

DETERMINANTS OF THE STORE-TYPE CHOICE PROCESS:  
AN EXAMINATION OF ENVIRONMENTAL AND  
INDIVIDUAL DIFFERENCE FACTORS

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C O P Y R I G H T

by

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DEDICATION

This dissertation is dedicated to

THE ROBINSON FAMILY

and to the following women whose

lives have impacted mine:

Dr. Janie West Cotton

Mrs. Gwendolyn Howard Nellons

Mrs. Nellie Graham Powell

and, most importantly, my grandmother,

MRS. CARLENE TURPIN ROBINSON

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## CHAPTER I

### THE RESEARCH PROBLEM

#### Introduction

As changes in market conditions continue to take place, the task of how best to attract and retain customers has been a matter of concern for apparel retailers. Some of the major factors contributing to these changes in the apparel retailing industry include fluctuations in the economy, changing demographic profiles, loss of consuming markets, increasing surge of new retail institutions into the marketplace, and new technologies for performing transactions. Based on the current state of the retailing industry, it is anticipated that apparel retailers will encounter additional changes in their environment in years to come.

In conjunction with the aforementioned changes, the competitiveness of the retailing industry itself has forcefully affected changes in market conditions for various types of apparel retailers (i.e., traditional department stores, national chain department stores, discount department stores, and specialty stores). In the past, retailers were faced with competition from institutions of a similar type (e.g., national chain department stores competing against national chain department stores) which resulted in intra-type competition. Today, however, retailers are experiencing much more competition, but of an inter-type nature (e.g., traditional department stores

competing against specialty stores and/or national chain department stores competing against discount department stores).

#### Market Positioning by Apparel Retailers

As competition continues to intensify, apparel retailers must strongly consider how best to strategically position themselves in the marketplace. Unfortunately, too many retailers have attempted to be all things to all people (that is, in trying to satisfy consumers needs) and/or have not adjusted to inter-type competition. The results of their actions have frequently led to business closures, mergers, acquisitions, and general lack of profitability. In many instances, there has been much confusion among consumers as to whom the stores were actually appealing. The critical strategic question for surviving apparel retailers thus becomes, "how can the goal of market positioning be accomplished most effectively?" The issue of market positioning has been addressed by Darden and Lusch (1983), Ring (1983), as well as Hirschman (1979a). Each of these researchers has made recommendations that were thought to be beneficial in assisting apparel retailers with their attempts to respond to the market positioning question.

If apparel retailers are to create an effective market position within their competitive environment and successfully cope with and eventually overcome the phenomenon of intensive inter-type competition, an integrative marketing program which encompasses a wide range of marketing tools must be implemented (or established). As evidenced by sales growth and store volume over the years, it appears that discount retailers were able to successfully institute such programs.



Resulting from their actions, discount retailers are no longer viewed as just a minor annoyance to other inter-type retailers, but rather as true competitors.

To further improve their position in the marketplace, discount retailers are upgrading continuously the quality of their apparel merchandise lines. Also, they have begun to buy more branded merchandise. Such efforts on the part of these retailers signify their ability to satisfy many consumer product needs, as they encroach upon the traditional territories of the traditional department and national chain department stores. Consequently, discount retailers are experiencing growth in apparel lines that were customarily within the domain of the department stores (i.e., traditional and national chain). The prosperity of these retailers is backed by empirical support. Researchers have reported substantial amounts of patronage to discount stores for women's apparel products. For instance, in a study by Dardis and Sandler (1971), 63 percent of the respondents stated that they purchase clothing at discount stores.

To counteract the successful strategies, plans and tactics being implemented by discount retailers for the purpose of attracting consumers, some traditional department and national chain department store retailers have embarked on revitalization processes. For many of these retailers, plans are to strategically reposition themselves in order to capture larger shares of the general market. Yet more important, by making improvements in the areas of product and service offerings, traditional department and national chain department store retailers illustrate efforts to develop unique store personalities or "institutional images" as a means of achieving distinct market

positioning.

As an example of repositioning, J.C. Penney, a national chain retailing operation, is exemplary of conducting the aforementioned revitalization processes. Specifically, in an attempt to improve its fashion apparel image, J.C. Penney has brought in merchandise on exclusive contracts from designers such as Halston and Lee Wright. Further, J.C. Penney has divested its hard-line business, and has reallocated the once unproductive space to more profitable apparel lines.

Given past and current conditions of the apparel retailing industry, future outlooks are that retailers' survival is dependent upon their sensitivity to patronage concepts as well as in their ability to respond to changing market conditions. That is to say that apparel retailers will no longer be able to survive the competitiveness of the industry by continuously implementing dated policies and strategies. Nor can they afford to treat changes as threats. To survive, these retailers must seize the opportunities brought forth by environmental changes. However, in order to capitalize on such opportunities, effective marketing strategies that are based on sound patronage research must be formulated.

As Martin acknowledged in his 1957 presentation to the American Marketing Association:

It is high time we retailers recognized that we cannot be all things to all people. When we try to do that, we end up with no particular appeal for anybody. Each of us has his own individual niche in the marketplace. It is up to us to determine where we fit, who comprises our consumer body, and then to fulfill as completely and satisfactorily as possible the expectations of our particular group and our logical market (as cited by Martineau 1958, p. 49).

Even though Martin made those statements more than twenty-five

years ago, it is evident that his recommendations to retailers then remain salient today as retailers experience the difficulty of catering to varied market segments. Moreover, today's successful retailing managers realize that there is no single, unique retailing strategy designed to meet the needs of all consumers in a given market.

Remarks similar to those by Martin have also been made by George P. Kelly, a Marshall Fields executive. It is Kelly's contention that "the department store can no longer be all things to all people and will have to position itself to attract specific sections of the market in order to remain a viable institution" (1977, p. 18). His view is supported by a study conducted by King, Ring, and Tigert (1980) which revealed clearly different positions in the fashion marketplace for the three types of retail institutions investigated (department stores, fashion specialty chains, and discount chains). Similar results were also reported by Greenberg, Sherman, and Schiffman (1981).

To succeed, retailers must understand that as market conditions changes, their target consumers would reflect patronage and loyalty shifts. Thus, the buying public may not readily fall into groups with high loyalty to only one particular store for all purchases. Instead, they may shop from among types of retail institutions depending on the product sought.

As "loyalty shifts" occur (that is, changes in repeated patronage to a particular purchase-place), knowledge about store-type loyalty determinants becomes a requisite for apparel retailers. Simultaneously, the basic question for these retailers becomes, "what are the relevant dimensions of store-type competition and market positioning

across store-types?" King and Ring (1980) contend that "to understand the dynamics of market positioning across store-types, the research process must move beyond anecdotal dialogues to more systematic market position analysis" (p. 38). Such a move, however, requires that retailers become better equipped than they are currently to identify store-type loyal consumers. At the present time, a need exists for a mechanism through which retailers can effectively identify their markets. The research efforts of this dissertation are intended to offer such a device to apparel retailers.

#### Consumer Cross-Shopping Among Retail Types

Today's consumers are becoming quite cognizant of their retail expenditures and have focused strongly on value-for-the-dollar. Moreover, the tradeoff between price and quality is being scrutinized more closely. This cautiousness on the part of consumers is likely to lead to even further inter-type competition. In fact, evidence of the cross-shopping phenomenon has already been revealed in the works of several investigators. Specifically, in a study by Rachman and Kemp (1963), approximately 60 percent of the discount store shoppers examined were also regular shoppers of two leading traditional department stores. Similar findings have been reported in studies by Cox (1971), Dodge and Summer (1969), and Myers (1963-64).

In a somewhat broader study, Rich and Portis (1964) found that 42 percent of the women who favored high fashion stores also shopped discount stores. Furthermore, 70 percent of the women in the New York sample and 60 percent of the women in the Cleveland sample (n = 900) did some of their shopping at discount stores. Dardis and Sandler's

(1971) study revealed that consumers differed across social class in their patronage of discount stores for some types of products but not for others. Those individuals who indicated that the discount stores were shopped for clothing also stated that they shopped other store types for clothing as well.

In a like manner, Hirschman's (1979a) study on intra-type competition in three markets provided evidence that consumers shopped at different types of department stores (traditional, national chains, and discount). Additionally, findings obtained from an investigation by Miller and Gentry (1981) were consistent with those of Hirschman (1979a). In another study, conducted by Gutman and Mills (1982), consumers who considered themselves as fashion leaders indicated that they shopped at K-Mart, Sears, and other stores that are not customarily associated with high fashion wearing apparel.

Because of the strong personal involvement consumers have with the purchase of apparel items (Dommermuth and Cundiff 1967; King, Ring, and Tigert 1980; Ring 1983; Tigert, Ring, and King 1976), the realization by apparel retailers of the need to understand consumer patronage and loyalty is most critically pertinent. In summary, the literature seems to indicate that, for those apparel retailers whose desires are to withstand the changes in their competitive environment, knowledge and a thorough understanding of consumer patronage and the factors generating loyalty are vital tools for future survival. While reviewing the marketing literature, several studies and conceptual papers were found which raised issues directly related to consumer store-choice patronage behavior. After examining the relevant issues that related specifically to consumers' store choice patronage, it

became apparent that many of these issues would prove beneficial in providing increased knowledge and understanding of consumers' store-type decision-making. To expound upon them, a synopsis of research efforts relevant to this investigation follows.

#### Patronage Research Issues

The overwhelming majority of the research on retail patronage has sought to understand why consumers select one particular store over another for patronage. In particular, researchers have attempted to provide retailers with an answer to the question, "why do people shop where they do?" Yet, both retailers and researchers are even less knowledgeable about store-type choice and store-type loyalty behaviors.

Furthermore, it is apparent that marketers lack a clear understanding of the sequential pattern(s) (i.e., should one shop downtown or in a mall, at a particular store, or at a particular store-type) of the shopping process in which consumers engage themselves to satisfy perceived needs, and how these choices are interrelated. Singson (1975) postulates that there is a sequential interrelationship among consumer choices. He contends that:

It is not yet clear, however, whether the consumer makes her brand choice prior to making her store choice or whether her brand choice is dictated mainly by the brand carried by the store in which the consumer decides to shop (p. 39).

Although some researchers' beliefs are that consumers' store choice decisions possibly precede that of brand choices (Darden 1980; Darden, Erden, and Darden 1983; Monroe and Gultinan 1975; Stone 1954; Tauber 1972), the literature clearly reveals that the sequence has yet to be systematically investigated. But, in this line of inquiry,

research by Hisrich, Dornoff, and Kernan (1972) has been reported which indicated that store choice may dominate product or brand choice. Several other researchers (Engel and Blackwell 1982; Kelly and Stephenson 1967; Pathak, Crissy, and Sweitzer 1974-75), however, view the store and brand selection processes as a matching exercise. Therefore, they emphasize consumers' processing and matching of brand and store selection criteria to determine whether the purchase-situation is acceptable or unacceptable.

Closely related to this subject matter are issues regarding consumers' evoked sets. The evoked set itself can be operationalized in terms of size and content. For example, reference can be made to the construct in terms of the composition of stores that consumers are familiar with, will consider, or remember as places for making purchases.

So far the concept of evoked set has almost been neglected in previous research. ... As a market competition perspective [,] insight regarding the processes influencing the composition of the evoked set ought to be a crucial interest (Gronhuag and Troye 1980, p. 143).

The literature indicates that more attention has been given to the evoked set concept in the study of product purchases than in the study of purchase-place behavior.

A second area of investigation with regard to inter-type retailing concerns perceived differences among types of retail institutions, and how such perceptions affect consumers' decisions to patronize one store-type over another. As Mattson (1982) indicates, consumers may shop different store-types depending on the usage-occasion for which the product is being purchased. Little is known about consumers' motives and/or motivations for selecting one store-type over another,

while even less is systematically known about purchases for specific usage-occasions.

A third area demanding research attention is that of store-type loyalty. Loyalty research in the retailing literature has been unjustifiably neglected. Generally, loyalty studies have focused on determining loyal customers of specific stores and not on customer loyalty to store-types. Also, in most loyalty studies, the store under investigation is usually a food-based institution. In fact, many of the problems cited earlier regarding store-type choice behavior are also relevant to store-type loyalty. Similar to the concerns discussed above, the relationship between store-type choice and store-type loyalty has yet to be fully examined. This investigation is somewhat unique in that it concentrates on store-type choice and store-type loyalty as related to apparel retailers.

Unmistakably there is need for a better understanding of consumer patronage behavior in store-type decision-making. The issues briefly addressed in this regard underlie the purpose of this investigation.

#### Purpose of the Study

From a theoretical perspective, this research effort was intended as a preliminary step towards developing a more comprehensive understanding of consumers shopping preferences for various types of retail establishments. Specifically, the focus is on how consumers make store-type choice decisions. Inter-type competition in this study referred to the rivalry between two or more types of apparel retailing institutions (e.g., traditional department stores competing against specialty stores or national chain department stores competing against



discount stores). In contrast, intra-type competition referred to such rivalry between two or more stores within the same store-type detailed classification (e.g., Sanger-Harris competing against Dillards). A discussion of the store-type classifications used in this study is presented in Chapter III. For definition purposes, the influence of consumer characteristics, purchase-situations, and the importance of retail institutional attributes are examined to assess the degree to which each affects store-type choice selection.

The two major research questions of this investigation were:

- (a) "What are the most salient determinants of store-type choice?"
- (b) "To what extent does the relative importance of store-type choice determinants differ over purchase-situations in explaining store-type choice?"

In an effort to determine the effect of store-type characteristics on store-type choice behavior, this investigation sought to identify specific store-type attributes and individual difference variables which influence consumers' preferences to store-types. The study further sought to produce an understanding of how specific individual difference variables and situational factors influence consumers' store-type choice and loyalty behaviors.

As evidenced in the works of other marketing researchers, seemingly, there are both internal (individual difference variables) and external (situational variables) factors influencing patronage behavior. Therefore, the major research contention of this investigation was that, store-type choice and store-type loyalty are functions of sets of consumer characteristics, situational factors, and important retail institutional attributes.

### Justification of the Study

From the literature reviewed, it is apparent that continued theory building research in the field of retail marketing is imperative. As Sheth (1983) notes, "what is conspicuously lacking in this impressive research tradition is the development of a theory of patronage behavior" (p. 10). Many researchers have expressed the need for continued research in the area of consumer patronage, despite the lack of conclusive evidence regarding the construct from previous investigations. As indicated by the literature, the study of patronage behavior has taken many approaches. Nonetheless,

In spite of the merits of these approaches, they all seem to fall short from adequately explaining retail patronage behavior. The existing knowledge in the field suggests that consumers do not behave according to any particular model. Rather, findings of studies using the different approaches suggest that at least some variance in various aspects of retail patronage behavior can be explained by each model. Thus, several theories may better explain consumer behavior, and that the application of a multi-theoretical perspective would seem to be more fruitful for future research (Bellenger and Moschis 1981, p. 373 (citing Robertson & Feldman 1975)).

Bellenger and Moschis (1981), Darden and Lusch (1983), Rosenbloom (1981b), and Singson (1975) have concluded that, in order to understand the concept of consumer patronage behavior, an integrative approach is needed. Thoughts among these scholars are that the least such an approach would offer is a conceptual or unified model that meshes known aspects of patronage into a useful framework, or at best, a theory of patronage behavior (Bellenger and Moschis 1981; Sheth 1983). But, as Rosenbloom and Schiffman (1981) acknowledge, "... this extensive body of theory and research has yet to be synthesized into general or even middle-range theories of consumer shopping behavior in

the retail setting" (p. 175).

To acquire a better understanding of consumers' patronage patterns, many researchers have encouraged the utilization of situational variables. Subsequent research efforts that have explored the use of such constructs suggest that further researchers consider examining specific usage situations to enhance our understanding and the prediction of choice behavior (Belk 1975; Berkowitz, Ginter, and Talarzyk 1977; Hirschman 1979a; Mattson 1982; Srivastava, Shocker, and Day 1978). Similarly, derived from findings of Mattson's (1982) study, one of the implications drawn was that, depending on the usage-occasion, inter-store competition may be situationally defined for apparel product purchases.

Deviating from the continued push for theory development, several researchers urge that assistance be provided to retailers in terms of practical applications. Specifically, Miller and Granzin (1979) acknowledge that conceptual frameworks are needed that provide practitioners with empirically supported theoretical guidance for their planning needs. In this particular research vein, Marks (1976) and Ryan (1966) encourage research efforts that are directed towards the apparel retailing industry.

Hence, to assist apparel retailers with their planning needs, it becomes necessary for researchers to design models that will translate known or postulated relationships into structures which define more clearly theoretical and empirical implications. It seems logical to conclude that efforts directed toward understanding the patronage decision-making process would be explained best by investigating determinants of patronage across and within store-types and among product-

purchase decisions.

Further, since segmentation by appeal does exist and seem to be of value to apparel retailers, Miller and Gentry (1981) have expressed the need for more research on intra- and inter-competition of retail institutions as a function of product sought and on market segments. Few researchers have examined choice across products, and even fewer have examined choice across product-usage-occasions. Collectively, it appears that utilizing the research approaches suggested as discussed by previous investigators would best isolate the driving forces underlying patronage, and provide substantial insight into both intra-type and inter-type competition among retailers.

The research needs cited in behalf of this investigation can only be fulfilled through concerted efforts directed toward the development and understanding of consumer patronage by researchers. Therefore, based on the expressed needs for this investigation, regardless of the answers to the research questions posed, it is believed that the study will make several useful contributions to both academicians and practitioners.

As acknowledged by researchers in the field, this investigation contributes to the "patronage knowledge bank" in marketing, especially to the area of retailing. By incorporating fashion lifestyles of female consumers as part of the study, a methodological thrust was developed which had the potential for providing

"crucial" and new input for apparel retailers in terms of the identifying and profiling fashion market segments, in selecting product lines and merchandising approach, and in designing and targeting the entire retail presentation to specific market segments (King, Ring, and Tigert 1980, p. 7).

Further, as advocated by several researchers, the study utilizes an

integrative approach (Bellenger and Moschis 1981; Rosenbloom 1981b; Ryan and Peter 1976; Sheth 1983; and Singson 1975), which provides a more comprehensive understanding of store-type choice and store-type loyalty behaviors. Finally, it was expected that the research findings would provide additional support for a theoretical model of store-type choice and store-type loyalty behaviors.

#### Outline of the Dissertation

A summary review of the patronage behavior literature is provided in Chapter II. Specifically, the chapter presents discussions on patronage as related to the concept, theories, behavioral models and intra and inter-type competition. It also concentrates on the impact of such factors as image attributes, the evoked set, product importance, and fashion purchases as influences of patronage behavior.

Chapter III formally identifies the research hypotheses that emerged from the literature review. It also outlines the methodology used to conduct this investigation. Included are the general procedures of the study, research design components, an extended discussion on the variables of the study, measurement procedure, and methods of data analyses. Data analyses and a presentation of the research findings are reported in Chapter IV. The primary conclusions, limitations of the study, marketing implications of this research effort, and suggestions for future research are presented in Chapter V.

## CHAPTER II

### PATRONAGE BEHAVIOR LITERATURE

#### Introduction

This chapter presents literature which pertains to consumers' store and store-type choice behavior patterns. It also provides the theoretical premise upon which the study's conceptual store-type choice and store-type loyalty behavioral model is based. The chapter begins with a definition of the patronage concept, followed by a synopsis of the patronage behavior literature. Thereafter, several patronage behavior theories and models relating to the present investigation are discussed. As a capstone, the last part of the chapter presents literature relating to constructs of specific concern in this investigation.

#### The Patronage Concept

Throughout the marketing literature, there is lack of consistency with regards to the implicit definition of the "patronage" concept. No single study was found that explicitly defined the term "patronage". The term has been treated rather loosely by marketing researchers. In most instances, patronage is alluded to as either consumers' specific store choices or their loyalty to specific stores.

However, this researcher's view is that patronage, store choice, store-type choice, loyalty, and store-type loyalty are not synonymous.

Acceptance of this view by marketers would be an effort towards resolving the marketing-research related problems that Jacoby (1978) cites. To overcome some of the terminological differences of the literature, the following definitions may serve as useful means for distinguishing store choice, store-type choice, store loyalty, and store-type loyalty.

Store choice refers to the selection of a specific store by the consumer for shopping and buying purposes (e.g., "Swanson's is the store which I shop for women's clothing"). Store-type choice refers to the identification of the specific type of store from which the consumer's shopping or buying will take place (e.g., "I will probably purchase the next dress I buy at a women's specialty apparel store").

Loyalty refers to the consumer's repeated visitation to a specific retail institution for buying purposes (e.g., "When shopping for women's clothing, I normally shop at Dillard's"). Likewise, store-type loyalty refers to the consumer's repeated visitation to a specific type of retail institution for buying purposes (e.g., "I purchase the majority of my clothing from traditional department stores").

Although this study investigated the patronage behavior of consumers specifically for buying purposes, patronage as alluded to herein refers to consumers' visitation to retail institutions for other shopping purposes (e.g., inspection of stores and information acquisition). As a basis for discussing research specifically related to store-type choice investigations, the following section is intended to provide a brief review of patronage behavior theory.

## Patronage Behavior Research: An Overview

For more than thirty years, the interest of patronage researchers has been concentrated on identifying significant correlates of buyer behavior in an attempt to establish superior bases for market segmentation. Attempts to identify significant correlates of patronage behavior have led to numerous investigative approaches. The patronage decision is customarily viewed as being dependent upon one's attitude and other selected exogenous variables (consumer characteristics and situational factors). For this reason, patronage inquiries have been explored either from a psychological or sociological theoretical perspective. The primary difference between these two approaches is that psychological theory generally attributes the behavior of consumers to the inner characteristics of the individual, whereas sociological theory assumes that there are forces in consumers' external environment that are accountable for their actions.

Patronage research, over its history, has amassed considerable substantive and descriptive knowledge regarding the following aspects (Sheth 1983, p. 9-10):

1. Retail competitive structures, including classification of retail outlets, retail life cycle, location, store image, and store positioning, and their influences on consumer patronage behavior.
2. Operational and tactical aspects of retail store management, including store hours, credit policy, advertising and in-store promotions, and customer services, to attract or retain patronage behavior.
3. The impact of product characteristics, such as classification of goods, brand loyalty, and product usage situations, on specific store patronage.
4. Personal characteristics of shoppers and buyers, such as household demographics, reference group influences and life-styles, and psychographics, as correlates of store



patronage.

5. The impact of general economics outlook and business cycles, including cost of living, recession, unemployment, inflation, and interest rates, on retail buying behavior.

From these efforts, several useful concepts, laws, and principles have emerged that serve as guidelines for the area of retailing. These include Copeland's (1923) typology of convenience shopping-specialty goods, Reilly's (1929, 1931) law of gravitation, Converse's (1949) new law of retail gravitation, Hollander's (1960) wheel of retailing, Huff's (1962, 1963, 1964, 1966, 1981) models of retail location, Hirschman's (1978b) theory of retail institutions, and Darden's extended beliefs-only model (1980). Despite the usefulness of these concepts, laws and principles, the area of retailing still lacks an agreed-upon comprehensive theory of patronage behavior. One such effort, however, that has resulted in the production of a step towards the development of a comprehensive theory of patronage behavior is that of Sheth (1983).

As Sheth (1983) acknowledges, a comprehensive theory would enhance the field of marketing in a number of meaningful ways. First, scholars, researchers, and practitioners would be provided with a conceptual framework and common terminology desperately needed to communicate most effectively with one another. Second, boundaries within which the discipline operates would be established, thereby pinpointing directions where concentrated research efforts should be focused. Last, the theory would serve as a catalyst for unexplored areas needing empirical research or existing areas that need expounding.

Because this investigation concentrates on consumers' shopping preferences to specific types of retail outlets, a discussion of the

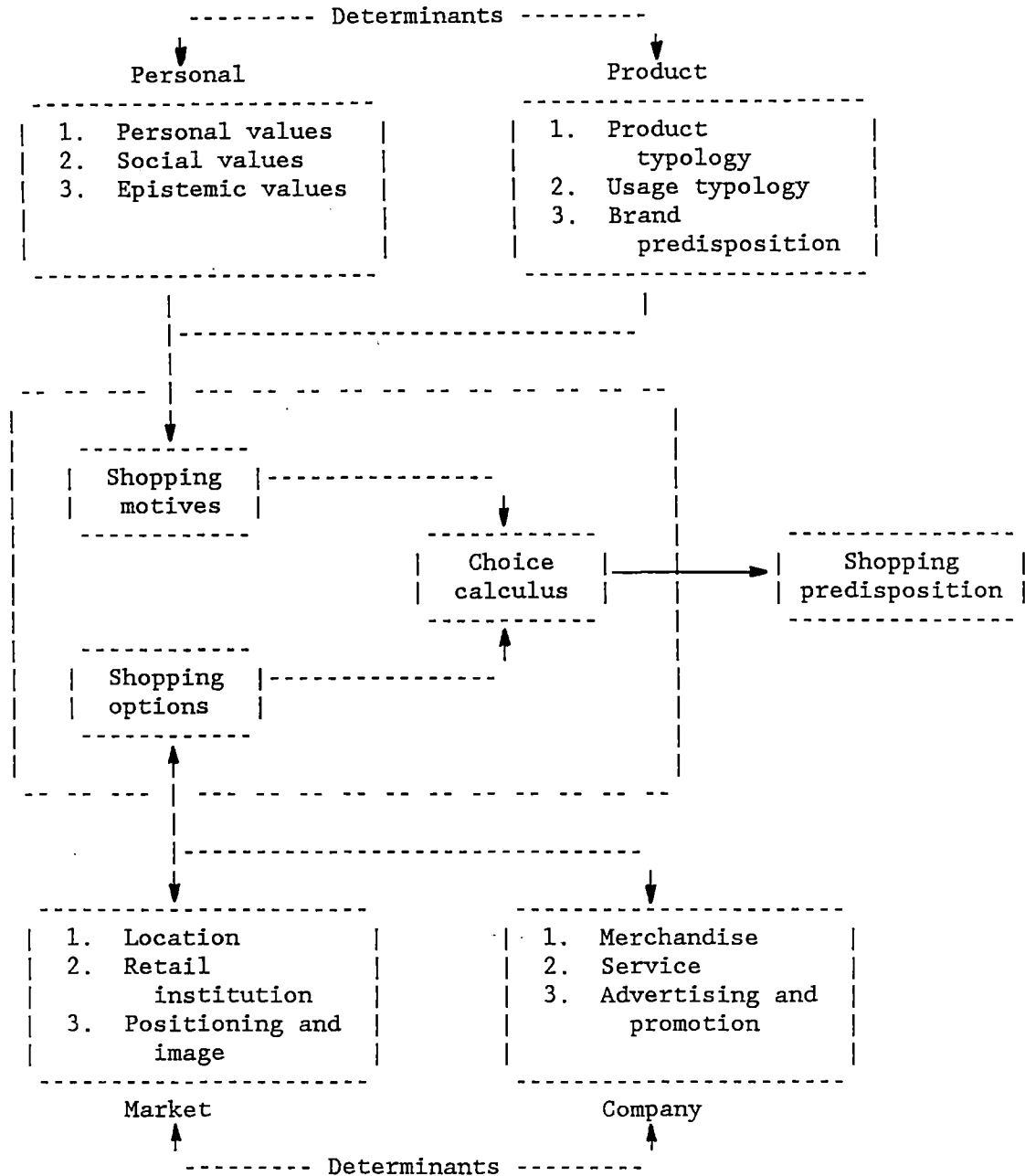
theoretical underpinning of such behavior is necessary. Sheth's (1983) integrative patronage theory model, particularly, lays a foundation for the basis of the discussion in this study. Additionally, other theories that relate specifically to this investigation are also discussed later in the chapter.

#### Sheth's Integrative Patronage Behavior Model

Sheth's (1983) theory of patronage behavior combines two sub-theories, one explaining shopping preference for an outlet and the second explaining actual buying behavior from an outlet. These sub-theories, as conceptualized by Sheth, are explained prior to a summarization of his theory.

#### Shopping Preference Theory

As shown in Figure 1, shopping preference theory consists of four constructs (shopping predisposition, choice calculus, shopping motives, and shopping options) and their determinants (retail trade market, company attributes, personal consumer characteristics, and product features). As diagrammed, shopping predisposition is the relative shopping preferences a consumer has from among an evoked set of retail alternatives for a specific product purchase-situation. The output is established through the consumer's use of choice rules, referred to as choice calculus. These choice rules are used to evaluate retailing alternatives based on their ability to satisfy shopping motives (the consumer's functional needs and non-functional wants that are related to the choice of retail institutions from which to shop for a specific product or service). The latter is true



Source: Jagdish Sheth (1983), "Integrative Theory of Patronage Preference and Behavior", in Patronage Behavior and Retail Management, (William R. Darden and Robert F. Lusch, editors), New York: North-Holland, Elseviers Science Publication Company, Inc., 12.

Figure 1. An Integrative Theory of Shopping Preference

whether the merchandise category is ego-intensive or non-ego-intensive (Pessemier 1983).

### Shopping Preference Determinants Theory

The determinants of shopping preference theory are of two types: supply-oriented and demand-oriented factors. Supply-oriented factors are market and company determinants. Market determinants include those factors that influence the competitive structure of the retail trading area (positioning and image, location, and retail structure), and retail shopping options. Company determinants are those competitive factors, incorporated by retailers (such as merchandise, service, and promotion) that influence a consumer's general shopping pattern for a given product class.

The two demand-oriented factors of shopping preference theory are personal determinants and product determinants. Personal determinants refer to specific factors that influence and stimulate the consumer's shopping motives across a broad spectrum of products. According to several researchers (Stephenson and Willett 1969; Stone 1954), personal determinants are manifested in the shopping style of consumers (e.g., economic, personalizing, ethical, or apathetic shopper). Personal values refer to the shopper's beliefs thought to be important when shopping for various products and services. They also reflect the shopper's personality and can be determined by personal traits such as sex, age, race, and religion. Personal values also constitute the inner-directedness of the consumer (Reisman 1950). Social values, on the other hand, constitute the consumer's other-directedness (Reisman 1950) and comprise the normative values

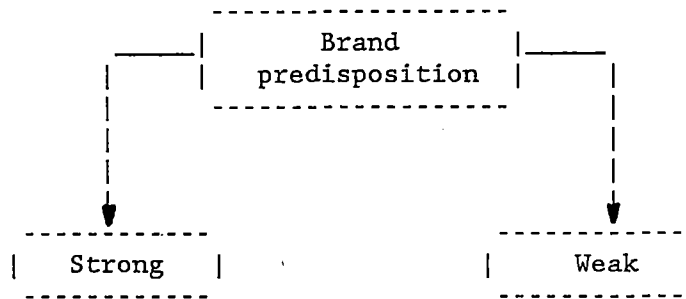
imposed by family, friends, reference groups, or any significant others. Epistemic values reflect the curiosity of the consumer. In Tauber's (1972) study on why people shop, epistemic needs such as diversion, sensory stimulation, learning about new trends, and the pleasure of bargaining were found to be highly prevalent.

Finally, product determinants control and shape the consumer's general shopping motives for a given product class purchase. Included are typologies for the product, its usage, and brand predisposition. For a detailed summary see Jacoby and Chestnut (1978).

