before the conducting of the survey. The result of this correlation is not too surprising in light of the divergent characteristics of the two stores, which were discussed in Chapter Three.

Stepwise Regression Analysis

Since the correlation analysis provided relatively little meaningful results, it was determined that a stepwise regression analysis might be more appropriate. This process was used in an attempt to explain variation in the perceptions of the two stores and their departments by simultaneously considering a set of demographic variables with respect to image differences between the two stores, once again in the form (Penney's - Brown's).

The total store perception difference model was the first to be analyzed. The results of this regression are presented in Table Nine below.

TABLE NINE
Regression Statistics
Total Store Model

Variable*	Beta Coefficient	Standard Error	F-Ratio	Coeff. of Determination (R ²)
Level of Education	-8.76	3.07	4.81	.119
Family Life Cycle	-4.94	2.68	p<.05	

*Only those variables that were deemed significant at the 0.100 level were incorporated into the model.

The best one-variable model was the first to be analyzed, and it contained the level of education. This model explained approximately 7 per cent of the total variation in image differences. The second variable to

enter the model was family life cycle, which improved the percentage of variance explained to nearly 12 per cent. The remaining three variables, family size, income, and age, were not statistically significant additions to the model.

The analysis of the model which used the women's clothing department differences as the dependent variable found the demographic variables entering the model in precisely the same order as that exhibited for total perception differences: level of education first, followed by family life cycle, family size, income, and age, in that order. The summary statistics for this model are presented in Table Ten below.

TABLE TEN
Regression Statistics
Women's Clothing Department Model

Variable*	Beta Coefficient	Standard Error	F-Ratio	R^2
Level of Education	-2.01	0.82	6.02 p<.05	.077

*Only those variables that were deemed significant at the 0.100 level were incorporated into the model.

As can be seen in the table, education level explained roughly 8 per cent of the variance, but beyond that little information was gathered, with the five-variable

model only accounting for 11 per cent of the perception variation. Too, this model was not significant for more than one variable, even at the .100 level, so little credibility may be attached to this result.

The third analysis focused on the dependent variable cosmetics department perception difference. The models for this variable unfolded slightly differently, as can be seen in Table Eleven below.

TABLE ELEVEN
Regression Statistics
Cosmetics Department Model

Variable*	Beta Coefficient	Standard Error	F-Ratio	R ²
Level of Education	-3.30	0.98	7.24	.169
Family Life Cycle	-2.16	0.86	p<.01	

*Only those variables that were deemed significant at the 0.100 level were incorporated into the model.

Again, level of education was the best one-variable model and explained 9 per cent of the perceptual variance. It was once again followed by family life cycle, which improved the R² coefficient to nearly 17 per cent. However, in this case the level of income entered the model ahead of family size, the reverse of the previous analysis. Once again, age was the last demographic variable to enter the model. These last three variables, however, only

improved the R^2 coefficient to 18 per cent, and were therefore insignificant in the analysis.

The final departmental perceptual difference analysis concerned the household appliance department. This model proved to be the only one in which the level of education did not appear first. The significant statistical results of this analysis appear in Table Twelve below.

TABLE TWELVE
Regression Statistics
Household Appliances Department Model

Variable*	Beta Coefficient	Standard Error	F-Ratio	R^2
Family Life Cycle	-1.08	0.82	1.73 p .100	.023

*Only those variables that were deemed significant at the 0.100 level were incorporated into the model.

The first variable to enter this model, and the only significant variable, was family life cycle. It was followed by family size, level of education, age and income. This model developed poorly, with the five-variable model only explaining some 8 per cent of the total variation in perception differences. The model for this particular variable is therefore not a valid measuring stick for relationships between the demographics of the respondents

and differences in the perceptions of the household appliance departments of Brown's and Penney's.

The four hypotheses have now been analytically tested and the results were presented here in raw form. In the next chapter, some of the implications of these results will be discussed with respect to the stores' managements, and the results will be compared to the results obtained from the other pertinent studies conducted in the area of image research.

END NOTES

1. Boyd, Harper W., Jr., and Ralph Westfall, Marketing Research, Text and Cases, (Richard D. Irwin, Inc., Homewood, Illinois), 1972, at pp. 525-6.
2. Luck, David J., Hugh G. Wales, and Donald A. Taylor, Marketing Research, Third Edition, (Prentice-Hall, Inc., Englewood Cliffs, N. J.), 1970, at pp. 286-7.

CHAPTER V

SUMMARY AND CONCLUSIONS

This project concerned itself with the formation of images in the minds of shoppers. It was felt that shoppers perceived differences in the images of different department stores, and that the attitudes that influenced these perceptions were a function of certain demographic attributes possessed by the shoppers. The stated purpose of the project was to examine the various propositions regarding image research.

Chapter Two, the survey of literature, developed the pertinent research that has been done on image formation. This provided the foundation for the purpose of image assessment, the methods of measurement, and the key dimensions of image to examine.

The third chapter stated the four hypotheses to be tested. Next was given a brief comparison of the histories and nature of the two stores to be tested. Finally, the research method for the study was described.

Implications of Results

In Chapter Four, the analysis of data chapter, the hypotheses were analytically tested through analysis

of variance, correlation, and stepwise regression models. Clear-cut results were not obtained in all instances. However, many aspects of the analysis produced solid evidence either in favor of or in opposition to the postulated hypotheses. The hypotheses will be restated and the analysis of results given below.

The first hypothesis stated that there is a difference in the aggregate perceptions of the John A. Brown and J. C. Penney department stores in Tulsa, among women shoppers. The analysis shows that the shoppers preferred J. C. Penney to John A. Brown, in an aggregate sense, by a significant margin. Therefore, the first hypothesis has been confirmed by the sample response. This result is in congruence with the findings of Martineau and other authors who concentrated on the general aspects of image research, and this portion of the study tends to reinforce their conclusion that different images are formed in the minds of shoppers.

Any implications that may be drawn from the results of this hypothesis test are of a very general nature. It can be said, however, that John A. Brown possibly suffers from lack of exposure in the Tulsa area, because it is a relatively new store in that city. Also, this particular Penney's is located in Southland Shopping Center, and just across the street from Southroads Mall, both of which receive considerably more shopping traffic

than does Utica Square, the shopping center which houses John A. Brown.

The second hypothesis was more specific in nature, and stated that there is a difference in the perceptions of certain departments between stores. Again the respondents leaned toward Penney's in their preference ratings for most departments. For the women's clothing department, the cosmetics department, and the household appliances department, the hypotheses were statistically verified at the .05 level of significance. For the general perceptions concerning the stores, no significant difference was perceived.

That there is mixed acceptance of the second hypothesis enforces the contention of Meyers and Alpert that consumers view the object aggregately and as a function of its component parts. The overall difference in mean scores was indeed more thoroughly explained by an analysis of individual department means.

Implications of this segment of the analysis are, first, that John A. Brown needs to improve its image in each of the three departments examined, especially in the household appliance department. Again, Brown's seems to suffer from a lack of exposure, because in several cases, certain departmental questions concerning Brown's were left unanswered.

Also, from Penney's standpoint, it appears that

the family-appeal image that emanates from the store is working well, and this image should be emphasized in Penney's advertising.

The third hypothesis stated that within each store, perceptions of the different departments across that store will vary. This raises the issue of whether special strengths exist within the stores. For the J. C. Penney store, the hypothesis was clearly rejected. Almost no differences whatsoever were found when mean scores for the three departments within Penney's were compared. For the John A. Brown store, the women's clothing department fared somewhat better than either cosmetics or household appliances, significant to the .100 level. However, the hypothesis that distinct differences exist would have to be rejected in this case as well.

This test did not correspond to any previous research cited, and would appear to be relatively meaningless, in view of the results obtained. There were no apparent measuring sticks with which to compare this test. However, it can be safely concluded that no significant differences are perceived in departments within either store. The only possible implication for store management would again go to that of John A. Brown, since women's clothing was rated slightly ahead of cosmetics and appliances. More promotional activity could be directed to these departments, in the nature of cents-off sales,

couponing, and the like.

The fourth and final hypothesis declared that the difference in the perceptions of the stores, if there is a difference, could be attributed to basic demographic differences among the shoppers. Tests of this hypothesis by correlation analysis proved to be of little value, and the only significant correlations were negative correlations, those being between education and income and the perceptions in favor of Penney's. The conclusions that can be reached here are that Penney's attracts more lower income shoppers than Brown's, and that Penney's serves more shoppers of a lower level of education than does Brown's.

A stepwise regression of the demographic variables with respect to differences in perceptions showed little significance. However, the demographic variable that best explained variance in almost every case was education level, generally followed by family life cycle. One can sense from these results and the correlations that the older, more highly educated respondent preferred John A. Brown, and this is consistent with some of the a priori conjectures in the study.