The major portion of Sheth's (1983) integrative theory of patronage behavior is based on the materials previously presented, and was the focal point of this investigation. Although the study did not directly discern the effect of consumers' behavior on the competitive structure of retail institutions as Sheth (1983) posed, it was expected that the implications drawn from of this research effort study will have direct bearings on marketers' understanding of the competitiveness of the retail environment. Therefore, the following section briefly expounds upon the second sub-theory, actual buying behavior theory, and its effect on the competitive structure of the retail environment.

#### Actual Buying Behavior Theory

Results of consumers' actual buying behavior are depicted in Figure 2. The matrix illustrates the resultant competitive market structures that will evolve as a consequence of retailer versus brand predisposition strengths and weaknesses in the marketplace. For example, if consumers have a strong outlet preferences and weak brand



Strong	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="border: 1px dashed black; text-align: center;">Monopolistic competition (segmentation)</td> <td style="border: 1px dashed black; text-align: center;">Backward integration (distributor monopoly)</td> </tr> <tr> <td style="border: 1px dashed black; text-align: center;">Forward integration (manufacturer monopoly)</td> <td style="border: 1px dashed black; text-align: center;">Bazaar (perfect competition)</td> </tr> </table>	Monopolistic competition (segmentation)	Backward integration (distributor monopoly)	Forward integration (manufacturer monopoly)	Bazaar (perfect competition)
Monopolistic competition (segmentation)		Backward integration (distributor monopoly)			
Forward integration (manufacturer monopoly)		Bazaar (perfect competition)			
↑ Outlet predisposition ↓					
Weak					

Source: Jagdish Sheth (1983), "Integrative Theory of Patronage Preference and Behavior", in Patronage Behavior and Retail Management, (William R. Darden and Robert F. Lusch, editors), New York: North-Holland, Elseviers Science Publication Company, Inc., 25.

Figure 2. A Behavioral Basis for Channel Structure

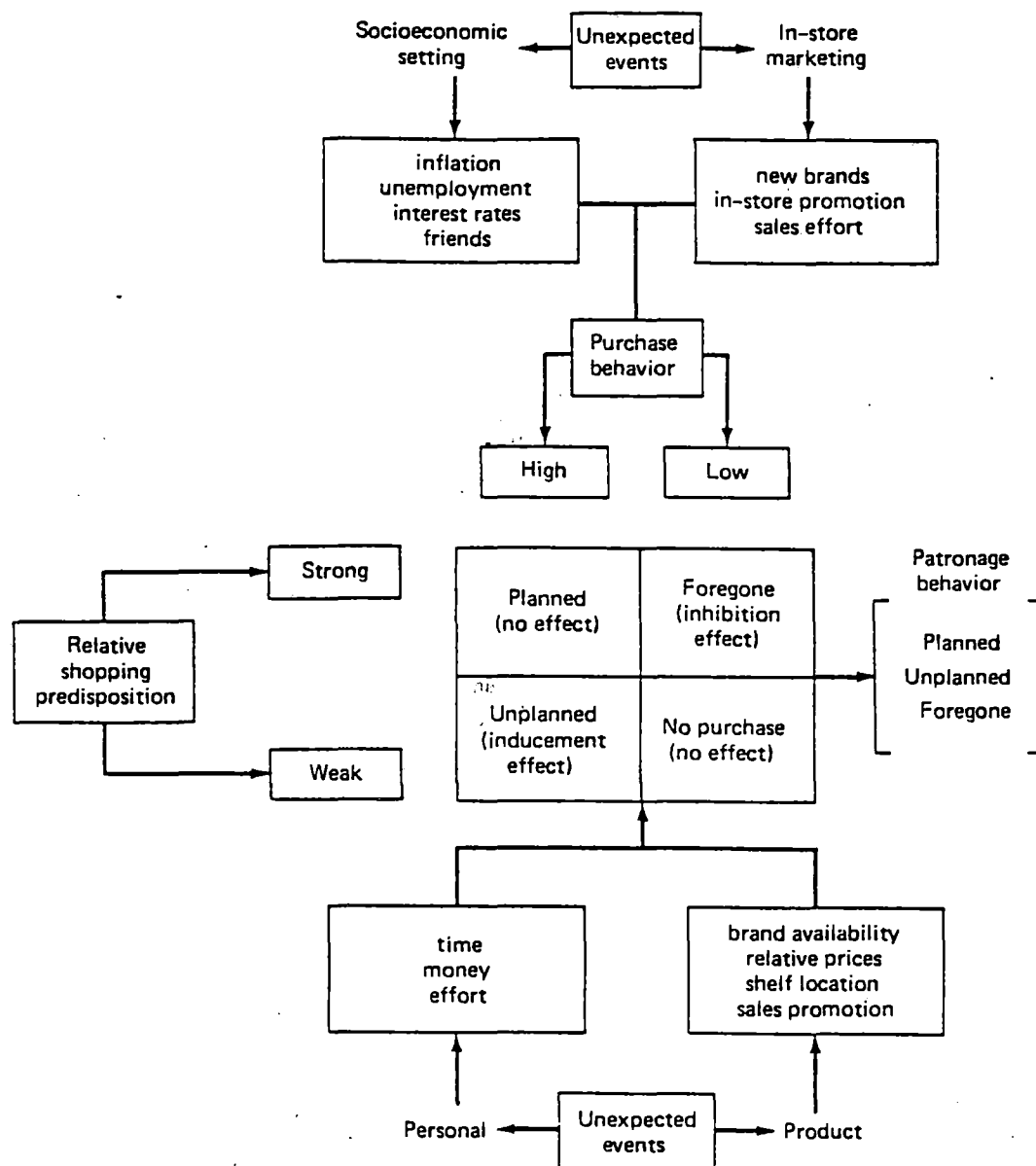
preferences, their behavior could lead to distributor monopoly or oligopoly, resulting from backward integration. Therefore, depending upon consumers' predisposition, the competitive structure of the retail environment will vary.

Sheth's (1983) view of patronage behavior is presented in the following section. Contrary to other theories, his theory does not assume that preference and intention automatically lead to behavior.

### Sheth's Integrative Patronage Theory

As posed by Sheth (1983), his psychologically-based integrative theory of patronage behavior focuses on preference-behavior discrepancy and possesses several unique attributes. The theory focuses on patronage behavior at the individual level with respect to a specific product or service from an outlet. Sheth (1983), unlike other theorists, argues that the two components of his theory (shopping preference for an outlet and the behavior that results from shopping at that outlet) are distinctly different in their own rights and should not be combined into a conceptual framework that has a common set of constructs.

Drawing closure on Sheth's (1983) integrative theory, Figure 3 summarizes the output as patronage behavior (i.e., planned purchase, unplanned purchase, foregone purchase, and no purchase behavior). As shown in the figure, patronage behavior can be viewed as a function of preference discrepancy (unexpected events). According to the theory, the preference discrepancies that may have either an inducement effect or no effect at all on the consumer's shopping preference are the socioeconomic setting, the personal setting, the product setting, and



Source: Jagdish Sheth (1983), "Integrative Theory of Patronage Preference and Behavior", in Patronage Behavior and Retail Management, (William R. Darden and Robert F. Lusch, editors), New York: North-Holland, Elseviers Science Publication Company, Inc., 26.

Figure 3. An Integrative Theory of Patronage Behavior



in-store marketing. These settings are described as follows (Sheth 1983, p. 27):

1. **Socioeconomic setting** refers to such macroeconomic conditions as inflation, unemployment, and interest rates, as well as to social situations such as the presence of friends and relations at the time of shopping behavior.
2. **Personal settings** refers to the time, money, and physical effort considerations of the individual shopper at the time of shopping behavior.
3. **Product setting** refers to the marketing mix of the product class in the store, such as brand availability, relative price structure, unexpected sales promotion, and shelf location of various product options.
4. **In-store marketing** refers to unexpected changes in the store, such as the presence of a new brand, a change in the location of existing brands, in-store promotions, and selective sales efforts by a salesclerk.

It was assumed in this study that each of these settings, in some form, plays a major role in determining the patronage of female consumers to various types of retail institutions for the purchase of women's apparel products. As outlined by Sheth (1983), the patronage determinants which relate specifically to this investigation are discussed following a review of some of the patronage behavioral models and a highlight of intra-type and inter-type competition.

#### Alternative Patronage Behavioral Models

For theoretical and practical application purposes, the focal point on consumers' behaviors has traditionally been brand or product choice; models by Nicosia (1966), Howard and Sheth (1969), Engel, Kollat, and Blackwell (1969, 1973, 1978) and Hansen (1976) are examples of this theoretical thrust. In particular, the flow chart model of consumer decision processes by Engel, Kollat, and Blackwell (1969,

1973, 1978) is based on an elaborate model of five steps that were (problem recognition, search, alternative evaluation, choice, and outcomes) suggested by John Dewey more than 70 years ago.

The Howard and Sheth (1969) model subdivides the choice process into three distinct types of decision-making: extensive, limited, and routinized. Howard's (1977) refinement of the routinized response concept advanced by him and Sheth (1969) assumes that even simplified behavior reflects the earlier application of choice criteria to alternative brands. When situational constraints block the repetition of an earlier choice, a reduced form evaluation process follows, in which dichotomized criteria are applied to smaller evoked sets of brands. A somewhat similar process can be assumed to apply for consumers' store-type choice decision-making.

To determine the saliency of store choice, Darden (1980) as well as Darden, Erdem, and Darden (1983) compared an abundance of research on brand choice to the relative scarcity of work in the area of patronage choice behavior and, based on their observation, affirmed the importance of store choice behavior over that of brand choice. In relation to these investigations, prior evidence also existed which suggested strongly that patronage choice behavior may actually be more important than that of brand choice (Stone 1954; Tauber 1972). Nevertheless, models exhibiting a comprehensive view of the consumer patronage process have only been developed within recent years.

Other than the early models on consumer decision-making few models existed that provided additional clues of the patronage process. Therefore, in an attempt to develop a theoretical model that explains the patronage behavior of consumers, many approaches in

recent years have been taken. As a result, several models exist that demonstrate a conceptual view of patronage behavior (Aaker and Jones 1971; Bellenger and Moschis 1981; Darden 1980; Lusch 1982; Monroe and Gultinan 1975).

Rao (1969) was one of the first researchers to shed light on the modeling of consumers' decision-making processes in a store choice context. For this reason, his work is reviewed first, followed in chronological order by other marketers who have developed similar patronage models.

#### Rao's Comprehensive Model of Patronage Behavior

While examining the store choice process of consumers, Rao found that:

A consumer's selection of a store for the purchase of a product is not completely random; she exhibits bias in her choice of a store. The more recent her purchase experience in a particular store and the more frequent her visits to the store, the more likely she is to repurchase the product in that store (p. 323-24) .... Thus, a consumer's probability of purchasing a brand is not only affected by her past experience with the brand, but also her selection of the store at the time of purchase (p. 328).

With these research findings at hand, Rao (1969) developed a model of buyer behavior that included the purchase-place (store) as a variable. His model concerns brand choice behavior primarily. Store choice is treated as an intervening variable between the consumer's brand preference and their purchase probability preference.

#### Monroe and Gultinan's Model of Patronage Behavior

The first noted theoretical model of the patronage process was posed by Monroe and Gultinan (1975). Their model of store choice

(Figure 4) is primarily dependent upon the consumer's attitude toward the store. Attitude, they suggest, is a function of perceived store attributes, which in turn depends upon the consumer's characteristics (household/buyer). The model further illustrates that, if the image of a store conforms to priorities of the consumer, store loyalty can develop. Nonetheless, while the Monroe-Gultinan Model considered the effect of consumer characteristics, Darden's (1980) model considers the effect of both consumer characteristics and situational factors.

#### Darden's Model of Patronage Behavior

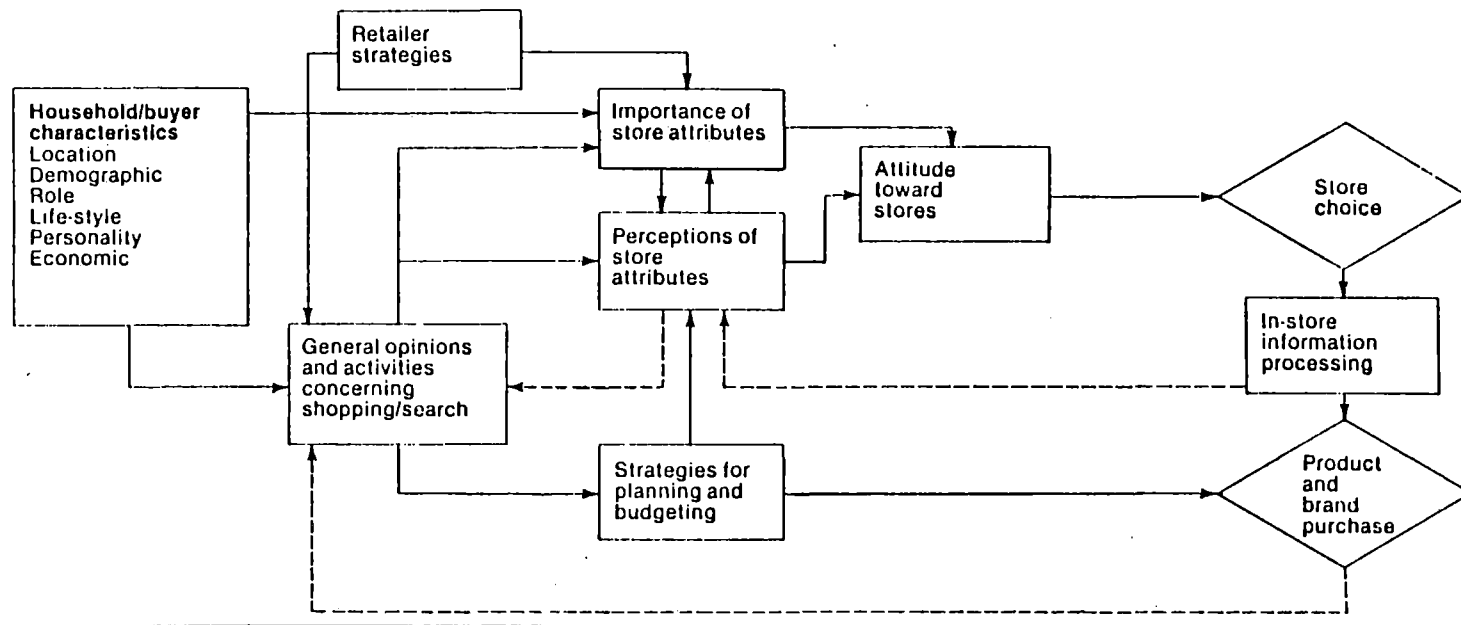
According to Darden (1980), the most important section of his patronage model (Figure 5) is the patronage intention segment. Conceptually, the model is based on multi-attribute attitude theory and the belief that knowledge about retail operations in the trade area and consumers' shopping experiences can be used to model patronage purchase intentions. Consequently, this model, unlike Sheth's (1983) model, reveals that patronage intentions and inhibitors (income, time, social pressure, etc.) lead to patronage behavior, which results in stores being visited and products being purchased.

#### Bellenger and Moschis' Model of Patronage

##### Behavior

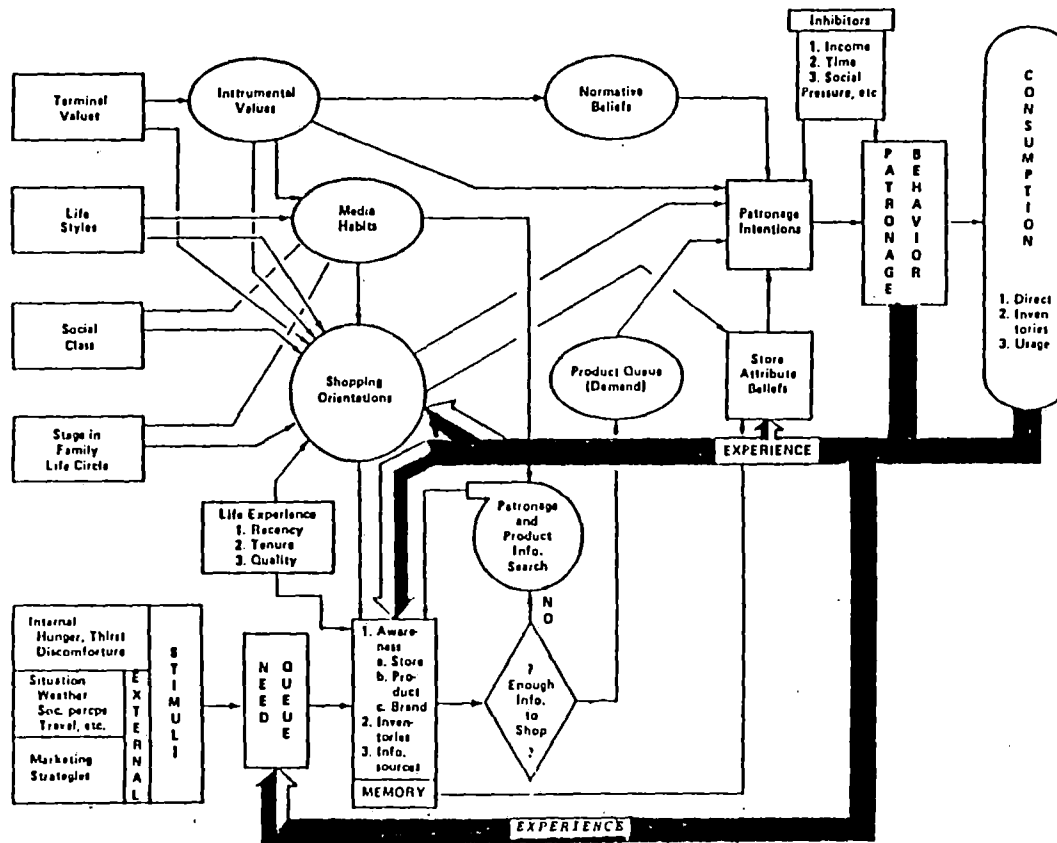
The socialization patronage model proposed by Bellenger and Moschis (1981) assumes that the consumer's cognitive orientation toward shopping and the retail institution are learned. As diagrammed in Figure 6, the socialization concept utilizes a multi-theoretical perspective (interpersonal and intrapersonal theories) to explain

**Sequence of Effects in Store Choice**



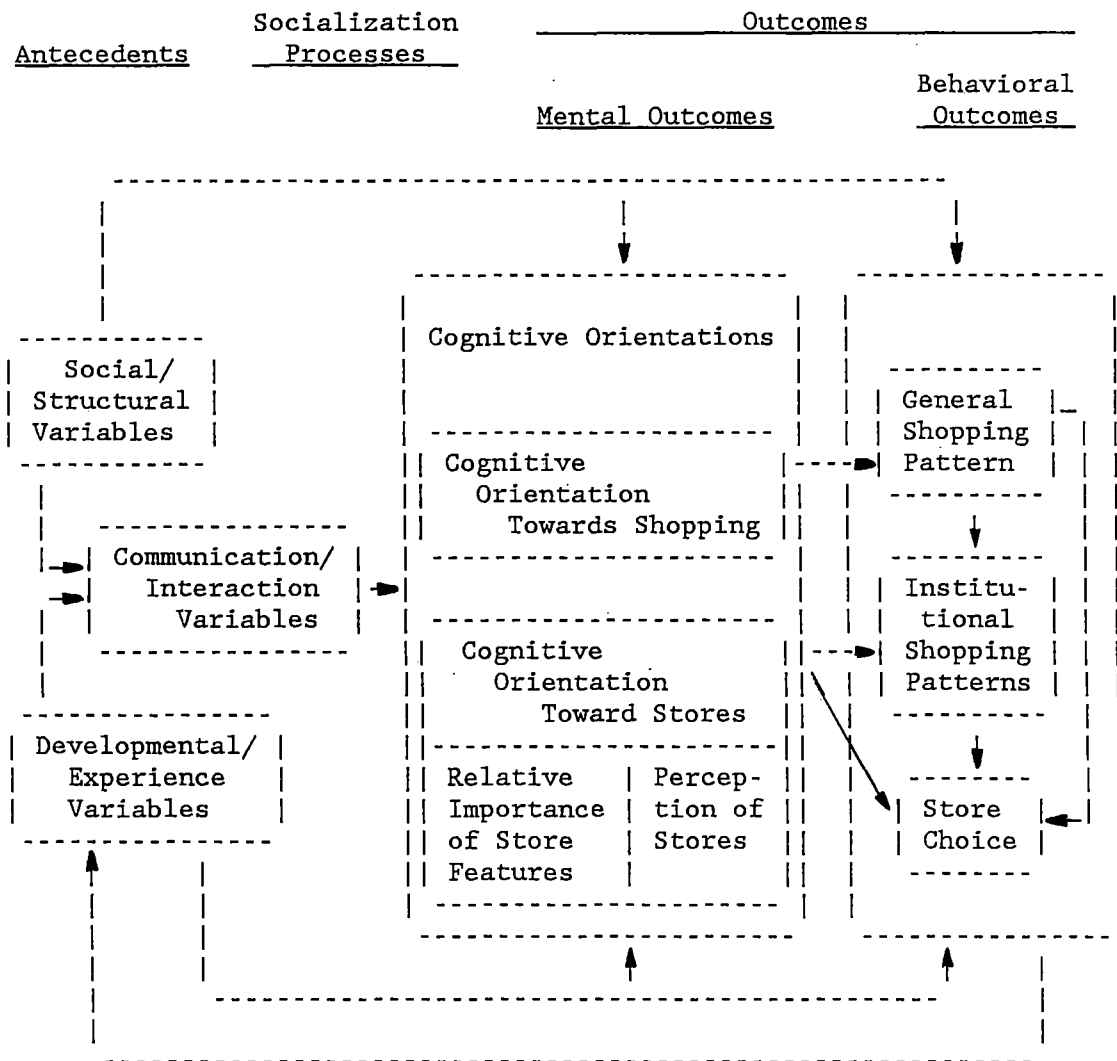
Source: Kent Monroe and Joseph P. Gultinan (1975), "A Path-Analysis Exploration of Retail Patronage Influence", *Journal of Consumer Research*, 2 (June), 21.

Figure 4. Monroe and Gultinan's Path-Analytic Exploration of Retail Patronage



Source: William R. Darden (1980), "Patronage Model of Consumer Behavior," in Competitive Structure in Retail Markets: The Department Store Perspective (Ronald W. Stampfl and Elizabeth Hirschman, editors), Chicago: American Marketing Association, 45.

Figure 5. Darden's Patronage Model of Consumer Behavior



Source: Danny Bellenger and George Moschis (1981), "A Socialization Model of Retail Patronage", Advances in Consumer Research, Association for Consumer Research, Volume 9, 375.

Figure 6. Bellenger and Moschis' Socialization Model of Retail Patronage

behavior. It further assumes that store choice behavior is acquired and modified throughout life rather than by situational specific factors.

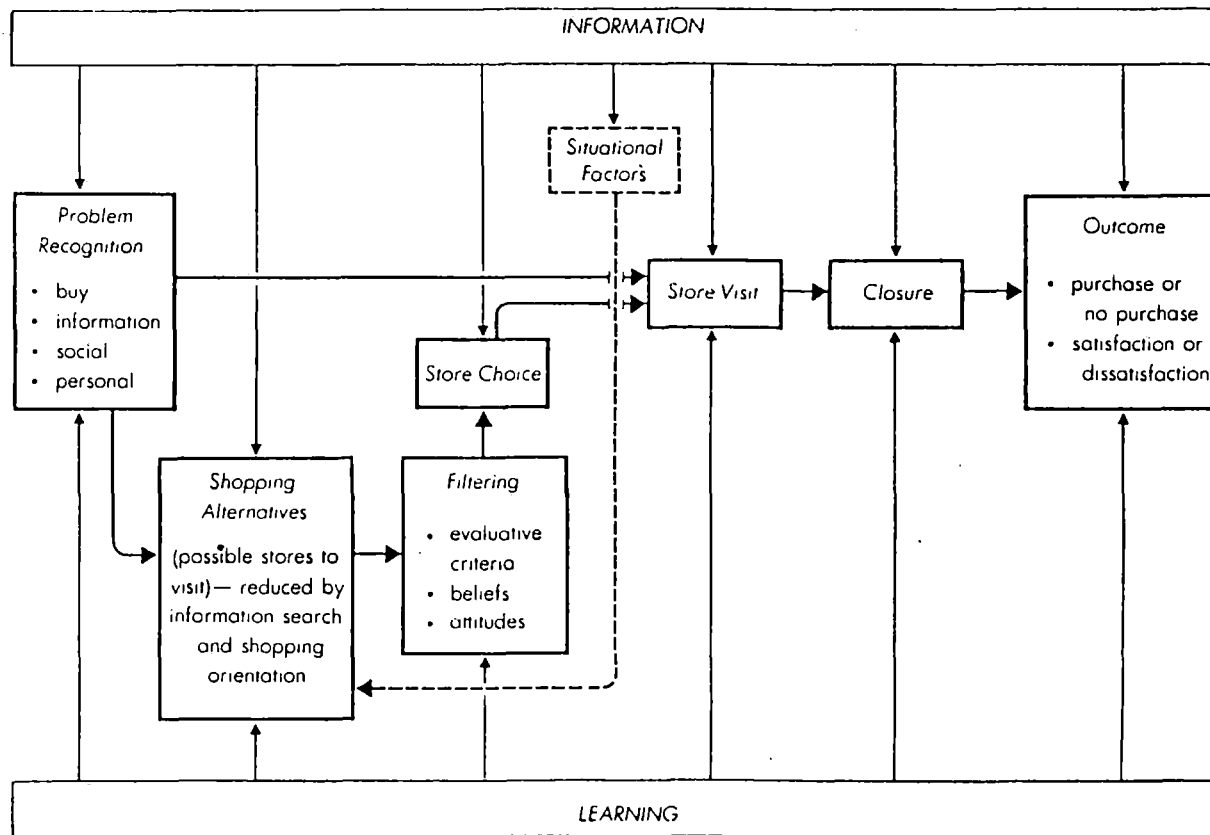
#### Lusch's Model of Patronage Behavior

Lusch's model (1982) of patronage behavior is similar to that of Monroe and Guiltinan's (1975) and also has an attitude linkage. As illustrated in Figure 7, store choice is shown as the result of the evaluation of shopping alternatives by the consumer. These shopping alternatives are linked to the attitude of the consumer toward the store. The store choice process outlined in Lusch's (1982) model begins with the consumer's recognition of a need to shop. Learning takes place throughout the model and influences shopping alternatives as information is provided at each stage of the patronage process. The consumer's shopping alternatives are also affected by situational factors as modeled.

#### Summary of Patronage Behavioral Models

Of all the models exemplifying the patronage process, Darden's (1980) extended beliefs-only model is perhaps the most comprehensive. Nevertheless, each of the patronage behavioral models discussed were concerned with patronage behavior at the individual level with respect to the selection of a brand, product, or service for a retail outlet. As depicted by most of these models, consumers' behavior toward the purchase-place as well as their cognitive orientation toward shopping are learned dispositions, and affected by both inter-personal and intrapersonal factors. There are many inhibiting inter-personal factors influencing the patronage process; for example, income, time, and





Source: Robert F. Lusch (1982), Management of Retail Enterprises, Boston, Massachusetts: Kent Publishing Company, 106.

Figure 7. Lusch's Retail Patronage Model

social pressure are but a few. Some inter-personal factors of consumers that have been shown to influence patronage behavior are lifestyles, shopping orientations, and demographics.

Although not depicted in each of the patronage models presented, the choice process is sometimes viewed as a modification act whereby consumers' purchase-places choices are altered throughout life rather than influenced by situational specific factors. For several of the models discussed, selected situational factors were expected to influence consumers' shopping alternatives. Additionally, the attributes of these alternatives along with consumers' shopping expectations, preferences, and intentions were also stated as influences of patronage to retail institutions.

In essence, these models show how purchase-place decisions are made by consumers as affected by many intra-personal and inter-personal factors. These models also reveal that purchase closure and post-evaluative processing can lead to customer loyalty, depending on purchase-outcomes.

#### Intra-type and Inter-type Competition and Patronage Behavior

The most commonly used taxonomy for examining store choice and store-type choice includes discount, department, and specialty stores. To differentiate store-choice from store-type choice research, as related to intra-type and inter-type competition, store choice investigations would fall under the heading of intra-type competition, while store-type choice investigations would fall under the heading of inter-type competition.

As related to retail institutions, throughout the literature much confusion exists regarding kinds of studies that are being undertaken by patronage researchers. Often a researcher may state explicitly that a store choice study was conducted when in fact, the study was a store-type choice investigation or vice versa. For example, Hirschman (1979a), Singson (1975), and Mattson (1982) reported conducting studies to gain a better understanding of factors influencing consumers' store choice behavior; when in fact these investigators studied consumers' store-type choice behavior. In another reported study conducted to investigate consumers store-image characteristics, Schiffman, Dash, and Dillon (1977) preselected two store-type chains for the investigation and reported it to be a store-type choice investigation, when essentially a store choice study had been conducted.

Another problem is that the term "store choice" like "patronage" is loosely referred to in the literature. Whether referring to store choice or store-type choice, in most instances the term store choice is used by researchers. It is this misuse of these terms that not only causes confusion in the literature, but even more confusion for researchers who will conduct studies in this area in the future.

The following sections are intended to highlight some research approaches taken to investigate store choice and store-type choice patronage. Thereafter, the chapter concentrates exclusively on research efforts which directly pertain to this investigation.

#### Research Approaches to Store Choice Behavior

Most of the research on image differences among retail institutions, from an intra-type competitive perspective, has focused on

identifying and assessing the importance of store image dimensions used by consumers to evaluate similar stores (Marks 1976; Mason and Mayer 1972; Perry and Norton 1970), department stores (Berry 1969; Egan 1971; Hansen and Deutscher 1977-78; Lazer and Wyckham 1969; Weale 1961), discount stores (Hirschman, Greenberg, and Robertson 1978; Prasad 1975), and specialty stores (Acito and Anderson 1979; Reich, Ferguson, and Weinberger 1977). Hence, these investigations have employed various data collection techniques. In some instances, the respondents are presented names of stores ("a priori" selected by the investigator) from which they are to select a store for making a particular product purchase.

The results of these studies have either alluded to or noted (e.g., Lessig 1973; Tillman 1967) that frequent patrons of stores have "more favorable" images of the retail institutions, and that infrequent patrons or nonpatrons have "less favorable" or a less distinct images of the stores (Acito and Anderson 1979). Moreover, store choice research has also shown that images of retail institutions within a given type may vary across social classes of consumers (Lazar and Wyckham 1969; Rich and Portis 1964; Whipple and Neidell 1971-72). Although marketers have benefited from store choice investigations, a major problems associated with these studies is the method of data collection, which centers around the researcher's uncertainty of the respondents' familiarity with the preselected stores.

To resolve this problem, Mason and Mayer (1972) argue that respondents need to be familiar with the store(s) under study. Consequently, investigators turned to sampling pretest groups so as to identify possible stores that the respondents of a study would be familiar

with. Thereafter, a sample of retail institutions is selected from among those named during the pretest phase and used in the actual investigation as the stores from which the respondents are to make a purchase-place selection. Like the previous method, this method also has its problems; specifically, the researcher's inability to know whether both the pretest group and the respondents of the actual study are familiar with the same stores.

Another data collection approach that is employed in store choice studies calls for the researcher to "a priori" select and investigate a specific store within a given type of retail category. These studies are usually conducted at the retail location. Patrons are usually selected at random and either asked to complete a short questionnaire that must be returned to the investigator, or to take part in a personal interview regarding their purchase behavior to the store in question. Similar approaches have been taken by researchers who have conducted store-type choice investigations.

#### Research Approaches to Store-Type Choice Behavior

As determinants of patronage behavior, two factors that should be of considerable importance to all apparel retailers are both the relative strengths and weaknesses of various apparel retailing store-types. To identify store-type determinants, samples are frequently taken from consumers who (1) last shopped the particular store-type being investigated (e.g., King and Ring 1980; Miller and Gentry 1981), (2) were randomly selected (Greenberg, Topol, Sherman, and Schiffman 1982; Gutman and Mills 1982; Hirschman 1978a, 1979a; Rich and Portis 1964; Mattson 1982), or (3) were actual purchasers of merchandise from

the retail institution under study (Dash, Schiffman, and Berenson 1976; Schiffman, Dash, and Dillon 1977).

Normally, as shown in Table I, consumers are asked in these studies to indicate the importance of store-type characteristics in their purchase decision as well as where they would shop for a specific product purchase. The attributes used to measure the importance of store-type characteristics are similar to those used to measure store image. Measures of the importance of store-type characteristics are taken to assist retailers in determining their saliency in influencing consumers' patronage process. Once the respondents' stores have been identified, the investigator usually categorizes the stores into some classification schema by types of retail institutions (Greenberg et al. 1981, 1982, 1983; Hirschman 1978a, 1979a; Mattson 1982; Miller and Gentry 1981; Rich and Jain 1968; Rich and Portis 1963, 1964). The latter data collection approach was used in this investigation.

A couple of drawbacks noted in the literature regarding store-type research pertain to definition and classification of the construct. Of studies reviewed that examined the store-type choice behavior of women shoppers (Table II), only four explicitly defined the store-types under investigation (Dodge and Summer 1969; Hirschman 1978a, 1979a; Miller and Gentry 1981). The store-type classification schema used in most of the listed studies in Table II appear to be somewhat consistent, with a few exceptions (e.g., Rich and Jain 1968; Rich and Portis 1964). Nevertheless, confusion does exist in the literature due to the lack of consensus on a store-type classification schema. Such confusion prevails when researchers classify the same types of retail stores differently.

TABLE I  
STORE-TYPE CHOICE MEASURES

YEAR	RESEARCHER(S)	SELF-REPORT MEASURES
<u>RESPONDENTS WERE ASKED:</u>		
1964	Rich & Portis	... to indicate where they shop most often (the stores were classified by the researchers into store types).
1975	Prasad	... to indicate her willingness to purchase 24 selected items in a general merchandise discount store if shopping for it. A five-point categorical scale ranging from 1 to 5: (1) may never consider, (2) may not buy, (3) uncertain, (4) may buy the item, and (5) may prefer buying the item in another discount store.
1978	Bearden et al	... to provide their retail patronage.
1978b & 1979a	Hirschman	... indicate where most of their shopping was done (responses were classified into stores-types) for women apparel.
1980	King & Ring	... to indicate the "store last shopped" for men's wear (responses were classified into stores-types).
1981	Miller & Gentry	... to designate specific stores of any type where they would first shop given plans to purchase each of 21 different types of goods (those found in all department store, and frequently in discount or specialty stores).
1982	Mattson	... to indicate the store they would shop from a compiled list for the study (responses were classified into store-types).
1983	Greenberg et al.	... to indicate where they shop (classified responses into store-types)

TABLE II  
STORE-TYPES EXAMINED FOR WOMEN PATRONAGE

YEAR	RESEARCHER(S)	STORE-TYPE EXAMINED	DEFINED	
			YES	NO
1963	Rachman & Kemp	Discount Houses		N
1963	Rich & Portis	Department Stores Broad Appeal Price Appeal High-Fashion Appeal		N
1964	Rich & Portis	Department Stores Broad Appeal Price Appeal High-Fashion Appeal		N
1965	Brown & Fisk	Department Stores		N
1968	Rich & Jain	Department/Discount Stores Broad Appeal Price Appeal High-Fashion Appeal		N
1969	Dodge & Summer	Specialty Mass Merchandiser	Y Y	
1969	Flaster	Specialty Department		N N
1970	Perry & Norton	Department Stores		N
1971	Cox	Department Stores		N
1974-75	Pathak et al.	Department Stores		N
1975	Singson	Department Stores Specialty Stores Discount Stores		N N N
1977	Bearden	Discount Stores Department Stores Regional Retailers National Merchandisers		N N N N
1977-78	Goldman	Specialty Shoe Stores		N



TABLE II (CONTINUED)

YEAR	RESEARCHER(S)	STORE-TYPE EXAMINED	DEFINED	
			YES	NO
1977-78	Hansen et al.	Department Stores		N
1978	Bearden et al.	Discount Stores		N
		Department Stores		N
1979	Bellenger et al.	Discount Stores		N
1978a	Hirschman	Traditional Department Stores	Y	
		National Chain Department Stores	Y	
		Specialty Stores	Y	
		Full-line Discount Department Stores	Y	
1979a	Hirschman	Same and in 1978a Study	Y	
1981	Miller & Gentry	Same as Hirschman 1978a, 1979a	Y	
1982	Gutman & Mills	Department Stores		N
		Specialty Stores		N
		Mass Merchandise		N
1982	Mattson	Department Stores		N
		Mass Merchandisers		N
		Specialty Stores		N
		Discount Stores		N
1983	Greenberg et al.	Department Stores		N
		Mass Merchandisers		N
		Discount Stores		N
		Specialty Stores		N

Perhaps, the most salient problem facing store-type research is the presumption by researchers that all interested parties can differentiate all the various store-types posed in such investigations. Moreover, it is assumed that any distinctions made by such parties will be compatible with those of the researcher (e.g., everyone should know that national merchandiser, broad appeal merchandisers, and mass merchandisers are the same type of retailer).

#### Dimensions of Retail Store Image

Studies of retail store image have consistently shown that the consumer's perception of a store is a multi-dimensional phenomenon which influences the selection of a store. Research has also shown that distance and size factors, as thought by earlier researchers, are not always the most salient predictors of patronage behavior (Doyle and Fenwick 1974-75; Nevin and Houston 1980; Stanley and Sewall 1976).

To identify the dimensions of store image, Lindquist (1974-75) reviewed studies conducted to identify determinant attributes of store image. His review revealed that researchers have often identified a list of store characteristics thought to be relevant to retail customers and used those dimensions (often in the form of semantic-differential items) to discover respondents' "profiles" or images of stores.

Although the studies reviewed by Lindquist (1974-75) differed in methodology and varied by the components that constituted store image, he was able to synthesize the domain of store image into a framework of nine categories called "image attitude attributes": merchandise, service, store atmosphere, clientele, convenience, promotion, institutional, post transaction, and physical facilities. These categories,

as well as others, have served as a framework for researchers in their investigations of store image and the importance of store choice and store-type choice evaluative criteria. Similarly, Hansen and Deutscher (1977-78) also found the dimensions of store image to be quite extensive, nine dimensions with as many as 20 components.

As shown in Table III, many dimensions (also called attributes, factors, or components in the literature) have been used by researchers in image-related studies. Often, the characteristics selected reflect "a priori" judgment of the researcher that the attributes are congruent with the salient store choice evaluative criteria used by consumers (Berry 1969; Jain and Etgar 1976-1977; Kunkel and Berry 1968). Hence, the variables used in an investigation tend to differ from among researchers.

#### The Importance of Store Attributes

One of the most important determinants of store choice is the match between the importance which the consumer places on store attributes (choice criteria) and the image that they have of the store (Arnold, Capella, and Smith 1983). An understanding of the antecedents of store-type attributes deemed to be important to consumers is a critical element in understanding the retail patronage decision. For example, while one group of consumers may consider price to be the most important attribute in their selection of the retail store from which to make a purchase, another group may consider brand name merchandise as the most important attribute.

Nevertheless, the combination of the importance of store attributes and the perceived store image is what forms consumers attitudes







toward retail institutions. Attitudes are "learned predispositions" that are used to respond to an object or class of objects in a consistently favorable or unfavorable manner (Allport 1935). Furthermore, the consumer's desired outcome, in any shopping situation, determines the role that the importance of store attributes will play in the search for alternative retail institutions in making the purchase. Typical methods by which attribute importance is measured are listed in Table IV.

#### Determinants of Attribute Importance

Table V presents the attributes that women of previous studies tended to think were important in their patronage to apparel retail institutions. As can be seen from the table, the salient attributes of patronage tend to differ in rank order importance from study to study. Nevertheless, it appears that the key dimensions remained fairly stable. The retail dimensions that seemed to have been most important to women in their patronage to stores-types were merchandise and service aspects of retailers' offerings.

In conjunction with these research findings, several other noteworthy results have emerged from the literature. Mason, Durand, and Taylor (1983) found store attributes to be more important in the patronage behavior of women who were chain-store oriented than for those who were not. Both Hirschman (1979a) and Tigert (1983) noted the importance of retail institutional attributes across markets. Hirschman (1979a), specifically, treated institutional characteristics (i.e., salesclerk services, merchandise, prices, credit, billing policies, etc.) as intra-personal variables in her study, and measured

TABLE IV  
MEASURES OF ATTRIBUTE IMPORTANCE

YEAR	RESEARCHER(S)	POINT SCALE	CONTINUUM	NUMBER OF ATTRIBUTES/DIMENSIONS	
1965	Brown & Fisk		"very important" to "unimportant" "1" high - "7" low	35	7
1970	Perry & Norton	7	NOT SPECIFIED IN THE STUDY	7	3
1976	James et al.	7	NOT SPECIFIED IN THE STUDY	6	3
1977	Schiffman et al.	6	"no importance" to "very important"	5	3
1977-78	Hansen et al.	11	"not importance" - "extremely important" "0" to "11, respectively	41	9
1979a	Hirschman	3	"much concern" to "little concern" "3" high - "1" low	9	4
1981	Kasulis & Lusch	5	"not important at all" to "extreme important"	12	4
1982	Mattson		NOT SPECIFIED IN THE STUDY	11	3



TABLE V  
 STORE ATTRIBUTES IMPORTANT IN STORE-TYPE PATRONAGE:  
 BY STORE-TYPE

YEAR	RESEARCHER(S)	SIGNIFICANT CONSUMER CHARACTERISTICS	STORE CHARACTERISTICS	
			IMPORTANT	KEY DIMENSION
----- SPECIALTY STORES -----				
1970	Perry & Norton	- Sorority Girls	- Courteous Salespeople - Service - Knowledgeable Salespeople - Price - Overall Impression - Quality	- Services (Salespeople) - Merchandise - Store Atmosphere
1975	Singson	- Higher Socio-economic group	- Depth of Assortment	- Merchandise - Convenience
1982	Mattson	- Gift Shoppers	- Salesperson Attention - Return Policy - Prestige Brands - Broad Product Selection	
		- Self Shoppers	- Sizes Carried - Prices	
1983	Tigert	- Working Women	- Assortment	

TABLE V (continued)

YEAR	RESEARCHER(S)	SIGNIFICANT CONSUMER CHARACTERISTICS	STORE CHARACTERISTICS	
			IMPORTANT	KEY DIMENSION
DISCOUNT STORES				
1963	Rachman & Kemp	- Consumers		- Merchandise - Service (Return Policy)
1971	Dardis & Sandler	- Consumers	- Prices - Convenient Hours - Merchandise Assortment	
1979a	Hirschman	- Consumers	- Merchandise - Sale Savings	
1982	Mattson	- Gift Shoppers  - Self Shoppers	- Salesperson Attention - Prestige Brands - Return Policy - Broad Product Selection  - Sizes Carried - Prices	

TABLE V (continued)

YEAR	RESEARCHER(S)	SIGNIFICANT CONSUMER CHARACTERISTICS	STORE CHARACTERISTICS	
			IMPORTANT	KEY DIMENSION
DEPARTMENT STORES				
1965	Brown & Fisk	- Middle Social Class House- wives	- High Quality - Honest Advertising - Good Value - Reliability - Consistent Quality - Availability of Salesclerk - Friendly Salesclerks - Merchandise Easy to Find - Reputation - Large Selection	- Merchandise - Service (Salesclerks) - Institution
1969	Berry			- Merchandise - Service (Personnel) - Atmosphere
1970	Perry & Norton	- Sorority Girls	- Courteous Salespeople - Service - Knowledgeable Salespeople - Prices - Quality	- Services (Salespeople) - Merchandise - Store Atmosphere
1977	Bearden	- Clerical and Staff employees	- Atmosphere - Location - Parking Facilities - Friendly Salespeople	- Atmosphere - Convenience - Clientele

TABLE V (continued)

YEAR	RESEARCHER(S)	SIGNIFICANT CONSUMER CHARACTERISTICS	STORE CHARACTERISTICS	
			IMPORTANT	KEY DIMENSION
DEPARTMENT STORES and TRADITIONAL DEPARTMENT STORES				
1976	Marks			- Merchandise
1969	Berry			- Promotion
				- Convenience
				- Service
				- Atmosphere
1965-78	Hansen et al.		- Dependable Prices	
			- Fair on Adjustments	
			- High Value for Money	
			- High Quality	
			- Easy to Find Items You want	
			- Fast Check Out	
1979a	Hirschman		- Store Layout	
			- Atmosphere	
1982	Mattson	- Gift Shoppers	- Salesperson Attention	
			- Return Policy	
			- Prestige Brands	
			- Broad Product Selection	
		- Self Shoppers	- Sizes Carried	
1983	Tigert	- Working Women	- Assortment	

TABLE V (continued)

YEAR	RESEARCHER(S)	SIGNIFICANT CONSUMER CHARACTERISTICS	STORE CHARACTERISTICS	
			IMPORTANT	KEY DIMENSION
----- NATIONAL CHAIN DEPARTMENT STORES and MASS MERCHANDISERS -----				
1975	Singson	- Lower Socio-economic Class	- Breath of Assortment	
1979a	Hirschman		- Merchandise Variety - Pricing	
1982	Mattson	- Gift Shoppers	- Salesperson Attention - Return Policy - Prestige Brands - Broad Product Selection	
		- Self Shoppers	- Sizes Carried - Prices	

them on a three-point scale. The respondents were asked to evaluate each attribute by indicating whether the variable was of much concern, moderate concern, or little concern in deciding where to shop. These measures were scored 3 to 1, respectively.

Using these measures, Hirschman (1979a) was able to find a significant relationship between the intra-personal variables examined and her respondents' patronage behavior. Moreover, she found that the importance of store characteristics differed by markets for 12 product purchases which included women's apparel items. Also, her contention [as well as Sheth's (1983)] that the retail environment influences consumers' patronage behavior was supported by correlations between the respondents' store preferences and a set of intra-personal variables. A summary of her results is shown in Table VI.

Tigert (1983), on the other hand, examined two independent markets to investigate the importance of store characteristics on consumers' patronage for apparel purchases, and found the data to be quite consistent in both. A summary of Tigert's (1983) findings is shown in Table VII. Of a similar nature, many other interesting results have emerged from studies conducted by researchers who sought to examine retail attributes importance. Through the use of perceptual mapping, Singson (1975) revealed that consumers differed across social status on the attributes thought to be important in their patronage to store-types. He noted that women in the lower socioeconomic groups were primarily patrons of national department chain stores (i.e., Sears or Penney), and placed greater emphasis on the attribute of breadth of product assortment. Their counterparts (individuals in higher socioeconomic groups) emphasized the attribute depth of assortment and

TABLE VI

IMPORTANCE OF RETAIL ATTRIBUTES BY MARKETS  
RESULTS OF HIRSCHMAN'S (1979a) STUDY

----- CITIES -----		
A	B	C
1. Layout	1. Display	1. Layout
2. Pricing	2. Pricing	2. Real Savings
3. Variety	3. Variety	
	4. Guarantee	

Source: Adapted from Elizabeth Hirschman (1979a), "Intratypic Competition Among Department Stores," Journal of Retailing, 55:4 (Winter), 28.

TABLE VII

IMPORTANCE OF RETAIL ATTRIBUTES BY MARKETS:  
RESULTS OF TIGERT'S (1983) STUDY

ATTRIBUTES	<u>MARKET 'A'</u>			<u>MARKET 'B'</u>
	1976	1977	1978	1979
Best value for the money	63%	62%	64%	46%
Largest assortment/selection	27	34	35	29
Highest quality	21	17	19	27
Locational convenience	24	21	19	28
Knowledgeable, helpful sales-clerks	18	12	14	12
Up-to-date, current fashion	10	16	14	12
Lowest prices	17	13	12	19
Best for everyday conservative wear	8	8	7	9
Best for latest, most fashionable wear	6	9	7	12
OTHERS	<u>6</u> 200%	<u>8</u> 200%	<u>9</u> 200%	<u>7</u> 200% <sup>1</sup>
SAMPLE SIZE	1000	1000	1000	1000

Source: Adapted from Douglas Tigert (1983), "Pushing the Hot Buttons for a Successful Retailing Strategy," in Patronage Behavior and Retail Management, (William R. Darden and Robert F. Lusch, editors), New York: North-Holland, Elsevier Science Publishing Company, Inc., 100.

<sup>1</sup>It was not clarified (by the source) as to why the percentages summed to 200.



tended to patronize specialty stores for their apparel needs.

The importance of store characteristics has been found not only to differ across women by socioeconomic groups, but also by occupational status. Notably research studies by Joyce and Gultinan (1978) and Tigert (1983) have made such distinctions. Joyce and Gultinan (1978) reported differences in the importance of store attributes for professional, non-professional, and housewives when shopping for groceries. Tigert (1983) reported similar differences between professional and non-working women for the purchase of women's fashion apparel. The professional women in Tigert's (1983) investigation considered the attribute of merchandise assortment to be more important than non-working women. Additionally, the attributes of price and location tended to be less important as a patronage determinant for professional women than for non-working women.

As determinants of patronage, not only has the importance of store attributes differed by markets, socioeconomic group, and occupation, but also by task involvement. Mattson (1982) has demonstrated that, depending on consumers' task involvement, the importance of attributes will differ and affect consumers' patronage patterns. To assess both the separate and conjunctive situational influence on consumers' store choice, a repeated measures experimental design was employed in his study. For each treatment combination, 104 women were asked to rate the importance of store attributes in their selection of a first and second store for the purchase of three products (a sweater, a necklace, and a scarf).

By doing so, Mattson (1982) found that for all three products, both first and second store purchase-place choices, the attributes of

salesperson attention, return policies, and prestige brands were the most important in gift-giving situations. The store attribute of brand product selection was also found to become dramatically important in gift shoppers' selection of second stores from which to make their purchases. However, he also found that when shopping for oneself, consumers tended to base their first store choice on the attributes of sizes carried and prices. Price was also the controlling factor in his respondents' second store choice selection as well.

Mattson's (1982) findings show clearly that the attributes which determine consumers' first store choice do not necessarily explain their second store choice for the purchase of the same items. His findings are also congruent with those found in research efforts designed to determine the importance of brand attributes; for example, Berkowitz, Ginter, and Talarzyk (1977) found the importance of brand attributes to be situation-specific. Therefore, as Mattson (1982) suggests, it can be inferred that the importance of store attributes is also a situation-specific phenomenon.

#### The Concept of Evoked Set

Historically, the "evoked set" is an adapted construct from the work of March and Simon (1958) on organization problem-solving behavior and applied to marketing by Howard and Sheth (1969). In a retailing context, generally, the evoked set can be described as a subset of all the stores that the consumer is familiar with, remembers, and will consider in purchase decision-making. For instance, based on this concept, general evaluations of stores from which to make a specific purchase are made in order to reduce the total number

of alternatives into a smaller consideration set. Thereafter, consumers' final store choice selections are made on the basis of salient evaluative criteria that familiar stores possess. The concept, incidentally, does not imply that all consumers make choices from the same set of retail stores, even though consumers may be exposed to the same stores.

As for the construct's size, several scholars have indicated that the evoked set is quite small; probably less than seven stores for any given type of merchandise (Arnold, Capella, and Smith 1983). From a retailing perspective, the evoked set merits attention because of the important role it plays in consumers patronage. Which simply means that if retailers are not in consumers' evoked sets, they have a minute chance of being considered and/or selected as purchase-place choices.

#### Evoked Set and Patronage Behavior

Several investigations similar to the current study have shown that apparel buyers appear to patronize a fairly large number of stores. For example, in a sample of 4000 women in New York and Cleveland, Rich (1963) found that 25 percent of them listed seven or more stores when asked to indicate where they did most of their shopping for merchandise across eight product categories. Of the subjects examined, those women who lived in suburban locations, that had higher family income and more children were the ones who tended to list more stores.

As a result of an investigation by Dommermuth and Cundiff (1967), they concluded that purchases for which fashion and style are

important, consumers will tend to be involved in multi-store shopping. This conclusion was drawn even though 71 percent of their respondents indicated that they made their purchase at the first store visited, while only 29% visited two or more stores. These findings may indicate that the consumer's evoked set may be relatively small.

Similar findings were reported by Williams and Dardis (1972). Other research findings also indicate that, as the price of apparel items increase, the number of stores visited also increases (Bucklin 1966; Williams and Dardis 1972). To determine the type of goods (shopping, specialty, or convenience) consumers purchase from shopping centers, Kleimenhagen (1966-67) conducted a study which combined observations and personal interviews of 200 shopping center shoppers. The results of his study revealed that the number of stores visited varied as the main item of purchase differed across product classification. Specifically, the data indicated that the proportion of persons visiting more than one store for a "shopping good" was twice as great as that of persons seeking a "convenience good". For the purchase of women's dresses, Blackwell and Hilliker (1978) found consumers' evoked sets to be quite small, although no specification of size was reported. The data, however, did reveal that the respondents considered a narrow range of store and primarily shopped department and specialty stores for dress purchases and considered a narrow range of stores.

#### Other Influences on Consumer Patronage Behavior

Consistent with Sheth's (1983) integrative theory of patronage behavior, this study concentrated only on the shopping preference theory. A discussion on the three factors that were posited as

determinants of consumers' store-type choice behavior follows.

The competitiveness of the retailing industry has been discussed primarily from a store choice perspective, concentrating on the importance of the evaluative choice criteria (image attributes) as major factors that determine consumers' patronage behavior to retail institutions. The images that consumers have of store-types are assumed to affect their patronage behavior to store-type similarly as for store choice. However, some of the image dimensions are expected to differ from those of store choice, due to the products and the fact that store-types are being investigated.

The following discussion focuses on the other factors that were posed as determinants of consumers' store-type choice behavior. Again, these are the situational setting and characteristics of consumers. The situational setting of consumers is discussed first, followed by a discussion of consumer characteristics that researchers have found to influence patronage behavior.

#### The Concept of Product Importance

Throughout the marketing literature, signals are that the concept of product importance is interrelated with a number of other constructs. Included are product involvement (Assael 1981; Day 1970; Kassarian 1981), ego involvement (Tyebjee 1979), importance of the purchase (Blackwell and Hilliker 1978; Dash, Schiffman, and Berenson 1976; Howard and Sheth 1969), and task involvement (Clarke and Belk 1979). Each of these concepts differ in terms of operationalization, but is linked to the importance of purchasing products in one way or another. Operationally, the exact nature of product importance and

its determinants have not been clearly delineated.

Nevertheless, consumers' perceptions of the importance of products is an accepted doctrine in consumer behavior theory. Bloch and Richins (1983) define perceived product importance as "the extent to which a consumer links a product to salient enduring or situation specific goals" (p. 71). Houston and Rothschild (1978) and Tyebjee (1979) set forth the idea that consumers differ in their perception of the importance of products. This difference in perception, however, is affected by situational factors, product characteristics, and characteristics of consumers.

In a retail context, investigations on the importance of products have affirmed that perceived differences do exist across consumers by product categories, and that the perceived importance of products will determine consumers' levels of involvement with the purchase and its purchase-place (Blackwell and Hilliker 1978; Dash, Schiffman, and Berenson 1976; Hisrich, Dornoff, and Kernan 1972; Tigert, Ring, and King 1976; Summers 1970).

Dash, Schiffman, and Berenson (1976) along with Greenberg et al. (1981, 1982, 1983) contend that the importance of the product being purchased also affects consumers' store-type choice behavior. Blackwell and Hilliker (1978) found product importance to be a significant factor in the purchase of women apparel items. In their study, when the purchase of brassieres were deemed to be an important purchase decision, the items were purchased at department or specialty stores. Otherwise, purchases were made at chain department stores or discount stores.

Furthermore, Hirschman (1978b) postulates that store-types will

dominate consumer markets by product class, depending upon the economic and social risk involved in the purchase and based on the standardization with the particular product class. Her assertion has not only been affirmed by research in which she has conducted (Hirschman 1978a, 1979a), but also by that of King and Ring (1980) and Miller and Gentry (1981) as well.

Miller and Gentry's (1981) study showed clearly that traditional department stores and national chain stores, as defined by Hirschman (1978b), respectively dominate the apparel industry for women's apparel products. For the women apparel items investigated, the results of Miller and Gentry's (1981) analysis are shown in Table VIII. As posited by Hirschman (1978b), their data showed that different store-types dominate certain product categories.

Based on findings obtained by Flaster (1969) through personal interviews with department and specialty store shoppers, he concluded that:

It is not altogether clear whether the customer's patronage of different stores and types of stores for fashion merchandise is a function of her desire for either diversified shopping experiences or varying types of total fashion products and services on different occasions, or instead, results from the deficiencies of individual stores (p. 29).

Flaster's (1969) findings support Hirschman's (1979a) statement that even though consumers may shop at and be loyal to one type of store for the majority of their purchases, this loyalty does not preempt the possibility of their shopping at another store-type for a particular item.

#### Product Involvement

Involvement by definition can take on an attitudinal or a

TABLE VIII

STORE-TYPE PREFERENCES BY PRODUCT LINES FOR WOMEN'S APPAREL  
 FINDINGS FROM MILLER AND GENTRY'S 1981 INVESTIGATION

PRODUCT LINE	Percent Purchasing by Store-Type				SAMPLE SIZE
	Traditional Department Store	National Chain Department Store	Discount Store	Specialty Store	
LINGERIE	27%	33%	11%	29%	325
WOMEN'S CLOTHING	29%	31%	15%	36%	331
WOMEN'S SHOES	19%	13%	3%	66%	323

Source: Adapted from Stephen J. Miller and James W. Gentry (1981), "Competition and Retail Structure: An Empirical Assessment" in Retail Patronage Theory: 1981 Workshop Proceedings, (Robert Lusch and William Darden, editors), 109.



motivational orientation. Based on social judgment theory, researchers have defined involvement in a number of ways. Attitudinal involvement has been referred to as (1) the relative importance of the object or purchase (Howard and Sheth 1969); (2) "bringing" experiences, connections, or personal references between one's own life and the stimulus (Krugman 1965); (3) the intensity or strength of an attitude (Ostrom and Brock 1968); (4) something related to important values, needs or the self-concept (DeBruicker 1979; Houston and Rothschild 1978); (5) the strength of the consumer's belief system with regard to products (Robertson 1976); and (6) to the centrality of the object to the person's ego structure (Day 1970).

The attitudinal definition of involvement posed by Howard and Sheth (1969) was used in this study and in a specific context (purchase situation) as defined by Howard (1974). According to Howard and Sheth (1969), the importance of a purchase refers to "the relative intensity of motives that govern the buyer's activities relating to the given product class relative to other product classes" (Howard 1974, p. 28). Importance or centrality is a factor and just one which determines consumers' level of involvement. Consumers' levels of involvement are expected to differ any product as the item vary in its tendency to arouse consumers as a group. As noted in several investigation, consumers have been found to show differences in involvement levels across purchase-situations involving time (Belk 1975; Mattson 1982), usage (Belk 1975; Mattson 1982; Srivastava, Shocker, and Day 1978), and item familiarity (Bettman and Park 1980; Houston and Rothschild 1978; Taylor and Rao 1980, 1982, 1983a, 1983b).

## Fashion Purchases

There are many aspects of fashion apparel purchases that have been studied over time, some, which merit discussion, are related to this investigation.

### Fashion Involvement

Closely related to enduring involvement is the concept of fashion involvement or fashion consciousness that Sproles and King have posed [1973 (King, Tigert, and Ring 1975; Tigert, Ring, and King 1976)]. Enduring involvement, according to Bloch and Richins (1983), is the "long term, cross-situational perception of product importance based on the strength of the product's relationship to [consumers'] central needs and values" (p. 72). Fashion involvement, on the other hand, has been found to vary with fashion leadership. Fashion opinion leadership has been considered an important market segment for apparel retailers (Gutman and Mills 1982; King, Tigert, and Ring 1975; Summers 1970; Tigert, Ring, and King 1976). However, little research has been conducted to determine the effect of fashion involvement on consumer patronage behavior for the purchase of apparel products for specific usage-occasions.

A series of studies by King, Tigert, and Ring (1975) have primarily dominated the area of fashion involvement as related to patronage behavior. Most of these studies focus on the purchase behavior of men for apparel products, but not in the product or usage-specific context as used in this study. Because fashion involvement seems to play a major role in the purchase of apparel products, this concept is further discussed.

Theoretically, an overall fashion involvement continuum can be defined in terms of the aggregate effect of a variety of important fashion behavior activities. That is, if a female consumer feels that a particular fashion purchase is important to her, she will behave in a certain manner. In regards to fashion involvement, Sproles and King (1973), and Tigert, Ring, and King (1976) suggest that there are five important dimensions.

These dimensions are (p. 47):

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 relatively from the highly interested fashion consumer to the totally non-interested buyer;
4. Fashion knowledgeability. Consumers range from those who are relatively knowledgeable about fashion, 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 trend to the totally non-aware individual.

To assess fashion involvement, researchers have customarily used activities, interest, and opinion (AIO) measures (Baumgarten 1975; Bellenger, John, and Bryant 1979; Darden and Perreault 1976; Darden and Reynolds 1971; King, Tigert, and Ring 1975; Myers and Robertson 1972; Reynolds and Darden 1971; Summers 1970). Exemplary of the methodology, Tigert, Ring, and King (1976) validated a method for measuring fashion involvement through the use of a sample of 1000 husband and wife pairs that were taken from a group of consumers participating in

the Toronto Retail Fashion Market Segmentation Research Program. The validation process involved a comparison between the researchers' "index of fashion involvement" and an independent AIO measurement methodology. The methodology utilized by these researchers demonstrated that the highly fashion involved consumer is also the heavy fashion buyer. Thus, the importance of fashion involvement should be obvious to both marketers and apparel retailers.