For the most part, demographics had little or no influence on the shoppers' formations of images of the two stores; therefore, the fourth hypothesis was rejected. This result contrasts with the findings of Rich and Portis,

in whose study demographics played a major role in the formation of images. It could be that the shoppers do not "identify" with one store or the other, but shop at a chosen store for different reasons, such as price, convenience, and value. The findings are also incongruous with those of Weale, who said that shoppers chose stores whose images most closely relate to their self-status image. In this instance, this does not appear to be the case.

In sum, it is noted that the respondents in this survey generally perceived J. C. Penney as more desirable than John A. Brown, both on an overall basis and on a component basis; that there were no significant differences in perception within each store's departments; and that demographic characteristics had little influence on the perceptual process of the respondents. This study could be valuable to John A. Brown, because it points out several apparent shortcomings, and because it offers management two alternatives to improve the store image: either attempt to discard the present image that most shoppers perceive, which is that of a high-class, high-price store for the elite shoppers; or exploit this image to the fullest, drawing a higher percentage of highly educated, high-income households from the population. This decision is left to the discretion of the management of the store. It is quite obvious, however, that Brown's

appears to have the better appeal to the upper class of the population, whereas Penney's has a more generalized appeal. If Brown's objective is to penetrate the high income, upper-class market, then the store is accomplishing that objective. However, if the management of Brown's wishes to create an appeal to the overall market, then, at least for the present, they are falling short.

The following questions deal with the specified department store and selected departments within the store. Please rate the store and departments by placing an "X" in the space that, in your opinion, best describes the store for each question.

JOHN A. BROWN

General Store Characteristics

Attractive Decor	_____ : _____ : _____ : _____ : _____ : _____ : _____	Unattractive Decor
Difficult to move through store	_____ : _____ : _____ : _____ : _____ : _____ : _____	Easy to move through store
Inconvenient to other stores I shop	_____ : _____ : _____ : _____ : _____ : _____ : _____	Convenient to other stores I shop
Difficult to find parking place	_____ : _____ : _____ : _____ : _____ : _____ : _____	Easy to find parking place
High values for money spent	_____ : _____ : _____ : _____ : _____ : _____ : _____	Low values for money spent
Unappealing advertising	_____ : _____ : _____ : _____ : _____ : _____ : _____	Appealing Advertising

Women's Clothing Department

Limited selection of different kinds of products	_____ : _____ : _____ : _____ : _____ : _____ : _____	Wide selection of different kinds of products
High quality products	_____ : _____ : _____ : _____ : _____ : _____ : _____	Low quality products
Difficult to find items	_____ : _____ : _____ : _____ : _____ : _____ : _____	Easy to find items
Low prices compared to other stores	_____ : _____ : _____ : _____ : _____ : _____ : _____	High prices compared to other stores
Courteous, helpful salespeople	_____ : _____ : _____ : _____ : _____ : _____ : _____	Rude, unhelpful salespeople
Few friends shop there	_____ : _____ : _____ : _____ : _____ : _____ : _____	Numerous friends shop there

Cosmetics Department

Limited selection of different kinds of products	_____ : _____ : _____ : _____ : _____ : _____ : _____	Wide selection of different kinds of products
High quality products	_____ : _____ : _____ : _____ : _____ : _____ : _____	Low quality products
Difficult to find items	_____ : _____ : _____ : _____ : _____ : _____ : _____	Easy to find items
Low prices compared to other stores	_____ : _____ : _____ : _____ : _____ : _____ : _____	High prices compared to other stores
Courteous, helpful salespeople	_____ : _____ : _____ : _____ : _____ : _____ : _____	Rude, unhelpful salespeople
Few friends shop there	_____ : _____ : _____ : _____ : _____ : _____ : _____	Numerous friends shop there

Household Appliance Department

Limited selection of different kinds of products	_____ : _____ : _____ : _____ : _____ : _____ : _____	Wide selection of different kinds of products
High quality products	_____ : _____ : _____ : _____ : _____ : _____ : _____	Low quality products
Difficult to find items	_____ : _____ : _____ : _____ : _____ : _____ : _____	Easy to find items
Low prices compared to other stores	_____ : _____ : _____ : _____ : _____ : _____ : _____	High prices compared to other stores
Courteous, helpful salespeople	_____ : _____ : _____ : _____ : _____ : _____ : _____	Rude, unhelpful salespeople
Few friends shop there	_____ : _____ : _____ : _____ : _____ : _____ : _____	Numerous friends shop there

The following questions deal with the specified department store and selected departments within the store. Please rate the store and departments by placing an "X" in the space that, in your opinion, best describes the store for each question.