### Clothing Decisions

Female consumers' patronages have been investigated for women's apparel items (Bellenger, et al. 1976-77; Blackwell and Hilliker 1978; Cox 1971; Cox and Rich 1964; Darden, Miller, and Carlson 1981; Darden and Perreault 1983; Darden, Erdem, and Darden 1983; Dardis and Sandler 1971; Dodge et al. 1969; Flaster 1969; Greenberg et al. 1981, 1982, 1983; Hirschman 1978a, 1979a; Kenderdine and Kasulis 1981; Miller and Gentry 1981; Murphy and Cunningham 1978; Myers 1963-64; Myers and Mount 1973; Prasad 1975; Rachman and Kemp 1963; Rich and Jain 1968; Ring 1981, 1983; Taylor and Rao 1982, 1983a, 1983b). To gain a more comprehensive understanding of women's interest in fashion and the processes involved in the purchase of selected women's apparel garments, Blackwell and Hilliker (1978) examined responses taken from ten distinct focus groups that were obtained from various geographical regions. Each group contained, on the average, ten women. The sample was selected through a telephone screening process by a commercial marketing research firm. The study included only those women who indicated that they were "very interested" in fashion and wore average dress sizes. The composition of each group was balanced with respect

to age, socioeconomic characteristics, and race. As shown in Table IX, the results obtained from the study revealed that women made store-type preferences that were product specific. Furthermore, the results also revealed that the importance of store-type characteristics varied with the product-purchases. This finding is consistent with what Mattson (1982) and other researchers have found. The women in Mattson's (1982) investigation were also found to vary their purchase-place as they perceived the product as being more important to them. Similar findings were achieved in Blackwell and Hilliker's (1978) study.

#### Consumer Characteristics

The quest for the appropriate retail segmentation variables has led researchers to examine consumer characteristics to assess if they have a direct impact on the cognitive and behavioral outcomes comprising store patronage. According to Bearden, Teel, and Durand (1978), retailers should be able to process underlying consumer patronage decisions through a logical comparison of frequently used segmentation variables and individual consumer characteristics. Moreover, a number of studies have examined consumer characteristics (i.e., demographics, lifestyles, self-confidence, values, and self-concept) as possible patronage determinants. Most studies have jointly emphasized consumer characteristics and the importance of retail institutional attributes as determinants of patronage behavior. Store choice and loyalty research, in particular, have dominated the use of demographics, socioeconomic, and psychological factors as patronage predictors (Bellen-ger, Steinberg, and Stanton 1976; Monroe and Gultinan 1975; Winn and

TABLE IX  
RESULTS OF THE BLACKWELL AND HILLIKER 1978 STUDY

PRODUCT	PURCHASE PLACE	IMPORTANT STORE CHARACTERISTICS
1. Dress	large department store and specialty store	locational convenience sales personnel good selection merchandise variety
2. Jeans	all store types	price special displays name brands wide assortment
3. Bras	<u>IMPORTANT SITUATION</u> department store specialty store  <u>OTHERWISE</u> bargain basements specialty store chain department store discount store	large selection brand names

Source: Adapted from Blackwell and Hilliker (1978), "Clothing Decisions: A Decision Process Analysis of Focused Group Interviews," Advances in Consumer Research (H. Keith Hunt, editor), Ann Arbor, Michigan: Association for Consumer Research, Volume 5, 744-746.

Childer 1976).

However, as cited in the literature, these variables are not very useful in analyzing models of patronage behavior when taken independently. Consequently, personal characteristics have produced mixed results as a patronage determinant and tool for market segmentation. Demographics are prime examples of such variables. Goldman (1977-78), Gutman and Mills (1982), Miller and Gentry (1981) and, Rich and Jain (1968) are a few of the researchers who have been unable to find the variables useful in explaining patronage behavior.

Coincidentally, several studies that have noted the usefulness of demographic variables in non-food related patronage research studies (Bellenger, Robertson, and Hirschman 1976-77; Cort and Dominquez 1977-78; Cox 1971; Greenberg, Topol, Sherman, and Schiffman 1982; Hirschman 1978a, 1979a; Hisrich and Peters 1974; Prasad 1975; Reynolds, Darden, and Martin 1974-75; Spence, Engel, and Blackwell 1970). Specifically, Reynolds, Darden, and Martin (1974-75) noted the usefulness of combining age, income, and education for assisting retailers with their assessment of customers who exhibit loyal behavior. Greenberg, Topol, Sherman, and Schiffman (1982) found the variables sex, age, and marital status to be significantly related to female consumers' store-type choice behavior. In another study of female shoppers, Bellenger, Hirschman, and Robertson (1976-77) found education to be strongly related to the actual store selected for purchasing specific categories of merchandise. Similarly, Spence, Engel, and Blackwell (1970) found a strong correlation between levels of education and perceived risk in the purchase place. Moreover, these investigators revealed that as their respondents' educational levels increased, perceived

risk in buying from a store also increased.

The issue of whether income or social class is the superior determinant of behavior has been a controversy in the marketing literature for many years, and has now spread to the area of patronage. Income has been found to be related to the patronage behavior of consumers in studies by Cort and Dominquez (1977), Cox (1971), Hisrich and Peters (1974) Myers and Mount (1973), Prasad (1975), and Spence, Engel, and Blackwell (1970). For the purchase of women's apparel, Cox (1971) found both age and income to be most useful in profiling consumers of discount and department stores. Hisrich and Peters (1974) found income to be superior to social class in explaining store choice behavior, as did Myers and Mount (1973) for a wide variety of products, including 13 lines of women apparel items. For each of the four product-risk categories investigated by Prasad (1975), he found income to be just as good an indicator as social class in explaining differences in consumers' patronage attitude toward discount and department stores.

In another investigation, Hirschman (1979a) postulated that female consumers' patronage to department stores is a function of their socio-economic, intra-personal, and inter-personal characteristics. Through the use of discriminant analysis, Hirschman (1979a) found that the socio-economic behavioral dimension used to explain the behavior of female consumers had the greatest influence on their store choice (store-type choice) behavior. Specifically, the measures of social class and possession of a credit card from a given type of department store were the two most consistent variables that differentiated the respondents across the consumers of the store (store types) studied.



Hence, Hirschman (1979a) concluded that "these two variables appear to provide generalizable customer differentiation to a degree superior to that found for the intra-personal and inter-personal variables which were used" (p. 29).

In a study of 1056 Cleveland women, differences in fashion shopping behavior across social classes and consumers' life-cycles when explored by Rich and Jain (1968). Hypothesizing that social class and life-cycle differences in fashion interest and shopping enjoyment may be linked to variations in shopping behavior, Rich and Jain (1968) studied responses to a five-item fashion interest scale. The measures they examined were on fashion information sources, interpersonal influences, types of stores preferred, as well as other aspects of shopping. Contrary to what seemed to have been predicted by the earlier studies, these investigators found no significant differences by social class or life-cycle stage with respect to the hypothesized relationships.

Other demographic variables that are also likely to affect consumer's shopping behavior include work status, gender, and ethnicity. McCall (1977) noted that working woman was likely to have a distinct profile in the selection of clothing for herself. McCall (1977) revealed that the working women are more likely to shop in the evening and patronize department stores for all her clothing purchases. Tigert (1983) also found this particular group of women to differ from non-working women in their patronage behavior. Surprisingly, in comparison to housewives, working women were also more likely to purchase less expensive dresses.

Gender may also be an important antecedent of store patronage for

women apparel items (Greenberg, Topol, Sherman, and Schiffman 1982), but its effects have not been fully examined due to the fact that the sample under study (all female) is determined "a Priori" in most patronage investigations. Ethnicity is another factor that is likely to affect consumers' shopping orientation toward retail institutions. Empirical results on the role of the cultural-racial factor in influencing consumer patronage behavior is scarce, even though Zikmund (1977) has demonstrated that Blacks are not homogeneous in their shopping behavior. Based on the observations of Black consumers in Oklahoma City, Zikmund's (1977) findings indicated that variation within shopping behavioral patterns of Blacks are likely to be just as great as those expected between Blacks and other racial groups. In the Boone, Kurtz, Johnson, and Bonno (1974) study, significant differences among Mexican-Americans and Anglo-Americans were found with respect to selected shopping orientations. Similarly, Feldman and Star (1968) found racial shopping behavioral differences in a group of Chicago consumers.

Findings of the studies cited above tend to suggest that the "superior" segmentation variable is dependent upon the particular product-merchandise line in question. Thus, it becomes necessary for researchers to identify those variables across product lines that are most useful in segmenting consumers. Bellenger, Robertson, and Hirschman (1976-77) acknowledge

... that effective use of segmentation variables is quite possible if such research is conducted at the departmental (merchandise/product line) level rather than attempting to apply such an approach on a store-wide basis" (p. 78).

The idea of departmentalized research has also been suggested by several other researchers as a better means of conducting investigations

regarding retail institutions (Cardozo 1974-75; Flaster 1969; Greenberg, Sherman, and Schiffman 1983; Hirschman, Greenberg, and Robertson 1978; Jain and Etgar 1976-77; Marks 1976; Singson 1975).

Lifestyle. Since demographic variables leave much to be desired in predicting consumers' behavior, researchers have turned to psychographics to overcome the avoidance of valid relationships between variables, making false inferences (Wells 1975), and make available useful clues regarding patronage behavior. In the marketing literature, characteristics of consumers' lifestyles have been found to be good predictors of store loyalty and preferences for types of retail outlets (May 1971; Reynolds, Darden, and Martin 1974-75).

Yang (1979) defines lifestyles rather broadly. That is, as "a consistent way of living - a behavior pattern a consumer adopts to conduct his daily activities" (as cited by Gutman and Mills 1982, p. 67). Gutman and Mills' (1982) definition of lifestyle, on the other hand, is grounded in the shopping characteristics of consumers, and includes not only their activities, interest, and opinion, but their behavior as well. Thus, according to Gutman and Mills (1982), products are purchased and stores are shopped which help consumers achieve or maintain a defined lifestyle.

Leonard S. Golden (1975), the manager of corporate planning for Federated Stores, contends that departmental stores move beyond the traditional scope of being solely distributors of consumer merchandise and into the area of lifestyle retailing. Goldman states that today's department stores are reflecting and influencing consumers' lifestyle changes. Consequently,

life-style retailing may be explained as the policy of

tailoring a retail offering closely to the life-styles of specific "target-market segments", versus "supplier-style" retailing, which concentrates on the homogeneity of retail institutions" (Blackwell and Talarzyk 1983, p. 7).

Although lifestyle, operationally, has been defined in many different ways, the basic premise underlying this area of research is the idea that consumers can be meaningfully segmented and understood by qualitative psychographic variables. Among these qualitative measures are consumer issues such as how they spend their time (activities), what they consider important (interest); and their beliefs about themselves and the world around them (opinion). According to some research investigators, consumers' activities, interest, and opinions (AIO) can reflect either a general orientation (Plummer 1971; Wells 1975; Wells and Tigert 1971) or a product or domain-specific orientation (Gutman and Mills 1982; Pernica 1974; Yang 1979; Young 1971).

Many questions have been raised about lifestyle research. In particular, the reliability and validity of the items used to measure lifestyle have been of concern to many researchers. In a typical lifestyle investigation, several statements followed by likert attitudinal scales are used to measure AIO dimensions. Measurement issues surrounding lifestyle research have been discussed in detail by several researchers (Bruno and Pessimier 1972; Burns and Harrison 1979; Darden and Reynolds 1971; Green and Tull 1978; Tigert 1969; Villani and Lehmann 1975; Wells and Cosmas 1977; Wind and Green 1974). The instrument posed by Wells and Tigert (1971) as a precise measure of consumers lifestyles, in particular, has been explored by many of the above investigators.

However, the three problems singled out by Wells and Cosmas (1977) in this area of inquiry are:

1. The life-style concept still has no agreed-on boundaries and no generally accepted operational definition.
2. Because life-style questionnaires have tended to embrace such a large number of variables, and must be answered by such a wide range of respondents, they are especially difficult to construct and are likely to be ambiguous.
3. Perhaps most important of all, from the standpoint of application, there are still no good answers to questions about the validity of results of empirical segmentation (p. 313).

Despite the aforementioned problems associated with lifestyle research, psychographic measures are still used as a basis for profiling consumers.

The generalized lifestyle profile reflects consumer characteristics such as price consciousness, family orientation, and self-confidence. The situational-specific-profile is more directly related to a particular product class, store, store-type and/or shopping patterns.

Bellenger, Robertson, and Hirschman (1976-1977) also incorporated both demographic and lifestyle variables in their investigation, and thereafter concluded that lifestyle characteristics may not always be the best segmentation tool. Bearden, Teel, and Durand (1978) also concluded that "segmentation studies on any type of retail institution do not necessarily provide conclusive and valuable information for managers of other retail institutions" (p. 72). A study by Bellenger, Jones, and Bryant (1979) sought to determine whether general lifestyle measures relate equally well to patronage patterns among types of retail institutions. They concluded that the lifestyle measures do not explain equally over institutions left them to conclude that such was not the case.

To explore the influence of consumers' attitudes and lifestyle characteristics on the fashion shopping behaviors of Toronto women,

King, Ring, and Tigert (1980) examined shopper profiles for three store-types (department, fashion specialty, and discount chain) which led to conflicting results.

As a segmentation tool, the concept of shopping orientation was first introduced to the field of marketing in work by Stone (1954) as a technique to determine the possibility of separate markets for various retailers. He identified a taxonomy of four consumer shopping patterns, namely, economic, personalizing, ethical, and apathetic. Since Stone's (1954) development, other researchers have developed similar taxonomies, demonstrating that shoppers possess different orientations, exhibit different communication behavior, have different informational needs, have different preferences for sources of communication, and use different retail institutions. For example, Crask and Reynolds (1978), in a survey of department store patrons, supported the profile of Demby's (1972) "creative" consumer and Bellenger, Robertson, and Greenberg's (1977) "recreational shopper". They also found that frequent patrons, compared with non-patrons, are slightly younger, better educated, have higher incomes, are active participants in community projects, entertain frequently, and have a strong fashion emphasis. Hirschman (1979a) found that innovative, fashion-conscious consumers tended to shop at traditional department stores, rather than national chain or discount department stores. They had more discretionary income, and tended to be single or if married without dependent children.

The concept of shopping orientation has also been suggested by researchers as a valuable approach to retail strategy formulation (Bellenger, John, and Bryant 1979; Darden and Ashton 1974-75; Engel

and Blackwell 1982; Reynolds, Darden, and Martin 1974-75; Wells 1975; Wells and Tigert 1971). To overcome the specific problem experienced by Bellenger, John, and Bryant (1979), product specific lifestyle measures were incorporated by Gutman and Mills (1982) to segment consumer markets.

#### Summary

In this chapter, patronage behavior literature was reviewed as related to this investigation. A theoretical base was established for the conceptual model of store-type choice behavior and store-type loyalty that will be presented in Chapter III. From the literature reviewed, it is apparent that insufficient attention has been given to inter-type competition among apparel retailers. The following chapter provides insights into how this investigation will shrink the gap for needed research on the competitiveness of apparel retailers.

## CHAPTER III

### RESEARCH METHODOLOGY DESIGN

#### Introduction

Chapter III presents the research methodology implemented to conduct this investigation. Specifically, in respective order, the chapter includes discussions on these subjects: research hypotheses, operationalizations and measurement of the research variables, selection of the product category, selection of store-types, development of the research instrument, training of the interviewers, sampling techniques and procedures, distribution of the research instrument, and methods of data analyses.

#### Research Hypotheses

In light of the literature presented in Chapter I and II, the study was conducted to assess consumers' choice processes and loyalty to specific types of retail stores, and to shed light on the issue of how the store-type choice selection process is dependent upon the product and its usage-occasion. To make these assessments, both situational and individual difference variables (consumer characteristics) were explored as a means of identifying determinants of store-type choice and store-type loyalty behavioral patterns.

The major research contention of the study was that consumers' store-type choices and their loyalty to such choices are a function of



consumer characteristics, situational factors, and store-type attributes. Emanating from the major research hypothesis, the following sub-hypotheses were derived and are stated in alternative form.

1. For any purchase-situation of a given level of task involvement, the perceived importance of store-type attributes will differ based on consumers' store-type choices.
  - a. As opposed to traditional department store and specialty store shoppers, greater importance will be placed on price and merchandise selection by those individuals who indicated national chain department stores and discount department stores as their purchase-place choices.
  - b. As opposed to national chain department store and discount department store shoppers, greater importance will be placed on brands carried, merchandise quality, friendly atmosphere, services offered, knowledgeable salespeople, and attractive display of merchandise by those individuals who indicated traditional department stores and specialty stores as their purchase-place choices.
2. For any purchase-situation of a given level of task involvement, the store-type choices of consumers will differ based on their lifestyles.

#### Research Variables

It is necessary to provide operational definitions and measures of the variables selected for study as part of the store-type choice

and store-type loyalty model under investigation in Figure 8. The variables fall into heterogeneous groups of endogenous and exogenous constructs.

#### Endogenous Constructs

The endogenous constructs of the study were the importance of store-type attributes, store-type choice, and store-type loyalty, as shown in Table X.

The importance of store-type attributes referred to the degree of importance the respondents placed on selected store-type attributes as evaluative criteria for selected purchase decisions. Perceptual ratings were obtained from respondents regarding the importance of various retail attributes in their decisions to purchase various women apparel products for specific usage-occasions. These measures were taken on seven-point bipolar semantic differential scales which had polar opposites of "extremely important" and "extremely unimportant" and weighted seven to one, respectively. These scaling techniques have been used in similar investigations by other researchers (e.g., Alpert 1971; Bearden 1977; Bellenger and Korganonkar 1980; Hansen and Deutscher 1977-78; James, Durand, and Dreves 1976; Mason, Durand, and Taylor 1983; Miller and Gentry 1981).

Store-type choice referred to the store-type categories which the respondents identified as purchase-place (store) choices (e.g., traditional department store, national chain department store, specialty store, and discount department store). To be assured of the respondents familiarity with the stores under study, a procedure was implemented similar to that employed in studies by Goldman 1977-78;

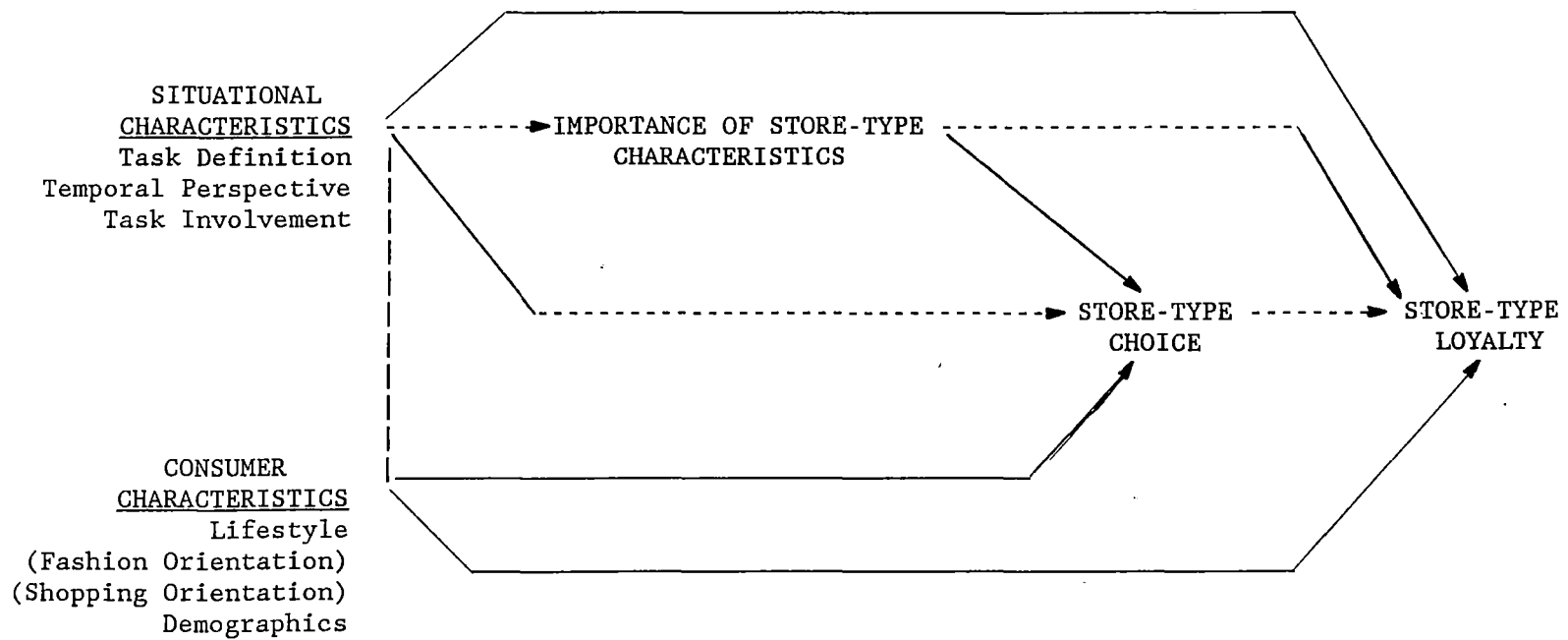


Figure 8. Variables Influencing Store-Type Choice and Store-Type Loyalty

TABLE X  
VARIABLES OF THE STUDY

<p>I. <u>ENDOGENOUS VARIABLES</u></p> <p>1. Store-Type Choice</p> <p style="padding-left: 20px;">a. <u>Department Stores</u></p> <p style="padding-left: 40px;">1. National Chain Department Stores</p> <p style="padding-left: 40px;">2. Traditional Department Stores</p> <p style="padding-left: 40px;">3. Conventional Full-line Discount Department Stores</p> <p style="padding-left: 20px;">b. <u>Specialty Stores</u></p> <p>2. Store-Type Loyalty</p> <p style="padding-left: 20px;">a. <u>Department Stores</u></p> <p style="padding-left: 40px;">1. National Chain Department Stores</p> <p style="padding-left: 40px;">2. Traditional Department Stores</p> <p style="padding-left: 40px;">3. Conventional Full-line Discount Department Stores</p>	<p style="padding-left: 40px;">b. <u>Specialty Stores</u></p> <p>3. Importance of Store-Type Attributes</p> <p>II. <u>EXOGENOUS VARIABLES</u></p> <p>1. Situational Characteristics</p> <p>2. Consumer Characteristics</p> <p style="padding-left: 20px;">a. <u>Lifestyle</u></p> <p style="padding-left: 40px;">1. Fashion Orientation &amp; Personal Appearance</p> <p style="padding-left: 40px;">2. General Shopping Orientation</p> <p style="padding-left: 20px;">b. <u>Demographics</u></p>
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Hirschman 1979a; and Mattson 1982. The procedure entailed asking the respondents several questions to obtain store-type information. The respondents were first asked to indicate the stores they would consider shopping for several product-purchases. Subsequently, they were asked to indicate the name of the stores where their purchases would most likely be made. Thereafter, second and third purchase-place alternative were indicated. These purchase-place choices were translated into store-type categories by use of a pre-arranged store-type classification schema.

Store-type loyalty referred to the proportion of shopping that the respondents consistently indicated would be done at a particular store-type. Degree of loyalty and store-type loyalty were the two variables created to measure loyalty. To establish the respondents' loyalty, indices for degree (extent) of loyalty (i.e., completely, partially, or non-loyal) and store-type loyalty (i.e., to traditional department stores, to national chain department stores, to specialty stores, and to discount department stores) were developed within and across the purchase-situations. By developing two independent indices for loyalty, allowance was made for both the separate and joint identification of the respondents' loyalty. That is, assessments could have been made for the respondents' degree of loyalty to store-types in general; their loyalty to separate store-types; or, their degree of loyalty to a specific store-type. Loyalty across the purchase-situations was based on the respondents' first purchase-place choices, whereas loyalty within each purchase-situation was based on the respondents' first, second, and third purchase-place choices.

The assignment of respondents to the various classifications of

loyalty was as follow. Both within and across the purchase-situations, those individuals who had consistent purchase-place choices for all three purchase-situations were classified not only as loyal consumers, but ones who were completely loyal to their designated purchase-place choice, since no other store-type was indicated for making the purchase. For example, if a respondent indicated that she would shop specialty stores as a first choice for making each of the designated purchases, or indicated specialty stores for each of the purchase-place choices for either of the designated purchase situations, she would have been classified as a completely loyal consumer to specialty stores. Thus, in terms of degree, the respondent would be completely loyal. In terms of store-type, the respondent's loyalty would be to specialty stores.

As for the remainder of the loyalty classifications, respondents who indicated the same store-type twice as the place for making the purchase were classified as being loyal to their indicated store-type, but only partially-loyal since one other store was indicated as a possible place for making the purchase. Those respondents who indicated three different store-types as places for making the purchase were classified as non-loyal consumers; essentially, the respondents were not loyal to any particular store-type in making the purchases. Consequently, when examining the joint relationship between the degree of loyalty and store-type loyalty, the study focused on the completely and partially loyal respondents.

#### Exogenous Constructs

The exogenous constructs of the study, (Table X, were the

situational and consumer characteristics. Each is discussed independently.

Several researchers (Belk 1975, 1981; Mehrabian and Russell 1974; Srivastava, Schocker, and Day 1978) have developed taxonomies for measuring the situation. For purposes of this investigation, situational characteristics that emphasize the importance of the product-purchase to consumers were obtained by combining the task definition and temporal perspectives to yield task involvement. According to Belk (1975, 1981), his situational taxonomy is congruent with the general features of the current definition of a situation (Table XI). The five situational characteristics that comprise a situation, as defined by Belk (1975, 1981), are the physical surroundings, social surroundings, temporal perspective, task definition, and antecedent states. The operationalization of the construct included in this study is as follows.

**Task Involvement** referred to the importance in which the respondents assigned to the products as well as their purchase for specific usage occasions. This measurement was similar to that of the two preceding measurements. The purchase situations that were presented to the respondents also contained the products of interest in this investigation. In addition to responding to specific questions which obtained measures for the constructs discussed above, measures were taken that served as manipulation checks for the purchase-situations and also contained the above constructs. To acquire these measures, the respondents were asked to rate the general importance as well as the purchase importance of the products under study for specific usage-occasions.

**Lifestyles** referred to the activities, interests, opinions,

TABLE XI  
SITUATIONAL VARIABLES OF CONSUMERS' RETAIL DECISION-MAKING

- 
1. Physical Surroundings - Physical features of situation including location, decor, sounds, aromas, lighting, weather, or merchandise arrangement.
  2. Social Surroundings - Other persons present, their apparent roles, their characteristics, and interpersonal interaction relevant to the product and store decision.
  3. Temporal Perspective - Time related characteristics of the situation including time of day, day of week, season of the year, time since last purchase, time before or after pay day, time since last meal, amount of time one has to shop.
  4. Task Definition - The task as defined relative to the intent of requirement to select, shop, or obtain information; purchasing for yourself versus other, personal use versus gift.
  5. Antecedent States - Personal, mental, or physical condition immediately antecedent to the current situation, including momentary moods or conditions such as cash on hand, fatigue, or anxiety.
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Source: Adapted from Russell W. Belk, "Situational Variables and Consumer Behavior," Journal of Consumer Research, December 1975, p. 159.



and behavior of respondents towards fashion shopping and their acquisition of apparel merchandise. This definition, as used by Gutman and Mills (1982) was incorporated in this study because of the investigation's focus on apparel retailers who sold women's clothing. The study drew upon the works of several researchers to obtain lifestyle measures (Burns and Harrison 1979; Cort and Dominiquez 1977, 1977-78; Darden and Lusch 1983; Darden and Perreault 1983; Darden and Reynolds 1971; Darden, Erden, and Darden 1983; Gutman and Mills 1982; King, Ring, and Tigert 1980b; Reynolds, Darden, and Martin 1974; Mason, Durand, and Taylor 1983; Venkatesh 1980; Wells and Tigert 1971). The statements used to measure lifestyle were fashion oriented.

The fashion lifestyle inventory was composed of two categories of items: those measuring the respondents' fashion orientation and personal appearance and those that measured the consumers' general shopping orientation. For data collection purposes, the respondents were asked to indicate the extent to which they concurred to each statement in the inventory by placing their rating along a seven-point bipolar scale that ranged from "strongly agree" to "strongly disagree", weighted one to seven, respectively (reverse coded).

Consumer demographics were the last set of consumer characteristics to be measured in this study. As Belk (1975) recommended, variables measured and included were individuals influence that would remain stable over a period of time, place, and attributes consistent to the individual; therefore, this measure elicited consumers' responses to such variables as age, education, length of residence, occupation, marital status, income, race, etc.

### Selection of the Product Category

The purchase of women apparel items has received a growing amount of attention in the literature due to the influx of women into the work-force. The National Retail Merchants Association reports that women's apparel and accessories account for nearly 40 percent of the total department store sales (Greenberg, Sherman, and Schiffman 1983). As more and more women enter the work-force and changes in occupational status take place, one area of consumption that is likely to be affected significantly is the women's apparel industry (Hirschman and Mills 1979; Lumpkin, Allen, and Greenberg 1982). Therefore, as acknowledged by King (1979), "understanding the clothing and apparel shopping behavior of the contemporary consumer is vitally important to effective marketing in the fashion retail marketplace" (p. 25).

From a retailing perspective, women's clothing appears to be a significant product category to be explored for market segmentation purposes. Research by several investigators (King, Ring, and Tigert, 1980; Tigert, Ring, and King, 1976) documents that fashion involvement is a valid dimension for fashion market segmentation, however, little attention has been directed towards the joint effect of factors underlying store-type choice behavior in the context of women's wearing apparel. According to King and Ring (1980), consumers' store-type choice will be influenced by their level of fashion involvement. Research has shown that consumers perceive risk in shopping for wearing apparel (Cox and Rich 1964, Prasad 1975; Taylor and Rao 1980, 1982, 1983a, 1983b; Zikmund and Scott 1974), which could also influence the consumers involvement with the product purchases. Specifically, Tigert, Ring, and King (1976) were able to find a strong correlation

between fashion involvement and the dollar amount of consumers clothing buying behavior.

While women's clothing has been recognized as one of the most difficult product categories to measure and predict behavior (Sproles 1978), it is one of the most crucial categories in which to measure and predict future preferences for consumers. Other researchers have also expressed the need to understand a wide range of intrapersonal variables and their interrelationships in the area of apparel consumption. Ryan (1966) states that:

We can have a better understanding of what will be satisfactory to the consumer if we know: why people choose the clothes they do; how society influence them in their selection; the relationship between personal values, interest, attitudes, self-concept and personality factors, and the effect of clothing on individuals (p. 187).

Due to the importance of women's apparel as a research area, my own personal interest in clothing, and the desire to study patronage behavior with respect to a specific product category, women's apparel was selected as the product to be studied. Also, this product category was one with which the participants should have been familiar, thereby, minimizing the "guesswork" on their part when indicating their choices of retail institutions from which purchases might be made for specific usage-occasions. A discussion of the retail classifications used in the study is provided below.

#### Selection of Store-Types

In an effort to examine the competitiveness of the apparel retailers in the industry, traditional classifications for types of retail stores were employed in conducting this investigation. Alternative sub-levels within each store-type were considered. However, pretests

indicated that further sub-divisions yielded few additional insights.

### Store-Type Categories

Department Stores. Department stores are large departmentalized retail institutions carrying a wide variety of merchandise lines, commonly grouped into "hard" lines (e.g., furniture) and "soft" lines (e.g., women's department - dresses, shoes, and accessories). These stores, usually high-margin operations, attract customers at three pricing points: "low or economy", "mid-line", and "prestige". Department stores are typically located in the central business district or anchors in suburban and regional shopping centers.

Traditional department stores - multiple unit retailing organizations which are formed through the acquisition activities of centralized organization structures. These stores (e.g., Sanger-Harris and Dillard's) have a local or regional trade area, have local autonomy for operations, maintain local identity, and have local discretion in merchandise assortment.

National chain department stores - multiple unit retailing organizations which operate national trade areas under central ownership, management, and control. The brands carried are usually company controlled (e.g., Sears, Penney, and Ward).

Discount department stores - carry a rather complete variety of both hard and soft line merchandise, including national brands, and specialty lines (e.g., electronics, shoes, jewelry, and drugs). This group of retailers often offers limited services, but implements pricing strategies to achieve the highest possible turnover rate. Discounters are usually located in isolated units in regional shopping

centers. The decor of these institutions is usually plain (i.e., tile floors, bargain tables and bins, rows of shelving, plain pipe racks), with a centralized checkout area. Discounters employ aggressive advertising, utilize point-of-purchase displays to inform and persuade consumers to buy, and promote in-store "unadvertised" specials. Conventional full-line discount stores are sellers of national or manufacturers' brand merchandise, with prices as their major appeal, while shopping convenience, brand product association, and customer service offerings serve as adjunct (e.g., Venture, K-Mart, Wal-Mart, and Target).

Specialty Stores. Specialty stores offer varied degrees of merchandise specialization while emphasizing merchandise depth and assortment (brands, models, styles, sizes, and colors) within each limited product line. These retailers may specialize on the basis of their price (e.g., discount), size (e.g., tall gals), quality (e.g., exclusive), style (e.g., contemporary), or fashion (e.g., couture). Specialty stores are normally operated in relatively small facilities (compared to other retailing operations, i.e., department stores) with decors and layouts complementary to their merchandise line. The location of specialty stores is varied, but are found most often in central business districts, large malls, and shopping centers. Promotional communications of specialty stores stress the uniqueness and distinctiveness of their product and the selection they offer to a limited but homogeneous market segment.

#### Research Instrument Development

Two pilot studies and a pretest were conducted to develop the

survey instrument for this study. The principal goals behind these studies were to: (1) formulate questions and gather data indicative of that expected from the survey participants; and, (2) to determine elements of the questionnaire that needed to be eliminated, altered, or added missing elements which prohibited precise measurement of the variables under consideration for inclusion on the actual research instrument.

The items selected for inclusion on the initial pilot test questionnaire were formulated base on findings of a literature review, conferences with committee members, as well as discussions held with other Marketing faculty members at Oklahoma State University. As deemed necessary, revisions in the questionnaire were made as indicated by the results of the pilot test to assure clarity in the research instrument that was used in the actual study.

The initial pilot study was concerned with the following task: (1) testing a compiled list of lifestyle psychographic statements and institutional attributes deemed to be important in determining patronage; (2) empirically determining whether the importance of store-type attributes is dependent on the product purchases, usage-occasions, and/or shopping time-constraints; (3) the identification of suitable products for the actual study that differed by levels of involvement; and (4) identifying the appropriate products and purchase-usage-occasions for the study.

The experimental design during this phase of the study included the manipulation of three repetition factors in a 3x2x5 factorial arrangement and one grouping factor: TREATMENT ORDER (30 levels: purchase-situations). The three repetition factors were PRODUCT

(three levels), TIME (two levels), and USAGE (five levels). Because of the cumbersomeness of requiring the participants to respond to all 30 of the treatments (in scenario form), through the use of a computerized randomization scheme, a total of three treatments were randomly assigned to each of the questionnaire versions that were administered during the first pilot study.

Appendix A contains a version of the questionnaire that was administered during this phase of the investigation. It also contains the results from several analyses that was employed on the data obtained from a convenience sample of female students enrolled in a retailing course during the Fall of 1984.

To analyze the data, first, Pearson's product-moment correlation analysis was performed to check for collinearity (the case where predictor variables are highly correlated with each other) and to summarize the degree of the relation between store-type attributes and lifestyle variables under consideration for the actual study. The results, as expected, revealed that collinearity was present. To handle the problem and to group together those variables most closely related under the same factor, while at the same time attempting to reduce the number of variables for inclusion in the study to a workable and reasonable size, and obtain insight into the underlying dimensions of the variables considered to be responsible for the way in which the respondents viewed the importance of store-type attributes as well as the respondents' concurrence to lifestyle statements, factor analysis (principal factor method) employing Varimax Rotation was used to increase the factors' interpretation.

The cutoff criterion used to select the number of factors was

based on the minimum eigenvalue rule of one. The variables selected to form factors were based on their factor loadings (a measure of the importance of the variable in measuring each factor). With the major objective in mind of deriving factors that represented the original data reasonably well, only those variables having loading of .60 or greater were used to summarize a factor.

To further examine the independence of the store-type attributes and lifestyle characteristics, comparisons were made between those variables having high correlations (0.60 or greater) and their loadings on the same factor. That is, by process of elimination, for example, if two store-type attributes were found to be highly correlated and loaded on the same factor, one of the two variables was deleted from the list of attributes being considered for the actual study.

To determine if the importance of the store-type attributes were dependent upon the product, usage-occasion, and/or time constraint, three-way analysis of variance was performed. The results of this analysis revealed that the product was the most significant variable in determining the importance of store-type attributes. Unlike time which showed no significant difference in the importance of the store-type attributes, usage was found to occasionally have a significant affect on the importance of those attributes found to be significant at a level of  $p < .10$  (Appendix A).

Furthermore, of vital importance during this stage of the research was the elimination of store-type attributes that were viewed as being a clear and/or distinct differential advantage for any given store-type more so than for another or vice versa. For example, credit availability was viewed by the author as an attribute that



served as a differential advantage for all store-types except discount department stores; as a result, credit availability was deleted from the study since most discount department stores do not offer a credit card (i.e., store card) to their customers. These analytic processes employed during this stage of the investigation resulted in the identification of 17 of the original 26 store-type attributes and 43 of 92 lifestyle items (i.e., 20 of 38 "fashion orientation and personal appearance" measures and 21 of 54 "general shopping and fashion shopping confidence" measures) that were reexamined in the second pilot study.

To examine the general importance as well as the usage importance of the products being considered for the study, mean ratings were examined (Appendix A). After an insightful examination of the products and usage-occasions that had been included in the initial pilot study, given the population of interest that would be examined in the actual investigation and the desire to have products that showed uniformity across possible purchase-places, the usage-occasions and product categories were modified. As a result of all changes and revisions that were made after analyzing the data obtained for the first pilot study, a new questionnaire was constructed and put to test in the second pilot study.

As indicated earlier, this study was not concerned with determining image differences among store-types, however, to be assured that the proper store-type attributes were being considered, some indication of consumers' perceptions of store-types was needed prior to conducting the full-scale investigation. In other words, if all the store-types under study were thought to be similar on a particular

attribute, the relevance of asking the respondents to indicate a store preference (store-type) for a specific purchase would have little value to the study (as it relates to the importance of that attribute in selecting a particular store-type for making a purchase) since, according to the respondents, all of the store-types were viewed to be similar on the attribute of interest. Given the importance of the rated store-type attribute, such a response would indicate that the purchase could be made at any store-type. Hence, it became necessary to delete such a store-type attributes from the study, given the consistency of the similarity in ratings across all store-types.

With this objective in mind, the questionnaire for the second pilot study (Appendix B) was designed to determine assess the fashion-apparel image of store-types in question, rather than assuming "a priori" that consumers perceive stores or store-types to be similar or different on certain attributes. It also assessed the general and usage importance of the products being considered, and relationships among a list of lifestyle statements as well as store-type attributes.

To assess whether the respondents (another convenience sample of retailing students) perceived the four store-types as being significantly different across each of the 17 store-type attributes, analysis of variances and mean comparison tests were performed. The results for the sample showed that speedy checkout did not significantly differentiate the store-types. As a consequence, it was eliminated as an attribute to be included in the actual study.

Among the criteria for the actual study, it was deemed appropriate to conduct the study within close proximity of mall locations. With this criterion in mind, the decision was made to delete from the

list of possibilities for the actual study all store-type attributes which seemed to have provided differential advantages for store-types located in malls and not for other store-types located within the same geographical area or vice versa.

To assess the level of involvement (high, moderate, or low importance) thought to be associated with each of the products, their mean importance ratings were examined. Performance of analysis of variance and the Duncan test led to significant differences being detected with respect to the selected usage-occasion. The results for this phase of the study are presented in Appendix B.

Again, through the use of factor and correlation analyses, both the lifestyle characteristics and store-type attributes were checked for independence. Simultaneously, efforts were made to further reduce the number of statements and attributes for inclusion on the pretest questionnaire and to handle any collinearity problems. The same analytic procedures employed during the initial pilot study were conducted until 15 lifestyle characteristics and 13 store-type attributes emerged for the pretest.

Following the pilot studies, a pretest was conducted to confirm that the instrument was ready for distribution. To counteract any halo-effect (e.g., fatigue, practice, or previous treatment(s) which could have resulted from the sequencing of scenarios in the questionnaire, treatment order patterns were altered. A sample copy of one-of-twelve questionnaire versions (3x2x2 factorial arrangement: PRODUCT - three levels; USAGE - two levels; and TIME - two levels) used in the pretest can be found in Appendix C. The questionnaire was administered in the Spring of 1985 to another convenience sample female

students enrolled in a retailing course.

The results in Appendix C revealed that the institutional attributes importance ratings differed as the product, usage-occasion, and time-constraint varied. So did the overall mean ratings; but tests for differences were not performed to determine statistical significance in either case. The general importance of the products (dress, blouse, and skirt) were rated high to low, respectively. However, these ratings were not quite distinct enough to say that they each differed with levels of involvement. Therefore, since the respondents were expected to perceive a belt as having lower general and usage importance than a blouse, it was selected to replace the blouse as the product to be investigated in the study.

In analyzing the pretest data, ANOVA was performed to determine the importance of the purchase with respect to the products, usages, and time-constraints. For this analysis, the subjects were treated as randomized blocks. Significant relationships were found at levels of  $p < .0001$ , as were their combined effects. No significant interaction effects were found among the variables. A significant relationship was found at levels of  $p < .05$  for the effect of the variables (products, usages, and time-constraints) on the importance of store-type attributes. Based on the results of the pretest and pilot studies, it was concluded that a complete factorial design would not be necessary for conducting this investigation.

As with the pretest, treatment order patterns were altered in the actual research instrument to counteract halo-effects. This procedure resulted in the development of six versions of the questionnaire. Appendix D contains a copy of one-of-six versions of the research

instruments administered in the study and the cover letter that accompanied it. The questionnaires (which differed by the sequencing of scenarios) were printed as 4-leaf page 8 1/2" x 4" booklets. Their covers were sequentially numbered so that their distribution to the census tracts was identifiable. For the respondents' convenience, a stamped, self-addressed envelope was attached to the center of each instrument. Also, for identification purposes, each envelope was stamped with the same numeric code as its accompanying questionnaire.

#### Interviewer Training

Surveyors were trained to personally deliver the self-administered questionnaire as an effective and cost-efficient method of distribution. The surveyors, undergraduate and graduate students (two males and three females), were marketing majors and had either taken marketing research or enrolled in the course at the time of the study. Prior to distributing the questionnaires, each surveyor underwent an hour training session, which covered data collection procedures as well as their method of compensation. The surveyors were paid on an hourly rate basis. In addition, to stimulate conscientious conscientious distribution, the surveyors also received bonus incentive pay of for each usable questionnaire returned from their designed census tracts.

#### Sampling Techniques and Procedures

Women were selected as the population of interest in this investigation. Due to the nature of the study, the sample was biased towards a cross-section of female respondents having moderate to high

household incomes (i.e., \$25,000 - \$75,000). This specific concentration of women was of particular interest in the investigation since they were most likely to be financially able to shop a diverse range of retail outlets, thereby not having their store-type selection restricted because of realistic financial limitations. A systematic area sampling procedure was selected for this investigation (Survey Research Center 1976).

The geographical areas for the selected sample were in close proximity to malls, since malls were the single largest attractor of shopping consumers across socioeconomic groups and most likely to represent the diverse concentration of the retail store-types to be included in the study. The rationale behind the selection of mall locations as the criterion for area sampling was to control distance as being the primary influencing factor affecting respondents' store-type choice selection.

The initial stage of the sampling process involved establishing boundaries and the selection of census tracts within the test area of Oklahoma City, Oklahoma. Based on the criterion that the study examine the shopping behavior patterns of women having moderate household incomes and reside within close proximity to shopping centers, the north-west section of the Standard Metropolitan Area of Oklahoma City was selected as the specific site for conducting the study.

The area encompassed the city's super regional shopping center (Quail Springs Mall - 1,157,858 sq. ft.), along with several other major regional shopping centers (e.g., 50 Penn Place - 389,000 sq. ft.; Penn Square Mall - 610,371 sq. ft.; Puddin Lane Shopping Center - 872,000 sq. ft.; North Park Mall - 240,000 sq. ft.). Sixty-four census

tracts were identified for sampling, excluding those tracts that overlapped with areas outside the test site.

Given the expected high response rate associated with hand delivered questionnaires, it was decided that a total of 640 questionnaires, would be an adequate number for initial distribution in this study. The questionnaires were distributed among the census tracts, proportionate to the total number of women 20 years and older (1980 census data) residing in each of the 64 selected census tracts, since adult females were the desired participants (Appendix E). A total of 73, 586 females were identified as residing within the test area. The formula used to determine the exact allocation of questionnaires to the 64 test census tract areas was as follows:

$$QD_j = TDQ (TFC_j / TFAC_i)$$

Where:

$TFAC_i$  = the total number of females 20 years and over residing within the boundaries of the test area;

$TFC_j$  = the total number of females 20 years and over who resided in each of the census tracts being investigated;

$TDQ$  = the total number of questionnaires to be distributed across all census tracts under study; and,

$QD_j$  = the total number of questionnaires to be distributed in each census tract.

Within census tracts, a random sample of streets within each census tract was selected as a starting point for questionnaire distribution. The travel routes from the base starting points were then selected and provided the surveyors. Appendix E provides the information regarding the surveyors the surveyors distribution packet as well

as the distribution of questionnaires within each census tract.

#### Distribution of the Research Instrument

To administer the 640 questionnaires, a variation of the "drop-off" method described by Sudman, Greeley, and Pinto (1965) was used in this study. The "drop-off" method used in this study differed from the Sudman, Greeley, and Pinto (1965) method in that the surveyors left the questionnaire with the respondent to complete and return the instrument by mail rather than returning to pick the questionnaires up at a later date. To carry out the distribution process, the surveyors were informed of their assigned questionnaire distribution areas and given (a) 2 maps (one of the investigating area which had been blocked into 4 sampling sections and a street map of the test site); (b) packets that contained supplies, instructions, and bundles that contained the exact number of questionnaires to be distributed within each of the surveyors' designated census tracts; (c) questionnaire distribution instructions (which they were encouraged to follow); and (d) questionnaire distribution payment report forms (all of which can be found in Appendix E, with the exception of the maps).

Since all the surveyors were students, two items of concern regarding data collection in this study were the availability of the surveyors to make the questionnaire delivery and, an approximate times that the respondents would be home to receive the questionnaire. To handle these concerns, the questionnaires were generally distributed on weekends. Distribution procedures followed closely to those suggested by Weeks et al. (1980) who indicated that late afternoons and early evenings on weekdays and Saturday afternoons were the best times with



the highest probability of finding an adult at home. The initial scheduled cut-off date for questionnaire distribution and receipt for inclusion in the study was approximately 4 weeks after distribution.

Based on initial responses, a decision was made to have follow-up mailing to other census tracts from which no responses had been received. Thus, 350 questionnaires were mailed on May 15th with scarce response. A total of 256 questionnaires were received from respondents; however, only 228 were usable due to incomplete responses.

#### Store-Type Measurement

Upon receipt of a participant's questionnaire response, a listing of the respondent's stated possible purchase-places was compiled to develop a store-type classification schema. To be somewhat assured that the stores indicated by the respondents were, in fact, within the Oklahoma City area, GUIDE: Metro Oklahoma City Area Shopping Center served as a reference for accurately identifying the stores. To assure that each respondent's store choices were properly categorized into the appropriate store-types, a panel of multiple judges (12) was selected to assign the respondents store responses into their respective store-type classification. The panel consisted of faculty members of the College of Home Economics at Oklahoma State University. Contact with the panel was made through one of the panel members. This individual was responsible for administering the store-type classification schema to other panel member for its completion and return to the investigator.

To be assured that some degree of consistency existed between each panel member's personal classification of the respondents'

indicated stores and that all of the store responses had been classified, the classification schema was administered to the panel members on two occasions. Approximately 4 weeks after the investigation had begun, the first classification schema was administered to the panel during the week of March 25, 1985 and returned by the panel contact person the week of April 8th. The final classification was administered to the panel during the week of April 15th and returned the week of April 23rd. After the classification schema had been administered the second time, each judge's store-type classification schemas were checked for consistency of the stores into classifications. Individual responses of judges that were in conflict regarding the classification of a given store were not considered for the store-type classification of the retail institution in question.

Since the classification schema used to classify the store-types was finalized prior to the designated cut-off date for including responses in the study, a check was made to be assured that all of the later respondents indicated store choices had been previously been classified. Therefore, the possible problem of having stores that had not been classified was eliminated. Appendix F contains the form used by the panel to classify the respondents shopping choices into store-type. The numbers listed on the classification form are indicative of the number of panel members (excluding those whose classification conflicted) who classified each store into a give store-type. The decision to classify a store into a specific type was based on the number of panel members who consistently classified the store in question to a given store-type classification. For example, if eight panel members classified a store as being a specialty store, while six other members

classified the same store as being a traditional department store, the store in question would be classified as indicated by the majority of the panel member. And, in this case, the store in question would be classified as a specialty store.

The classification procedures used were similar to those performed in studies by Hirschman (1979a), King and Ring (1980), and Mattson (1982). A detailed discussion of the store-type classifications used in the study are presented later in this chapter of the dissertation.

#### Methods of Data Analyses

A variety of statistical techniques were used to test the hypothesized relationships being proposed in Figure 8. Analyses for this investigation were conducted through the use of computer programs utilizing the Statistical Analysis System (SAS 1982). Due to the exploratory nature of the study, the null hypothesis was rejected at levels of significance beyond .10. Various planned comparison among variables using Duncan's multiple range test were evaluated at the 0.05 level of significance.

#### Hypothesis I

As consumers are confronted with various shopping situations, the importance of store-type attributes is expected to differ based on their store-type choices. Furthermore, a select group of store-type attributes was expected to be more important to consumers who shopped national chain department store and discount stores as well as for those who shopped specialty stores and traditional department stores. This hypothesis will be examined in three parts. Store-types will

serve as the independent variable for this hypothesis, while store-type attributes will take on the role of the dependent variable.

Hypothesis I - Overall. This part of the hypothesis was concerned with determining the effect of consumers store-type choices on the importance of store-type attributes. To test this relationship, the respondents were asked to rate the importance of 13 store-type attributes for several purchase-situations (three treatments of the study). Chi-square analysis was designated as the technique for assessing the relationship between the respondents' store-type choices and the purchase situations. To determine if the respondents' store-type choices differed based on the perceived importance of store-type attributes, one-way analysis of variance (ANOVA) was identified as the statistical analytical technique selected for determining the effect of the respondents' store-type choice on the perceived importance of store-type attributes within and across purchase-situations; while, multivariate analysis of variance (MANOVA) was chosen as the statistical technique for simultaneously testing the effect of store-type choice across the store-type attributes.

MANOVA, specifically, was selected for performing part of this analysis because it allows for the testing of differences involving multiple response variables between two (or more) groups. Moreover, the technique takes into account the fact that two or more variables will be correlated (e.g., store-type and store-type attribute) by the simultaneous testing of all the store-type attributes (Redinger 1977, Hair et al. 1979); which, could lead to overall results that show no significant differences but under the univariate (ANOVA) approach significant differences may be found. Following the ANOVA and MANOVA

procedures, stepwise discriminant analysis using the STEPDISC procedure of SAS will be exercised to find a subset of variables that best reveal differences among the respondents' store-type choices.

Hypothesis I-A. Part A of Hypothesis I considers the importance of price and merchandise selection in the decision-making process for those consumers who preferred national chain department stores and discount stores for making the designated purchases. Two-group analysis would be performed employing both one-way ANOVA and MANOVA procedures to determine if the importance of price and merchandise selection significantly differentiated consumers who select national chain department stores and discount stores as opposed to shoppers of specialty and traditional department stores.

Hypothesis I-B. This portion of Hypothesis I dealt with determining if the store-type attributes brand carried, merchandise quality, friendly atmosphere, services offered, knowledgeable salespeople, and attractive display of merchandise were more important in the decision-making process of consumers who preferred specialty and traditional department stores for making the designated purchases versus those consumers who will identify discount department stores and national chain department stores as their preferred shopping places. As in part A of this hypothesis, two group analysis will be performed employing both one-way ANOVA and MANOVA procedures to determine if the importance of the store-type attributes listed above will significantly differentiate consumers who selected specialty stores and traditional department stores as store-types for making the designated purchases, more so, than for those consumers who indicated discount and national

department stores as their preferred purchase places.

To compare differences among the mean ratings of the store-types, Duncan's multiple range comparison test will be employed. For those instances where store-type attributes is found to significantly differentiate the store-types but Duncan's comparison test fail to differentiate the store-types, least squared means will be examined to make a more detailed comparison.

### Hypothesis II

Given that consumers do not all have the same lifestyle, it was expected that the perceived importance of store-type attributes would be viewed differently when making purchase-place decisions. Since the hypothesis seeks to determine the effect of both categorical and interval scaled items, several statistical techniques were identified for making this analysis. To determine the relationship between the lifestyle characteristics and store-type choices, ANOVA, MANOVA and Duncan's test will be the principal test statistic.

## CHAPTER IV

### RESEARCH FINDINGS

#### Introduction

This study investigated the influences of consumer characteristics, situational factors, and store-type attributes on store-type choice and store-type loyalty. The results of this investigation are presented below. Brief discussions of the sample profile and the descriptive results of the study precede the presentation of the data analyses and research findings.

The study was a field survey investigation which provided the basis for taking an integrative approach to examining the determinants of store-type choice and store-type loyalty behavioral patterns. The integrative approach allowed for an assessment of the explanatory power of a set of situational factors and individual-difference variables in predicting store-type choice and store-type loyalty behaviors.

#### Sample Profile

The sample consisted of 228 females who were selected from the northwest section of Oklahoma City, Oklahoma. The respondents are characterized according to demographic and socioeconomic factors in Table XII.

TABLE XII  
CHARACTERISTICS OF RESPONDENTS

Variable	SAMPLE SIZE = 228	Frequency	Percent
<u>Age</u>			
non-response		9	.
19 and under		3	1.4
20 - 24		17	7.8
25 - 34		61	27.8
35 - 44		35	16.0
45 - 54		30	13.7
55 and over		73	33.3
<u>Ethnicity</u>			
non-response		12	.
Caucasian		206	95.4
Other		10	4.6
<u>Educational Attainment</u>			
non-response		10	.
Some high school studies		4	1.8
High school graduate		46	21.1
Some college or vocational training		73	33.5
College graduate		53	24.3
Graduate training		42	19.3
<u>Marital Status</u>			
non-response		8	.
Married living with spouse		167	75.9
Single (never married)		18	8.2
Separated		3	1.4
Divorced		18	8.2
Widowed		13	5.9
Other		1	0.4
<u>Respondent's Employment Status</u>			
non-response		15	.
Full-time employee		99	46.6
Part-time employee		25	11.7
Not employed		60	28.2
Self-employed		29	13.6



TABLE XII (Continued)

Variable	SAMPLE SIZE = 228	Frequency	Percent
<u>Years at Present Address</u>			
non-response		9	.
3 years or less		67	30.6
4 to 8 years		53	24.2
9 or more years		99	45.2
<u>Spouse's Employment Status</u>			
non-response/(not applicable = 18)		50	.
Full-time employee		103	64.4
Part-time employee		5	3.1
Not employed		28	17.5
Self-employed		24	15.0
<u>Respondent's Occupation</u>			
non-response		16	.
Professional		55	25.9
Managerial or Semi-professional		28	13.2
Sales		16	7.6
Skilled blue collar worker		5	2.4
Unskilled blue collar worker		2	0.9
Clerical/Secretarial		24	11.3
Retired		32	15.1
Housewife		30	14.2
Other		20	9.3
<u>Spouse's Occupation</u>			
non-response		61	.
Professional		52	31.1
Managerial or Semi-professional		26	15.6
Sales		21	12.6
Skilled blue collar worker		23	13.8
Unskilled blue collar worker		5	3.0
Retired		33	19.8
Housewife		1	0.6
Other		6	3.6
<u>Respondent's Income</u>			
non-response		52	.
Under \$14,999		55	27.7
14,999 - 24,999		93	46.7
25,000 - 49,999		34	17.1
50,000 or more		17	8.5

TABLE XII (Continued)

Variable	SAMPLE SIZE = 228	Frequency	Percent
<u>Total Household Income</u>			
non-response		73	.
Under \$19,999		16	10.3
20,000 - 29,999		21	13.5
30,000 - 74,999		91	58.8
75,000 or more		27	17.4
<u>Children in the Household</u>			
non-response		15	.
Yes		83	39.0
No		130	61.0
<u>Type of Housing</u>			
non-response		13	.
Single Family Dwelling		200	93.0
Other		15	7.0
<u>Ownership of Residence</u>			
non-response		12	.
Own		191	88.5
Rent		23	10.6
Other		2	0.9

Characteristics of the Respondents

The respondents (ethnically and age-wise) were primarily older, Caucasian consumers. The majority of the participants had some education beyond high school with slightly less than half (44%) being college graduates. Less than two percent had less than a high school education. Almost three-fourths of the respondents were married. Of those sampled, more than half stated that they had lived at their

present address four or more years.

The majority of the respondents were employed: full-time (60%, self-employed individuals included) and part-time (11%). Approximately one-third of the women considered themselves as professional (25%) or part of a management team (13%). The occupational status of their spouses was essentially professional and/or managerial.

Almost half of the employed respondents (46%) indicated that their individual incomes were between \$15,000 and \$24,999. Household incomes ranged between \$40,000 and \$75,999 a year. The households surveyed were primarily single dwelling family homes that the respondents owned. More than half of the households had no children.

#### Involvement Manipulation Checks

The study concentrated on the purchase of women's apparel items, and a goal was to observe consumer decision-making through the use of products that differed by levels of involvement (i.e., product importance). Consequently, based on the results obtained from the pretest and pilot studies (discussed in Chapter III), the product categories of dress, skirt, and belt were identified as the shopping items to be investigated. Involvement, was further manipulated by varying the situational factor of usage.

As a preliminary check to determine if the respondents would actually perceive product-usage combinations as differing by levels of involvement, each respondent was asked to rate the products on the basis of their general importance as well as on usage importance for the designated occasions. The ratings assigned by the subjects to the products based on perceived general and usage importances are

presented in Table XIII. For both ratings of the products, the means ranged from high to low for dress, skirt, and belt, respectively.

TABLE XIII  
IMPORTANCE RATINGS OF THE PRODUCTS UNDER STUDY

Importance	n	Mean	Standard Deviation
General - Dress	224	5.88	1.03
Skirt	223	5.61	1.11
Belt	223	4.86	1.20
Usage - Dress	224	6.00	1.20
Skirt	224	5.68	1.01
Belt	222	4.70	1.23

Furthermore, to determine if the products differed with respect to each other in terms of their general importance versus product-usage importance, two-way ANOVA was performed. Because of the repeated measures incorporated in the study, the subjects were used as blocks in order to control for differences across them. The ANOVA results were significant at levels of  $p < .001$  for the products with respect to both general and usage importances.

Additionally, since the products were incorporated in the treatments (purchase-situations) as part of the investigation, it was important to know whether the respondents would view them differently when designated for a specific usage, as opposed to when referred to as general product categories. To perform this analysis, paired

comparison t-tests were conducted. As shown in Table XIV, based on usage importance and general importance, the ratings assigned to the products, dress, and belt were found to differ. Specifically, the purchase of a dress for a formal social gathering tomorrow was perceived by the respondents as more important than the general importance of a dress. The respondents also perceived the importance of a belt purchase for a family gathering in two weeks to be less important than its general importance.

TABLE XIV  
DIFFERENCES IN THE GENERAL AND USAGE IMPORTANCE OF  
PRODUCTS: PAIRED-COMPARISON T-TEST

PRODUCT	MEAN DIFFERENCE	STD ERROR OF MEAN	T	PR > T
DRESS	-0.12	0.06	-1.89	0.06
SKIRT	-0.09	0.06	-0.42	0.16
BELT	0.17	0.07	2.25	0.03

These findings indicate that, as the usage of the dress and belt vary, the perceived importance consumers place on these items may vary as well. However, when the results for a skirt were examined, no significant difference ( $p < .16$ ) was found in the ratings assigned to the product by the respondents based on its general and specific usage importances.

The results in both Table XIII and Table XIV indicate that appropriate products and usage occasions had been selected for the study. Involvement was manipulated successfully through the selection of the three product-usages for investigation.

### Descriptive Findings

In the following sections, general findings regarding the respondents in terms of their preferred purchase-place choices, attitudes toward the importance of retail institutional attributes, and fashion lifestyles are discussed.

#### Distributions of First Store-Type Choices

The first preferences among store-types revealed that traditional department stores were preferred by most of the respondents as their purchase-place choice regardless of the product-usage situation. The second highest proportion of choices was to specialty stores. Discount department stores were least preferred as a first store-type choice for the product-purchase-situations.

The strength of the choice preferences varied among product-usage situations. It can be seen in Table XV that traditional department and specialty stores lose patronage to national chain and discount department stores as the shopping occasion lessens in importance.

#### Loyalty Distribution by Store-Type

The respondents' first, second, and third patronage choices were examined to assess the prevalence of store-type loyalty within each product-purchase-situation, as shown in Table XVI. Additionally,

TABLE XV

DISTRIBUTION OF FIRST STORE-TYPE CHOICES: WITHIN  
AND ACROSS PRODUCT PURCHASE-SITUATIONS

SAMPLE SIZE = 228	Rank	Frequency	Percent
<u>WITHIN PRODUCT PURCHASE-SITUATIONS*</u>			
<u>Dress</u>			
non-response		24	.
Traditional Department Stores	1	102	50.0
National Chain Department Stores	3	17	8.3
Specialty Stores	2	75	36.8
Discount Department Stores	4	10	4.9
<u>Skirt</u>			
non-response		24	.
Traditional Department Stores	1	103	51.0
National Chain Department Stores	3	17	8.4
Specialty Stores	2	68	33.7
Discount Department Stores	4	14	6.9
<u>Belt</u>			
non-response		25	.
Traditional Department Stores	1	93	46.0
National Chain Department Stores	3	32	15.8
Specialty Stores	2	50	24.8
Discount Department Stores	4	27	13.4
<u>ACROSS PRODUCT PURCHASE-SITUATIONS**</u>			
non-response		76	.
Traditional Department Stores	1	298	49.0
National Chain Department Stores	3	66	10.9
Specialty Stores	2	193	31.7
Discount Department Stores	4	51	8.4

\*Order of importance for single product purchase-situations was dress, skirt, and belt, respectively.

\*\*Totals reflect repeated measures for the combined purchase of a dress, skirt, and belt.