J. C. PENNEY

General Store Characteristics

Attractive Decor	_____	_____	_____	_____	_____	_____	_____	Unattractive Decor
Difficult to move through store	_____	_____	_____	_____	_____	_____	_____	Easy to move through store
Inconvenient to other stores I shop	_____	_____	_____	_____	_____	_____	_____	Convenient to other stores I shop
Difficult to find parking place	_____	_____	_____	_____	_____	_____	_____	Easy to find parking place
High values for money spent	_____	_____	_____	_____	_____	_____	_____	Low values for money spent
Unappealing advertising	_____	_____	_____	_____	_____	_____	_____	Appealing Advertising

Women's Clothing Department

Limited selection of different kinds of products	_____	_____	_____	_____	_____	_____	_____	Wide selection of different kinds of products
High quality products	_____	_____	_____	_____	_____	_____	_____	Low quality products
Difficult to find items Low prices compared to other stores	_____	_____	_____	_____	_____	_____	_____	Easy to find items High prices compared to other stores
Courteous, helpful salespeople	_____	_____	_____	_____	_____	_____	_____	Rude, unhelpful salespeople
Few friends shop there	_____	_____	_____	_____	_____	_____	_____	Numerous friends shop there

Cosmetics Department

Limited selection of different kinds of products	_____	_____	_____	_____	_____	_____	_____	Wide selection of different kinds of products
High quality products	_____	_____	_____	_____	_____	_____	_____	Low quality products
Difficult to find items Low prices compared to other stores	_____	_____	_____	_____	_____	_____	_____	Easy to find items High prices compared to other stores
Courteous, helpful salespeople	_____	_____	_____	_____	_____	_____	_____	Rude, unhelpful salespeople
Few friends shop there	_____	_____	_____	_____	_____	_____	_____	Numerous friends shop there

Household Appliance Department

Limited selection of different kinds of products	_____	_____	_____	_____	_____	_____	_____	Wide selection of different kinds of products
High quality products	_____	_____	_____	_____	_____	_____	_____	Low quality products
Difficult to find items Low prices compared to other stores	_____	_____	_____	_____	_____	_____	_____	Easy to find items High prices compared to other stores
Courteous, helpful salespeople	_____	_____	_____	_____	_____	_____	_____	Rude, unhelpful salespeople
Few friends shop there	_____	_____	_____	_____	_____	_____	_____	Numerous friends shop there

MISCELLANEOUS CLASSIFICATION

Please answer the following questions about yourself. The information below will be kept strictly confidential and will be used only in the analysis for my paper.

In which range does your age fall?

- | | |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Under 25 | <input type="checkbox"/> 45 to 54 |
| <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 55 to 64 |
| <input type="checkbox"/> 35 to 44 | <input type="checkbox"/> 65 and over |

What was the highest level of school attended or completed by the head of your household?

- | | |
|--|---|
| <input type="checkbox"/> Attended grade school | <input type="checkbox"/> Graduated from high school |
| <input type="checkbox"/> Graduated from grade school | <input type="checkbox"/> Attended college |
| <input type="checkbox"/> Attended high school | <input type="checkbox"/> Graduated from college |

Approximately what is your total yearly household income?

- | | |
|--|---|
| <input type="checkbox"/> Under \$5,000 | <input type="checkbox"/> \$12,000 to \$15,999 |
| <input type="checkbox"/> \$5,000 to \$7,999 | <input type="checkbox"/> \$16,000 to \$19,999 |
| <input type="checkbox"/> \$8,000 to \$11,999 | <input type="checkbox"/> \$20,000 and over |

What is the size of your family?

- 1 or 2 members 3 or 4 members 5 or more members

Which of the following best describes your current family status?

- | | |
|---|--|
| <input type="checkbox"/> No children | <input type="checkbox"/> Youngest child 6-17 |
| <input type="checkbox"/> Youngest child under 6 | <input type="checkbox"/> Youngest child 18 or over |

What is your marital status?