TABLE XVI  
 DISTRIBUTION OF LOYALTY WITHIN AND  
 ACROSS PURCHASE-SITUATIONS

OVERALL STORE-TYPE LOYALTY	DEGREE OF STORE-TYPE LOYALTY		Frequency	Percent
	Completely	Partially		
Sample Size = 228			TOTAL	
<u>WITHIN PRODUCT PURCHASE SITUATIONS</u>	Frequency	Frequency		
<u>Dress</u> *				
Non-loyalty			21	10.2
Traditional Department Stores	25	67	92	44.7
National Chain Stores	2	17	19	9.2
Specialty Stores	26	44	70	34.0
Discount Stores	1	3	4	1.9
Column Totals	54	131	206	100
<u>Skirt</u>				
Non-loyalty			25	12.2
Traditional Department Stores	18	72	90	44.0
National Chain Stores	1	20	21	10.2
Specialty Stores	17	45	62	30.2
Discount Stores	3	4	7	3.4
Column Totals	39	141	205	100
<u>Belt</u>				
Non-loyalty			30	14.7
Traditional Department Stores	17	55	72	35.3
National Chain Stores	2	32	34	16.7
Specialty Stores	14	31	45	22.1
Discount Stores	6	17	23	11.3
Column Totals	39	135	204	100
<u>ACROSS PRODUCT PURCHASE SITUATIONS</u>				
Non-loyalty			9	4.9
Traditional Department Stores	55	32	87	47.0
National Chain Stores	9	6	15	8.1
Specialty Stores	30	32	62	33.5
Discount Stores	6	6	12	6.5
Column Totals	100	76	185	100

\* Non-response varied between 22 and 24 respondents for the respective situations.



across each product-purchase-situation, the respondents' first patronage choices were examined to determine the stability of their store-type choices over the purchase-situations. Most respondents were loyal (completely or partially) over any given purchase-situation with loyalty ranging from 85.3% to 89.8% of the total respondents. As expected, loyalty declined as involvement declined.

Of the loyal respondents, the majority were loyal to traditional department stores. Specialty stores followed second in loyalty with discount department stores having the smallest number of loyal consumers for all the purchase items. Across the purchase-situations, loyalty was 95.1%. Further, approximately half of the respondents were patrons of traditional department stores for the designated product purchases, followed by patronage to specialty stores.

Due to the high level of loyalty among the respondents, which led to similarities in the distributions for store-type choice and store-type loyalty, no further examination of the store-type loyalty construct was made in this study. This should not be taken to mean that the salient determinants of store-type loyalty will be the same as those for store-type choice; however, similarities among the selected variables are expected to exist for these constructs.

The above findings support earlier studies by Rothberg (1971-72) and Hirschman (1979a), which showed loyalty to exist within and across types of stores for different product purchases. Additionally, the fact that consumers were found to be partially-loyal gives support to the theory of cross-shopping, as documented by several researchers (Cort and Dominiquez 1977, 1977-78; Crask and Reynolds 1977; Dardis and Sandler 1971; Dodge and Summer 1969; Goldman 1977-78; Gutman and

Mills 1982; Miller and Gentry 1981; Prasad 1975; Rachman and Kemp 1963; and Rich and Portis 1964).

As Hisrich, Dornoff, and Kernan (1972) noted, a possible explanation for the respondents' loyal behavior is that repeated patronage to a store-type is a strategy for handling perceived risk when confronted with various purchase-situations. Furthermore, as Reynolds et al. (1974-75) found when studying women shoppers, these findings may reflect the respondents' willingness to avoid the risk of shopping retail institutions with which they are not familiar.

#### Store-Type Attributes Ratings

The importance of store-type attributes to respondents are presented in Table XVII. As shown in the table, the store-type attributes that were perceived as being most important were price, merchandise selection, cleanliness, and merchandise quality. Those that were consistent in being least important included attractive store decor, services offered, brands carried, and attractive display of merchandise. These results were congruent to those found by previous researchers (Dardis and Sandler 1971; Hirschman 1979a; Mattson 1982; Perry and Norton 1970; Singson 1975; and Tigert 1983).

As Mattson (1982) demonstrated and as was confirmed by this study, the importance of store-type attributes will differ depending on the importance of the product-usage-situation. Consequently, consumers' perceptions of the importance of store-type attributes may vary in accordance with the force(s) dictating their behavior at a particular time period. Hence, these results support marketers' thinking that the importance of store-type attributes varies with the degree of

TABLE XVII  
 FREQUENCIES OF STORE-TYPE ATTRIBUTES IMPORTANCE  
 RATINGS BY PRODUCT-PURCHASES

		Somewhat Unimportant			Neither		Somewhat Important				
		Very Unimportant		Important nor		Very Important					
		Extremely Unimportant		Unimportant		Extremely Important					
		1	2	3	4	5	6	7			
PRODUCT PURCHASES	STORE-TYPE ATTRIBUTES	FREQUENCIES							n	MEAN	STANDARD DEVIATION
Dress	Fren	8	7	5	21	67	70	36	214	5.27	1.42
Skirt		8	2	4	25	76	62	30	207	5.25	1.32
Belt		8	8	5	12	37	57	54	208	5.08	1.48
Dress	Bran	6	3	10	47	60	51	36	213	5.11	1.38
Skirt		8	3	10	38	73	50	26	208	5.01	1.37
Belt		14	6	16	60	59	35	19	209	4.56	1.51
Dress	Clen	8	2	2	10	39	83	71	215	5.80	1.35
Skirt		7	1	4	7	40	75	73	207	5.85	1.33
Belt		5	3	9	7	47	69	69	209	5.73	1.36
Dress	Stor	5	2	6	30	45	68	57	213	5.54	1.35
Skirt		5	4	4	27	57	59	51	207	5.45	1.36
Belt		11	3	6	42	55	56	35	208	5.09	1.50
Dress	Merq	2	5	4	2	19	84	99	215	6.16	1.16
Skirt		4	2	5	2	24	83	89	209	6.09	1.19
Belt		5	3	7	8	40	76	70	209	5.79	1.33
Dress	Price	8	2	4	17	47	46	90	214	5.76	1.47
Skirt		4	3	2	12	49	48	89	207	5.89	1.30
Belt		5	1	8	12	53	48	80	207	5.76	1.36
Dress	Serv	6	9	1	3	22	80	95	170	5.03	1.72
Skirt		10	6	7	18	45	35	33	154	5.07	1.67
Belt		13	8	6	28	33	35	28	151	4.83	1.78
Dress	Mers	4	6	1	3	22	80	95	211	6.09	1.25
Skirt		3	2	1	2	25	91	82	206	6.13	1.05
Belt		4	1	6	4	34	87	72	208	5.94	1.19
Dress	Know	1	6	7	27	51	57	62	211	5.56	1.32
Skirt		3	2	7	25	57	64	45	203	5.48	1.25
Belt		9	7	13	43	46	44	46	208	5.05	1.60
Dress	Attri	5	5	14	57	81	28	22	212	4.77	1.28
Skirt		4	3	12	55	86	30	15	205	4.79	1.16
Belt		8	9	14	58	81	27	11	208	4.54	1.30
Dress	Sale	4	4	12	23	61	56	52	212	5.40	1.38
Skirt		5	5	12	22	69	56	36	205	5.22	1.37
Belt		8	8	17	35	58	51	30	207	4.93	1.52

TABLE XVII (CONTINUED)

		Somewhat Unimportant			Neither		Somewhat Important				
		Very Unimportant		Important nor		Very Important					
		Extremely Unimportant		Unimportant				Extremely Important			
		1	2	3	4	5	6	7	-----		
PRODUCT	STORE-TYPE	-----									
PURCHASES	ATTRIBUTES	FREQUENCIES							n	MEAN	STANDARD
		-----									DEVIATION
Dress	Ease	1	6	9	31	50	78	37	212	5.38	1.25
Skirt		3	4	8	28	62	67	33	205	5.32	1.26
Belt		7	8	10	27	62	61	33	208	5.13	1.46
Dress	Disp	3	3	8	41	83	41	33	212	5.14	1.23
Skirt		3	5	9	36	81	48	23	205	5.01	1.22
Belt		4	7	10	50	70	44	21	206	4.90	1.29

The acronyms in the table depict the store-type attributes that follows.

PRICE ... Prices	DISP .... Attractive Display of Merchandise
CLEAN ... Cleanliness	EASE .... Ease of Movement Through the Store
BRAN .... Brands Carried	KNOW .... Knowledgeable Salespeople
SERV .... Services Offered	ATTRI ... Attractive Store Decor
STORE ... Store Reputation	SALE .... Salespeople Attention
MERQ .... Merchandise Quality	MERS .... Merchandise Selection
FREN .... Friendly Atmosphere	

involvement.

#### Lifestyle Characteristics Ratings

The response frequencies listed in Table XVIII depict the respondents' fashion lifestyle and shopping orientations. There were as many respondents who felt that it was not important for their clothes to be of the latest styles as there were who did (Life 11). The majority of the respondents did not: first decide on the brand before shopping at stores carrying that brand (Life 13); nor, feel the need to seek the advice of friends when making clothing purchases (Life 14). Additionally, although the respondents were possibly aware of fashion trends, they were not the first to try them, nor did they perceive that others regarded them as fashion leaders (Life 15).

The respondents indicated that they tended to: keep informed of fashion changes but did not always follow them (Life 7); buy clothes they liked, regardless of current fashion (Life 9); judge some brands of clothing on the basis of the stores that sold them (Life 3); and, resent being told what to wear by so-called fashion experts (Life 4).

#### Implications of the Data Frequencies

Perhaps the most illuminating theoretical implication of the data thus far is that people are loyal to store-types across products and by product categories. Thus, this finding gives credence to the study of store-type choice behavior, and makes a contribution towards the development of patronage theories. It should be noted that the loyalty is dispersed among the various store-types.

Retailers need to realize that even though consumers may shop at

TABLE XVIII  
 FREQUENCIES OF LIFESTYLE CHARACTERISTICS RATINGS

LIFESTYLE* CHARACTERISTICS	FREQUENCIES								n	MEAN	STANDARD DEVIATION
	1	2	3	4	5	6	7				
Life 1	12	17	13	68	67	35	12		226	4.42	1.44
Life 2	5	4	15	23	40	72	68		227	5.54	1.45
Life 3	10	27	12	30	59	68	21		227	4.70	1.67
Life 4	7	9	16	45	30	55	65		227	5.23	1.64
Life 5	16	26	22	49	52	51	12		228	4.30	1.64
Life 6	17	18	29	30	87	36	10		227	4.32	1.56
Life 7	3	11	7	17	49	102	36		225	5.44	1.33
Life 8	13	30	25	34	55	51	17		225	4.37	1.69
Life 9	1	5	7	10	40	101	64		228	5.82	1.16
Life 10	19	30	18	47	58	39	12		223	4.17	1.68
Life 11	21	31	19	26	44	48	43		226	3.79	1.53
Life 12	16	31	19	26	44	48	43		227	4.62	1.91
Life 13	67	77	24	30	17	7	6		228	2.55	1.57
Life 14	45	77	25	34	26	14	7		228	2.95	1.67
Life 15	70	81	16	30	18	6	7		228	2.52	1.59

- \* Life 1 - I sometimes influence what my friends say about fashion.  
 Life 2 - Spending excessive amounts of money on clothes is ridiculous.  
 Life 3 - I judge some brands of clothing on the basis of the stores that sell them.  
 Life 4 - I resent being told what to wear by so-called fashion experts.  
 Life 5 - I value the advice of friends and associates regarding stores to shop for clothing; therefore, I often ask them where to shop for clothing.  
 Life 6 - My wardrobe is up-to-date with fashion trends.  
 Life 7 - I keep informed of fashion changes but do not always follow them.  
 Life 8 - I normally buy branded clothing because the products are worth the price I have to pay.  
 Life 9 - I buy clothes I like, regardless of current fashion.  
 Life 10 - My friends and/or neighbors quite often ask my advice about many different kinds of clothing and where to shop for clothing.  
 Life 11 - It is important to me that my clothes be of the latest styles.  
 Life 12 - I enjoy shopping for clothes, regardless of the occasion.  
 Life 13 - When shopping for clothes, I first decide the name brand I want to purchase, then shop at those stores carrying that brand.  
 Life 14 - I often seek out the advice of my friends when I have decided to make a clothing purchase.  
 Life 15 - I am aware of fashion trends and one of the first to try them; therefore, many people regard me as being a fashion leader.

and be loyal to one store-type for a majority of their purchases, they may also shop other store-types for a particular item. These findings support Hirschman's (1978b) theory that different store-types will dominate markets by product class dependent on the economic and social risk involved and the standardization with the class. Likewise, Prasad's (1975) theory would also be supported by these findings. According to his theory, consumers tend to favor patronizing discount stores for products having low social risk. However, for socially conspicuous (highly involved) products, consumers in the upper socioeconomic classes felt that the purchase from a discount store would affect the opinion that "significant" others held of them; therefore, such products would not be purchased at discount stores.

The data indicate that fashion lifestyles of consumers differ on those attributes that consumers perceive to be most important in their selection of store-types from which to purchase specific product categories. According to the data of this study, the store-type attributes of merchandise selection, merchandise quality, cleanliness, and price should be given primary attention by apparel retailers.

#### The Nature of Store-Type Attributes and Store-Type Choice Relationships

When consumers are classified according to the store-types from which shopping would most likely take place, the importance of store-type attributes may be expected to vary accordingly. Based on this rationale, it was anticipated that the importance which consumers attached to store-type attributes would lead to differences in their choice of store-types for making purchases. In alternative form,

Hypothesis I stated that:

Hypothesis I: For any purchase-situation of a given level of task involvement, store-type choices among consumers will differ based on the perceived importance of store-type attributes.

(A): As opposed to traditional department store and specialty store shoppers, greater importance will be placed on price and merchandise selection by those individuals who indicated national chain department stores and discount department stores as their purchase-place choices.

(B): As opposed to national chain department store and discount department store shoppers, greater importance will be placed on on brands carried, merchandise quality, friendly atmosphere, services offered, knowledgeable salespeople, and attractive display of merchandise by those individuals who indicated traditional department stores and specialty stores as their purchase-place choices.

To test Hypothesis I within purchase-situations and across purchase situations, a multi-step approach was employed. First, differences in the ratings of the the 13 store-type attributes were examined within and across each of the three purchase-situations using both one-way and two-way ANOVA as well as Duncan's test. Second, to determine the degree of association between the respondents' store-type choices and the purchase-situations, chi-square analysis was performed. One-way ANOVA was implemented to examine the respondents' first purchase-place choice in each purchase-situation, followed by one-way multivariate analysis of variance (MANOVA) to reaffirm the ANOVA results. Both two-way MANOVA and two-way ANOVA, were employed to examine this relationship across the purchase-situations. Two-way MANOVA preceded the two-way ANOVA as a confirmation procedure. Thereafter, when the overall F-test for either of the ANOVA procedures indicated



a significant difference, Duncan's multiple range comparison test was used to identify store-type(s) and/or purchase-situation(s) that differed based on the mean importance ratings of the store-type attributes. Fourth, two-group ANOVA along with the Duncan test were conducted using selected store-type attributes to detect differences in store-type groupings of the sub-hypotheses. Next, to identify those store-type attributes most salient in differentiating store-types, another multi-stage approach was taken using the STEPDISC, MANOVA, and DISCRIM procedures, as well as the PROBF (probability for the F distribution function) procedure in the computer program packages of the Statistical Analysis System (SAS).

#### Store-Type Attribute Differences

To determine if differences existed in the importance ratings of the store-type attributes within each purchase-situation, one-way ANOVA and Duncan's multiple comparison test were performed. Similar procedures were employed to determine the relationship across purchase-situations. However, since the study incorporated a repeated measures design, the subjects were treated as randomized blocks. Specifically, the respondents' identification numbers served as the blocking factors (non-metric independent variable) in the two-way ANOVA and MANOVA models.

Within Product-Purchase-Situations. As presented in the Table XIX, significant differences among the store-type attributes were detected within each purchase-situation at levels of  $p < .01$ , thereby supporting the alternative hypothesis. Also, notable differences were found with Duncan's test, even though similarities existed among the

TABLE XIX

MEAN DIFFERENCES AMONG STORE-TYPE ATTRIBUTES WITHIN PURCHASE-SITUATIONS: ANOVA AND DUNCAN TEST RESULTS

ANOVA RESULTS	Dress			Skirt			Belt		
	DF	F	PR>F	DF	F	PR>F	DF	F	PR>F
	429.44	19.51	0.01	458.08	22.75	0.01	553.57	22.41	0.01
	4949.15			4387.54			5420.83		
STORE-TYPE ATTRIBUTES	n	MEAN	RANK	n	MEAN	RANK	n	MEAN	RANK
Mers	211	6.1 <sup>a</sup>	2	206	6.1 <sup>ba</sup>	1.5	208	5.9 <sup>a</sup>	1
Merq	215	6.2 <sup>a</sup>	1	209	6.1 <sup>ba</sup>	1.5	209	5.8 <sup>a</sup>	2.5
Price	214	5.8 <sup>b</sup>	3.5	207	5.9 <sup>ba</sup>	3.5	207	5.8 <sup>a</sup>	2.5
Clen	215	5.8 <sup>b</sup>	3.5	207	5.9 <sup>b</sup>	3.5	209	5.7 <sup>ac</sup>	4
Ease	212	5.4 <sup>dec</sup>	7.5	205	5.3 <sup>dc</sup>	7.5	208	5.1 <sup>bc</sup>	6.5
Stor	213	5.5 <sup>b c</sup>	6	207	5.5 <sup>c</sup>	5.5	208	5.1 <sup>b</sup>	6.5
Fren	214	5.3 <sup>f</sup>	9	207	5.3 <sup>dce</sup>	7.5	208	5.1 <sup>b</sup>	6.5
Know	211	5.7 <sup>b c</sup>	5	203	5.5 <sup>c</sup>	5.5	208	5.1 <sup>b</sup>	6.5
Sale	212	5.4 <sup>dec</sup>	7.5	205	5.2 <sup>dce</sup>	9	207	4.9 <sup>b</sup>	9.5
Disp	212	5.1 <sup>f</sup>	10.5	205	5.1 <sup>d e</sup>	10.5	206	4.9 <sup>b</sup>	9.5
Serv	170	5.0 <sup>fg</sup>	12	154	5.1 <sup>d e</sup>	10.5	151	4.8 <sup>bc</sup>	11
Bran	213	5.1 <sup>f</sup>	10.5	208	5.0 <sup>fe</sup>	12	209	4.6 <sup>c</sup>	12
Attri	211	4.5 <sup>g</sup>	13	205	4.8 <sup>f</sup>	13	208	4.55 <sup>c</sup>	13
GRAND MEANS		5.5	1		5.4	2		5.2	3

Note: Within each purchase-situation, those means of store-type attributes having the same letter(s) indicate that the rating were not significantly different. That is, for example, the "b" beside merchandise selection for Dress represents the attribute's similarity in rating with prices, cleanliness, and knowledgeable salespeople. The "a" denotes similarity of the attribute's rating with that of merchandise quality as well as those previously mentioned. The acronyms in the table depict the store-type attributes that follow.

PRICE ... Price	DISP .... Attractive Display of Merchandise
CLEAN ... Cleanliness	EASE .... Ease of Movement Through the Store
BRAN .... Brands Carried	KNOW .... Knowledgeable Salespeople
SERV .... Services Offered	ATTRI ... Attractive Store Decor
STORE ... Store Reputation	SALE .... Salespeople Attention
MERQ .... Merchandise Quality	MERS .... Merchandise Selection
FREN .... Friendly Atmosphere	

store-type attributes. Specifically, as can be seen in the table for the dress purchase, both merchandise selection and merchandise quality were perceived as more important than ease of movement through the store, store reputation, friendly atmosphere, salespeople attention, attractive store decor, services offered, brands carried, and attractive display of merchandise. The store-type attributes of price, cleanliness, ease of movement through the store, store reputation, and knowledgeable salespeople were viewed as being more important for the dress purchase than attractive display of merchandise. Additionally, price and cleanliness were perceived as being more important than attractive store decor, services offered, brands carried, and attractive display of merchandise.

Regarding the skirt purchase, merchandise selection was perceived as being more important than the remaining attributes, with the exception of merchandise quality and price. In turn, merchandise quality, price, and cleanliness were more important than the remaining attributes, with the exception of merchandise selection. Ease of movement through the store, friendly atmosphere, and store reputation were perceived as being more important than attractive store decor, services offered, brands carried, and attractive display of merchandise. Knowledgeable salespeople, salespeople attention, attractive store decor, and services offered were also viewed as being more important than brands carried and attractive display of merchandise.

Differences for the belt purchase were as follows: merchandise selection was perceived more important than the other store-type attributes, with the exception of merchandise quality, price, and cleanliness. Both merchandise quality and price were viewed as being

more important than store reputation, friendly atmosphere, knowledgeable salespeople, salespeople attention, attractive store decor, services offered, brands carried, and attractive display of merchandise. Cleanliness was also perceived as more important than knowledgeable salespeople, salespeople attention, attractive store decor, services offered, brands carried, and attractive display of merchandise.

In general, the store-type attributes thought to be most important were merchandise selection, merchandise quality, cleanliness, and price, while the least important attributes were brands carried, attractive store decor, attractive display of merchandise, and services offered. Rankings of the means for the store-type attributes were also consistent with those for the products' general and usage importance ratings.

As a further insight, the results in Table XIX, indicate that as task importance increased over purchase-situations, all store-type attributes generally became more important.

Across Product-Purchase-Situations. Results of all the ANOVA as well as the MANOVA procedure, shown in Table XX, denote significant differences in the store-type attributes regardless of the purchase-situations at levels of  $p < .01$ . These findings support the hypothesis of significant differences in store-type attributes across purchase-situations.

With the exception of price, all of the store-type attributes ratings were higher for the belt purchase, when compared to the purchase of a dress or a skirt. Although the rating on price for the belt did not differ from that for the dress, it differed for the skirt in that

TABLE XX

DIFFERENCES ACROSS PURCHASE-SITUATIONS BASED ON  
STORE-TYPE ATTRIBUTES: TWO-WAY MANOVA -  
UNIVARIATE AND DUNCAN TEST RESULTS

STORE-TYPE ATTRIBUTES	UNIVARIATE RESULTS			Dress		Skirt		Belt		GRAND	
	DF	F	PR>F	n	MEAN	n	MEAN	n	MEAN	MEAN	RANK
Fren	229, 399	8.33	0.01	214	5.3 <sup>a</sup>	207	5.3 <sup>a</sup>	208	5.1 <sup>b</sup>	5.2	8.5
Bran	229, 400	7.78	0.01	213	5.1 <sup>a</sup>	208	5.0 <sup>a</sup>	209	4.6 <sup>b</sup>	4.9	12
Clen	230, 400	13.52	0.01	215	5.8 <sup>a</sup>	207	5.9 <sup>a</sup>	209	5.7 <sup>a</sup>	5.8	3.5
Stor	228, 399	8.01	0.01	213	5.5 <sup>a</sup>	207	5.5 <sup>a</sup>	208	5.1 <sup>b</sup>	5.4	5.5
Merq	230, 402	7.97	0.01	215	6.2 <sup>a</sup>	209	6.1 <sup>a</sup>	209	5.8 <sup>b</sup>	6.0	2
Price	230, 397	15.50	0.01	214	5.8 <sup>b</sup>	207	5.9 <sup>a</sup>	207	5.8 <sup>b</sup>	5.8	3.5
Serv	205, 269	9.37	0.01	170	5.0 <sup>a</sup>	154	5.1 <sup>a</sup>	151	4.8 <sup>b</sup>	5.0	10.5
Mers	230, 394	7.92	0.01	211	6.1 <sup>a</sup>	206	6.1 <sup>a</sup>	208	5.9 <sup>b</sup>	6.1	1
Know	230, 391	7.01	0.01	211	5.7 <sup>a</sup>	203	5.5 <sup>a</sup>	208	5.1 <sup>b</sup>	5.4	5.5
Attri	230, 394	8.49	0.01	211	4.5 <sup>a</sup>	205	4.8 <sup>a</sup>	208	4.5 <sup>b</sup>	4.6	13
Sale	230, 393	5.83	0.01	212	5.4 <sup>a</sup>	205	5.2 <sup>b</sup>	207	4.9 <sup>c</sup>	5.2	8.5
Ease	230, 394	8.81	0.01	212	5.4 <sup>a</sup>	205	5.3 <sup>a</sup>	208	5.1 <sup>c</sup>	5.3	7
Disp	230, 392	7.06	0.01	212	5.1 <sup>a</sup>	205	5.1 <sup>a</sup>	206	4.9 <sup>b</sup>	5.0	10.5

MANOVA: WILKS' CRITERION

Purchase	26	2.92	0.01
Situation	492		

Note: Across purchase-situations, those means of store-type attributes having the same letter(s) indicate that the ratings were not significantly different. For example, the "a" beside the mean rating for friendly atmosphere for Dress represents the attributes' similarity in rating with friendly atmosphere for Skirt and lack of similarity with the rating of friendly atmosphere for Belt. The acronyms in the table depict the store-type attributes that follow.

MERQ .... Merchandise Quality	PRICE ... Price
FREN .... Friendly Atmosphere	CLEAN ... Cleanliness
SALE .... Salespeople Attention	BRAN .... Brands Carried
MERS .... Merchandise Selection	SERV .... Services Offered
ATTRI ... Attractive Store Decoe	STORE ... Store Reputation
KNOW .... Knowledgeable Salespeople	
DISP .... Attractive Display of Merchandise	
EASE .... Ease of Movement Through the Store	

the attribute was perceived to be less important for the belt purchase.

#### Store-Type Choice Differences

To determine if the respondents' store-type choices differed with respect to the purchase-situation, chi-square analysis was performed. Next, to examine this relationship further, one-way ANOVA was performed to determine if significant differences existed with respect to the store-type attributes within each purchase-situation. This was followed by ANOVA analyses to make this assessment across the purchase-situations. Across purchase-situations, three-way MANOVA was employed as a confirmation test of no significant interaction between the main effects (i.e., purchase-place choices and product-purchase-situations) with respect to the importance to the store-type attributes.

Chi-Square Results. A significant relationship was found to exist between the respondents' purchase-place choices and the purchase-situations at a level of  $p < .001$ . As shown in Table XXI, traditional department stores were preferred as a first choice by the majority of the respondents for each product purchase (i.e., 50% for the dress, 51% for the skirt, and 46% for the belt). Thus the preference for traditional department stores does not vary across purchase-situations. However, relative preferences do vary across purchase-situations for the other store-types. Specialty stores were more highly preferred in situations with higher involvement products (dress and skirt). National chain department stores and discount department stores were selected relatively more frequently for the low-involvement purchase (the belt).

TABLE XXI  
 THE ASSOCIATION BETWEEN STORE-TYPE CHOICES AND  
 PURCHASE-SITUATIONS: CHI-SQUARE ANALYSIS

FREQUENCY EXPECTED ROW PCT COL PCT	STORE-TYPE CHOICES*				TOTAL
	1	2	3	4	
Dress	102	17	75	10	204
	99.2	22.1	64.7	17.1	
	49.75	8.37	36.95	4.93	
	34.12	25.76	38.86	19.61	
Skirt	103	17	68	14	202
	98.7	22.0	64.3	17.0	
	50.99	8.42	33.66	6.93	
	34.80	25.76	35.23	27.45	
Belt	92	32	50	27	202
	98.2	21.9	64.0	16.9	
	45.77	15.92	24.88	13.43	
	31.08	48.48	25.91	52.94	
TOTAL	298	66	193	51	608
	48.84	10.89	31.85	8.42	100.00

## STATISTICS FOR TABLE

STATISTIC	DF	VALUE	PROB
CHI-SQUARE	6	22.011	0.001
LIKELIHOOD RATIO CHI-SQUARE	6	21.419	0.002

\*Store-Types: 1 - Traditional Department Stores  
 2 - National Chain Department Stores  
 3 - Specialty Stores  
 4 - Discount Department Stores

Within Product-Purchase-Situations. The multivariate test for global differences revealed no significant differences for a dress. Test results for the skirt and belt reveals that significant global differences existed among the store-type attributes at levels of  $p < .01$ .

The ANOVA and MANOVA results for importance of store-type attributes are presented in Table XXII. Only attributes found to be statistical different among store-choice groups are listed. The results indicate many statistically significant differences exist in attributes ratings across store-types. The number of variables that were significant in distinguishing the store-types for each purchase-situation differed. There were fewer differences found for the dress purchase across purchase-situations than for other purchases. The four store-type attributes of salespeople attention, brands carried, knowledgeable salespeople, and friendly atmosphere were found to differentiate the respondents' purchase-place choices when shopping for a dress.

For the dress purchase, specialty store shoppers perceived salespeople attention, knowledgeable salespeople, brands carried, and friendly atmosphere as being more important than did all other shoppers. For a skirt, the distinguishing observation was that discount department store shoppers differ from the other store-type shoppers with respect to the significant attributes. More specifically, discount department store shoppers were found to view all attributes other than price as being of less importance than did other shoppers. These findings may reflect that discount shoppers are unconcerned with image projection by apparel retailers. Added to these findings,



TABLE XXII

STORE-TYPE CHOICE DIFFERENCES WITHIN AND ACROSS PURCHASE-SITUATIONS BASED ON SIGNIFICANT STORE-TYPE ATTRIBUTES:  
MANOVA - UNIVARIATE AND DUNCAN TEST RESULTS

PURCHASE SITUATIONS	STORE-TYPE ATTRIBUTES	UNIVARIATE RESULTS			TRADITIONAL		NATIONAL		SPECIALTY		DISCOUNT	
		DF	F	PR>F	MEAN	n	MEAN	n	MEAN	n	MEANS	N
Dress	Sale	3, 197	2.46	0.06	5.2 <sup>a</sup>	101	5.3 <sup>a</sup>	17	5.7 <sup>a</sup>	73	4.9 <sup>a</sup>	10
	Know	3, 196	3.19	0.02	5.4 <sup>a</sup>	100	5.3 <sup>a</sup>	17	5.9 <sup>a</sup>	73	5.1 <sup>a</sup>	10
	Bran	3, 198	3.12	0.03	5.1 <sup>ab</sup>	100	4.4 <sup>b</sup>	17	5.4 <sup>a</sup>	75	4.5 <sup>a</sup>	10
	Fren	3, 199	2.76	0.04	5.1 <sup>a</sup>	102	4.9 <sup>a</sup>	17	5.6 <sup>a</sup>	74	4.8 <sup>a</sup>	10
Skirt	Sale	3, 194	2.38	0.07	5.5 <sup>ab</sup>	101	5.5 <sup>a</sup>	17	5.5 <sup>a</sup>	68	4.5 <sup>b</sup>	13
	Know	3, 194	3.66	0.01	5.3 <sup>ab</sup>	101	5.5 <sup>ab</sup>	16	5.8 <sup>a</sup>	68	4.8 <sup>b</sup>	13
	Store	3, 197	3.07	0.03	5.5 <sup>a</sup>	103	5.9 <sup>a</sup>	17	5.5 <sup>a</sup>	68	4.6 <sup>b</sup>	14
	Price	3, 196	3.06	0.03	6.0 <sup>ab</sup>	103	6.5 <sup>a</sup>	16	5.6 <sup>b</sup>	67	6.2 <sup>ab</sup>	14
	Bran	3, 197	4.69	0.01	5.1 <sup>a</sup>	103	4.8 <sup>a</sup>	17	5.3 <sup>a</sup>	67	3.9 <sup>b</sup>	14
	Ease	3, 194	2.79	0.04	5.3 <sup>a</sup>	101	6.2 <sup>a</sup>	17	5.3 <sup>b</sup>	68	5.2 <sup>b</sup>	13
	Clean	3, 197	2.68	0.05	5.9 <sup>a</sup>	102	6.2 <sup>a</sup>	17	5.9 <sup>a</sup>	68	5.0 <sup>b</sup>	14
	Fren	3, 197	3.07	0.03	5.2 <sup>a</sup>	103	5.7 <sup>a</sup>	17	5.5 <sup>a</sup>	67	4.5 <sup>b</sup>	14
	Attri	3, 194	2.17	0.09	4.8 <sup>a</sup>	101	5.1 <sup>a</sup>	16	4.8 <sup>a</sup>	68	4.1 <sup>b</sup>	13
	Sale	3, 197	3.43	0.02	4.7 <sup>cb</sup>	92	5.2 <sup>ab</sup>	31	5.4 <sup>a</sup>	50	4.4 <sup>c</sup>	27
Belt	Know	3, 197	4.36	0.01	4.9 <sup>b</sup>	92	5.2 <sup>ab</sup>	32	5.7 <sup>a</sup>	50	4.5 <sup>b</sup>	27
	Store	3, 197	3.60	0.01	5.0 <sup>ab</sup>	92	5.4 <sup>a</sup>	32	5.4 <sup>a</sup>	50	4.4 <sup>b</sup>	27
	Price	3, 196	2.94	0.03	5.6 <sup>a</sup>	92	6.2 <sup>a</sup>	31	5.6 <sup>b</sup>	50	6.2 <sup>ab</sup>	27
	Bran	3, 198	5.01	0.01	4.5 <sup>a</sup>	93	4.2 <sup>b</sup>	32	5.2 <sup>a</sup>	50	4.0 <sup>b</sup>	27
	Merq	3, 197	2.59	0.05	5.7 <sup>ab</sup>	93	5.8 <sup>ab</sup>	32	6.2 <sup>a</sup>	50	5.3 <sup>b</sup>	27
	Mers	3, 197	3.43	0.02	5.8 <sup>b</sup>	92	6.0 <sup>ab</sup>	32	6.4 <sup>a</sup>	50	5.6 <sup>b</sup>	25
	Ease	3, 197	2.28	0.08	5.0 <sup>a</sup>	92	5.6 <sup>a</sup>	32	5.4 <sup>a</sup>	50	5.0 <sup>a</sup>	27
	Clean	3, 198	4.77	0.01	5.6 <sup>cb</sup>	93	6.3 <sup>a</sup>	32	6.0 <sup>ab</sup>	50	5.2 <sup>c</sup>	27
	Fren	3, 197	2.35	0.07	5.0 <sup>ab</sup>	93	5.1 <sup>ab</sup>	32	5.5 <sup>a</sup>	49	4.6 <sup>b</sup>	27

MANOVA: WILKS' CRITERION

Dress	39, 421	1.18	0.01
Skirt	39, 389	2.03	0.01
Belt	39, 374	2.05	0.01

Note: Across each store-type and within each purchase-situation, those means of store-type attributes having the same letter indicate that the rating were not significantly different. The acronyms in the table depict the store-type attributes that follow.

PRICE ... Prices	BRAN .... Brands Carried
CLEAN ... Cleanliness	SERV .... Services Offered
SALE .... Salespeople Attention	STORE ... Store Reputation
MERS .... Merchandise Selection	FREN .... Friendly Atmosphere
ATTRI ... Attractive Store Decor	MERQ .... Merchandise Quality
KNOW .... Knowledgeable Salespeople	
DISP .... Attractive Display of Merchandise	
EASE .... Ease of Movement Through the Store	

national chain department store shoppers, more than other store-type shoppers, perceived ease of movement through the store as being more important. Specialty store shoppers viewed price as being less important than national chain department store shoppers. Specialty store shoppers' willingness to pay the higher prices that are charged by these stores for the extra environmental frills to ensure their customers pleasant shopping experiences.

For a belt, again, specialty store shoppers were found to differ from the other store shoppers in that they perceived various attributes as being more important in their selection of a belt. Again, discount department store shoppers also viewed the attributes as being less important with the exception of price.

These findings may be explained by the difference in the importance of the products to the respondents. That is, looking at the results of Table XXII, it can be seen that when the respondents perceived the product-purchase-situation as being less important, distinctions in the perceived importance of the store-type attributes were more noticeable. Thus, a finding of these results may be that greater variations in the importance of store-type attributes occur across store-types as the purchase importance decreases. Further research is needed to determine whether this is in fact consistently true.

Across Product-Purchase-Situations. The main effects (purchase-situations and store-type choices) were found to be significant at levels of  $p < .07$  and  $p < .09$  respectively. No significant interaction between the main effects existed with respect to the importance of the store-type attributes, as shown in Table XXIII.

The multivariate test result for the two-way procedure indicated

TABLE XXIII

INTERACTION CHECK AND DIFFERENCES ACROSS PURCHASE-SITUATIONS  
 BASE ON STORE-TYPE ATTRIBUTES: MANOVA - UNIVARIATE  
 AND DUNCAN TEST RESULTS

STORE-TYPE ATTRIBUTES	TWO-WAY UNIVARIATE RESULTS			Dress		Skirt		Belt	
	DF	F	PR>F	n	MEAN	n	MEAN	n	MEAN
Fren	229, 375	8.33	0.01	203	5.3 <sup>a</sup>	201	5.3 <sup>a</sup>	201	5.1 <sup>b</sup>
Bran	229, 375	7.83	0.01	202	5.1 <sup>a</sup>	201	5.0 <sup>a</sup>	202	4.6 <sup>b</sup>
Clen	230, 376	15.54	0.01	204	5.8 <sup>ab</sup>	201	5.8 <sup>a</sup>	202	5.7 <sup>b</sup>
Stor	228, 375	7.63	0.01	202	5.5 <sup>a</sup>	201	5.5 <sup>a</sup>	208	5.1 <sup>b</sup>
Merq	230, 377	9.33	0.01	204	6.2 <sup>a</sup>	202	6.1 <sup>a</sup>	202	5.8 <sup>b</sup>
Price	230, 372	17.78	0.01	203	5.7 <sup>b</sup>	200	5.9 <sup>a</sup>	200	5.9 <sup>b</sup>
Serv	203, 260	9.58	0.01	164	5.0 <sup>a</sup>	153	5.1 <sup>a</sup>	147	4.8 <sup>b</sup>
Mers	229, 370	9.23	0.01	200	6.1 <sup>a</sup>	199	6.1 <sup>a</sup>	201	6.0 <sup>b</sup>
Know	229, 369	7.08	0.01	200	5.7 <sup>a</sup>	198	5.5 <sup>a</sup>	201	5.1 <sup>a</sup>
Attri	229, 370	9.58	0.01	201	4.8 <sup>a</sup>	198	4.8 <sup>a</sup>	201	4.5 <sup>a</sup>
Sale	229, 369	6.40	0.01	201	5.3 <sup>a</sup>	198	5.3 <sup>a</sup>	200	4.9 <sup>b</sup>
Disp	229, 368	6.80	0.01	201	5.1 <sup>a</sup>	198	5.1 <sup>a</sup>	199	4.9 <sup>b</sup>

TWO-WAY MANOVA: WILKS' CRITERION

Purchase				
Situation	26, 474	2.43	0.01	
Store-Type				
Choice	39, 703	1.69	0.01	

TWO-WAY MANOVA WITH INTERACTION: WILKS' CRITERION

Purchase				
Situation	26, 462	1.41	0.09	
Store-Type				
Choice	39, 685	1.38	0.07	
Interaction				
Effect	78, 1280	0.71	0.97	

Note: Across purchase-situation, those means of store-type attributes having the same letter(s) indicate that the ratings were not significantly different. The acronyms in the table depict the store-type attributes that follow.

MERQ .... Merchandise Quality	PRICE ... Prices
FREN .... Friendly Atmosphere	CLEAN ... Cleanliness
SALE .... Salespeople Attention	BRAN ... Brands Carried
MERS .... Merchandise Selection	SERV .... Services Offered
ATTRI ... Attractive Store Decor	STORE ... Store Reputation
KNOW .... Knowledgeable Salespeople	
DISP .... Attractive Display of Merchandise	
EASE .... Ease of Movement Through the Store	

that the main effects were significant at levels of  $p < .01$ , as shown in Table XXIII. This finding was obtained for each univariate test as well. In conjunction with the differences found across the purchase-situations, the results in Table XXIV indicate that there is much variation in the importance of store-type attributes based on the respondents' selected purchase-place choices. Clearly, shoppers' perceptions of store-type attributes importance are distinctly different across store-type. With the exception of price and services, discount store shoppers perceived the store-type attributes as being less important than any of the other stores' shoppers. The single most important store-type attribute to both discount and national chain store shoppers was price. Price was the least important attribute to specialty store shoppers.

In comparing shoppers of traditional department, national chain department, and specialty store shoppers, national chain department store shoppers felt that cleanliness was more important than traditional department and specialty store shoppers. The store-type attributes of knowledgeable salespeople, attractive store decor, friendly atmosphere, merchandise quality, merchandise selection, attractive display of merchandise, and store reputation were most important to specialty store shoppers.

All three store-types differed on brands carried, cleanliness, price, ease of movement through the store, and salespeople attention. Of these store-type attributes, brands carried and salespeople attention were perceived as most important to specialty store shoppers. National chain store shoppers perceived cleanliness and ease of movement through the store as being more important. Ease of movement

TABLE XXIV

TWO-WAY ANOVA MEAN RATINGS OF STORE-TYPE ATTRIBUTES  
DIFFERENCES ACROSS STORE-TYPES AND PURCHASE-  
SITUATIONS: DUNCAN TEST RESULTS

STORE-TYPE ATTRIBUTES	TRADITIONAL		NATIONAL CHAIN		SPECIALTY		DISCOUNT	
	MEANS	N	MEANS	N	MEANS	N	MEANS	N
Fren	5.1 <sup>b</sup>	298	5.2 <sup>b</sup>	66	5.5 <sup>a</sup>	190	4.6 <sup>c</sup>	51
Bran	4.9 <sup>b</sup>	296	4.4 <sup>c</sup>	66	5.3 <sup>a</sup>	192	4.1 <sup>d</sup>	51
Clen	5.7 <sup>c</sup>	293	6.2 <sup>a</sup>	66	5.9 <sup>c</sup>	193	5.2 <sup>d</sup>	51
Stor	5.3 <sup>b</sup>	296	5.5 <sup>ab</sup>	66	5.6 <sup>a</sup>	191	4.6 <sup>c</sup>	51
Merq	6.0 <sup>b</sup>	298	5.8 <sup>b</sup>	66	6.2 <sup>a</sup>	193	5.5 <sup>c</sup>	51
Price	5.8 <sup>b</sup>	296	6.2 <sup>a</sup>	64	5.6 <sup>c</sup>	192	6.3 <sup>a</sup>	51
Serv	5.0 <sup>a</sup>	232	5.0 <sup>a</sup>	46	5.0 <sup>a</sup>	146	4.8 <sup>a</sup>	40
Mers	6.0 <sup>b</sup>	294	6.0 <sup>b</sup>	65	6.3 <sup>a</sup>	191	5.8 <sup>c</sup>	50
Know	5.2 <sup>b</sup>	293	5.3 <sup>b</sup>	65	5.8 <sup>a</sup>	191	4.7 <sup>c</sup>	50
Attri	4.7 <sup>b</sup>	294	4.7 <sup>b</sup>	65	4.9 <sup>a</sup>	191	4.2 <sup>c</sup>	50
Ease	5.2 <sup>c</sup>	294	5.8 <sup>a</sup>	65	5.4 <sup>b</sup>	191	5.1 <sup>c</sup>	50
Sale	5.0 <sup>c</sup>	294	5.3 <sup>b</sup>	64	5.6 <sup>a</sup>	191	4.5 <sup>d</sup>	50
Disp	5.0 <sup>b</sup>	293	5.0 <sup>b</sup>	65	5.2 <sup>a</sup>	190	4.7 <sup>c</sup>	50

Note: Across each store-type purchase-situation, those means of store-type attributes having the same letter(s) indicate that the rating were not significantly different. The acronyms in the table depict the store-type attributes that follow.

MERQ .... Merchandise Quality	PRICE ... Price
FREN .... Friendly Atmosphere	CLEAN ... Cleanliness
SALE .... Salespeople Attention	BRAN .... Brands Carried
MERS .... Merchandise Selection	SERV .... Services Offered
ATTRI ... Attractive Store Decor	STORE ... Store Reputation
KNOW .... Knowledgeable Salespeople	
DISP .... Attractive Display of Merchandise	
EASE .... Ease of Movement Through the Store	

through the store was deemed to be least important to traditional department store shoppers. Traditional department store shoppers and national chain store shoppers perceived attractive store decor as less important than specialty store shoppers.

#### Attribute Specific Store-Type Selection

When analyzing the sub-hypotheses, national chain department stores and discount department stores served as the independent variables of one group while traditional department stores and specialty stores made up the independent variables for the second group. One-way ANOVA was performed to determine differences between the two-groups for each purchase-situation.

National Chain Department and Discount Department Stores. The results obtained for the two-group ANOVA procedure, Table XXV, revealed partial support for Hypothesis I-A. The store-type attribute of price significantly differentiated the two store-type groupings on both the skirt and belt purchases, ( $p < .03$ ). National chain department and discount department store shoppers generally rated price higher than specialty and traditional department store shoppers. The exception was the mean score for dress. Although not conclusive, this finding indicates national chain department store shoppers' acceptance of higher prices for involvement products. No differences were found between the two groups on merchandise selection for any of the product purchases.

Traditional Department and Specialty Stores. As shown in Table XXVI, the data support Hypothesis I-B on the variables brands carried

TABLE XXV  
 DIFFERENCES IN STORE-TYPE GROUPINGS BASED ON PRICE AND  
 MERCHANDISE SELECTION WITHIN PURCHASE-SITUATIONS:  
 ANOVA AND DUNCAN TEST RESULTS

PURCHASE SITUATIONS	STORE-TYPE ATTRIBUTES	STORE-TYPES			SPECIALTY & TRADITIONAL		NATIONAL CHAIN & DISCOUNT	
		ANOVA RESULTS			MEAN	N	MEAN	N
		DF	F	PR>F				
Dress	Price	1, 212	1.60	0.21	5.6	142	5.6	72
	Mers	1, 212	0.02	0.89	6.1	139	6.1	72
Skirt	Price	1, 209	4.89	0.03	5.8	177	6.4	30
	Mers	1, 204	0.05	0.80	6.1	177	6.1	29
Belt	Price	1, 205	9.08	0.01	5.6	149	6.2	58
	Mers	1, 206	0.97	0.33	6.0	149	5.8	59

Note: The acronyms in the table depict the store-type attributes that follow.

Price .... Price

Mers .... Merchandise Selection

TABLE XXVI

DIFFERENCES IN STORE-TYPE GROUPINGS BASED ON SELECTED  
STORE-TYPE ATTRIBUTES BY PURCHASE-SITUATIONS:  
ANOVA AND DUNCAN TEST RESULTS

PURCHASE SITUATION	STORE-TYPE ATTRIBUTES	STORE-TYPES			SPECIALTY & TRADITIONAL		NATIONAL CHAIN & DISCOUNT	
		ANOVA RESULTS			MEAN	N	MEAN	N
		DF	F	PR>F				
SCEN-A: Dress	Bran	1, 211	1.75	0.19	5.28	168	4.67	45
	Merq	1, 213	0.01	0.99	6.23	169	5.89	46
	Fren	1, 212	0.02	0.88	5.31	168	5.13	46
	Serv	1, 168	0.02	0.84	5.10	135	4.74	35
	Know	1, 209	0.03	0.87	5.66	166	5.20	45
	Disp	1, 209	0.03	0.87	5.21	166	4.85	46
SCEN-B: Skirt	Bran	1, 206	9.13	0.01	5.13	170	4.39	38
	Merq	1, 207	1.96	0.16	6.13	171	5.82	38
	Fren	1, 205	2.01	0.16	5.29	170	4.95	37
	Serv	1, 154	1.64	0.20	4.97	129	5.44	25
	Know	1, 201	0.67	0.41	5.49	169	5.29	34
	Disp	1, 203	0.68	0.41	5.08	169	4.89	36
SCEN-C: Belt	Bran	1, 207	6.59	0.01	4.90	133	3.95	76
	Merq	1, 207	2.16	0.14	5.97	133	5.47	76
	Fren	1, 206	1.75	0.19	5.31	132	4.67	76
	Serv	1, 149	2.87	0.09	5.04	100	4.43	51
	Know	1, 206	1.29	0.26	5.28	133	4.64	75
	Disp	1, 204	0.70	0.40	5.00	131	4.55	75

Note: The acronyms in the table depict the store-type attributes that follow.

BRAN .... Brands Carried  
SERV .... Services Offered  
MERQ .... Merchandise Quality  
FREN .... Friendly Atmosphere  
KNOW .... Knowledgeable Salespeople  
DISP .... Attractive Display of Merchandise



and services offered. Brands carried was found to differentiate the two store-type groups for a skirt and a belt at levels of  $p < .01$ , and at the  $p < .21$  level for the dress. Services offered was significant in differentiating the groups for the purchase of a belt at levels of  $p < .09$ . These findings seem to indicate that, brands carried and services offered remain important to traditional department and specialty store shoppers, but tend to vary in importance for national chain department and discount department store shoppers over purchase importance situations.

Store-Type Attributes Most Salient in  
Differentiating Store-Type Choice

Since an important aspect of this investigation was to identify the store-type attributes most salient in differentiating the respondents' store-type choices, follow-up analysis using, another multi-step procedure was implemented. First, to produce a good discriminant model using the store-type attributes as the variables, the STEPDISC procedure was employed. The technique, by design, is structured to identify those variables that will best detect comparative differences between or among groups. To perform this analysis, the store-type attributes were tested for the respondents' purchase-place choices. Using the default value (.15) of the program for model entry, the resulting models identified for each purchase-situation are shown in Table XXVII. The overall models were significant, in each case, at levels of  $p < .01$ . A four variable model was obtained for both a dress and a belt, while a six variable model emerged for a skirt.

The variables found to be salient for a dress were price,

TABLE XXVII

ATTRIBUTES SIGNIFICANT IN DIFFERENTIATING STORE-TYPE CHOICES  
 BY PRODUCT-PURCHASE-SITUATIONS: STEPWISE DISCRIMINANT  
 ANALYSIS USING THE STEPDISC PROCEDURE

PURCHASE SITUATIONS	SAMPLE SIZE	WILKS' LAMBDA	STORE-TYPE ATTRIBUTE	DF	F	PR>F	PARTIAL R <sup>2</sup>
Dress	158	0.81		12, 399.80	2.79	0.01	
			Price		5.26	0.01	0.10
			Mers		2.23	0.09	0.04
			Sale		3.66	0.01	0.07
			Ease		2.48	0.06	0.05
Skirt	147	0.62		18, 390.81	3.95	0.01	
			Fren		1.81	0.14	0.04
			Bran		3.86	0.01	0.08
			Store		2.32	0.08	0.05
			Price		9.63	0.01	0.17
			Know		2.55	0.06	0.05
			Ease		2.32	0.08	0.05
Belt	142	0.71		12, 357.47	4.11	0.01	
			Clean		1.93	0.13	0.04
			Merq		2.10	0.10	0.04
			Price		9.99	0.01	0.18
			Mers		5.98	0.01	0.12

Note: The acronyms in the table depict the store-type attributes that follow.

PRICE ... Price  
 CLEAN ... Cleanliness  
 BRAN .... Brands Carried  
 STORE ... Store Reputation  
 SALE .... Salespeople Attention  
 MERQ .... Merchandise Quality  
 MERS .... Merchandise Selection  
 FREN .... Friendly Atmosphere  
 KNOW .... Knowledgeable Salespeople

merchandise selection, salespeople attention, and ease of movement through the store. For the skirt, the store-type attributes included friendly atmosphere, brands carried, store reputation, price, knowledgeable salespeople, and ease of movement through the store. Those for the belt were cleanliness, merchandise quality, price, and merchandise selection. The store-type attribute of price was the only variable consistently in each model. The appearance of price in all three models may indicate the attribute's dominant role in consumers' decision-making processes. This finding supports Mattson's (1982) belief that consumers tend to be more price sensitive when shopping for themselves, as opposed to shopping for others.

To affirm the fact that global significant differences existed among the selected groupings of store-type determinants, MANOVA was performed as the second step of the follow-up procedure. As shown in Table XXVIII, significant differences were found at levels of  $p < .01$  among the store-type attributes chosen to represent each purchase-situation: DRESS - price, merchandise selection, salespeople attention,

TABLE XXVIII

DIFFERENCES AMONG STORE-TYPES BASED ON SELECTED  
STORE-TYPE ATTRIBUTES MODELS: MANOVA RESULTS

Purchase Situation	WILKS' CRITERION			
	DF	F	PR > F	Lambda
DRESS	12, 511	2.40	0.01	0.87
SKIRT	15, 517	3.76	0.01	0.75
BELT	12, 508	5.08	0.01	0.74

and ease of movement through the store; SKIRT - friendly atmosphere, brands carried, store reputation, price, and ease of movement through the store; and, BELT - cleanliness, merchandise quality, price, and merchandise selection.

The last analysis called for determining whether, in fact, the selected groupings of store-type attributes were capable of significantly differentiating the store-types. To make this assessment, discriminant analysis was performed so as to derive Mahalanobis'  $D^2$  values to perform the desired comparisons using the PROBF procedure. As shown in Table XXIX, all of the store-types were significantly differentiated by the procedure, with the exception of four comparisons between: national chain department stores and discount department stores for a dress and a skirt; discount department stores and traditional department stores for a dress; and, traditional department stores and national chain department stores for the dress purchase. Based on the results in the table, it appears that the store-type determinant attributes used to compare the store-types were successful overall in differentiating the respondents' store-type choices. However, it seems that the selected discriminants performed best in low involvement purchase-situations.

#### Store-Type Attributes as Traditional Department and Specialty Stores Determinants

As a follow-up analysis, distinction between traditional department and specialty stores were thought to be warranted, given the consistency of the respondents' patronage to these store-types. As discussed by Green and Tull (1978), the comparison was made using

TABLE XXIX

PROBF COMPARISONS OF STORE-TYPE DIFFERENCES BY PRODUCT-PURCHASE-SITUATIONS USING SELECTED STORE-TYPE ATTRIBUTES

STORE-TYPE CHOICES	SCEN-A: Dress			SCEN-B: Skirt			SCEN-C: Belt		
	NATIONAL CHAIN	SPECIALTY	DISCOUNT	NATIONAL CHAIN	SPECIALTY	DISCOUNT	NATIONAL CHAIN	SPECIALTY	DISCOUNT
TRADITIONAL	0.35 100,17,4 <sup>c</sup>	0.36 100,73,4 <sup>a</sup>	0.60 100,10,4 <sup>c</sup>	1.11 101,16,5 <sup>a</sup>	0.48 101,65,5 <sup>a</sup>	1.29 101,13,5 <sup>a</sup>	0.82 91,31,4 <sup>a</sup>	0.42 91,50,4 <sup>a</sup>	0.86 91,27,4 <sup>a</sup>
CHAIN		0.70 17,73,4 <sup>b</sup>	0.83 17,10,4 <sup>c</sup>		2.25 16,65,5 <sup>a</sup>	1.44 16,13,5 <sup>c</sup>		1.52 31,50,4 <sup>a</sup>	0.96 31,27,4 <sup>a</sup>
SPECIALTY			1.58 73,10,4 <sup>a</sup>			2.64 65,13,5 <sup>a</sup>			2.34 50,27,4 <sup>a</sup>

NOTE: The store-type attributes used to make the comparisons were as follows: Dress, price, merchandise selection, salespeople attention, and ease of movement through the store; Skirt, friendly atmosphere, brands carried, store reputation, price, knowledgeable salespeople, and ease of movement through the store; Belt, cleanliness, merchandise quality, price, and merchandise selection. For each store-type comparison, the number in the top row is the  $D^2$  value used to compute the F-score. The numbers immediately below the  $D^2$  value represent the sample sizes and the parameters used to make each comparison. Specifically, the first number represent the sample size for the store-type that is located in the left corresponding column; the second number represents the sample size for the store-type that corresponds to that row; the third number represents the number of parameters being considered in the comparison; while, the raised alphabets indicate the observed significance level: a = < .05, b = < .10, and c = > .10.

regression analysis as a Discriminant procedure. Dichotomous predictor variables served to identify the store-type attributes that were most likely to differentiate the respondents' selection of traditional department stores or specialty stores. All 13 of the store-type attributes were used as model variables.

#### Store-Type Attributes Discriminant Models

The models that differentiated the shoppers of traditional department and specialty stores are presented in Table XXX. As shown, the store-type attributes models differentiated the store-types for all the purchase-situations at level of  $p < .01$ , with the exception of the

TABLE XXX

STORE-TYPE ATTRIBUTE DISCRIMINANT REGRESSION  
MODELS: TRADITIONAL AND SPECIALTY STORES

DEPENDENT VARIABLES	PRODUCT PURCHASE-SITUATIONS		
	Dress	Skirt	Belt
	PROB > F		
<u>Store-Type Attributes</u>	0.07	0.01	0.01
Merchandise Selection	X		X
Knowledgeable Salespeople		X	X
Store Reputation		X*	X*

Stepwise regression default equals .15.

X - notes the appearance of the respective variables in the regression model for the product.

\*More important to or more agreement with by traditional store shoppers.

dress purchase, which was significant at levels of  $p < .07$ . Merchandise selection, knowledgeable salespeople, and store reputation were the three store-type attributes identified as discriminants of traditional department and specialty stores across the purchase-situations. The store-type attributes viewed as being more important to specialty shoppers than to traditional department shoppers were merchandise selection and knowledgeable salespeople. For the dress purchase, merchandise selection was the only store-type attribute that differentiated traditional department and specialty store shoppers. It was viewed as being more important by specialty store shoppers. Knowledgeable salespeople and store reputation were identified as discriminants for the belt purchase. Of these, knowledgeable salespeople was perceived as being more important to specialty store shoppers, while store reputation was more important to traditional department store shoppers.

#### The Nature of Consumer Characteristics and Store-Type Choice Relationships

Consumers differ considerably with regard to activities, personal interest, opinions, and behavior. It was expected that women, would differ in their choice of store-type based on such personal traits. Based on this reasoning, the alternative form of Hypothesis II stated that:

Hypothesis II: For any purchase-situation of a given level of task involvement, the store-type choices of consumers will differ based on their lifestyles.

The null hypothesis of no significant differences in store-type choices based on consumer lifestyle characteristics was tested using

one-way ANOVA, followed by one-way MANOVA as a confirmation procedure. Duncan's multiple comparison test was also used to detect placement of store-type differences among the lifestyle attributes, across store-types.

#### Store-Type Choices and Lifestyles

The significant MANOVA and univariate results listed in Table XXXI support the hypothesis of differences among the respondents' store-type choices with respect to lifestyle characteristics. The multivariate tests for global differences were significant for each of the product purchase-situations at levels of  $p < .01$ .

The univariate results revealed that the lifestyle characteristics differentiated the store-type choices across each purchase-situation at levels of  $p < .08$ . Eight significant lifestyle characteristics emerged for the dress purchase, three for the skirt, and three for the belt. Of these lifestyle characteristics, Life 2, 3, and 8 were statistically significant variables across all of the product-purchase-situations. Respectively, the statements for these three lifestyle characteristics were as follows: Spending excessive amounts of money on clothing is ridiculous; I judge some brands of clothing on the basis of the stores that sell them; and I normally buy branded clothing because the products are worth the price I have to pay.

As can be seen in Table XXXI, significant differences were detected across the shoppers' store-type choice selections with respect to lifestyle characteristics. An examination of the results for the dress revealed that shoppers of national chain department and discount department stores tended to think that spending excessive



TABLE XXXI

STORE-TYPE CHOICE DIFFERENCES BASED ON MEAN RATING OF SIGNIFICANT  
LIFESTYLE CHARACTERISTICS WITHIN PRODUCT-PURCHASE-SITUATIONS:  
MANOVA - UNIVARIATE AND DUNCAN TEST RESULTS

PURCHASE SITUATIONS	STORE-TYPE ATTRIBUTES	UNIVARIATE RESULTS			TRADITIONAL		NATIONAL		SPECIALTY		DISCOUNT	
		DF	F	PR>F	MEAN	n	MEAN	n	MEAN	n	MEANS	N
Dress	Life 2	3, 200	4.74	0.01	5.4 <sup>b</sup>	102	6.3 <sup>a</sup>	17	5.3 <sup>b</sup>	75	6.7 <sup>a</sup>	10
	Life 3	3, 199	4.74	0.01	5.0 <sup>a</sup>	101	4.4 <sup>a</sup>	17	4.7 <sup>a</sup>	75	3.1 <sup>b</sup>	10
	Life 4	3, 199	2.74	0.04	5.4 <sup>ab</sup>	101	5.7 <sup>ab</sup>	17	4.9 <sup>b</sup>	75	6.1 <sup>a</sup>	10
	Life 6	3, 200	2.28	0.08	4.5 <sup>a</sup>	102	3.5 <sup>b</sup>	17	4.4 <sup>a</sup>	75	4.3 <sup>ab</sup>	10
	Life 7	3, 198	3.23	0.02	5.4 <sup>a</sup>	100	4.6 <sup>b</sup>	17	5.6 <sup>a</sup>	75	5.6 <sup>a</sup>	10
	Life 8	3, 198	5.17	0.01	4.5 <sup>a</sup>	101	3.4 <sup>b</sup>	17	4.7 <sup>a</sup>	74	3.0 <sup>b</sup>	10
	Life 10	3, 195	2.91	0.04	4.1 <sup>ab</sup>	98	3.3 <sup>b</sup>	17	4.5 <sup>a</sup>	74	4.2 <sup>ab</sup>	10
	Life 11	3, 198	2.54	0.06	3.8 <sup>a</sup>	101	2.9 <sup>b</sup>	17	4.0 <sup>a</sup>	74	3.8 <sup>a</sup>	10
Skirt	Life 2	3, 199	4.09	0.01	5.5 <sup>b</sup>	104	6.4 <sup>a</sup>	17	5.3 <sup>b</sup>	68	6.4 <sup>a</sup>	14
	Life 3	3, 198	4.14	0.01	4.9 <sup>a</sup>	103	4.6 <sup>a</sup>	17	4.8 <sup>a</sup>	68	3.3 <sup>b</sup>	14
	Life 8	3, 197	2.73	0.04	4.4 <sup>a</sup>	103	4.1 <sup>ab</sup>	17	4.6 <sup>a</sup>	68	3.2 <sup>a</sup>	13
Belt	Life 2	3, 198	11.49	0.01	5.5 <sup>b</sup>	93	6.4 <sup>a</sup>	32	4.7 <sup>c</sup>	50	6.0 <sup>ab</sup>	27
	Life 3	3, 198	3.70	0.01	4.7 <sup>a</sup>	93	4.9 <sup>a</sup>	32	5.1 <sup>a</sup>	50	3.9 <sup>b</sup>	27
	Life 4	3, 198	3.46	0.02	5.1 <sup>cb</sup>	94	5.9 <sup>a</sup>	31	4.9 <sup>c</sup>	50	5.7 <sup>ab</sup>	27
	Life 8	3, 196	10.03	0.01	4.5 <sup>ab</sup>	92	4.1 <sup>b</sup>	31	5.0 <sup>a</sup>	50	3.0 <sup>c</sup>	27
	Life 10	3, 195	3.75	0.01	4.2 <sup>ab</sup>	92	3.6 <sup>b</sup>	31	4.8 <sup>a</sup>	50	4.3 <sup>ab</sup>	26
	Life 11	3, 197	4.55	0.01	4.0 <sup>ab</sup>	94	3.1 <sup>c</sup>	31	4.2 <sup>a</sup>	49	3.4 <sup>cb</sup>	27
	Life 13	3, 199	2.38	0.07	2.7 <sup>a</sup>	94	2.6 <sup>a</sup>	32	2.7 <sup>a</sup>	50	1.8 <sup>b</sup>	27
Life 15	3, 199	2.41	0.07	2.5 <sup>a</sup>	94	2.3 <sup>ab</sup>	32	3.0 <sup>a</sup>	50	2.1 <sup>b</sup>	27	

MANOVA: WILKS' CRITERION

Dress	45, 521	1.56	0.01
Skirt	45, 521	1.59	0.01
Belt	45, 491	2.28	0.01

Note: The acronyms in the table depict the lifestyle characteristics that follow.