- | | |
|---|--|
| <input type="checkbox"/> Single (never married) | <input type="checkbox"/> Widowed |
| <input type="checkbox"/> Married | <input type="checkbox"/> Divorced or separated |

What is the occupation of the head of your household? _____

BIBLIOGRAPHY

- Boyd, Harper W., Jr., and Ralph Westfall, Marketing Research, Text and Cases, (Richard D. Irwin, Inc., Homewood, Illinois), 1972.
- Edwards, A. L., Techniques of Attitude Scale Construction, (New York: Appleton-Century-Crofts, Inc.), 1954.
- Engel, James F., Hugh G. Wales, and Martin R. Warshaw, Promotional Strategy, (Richard D. Irwin, Inc., Homewood, Illinois), 1967.
- Enis, Ben M., "An Analytical Approach to the Concept of Image", California Management Review, (Summer, 1967).
- Fisk, George, "A Conceptual Model for Studying Customer Image", Journal of Retailing, Vol. 37, (Winter, 1961-1962).
- Green, Paul E., and Donald S. Tull, Research for Marketing Decisions, (Prentice-Hall Inc., Englewood Cliffs, N. J.), 1970.
- Kelly, Robert F., and Ronald Stephenson, "The Semantic Differential: An Informative Source for Designing Retail Patronage Appeals", Journal of Marketing, Vol. 31, (October, 1967).
- Luck, David J., Hugh G. Wales, and Donald A. Taylor, Marketing Research, Third Edition, (Prentice-Hall, Inc., Englewood Cliffs, N. J.), 1970.
- Martineau, Pierre, "The Personality of the Retail Store", Harvard Business Review, Vol. 36, (January-February, 1958).
- May, Eleanor G., Management Applications of Retail Image Research, (Marketing Science Institute Working Paper), September, 1973.
- Meyers, James H., and Mark I. Alpert, "Determinant Buying Attitudes: Meaning and Measurement", Journal of Marketing, Vol. 32, (October, 1968).
- Mindak, William A., "Fitting the Semantic Differential to the Marketing Problem", Journal of Marketing, Vol. 25, (April, 1961).

- Nelson, Bardin H., "Seven Principles in Image Formation", Journal of Marketing, Vol. 26, (January, 1962).
- Oppenheim, A. N. Questionnaire Design and Attitude Measurement, (New York: Basic Books, Inc.), 1966.
- Parten, Mildred, Surveys, Polls, and Samples: Practical Procedures, (New York), 1950.
- Rich, Stuart U., and Bernard D. Portis, "The Imageries of Department Stores", Journal of Marketing, Vol. 28, (April, 1964).
- Thomas, W. L., and F. Znaniecki, The Polish Peasant in Europe and America, (Boston: Richard G. Badger), 1918-1920.
- Udell, Jon G., "Can Attitude Measurement Predict Consumer Behavior?", Journal of Marketing, Vol. 29, (October, 1965).
- User's Guide to the Statistical Analysis System, (Student Supply Stores, North Carolina State University, Raleigh, N. C.), August, 1972.
- Weale, W. B., "Measuring the Customer's Image of a Department Store", Journal of Retailing, Vol. 37, (Summer, 1961).
- Zikmund, William, Personality and Determinants of Store Patronage, (Oklahoma State University Working Paper), 1974.

Name: Michael Phillip Nash

Date of Degree: May 11, 1974

Institution: Oklahoma State University

Location: Stillwater, Oklahoma

Title of Study: AN EXAMINATION OF THE EXTENT OF DIFFERENCES IN
THE PERCEPTIONS OF TWO DEPARTMENT STORES

Pages in Study: 61

Candidate for Degree of Master
of Business Administration

Major Field: Business Administration

Purpose of Study: The purpose of this study was to examine selected shoppers and determine if they perceived significant differences between two department stores of slightly different natures, John A. Brown and J. C. Penney. The first difference that was tested was the difference in the perceptions of the two stores in an overall sense. Another difference that was examined was the distinction between certain departments of the stores, both across the two stores and within each store. Finally, the degree to which the shoppers' demographic attributes entered into their image-forming tendencies was examined. The analysis employed consisted of mean statistical procedures and correlation analysis, as well as a stepwise regression analysis to determine the demographic influence on shopper perception of the two stores' images.

Findings and Conclusions: It was determined that the shoppers surveyed perceived J. C. Penney in a significantly better light than John A. Brown, both in an overall sense and by individual departments. Little variation was found, however, in the perceptions of different departments within each store.

No significant correlations were established between the differences in perceptions and the demographic variables tested. Furthermore, little of the perceptual variation was explained by the stepwise regression, although it was determined that shoppers with higher incomes and more extensive educations tended to prefer John A. Brown.

ADVISER'S APPROVAL