- \*Life 2 - Spending excessive amounts of money on clothes is ridiculous.  
 Life 3 - I judge some brands of clothing on the basis of the stores that sell them.  
 Life 4 - I resent being told what to wear by so-called fashion experts.  
 Life 6 - My wardrobe is up-to-date with fashion trends.  
 Life 7 - I keep informed of fashion changes but do not always follow them.  
 Life 8 - I normally buy branded clothing because the products are worth the price I have to pay.  
 Life 10 - My friends and/or neighbors quite often ask my advice about many different kinds of clothing and where to shop for clothing.  
 Life 11 - It is important to me that my clothes be of the latest styles.  
 Life 13 - When shopping for clothes, I first decide the name brand I want to purchase, then shop at those stores carrying that brand.  
 Life 15 - I am aware of fashion trends and one of the first to try them; therefore, many people regard me as being a fashion leader.

amounts of money on clothes was ridiculous (Life 2). Discount department store shoppers were less likely than any of the other store-type shoppers to judge brands of clothing on the basis of the stores that sold them (Life 3). Unlike specialty store shoppers, discount department store shoppers tended: to resent being told what to wear by so-called fashion experts (Life 4); and, not to perceive branded clothing as being worth the prices paid (Life 8). In comparison to traditional department and specialty store shoppers, national chain store shoppers were less inclined to have a wardrobe that's up-to-date with fashion trends (Life 6). Furthermore, unlike traditional department, specialty, and discount department store shoppers, national department chain store shoppers were also less likely to: keep informed of fashion changes (Life 7); and, think that having the latest fashions was important (Life 11). Shoppers of national chain department stores also differed from specialty store shoppers in that their friends and/or neighbors were less likely to seek their advice about many different kinds of clothing and places to shop (Life 10).

Very few differences existed among the respondents for the skirt purchase. Of those that did, differences for the discount store shoppers were the most prevalent. In comparison to both specialty and traditional department store shoppers, discount department shoppers and national department store shoppers were more likely to perceive spending excessive amounts of money on clothes as being ridiculous (Life 2). Discount department store shoppers also differed from traditional department, national chain department, and specialty store shoppers in their apparel shopping mode. That is, these shoppers were less likely to judge brands of clothing on the basis of the stores

that sell them (Life 3). Discount department store shoppers also differed from traditional department and specialty store shoppers in that they did not perceive branded clothing as being worth the prices paid (Life 8).

The belt purchase resulted in having differences across the store-type shoppers that were more distinct than those for the dress and skirt purchases. National chain department store shoppers, as opposed to traditional and specialty store shoppers, viewed spending excessive amounts of money on clothes as being ridiculous (Life 2). Discount store shoppers differed from traditional department, national chain department, and specialty shoppers in that they were less likely to judge brands of clothing on the basis of the stores that sold them (Life 3). Unlike the traditional department and national chain department store shoppers, discount department store shoppers were not likely to first decide on the name brand clothing they wanted to purchase, then shop at those stores carrying that brand (Life 13). These shoppers also differed from specialty and traditional department store shoppers in that, in general, they did not think that others regarded them as fashion leaders (Life 15).

Specialty shoppers, on the other hand, differed from national department chain and discount department store shoppers in that they normally bought branded clothing and perceived the products as being worth the prices paid (Life 8). Counter to the thinking of national chain department and discount department store shoppers, specialty shoppers thought that it was important that their clothes be of the latest style (Life 11). Furthermore, specialty shoppers, unlike discount department shoppers, were less likely to resent being told what

to wear by so-called fashion experts (Life 4). These shoppers also differed from traditional department and discount department store shoppers in that they were less likely to perceive spending excessive amounts of money on clothes as being ridiculous (Life 2). Speciality shoppers were also more likely than national chain department store shoppers to advise friends and/or neighbors on clothes and where to shop for them (Life 10).

These findings can be explained by the fashion lifecycle and the fashion adoption process. As characterized by Sproles and King (1973), the results seem to show that specialty store shoppers are more likely to be fashion innovators and/or fashion opinion leaders. Traditional department store shoppers may be considered as fashion-followers. National chain department store shoppers may fall into the late majority fashion adopter group; and, discount department store shoppers may be considered as fashion laggards.

#### Lifestyle Characteristics Most Salient in Differentiating Store-type Choices

Another and important aspect of this investigation was to identify the lifestyle characteristics that were most salient in differentiating the respondents' store-type choices. To make this assessment, the procedures STEPDISC, MANOVA, DISCRIM, and PROBF were employed. As shown in Table XXXII, the overall discriminant model for each product purchase-situation was significant at levels of  $p < .01$ . The models for the dress and the skirt contained four variables each. A five variable model emerged for the belt. The two lifestyle characteristics in all three models were evidenced by the following statements:

TABLE XXXII

LIFESTYLE CHARACTERISTICS SIGNIFICANT IN DIFFERENTIATING STORE-TYPE CHOICES BY PRODUCT-PURCHASE-SITUATIONS: STEPWISE DISCRIMINANT ANALYSIS USING THE STEPDISC PROCEDURE

PURCHASE SITUATIONS	SAMPLE SIZE	WILKS' LAMBDA	STORE-TYPE ATTRIBUTE	DF	F	PR>F	PARTIAL R <sup>2</sup>
Dress	193	.7909		12, 492.40	3.80	0.01	
			Life 2		3.94	0.01	0.06
			Life 3		5.34	0.01	0.08
			Life 4		2.44	0.07	0.04
			Life 7		3.54	0.01	0.05
Skirt	192	.7909		12, 489.76	3.78	0.01	
			Life 1		2.89	0.04	0.04
			Life 2		4.97	0.01	0.07
			Life 3		5.74	0.01	0.09
			Life 13		2.36	0.07	0.04
Belt	192	.6692		15, 508.34	5.31	0.01	
			Life 2		7.51	0.01	0.11
			Life 3		2.18	0.09	0.03
			Life 4		2.36	0.07	0.04
			Life 8		5.85	0.01	0.09
			Life 10		2.91	0.04	0.05

Note: The acronyms in the table depict the lifestyle characteristics that follow.

- \* Life 1 - I sometimes influence what my friends say about fashion.  
 Life 2 - Spending excessive amounts of money on clothes is ridiculous.  
 Life 3 - I judge some brands of clothing on the basis of the stores that sell them.  
 Life 4 - I resent being told what to wear by so-called fashion experts.  
 Life 7 - I keep informed of fashion changes but do not always follow them.  
 Life 8 - I normally buy branded clothing because the products are worth the price I have to pay.  
 Life 10 - My friends and/or neighbors quite often ask my advice about many different kinds of clothing and where to shop for clothing.  
 Life 13 - When shopping for clothes, I first decide the name brand I want to purchase, then shop at those stores carrying that brand.

"Spending excessive amounts of money on clothes is ridiculous"; and, "I judge some brands of clothing on the basis of the stores that sell them".

Performance of multivariate tests on the selected model variables (Dress - Life 2, 3, 4, and 7; Skirt - Life 1, 2, 3, and 13; and Belt - Life 4, 8, 9, 14, and 15) resulted in significant global differences being detected at levels of  $p < .004$  for each product purchase-situation, as shown in Table XXXIII. These analyses were followed by paired comparisons among the store-types using the PROBF procedure. Table XXXIV contains the comparison results of the PROBF procedure for the respondents' purchase-place choices. For the dress purchase, four of the six comparisons were significant at levels of  $p < .05$ . The comparisons not significant for the dress purchase were the ones between traditional department stores and specialty stores, and between national chain department stores and discount department stores. All the comparisons for the skirt purchase were significant at levels  $p < .10$ ,

TABLE XXXIII

DIFFERENCES AMONG STORE-TYPES BASED ON SELECTED  
MODELS FOR LIFESTYLE: MANOVA RESULTS

Purchase Situation	WILKS' CRITERIONS			
	DF	F	PR > F	Lambda
Dress	12, 511	2.40	0.01	0.87
Skirt	15, 517	3.76	0.01	0.75
Belt	12, 508	5.08	0.01	0.74

TABLE XXXIV

PROBF COMPARISONS OF STORE-TYPE DIFFERENCES BY PRODUCT-PURCHASE-  
SITUATIONS USING SELECTED LIFESTYLE CHARACTERISTICS

STORE-TYPE CHOICES	Dress			Skirt			Belt		
	NATIONAL CHAIN	SPECIALTY	DISCOUNT	NATIONAL CHAIN	SPECIALTY	DISCOUNT	NATIONAL CHAIN	SPECIALTY	DISCOUNT
TRADITIONAL	1.14 99,17,5 <sup>a</sup>	0.13 99,75,5 <sup>c</sup>	2.61 99,10,5 <sup>a</sup>	0.49 102,17,4 <sup>c</sup>	0.11 102,67,4 <sup>a</sup>	2.11 102,14,4 <sup>a</sup>	0.87 89,50,5 <sup>a</sup>	0.53 89,50,5 <sup>a</sup>	1.62 89,26,5 <sup>a</sup>
NATIONAL CHAIN		1.63 17,75,5 <sup>a</sup>	1.348 17,10,5 <sup>c</sup>		0.73 17,68,4 <sup>b</sup>	1.41 17,14,4 <sup>b</sup>		2.51 30,50,5 <sup>a</sup>	1.00 30,26,5 <sup>a</sup>
SPECIALTY STORES			2.78 75,10,5 <sup>a</sup>			1.81 68,14,4 <sup>a</sup>			3.17 50,26,5 <sup>a</sup>

NOTE: The lifestyle characteristics used to make the comparisons were as follow: DRESS - Life 2, 3, 4, and 7; SKIRT - Life 1, 2, 3, and 13; BELT - Life 2, 3, 4, 8, and 10. For each store-type comparison, the number in the top row is the  $D^2$  value used to compute the F-score. The numbers immediately below the  $D^2$  value represent the sample sizes and the parameters used to make each comparison. Specifically, the first number represent the sample size for the store-type that is located in the left corresponding column; the second number represents the sample size for the store-type that corresponds to that row; the third number represents the number of parameters being considered in the comparison; while, the raised alphabets indicate the observed significance level: a = < .05, b = < .10, and c = > .10.

\* Life 1 - I sometimes influence what my friends say about fashion.

Life 2 - Spending excessive amounts of money on clothes is ridiculous.

Life 3 - I judge some brands of clothing on the basis of the stores that sell them.

Life 4 - I resent being told what to wear by so-called fashion experts.

Life 7 - I keep informed of fashion changes but do not always follow them.

Life 8 - I normally buy branded clothing because the products are worth the price I have to pay.

Life 10 - My friends and/or neighbors quite often ask my advice about many different kinds of clothing and where to shop for clothing.

Life 13 - When shopping for clothes, I first decide the name brand I want to purchase, then shop at those stores carrying that brand.

with the exception of the one between traditional department stores and national chain department stores. Moreover, all the comparisons for the belt purchase were significant at a level of  $p < .05$ .

The comparison results suggest that lifestyle characteristics can be used to differentiate store-types based on apparel product categories. However, as with the results obtained for the store-type attributes, the lifestyle characteristics discriminants appear to perform best for low involvement purchase-situations. Furthermore, regarding the dress purchase, these results also suggest that there are lifestyle similarities among the shoppers of traditional department store and specialty stores. Similar relationship also seems to exist between the national chain department shoppers and the discount department store shoppers for the dress purchase, and between traditional department store shoppers and national chain store shoppers for the skirt purchase.

#### Consumer Characteristics as Determinants of Traditional Department and Specialty Stores

Because the respondents' lifestyles reflected primary patronage to traditional department and specialty stores, another follow-up analysis was conducted. As was done for the store-type attributes, regression analysis was performed to determine the lifestyle characteristics and demographic factors that would serve as determinants of traditional department or specialty store patronage. All 15 lifestyle characteristics and four demographic factors were used to perform these analyses, as separate sets of variables. The four demographic factors selected for use in the analysis were age, education,



years at present address, and number of children in the household. The specific selection of these demographic variables was based on findings from the data (sample profile) discussed earlier in this chapter.

#### Consumer Characteristics Discriminant Models

The models that differentiated traditional department and specialty stores are presented in Table XXXV. As shown, each of the lifestyle models were significant at levels of  $p < .05$ . Demographics differentiated the two store-types at levels of  $.07 < p < .15$ . The specific variables that were included in the discriminant models for the purchase-situations are presented in the Table XXXV.

Lifestyle Characteristics. Of the seven lifestyle characteristics found to differentiate traditional department and specialty store shoppers, two were significant for the purchase of a dress. For this product purchase item, specialty shoppers differed from traditional department store shoppers in that they tended to buy clothes that they liked, regardless of current fashion (Life 9); and, enjoyed shopping for clothes, regardless of the occasion (life 11). As for the skirt purchase, five variables differentiated the two groups of store-type shoppers. Specifically, traditional department store shoppers, in comparison to specialty store shoppers: were less likely to resent being told what to wear by so-called fashion experts (Life 4), felt that it was important that their clothes be of the latest styles (life 11), enjoyed shopping for clothing, regardless of the occasion (Life 12), were more likely to first decide on the name brands to purchase, then shop at those stores carrying that brand (Life 13), and did not

TABLE XXXV

REGRESSION DISCRIMINANT MODELS FOR TRADITIONAL AND  
SPECIALTY STORES USING CONSUMER CHARACTERISTICS

DEPENDENT VARIABLES	PRODUCT PURCHASE-SITUATIONS		
	Dress	Skirt	Belt
	PROB > F		
Lifestyle Characteristics	0.05	0.01	0.01
Demographic Factors	0.07	0.09	0.15*
<u>Lifestyle Characteristics</u>			
Life 1			X
Life 3			X
Life 4		X	X**
Life 9	X		
Life 11		X**	
Life 12	X	X**	
Life 13		X**	
Life 15		X**	
<u>Demographic Factors</u>			
Education	X	X	X

X - Notes the appearance of the respective variables in the regression models for the product.

\*Stepwise regression default equals .15.

\*\*More agreement with the statement by traditional store shoppers.

Life 1 - I sometimes influence what my friends say about fashion.

Life 3 - I judge some brands of clothing on the basis of the stores that sell them.

Life 4 - I resent being told what to wear by so-called fashion experts.

Life 9 - I buy clothes I like, regardless of current fashion.

Life 11 - It is important to me that my clothes be of the latest styles.

Life 12 - I enjoy shopping for clothes, regardless of the occasion.

Life 13 - When shopping for clothes, I first decide the name brand I want to purchase, then shop at those stores carrying that brand.

Life 15 - I am aware of fashion trends and one of the first to try them; therefore, many people regard me as being a fashion leader.

think that they were regarded by others as fashion leaders (Life 15). Of the three lifestyle characteristics that differentiated the store-types for the belt purchase, specialty store shoppers tended to influence what their friends said about fashions (Life 1); and, they resented being told what to wear by so-called fashion experts (Life 14). Traditional department store shoppers, on the other hand, were more inclined to judge some brands of clothing on the basis of the stores that sold them (Life 3).

These findings suggest that specialty store shoppers, counter to traditional department store shoppers, regardless of the occasion, are more likely to be confident in their ability to select clothing for themselves as well as give advice to others on fashion apparel. On the other hand, traditional department store shoppers are more likely to be name brand shoppers who enjoy shopping for the latest fashions, but do not think that others perceive them as fashion leaders (Life 15).

Demographics Factors. Of the four demographic variables selected as possible discriminants between the store-types, only one was significant in doing so, education. For each product item (dress, skirt, and belt), specialty store shoppers had higher educational accomplishments than traditional department store shoppers. The emergence of education as a viable demographic patronage discriminant predictor is congruent with the findings of Bellenger, Hirschman, and Robertson (1976-77).

In summary, the results obtained from the discriminant procedure for traditional department and specialty stores support the philosophy that differences exist between the shoppers of the two store-types,

and that such differences are detectable with select lifestyle characteristics, and demographic factors. In general, specialty store shoppers are more educated and more fashion oriented.

Based on the data analyses and research findings, it can be concluded that consumers store-type choices are influenced by store-type attributes and lifestyle characteristics. The products used in the study were found to vary by levels of involvement based on their general importance as well as their usage importance. Additionally, store-type choice determinants were identified, in general, and predictors of traditional department and specialty store shopping were identified in specific.

## CHAPTER V

### SUMMARY AND RECOMMENDATIONS

#### Introduction

The need to assist apparel retailers with identifying profitable consumer markets prompted this study which addressed the issues of market positioning and competition from a store-type perspective. An examination of the marketing literature prompted the impetus for obtaining a better understanding of store-type choice decision-making and store-type loyalty behavior. Hence, from a theoretical standpoint, the investigation was conducted in an attempt to increase marketers' knowledge and understanding specifically of consumers' preference and loyalty for types of apparel retailing institutions.

Manipulation of the purchase-situations enabled the researcher to determine the interactive importance of retail-institution attributes and consumer characteristics on store-type choice and loyalty behavior patterns. Moreover, the primary focus of this study was the identification of those store-type attributes as well as those sets of consumer characteristics that differentially influenced consumers' preferences in store-types and their subsequent choices of store-types. To achieve this goal two broad questions served to shape this inquiry: 1) "What are the most salient determinants of store-type choice behavior," and 2) "How does the relative importance of store-type determinants change or differ over purchase-situations (thus explaining

explaining differences in store-type choice decisions?"

### Study Overview

Female consumers residing within selected census tracts of Oklahoma City, Oklahoma, were participants in this investigation. The study focused on store-type choice behavior patterns for women's ready-to-wear fashion apparel, concentrating on selected products which varied by levels of involvement. Three product-purchase decisions in combinations with two purchase tasks were presented to the respondents in randomly-ordered purchase scenarios. The purchase scenarios were as follows: (1) You have decided to purchase a dress for a formal social gathering scheduled for tomorrow; (2) you have decided to purchase a skirt for a formal social gathering scheduled two weeks from now; and, (3) you have decided to purchase a belt for a family gathering scheduled two weeks from now.

Loyalty was measured by examining each respondent's store-type choices for consistency. Within each purchase-situation, loyalty (degree and store-type inclusive) was measured through the respondents' identification of first, second, and third store-type choice alternatives. Across the purchase-situations, loyalty was limited to the combined consistency of the respondents' first store-type choice for each of the three product-purchases.

### Summary of Findings and Conclusions

Research findings with respect to selected purchase-situations were presented in Chapter IV regarding the importance of retail attributes and consumer characteristics on store-type choice and loyalty

behavior patterns. These issues were studied in the context of women's fashion apparel items that varied by levels of consumer involvement, both by usage and as general product categories.

Regardless of the purchase-situation, traditional department stores were found to be the preferred purchase-place for the majority of the respondents. This patronage was followed by specialty stores. However, some respondents' tended to alter their store-type choices for the low-involvement purchase-situation (e.g., a belt). Similar shopping variations have been found by other researchers who have cited apparel retailers' competitiveness as a function of cross-shopping (Cort and Dominiquez 1977, 1977-78; Cox 1971; Crask and Reynolds 1978; Dardis and Sandler 1971; Dodge and Summer 1969; Gutman and Mills 1982; Hirschman 1979a; Miller and Gentry 1981; Prasad 1975; Rachman and Kemp 1963; Rich and Portis 1964).

Similar to the respondents in Mattson's (1982) study, the respondents in this study were not inclined to visit specialty stores as a first choice for the time-pressured shopping situation (i.e., dress purchase). As Blackwell and Hilliker (1978) found, patronage was primarily to traditional department and specialty store for the dress purchase.

Based on the current study, the findings for store-type loyalty revealed consistency among the targeted store-type choices within and across the purchase-situations. These findings seem to indicate that the likelihood of consumers being completely loyal to a store-type for several purchase items within the same general product mix is far greater than their selection of the same store-type as a first, second, and third choice alternative for a single item purchase.

Overall differences were found with respect to the store-type choices based on the importance of store-type attributes and lifestyle characteristics. For all three product-purchases, the retail institutional attributes perceived as having the greatest importance included cleanliness, merchandise quality, merchandise selection, and prices. Characteristically, the respondents were identified as being fashion-conscious individuals who tended to buy clothing they liked and not what others dictated. However, they were not inclined to spend excessive amounts of money on clothing.

Hypothesis I, was tested to determine relationships among the involvement levels, the importance of store-type attributes, and the respondents' store-type choices. As indicated by the univariate results of the MANOVA procedure, an inverse relationship existed between the importance of the store-type attributes and the involvement levels. These findings revealed that fewer attributes were perceived important for the high-involvement purchase-situation (the dress) than for the less involved purchase-situations (the skirt and belt). No significant interaction effect existed between the main effects (purchase-situations and purchase-place choices).

Comparisons between traditional department and specialty store shoppers versus national chain department and discount department stores led to the identification of three store-type attributes (price, brands carried, and services offered) which differentiated the store-type groupings. These findings seem to indicate that shoppers' perceptions of the importance of store-type attributes are generally similar across store-types, but reflect specific attitudinal differences. Also consumer characteristics are likely to be critical in



store-type decision-making.

Lifestyle characteristics and store-type attributes importance were used independently to explain store-type choices with respect to traditional department and specialty store shoppers. Discriminant functions were developed for using the store-type attributes and consumer characteristics in separate models. Although these store-types have customarily been viewed as being very similar, the findings of this study seem to convey the message that identifiable differences exist between them.

Hypothesis II was tested within the study to explore relationships thought to exist between the respondents' lifestyle characteristics and their store-type choices. The findings were congruent with those of earlier studies (i.e., Bellenger, Jones, and Bryant 1979; Darden and Ashton 1974-75; Engel and Blackwell 1982; May 1971; Reynolds et al. 1974-75; Wells 1975; Wells and Tigert 1971) which suggested that lifestyle characteristics are good predictors of patronage behavior; however, the results are contradictory with those of Bellenger, Jones, and Bryant (1977), who concluded that lifestyle characteristics are not useful predictors of store-type patronage. The results appear to indicate that lifestyle characteristics relate equally well across consumers' patronage to retail institutional types.

#### Implications and Suggestions

Both theoretical implications for academicians and managerial implications for retailers of women's ready-to-wear fashion apparel were drawn from the results of the study as well as suggestions for further research. The implications and research suggestions are

presented independently.

#### Academic Implications

It is believed that a sound, thorough conceptualization of consumers' retail-purchase behavior must attend not only to store choice behavior but more fundamentally the store-type choice decisions made by consumers. In addressing this issue, the investigation sought to increase academic knowledge of store-type choice and store-type loyalty behavioral patterns. Consequently, the study not only provides the basis for a better understanding of store-type choice and store-type loyalty and lays a foundation for future research in these areas.

The study provided evidence supporting store-type patronage and loyalty behavior patterns. This evidence adds credence to the constructs of store-type choice and store-type loyalty as components of the patronage decision-making process. It should be evident that continued theory building research is warranted on these constructs. Also, given that consumers are known to make both store-type and store choice decisions, researchers will be more cognizant of the need to distinguish clearly the kind of patronage studies conducted (store or store-type).

Store-type patronage was found to be a multi-dimensional phenomenon which is influenced by the importance of store-type attributes, situational factors, and by consumer characteristics. As anticipated, this finding supports Sheth's (1983) integrative shopping preference theory, especially, in that portion of the theory which suggests that preference discrepancies have an inducement effect on consumers' purchase-place selection.

Products were documented to vary by levels of involvement through the use of women's fashion apparel items. This finding provides tentative evidence for the involvement concept as a construct in patronage. Therefore, involvement levels should not "a priori" be assigned to the variables of interest, but rather acquire such an assessment from the population of interest. Adding to this, with respect to preferred store-type choices and product-purchase-situations, an inverse relationship might be expected when examining involvement and the importance of retail institutional attributes.

As reported in the works of Hirschman (1978a, 1979a), King and Ring, and Miller and Gentry (1981), this study also found certain store-types to dominate consumer markets by product class. Miller and Gentry (1981) found that traditional and national chain department stores dominated women's apparel shopping. However, the current investigation found that traditional department and specialty stores dominated the marketplace for the products examined. The apparent discrepancy between the two studies may reflect purchase-items focused upon as well as differences in statistical treatments employed within each study. Regardless, in an effort to refine the understanding of store-type choice behavior, further research along lines of the current investigation is both desired and warranted.

#### Managerial Implications

For practical purposes, the study may assist apparel retailers with strategic market positioning. Essentially, apparel retailers are provided with a framework for better understanding store-type patronage and store-type loyalty. Through the use of selected apparel

items, relevant dimensions of store-type competition and market positioning across store-type were identified. The study has shown that apparel store-type retailers can be differentiated based on the importance of retail attributes and consumer characteristics. To improve their market positioning among customers; these results indicate that apparel retailers should consider developing intra- and inter-type competitive strategies which focus on salient store-type patronage determinants.

Another important managerial implication drawn from this study is based on the attributes perceived by the respondents as being important when shopping for high-involvement products. Apparel retailers should be more cognizant of the fact that when shopping for high-involvement products, consumers are likely to be less brand conscious and desire assistance from friendly, knowledgeable salespeople, regardless of store-type preferences.

Since store-type choices were found to vary with the involvement levels for products, retailers need to identify the product items that consumers will most likely purchase from their institutions and the levels of involvement associated with each item. Investigations of this type may assist retailers with planning their merchandise assortments. Products having low demand may be deleted and merchandise-lines which should be carried identified.

Since the respondents' store-type choices were found to vary with the purchase-situations, apparel retailers should realize that consumers may be loyal to a particular store-type for specific product items but not for all product-purchases. Hence, these retailers need to consider concentrating their efforts on meeting loyal customer

needs on the basis of specific product items.

#### Recommendations for Future Research

A number of topics are posed for future research related to store-type choice behavior patterns. These topics are based on the results of this investigation.

It is suggested that replications and modifications of this study be conducted. Some modifications are the following:

1. The study needs to be replicated with the following changes:
  - a. Specialty stores should be separated into categories which reflect the merchandise price-lines of these operations (e.g., discount, moderately priced, and better-best-couture).
  - b. Independent samples, including men and minority groups (with emphasis on Blacks and Hispanics), should be taken and the results compared with those of female consumers for similarities in store-type choice behavior patterns.
  - c. Different product categories and associated levels of involvement should be used to determine whether global generalizations can be made.
2. Based on preliminary data analyses for this investigation, additional research is needed:
  - a. To determine the relationship between consumers' store-type choices and store-types considered for making purchases.
  - b. To determine the joint effect of the importance of store-type attributes and lifestyle characteristics on

store-type choice.

- c. To determine the extent to which demographic factors contribute to the results of this investigation, since such factors as age, income, employment status, etc. may have an effect on the obtained results.
- d. To determine the effect of store-type attributes and consumer characteristics on consumers' store-type choice behaviors as second and third purchase-place alternatives.
- e. To determine the sequential pattern(s) of the choice process and the factors affecting it; to identify whether the sequence is product, usage, or lifestyle specific; and, to determine the effect of product-purchases and lifestyle characteristics.
- f. To identify store-type choice determinants using factors scores for store-type attributes and lifestyle characteristics, and to compare these findings with those obtained from the raw data for consistency.

In conclusion, the study supports the philosophy that different store-types will dominate certain product categories, as several researchers have insisted (Hirschman 1978a, 1979a; King and Ring 1980a; Miller and Gentry 1981). Moreover, store-type, and not simply store-choice, has been shown to be a critical construct leading to marketers' understanding of consumer patronage behavior.

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APPENDIXES



APPENDIX A

QUESTIONNAIRE AND FINDINGS FOR PILOT STUDY I

## STORE-TYPE ATTRIBUTE AND SHOPPING ORIENTATION QUESTIONNAIRE

PART I: SHOPPING ACTIVITIES

In this section, I am asking you to assume that you need to shop for a product for a specific usage. The statements and questions that follow relate to that shopping situation. In thinking about this shopping activity, rate the importance of each of the following store-type attributes to you in selecting a store or stores for each of the listed purchase situations. For each store-type attribute, circle the number between "7" and "1" that best describes your feelings.

SCENARIO A: YOU HAVE DECIDED TO PURCHASE PANTY HOSE  
TO WEAR TO A HOME COMING CONCERT IN TWO WEEKS

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
EXTREMELY IMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEITHER IMPORTANT	SOMEWHAT UNIMPORTANT	VERY UNIMPORTANT	EXTREMELY UNIMPORTANT
NOR UNIMPORTANT						

<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>	<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>
Attractiveness of store decor ----	7 6 5 4 3 2 1	Sizes carried -----	7 6 5 4 3 2 1
Merchandise suitability -----	7 6 5 4 3 2 1	Salespeople attention ---	7 6 5 4 3 2 1
Merchandise return policy -----	7 6 5 4 3 2 1	Prices -----	7 6 5 4 3 2 1
Broad merchandise selection -----	7 6 5 4 3 2 1	Store congeniality -----	7 6 5 4 3 2 1
Prestigious brands carried -----	7 6 5 4 3 2 1	Store reputation -----	7 6 5 4 3 2 1
Alteration services offered -----	7 6 5 4 3 2 1	Cleanliness -----	7 6 5 4 3 2 1
Best values for the money -----	7 6 5 4 3 2 1	Speed of checkout -----	7 6 5 4 3 2 1
Accessibility to other stores ----	7 6 5 4 3 2 1	Store hours -----	7 6 5 4 3 2 1
Knowledgeable salespeople -----	7 6 5 4 3 2 1	Parking facilities -----	7 6 5 4 3 2 1
Satisfaction with purchase -----	7 6 5 4 3 2 1	Feeling of security -----	7 6 5 4 3 2 1
Convenience of location -----	7 6 5 4 3 2 1	Guarantee policy -----	7 6 5 4 3 2 1
Quality of the merchandise -----	7 6 5 4 3 2 1	Credit availability -----	7 6 5 4 3 2 1
Easy to move through the store ---	7 6 5 4 3 2 1	Advertisement -----	7 6 5 4 3 2 1

SCENARIO B: YOU HAVE DECIDED TO PURCHASE A DRESS/SUIT  
TO WEAR TO A JOB INTERVIEW TOMORROW.

<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>	<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>
Attractiveness of store decor ----	7 6 5 4 3 2 1	Sizes carried -----	7 6 5 4 3 2 1
Merchandise suitability -----	7 6 5 4 3 2 1	Salespeople attention ---	7 6 5 4 3 2 1
Merchandise return policy -----	7 6 5 4 3 2 1	Prices -----	7 6 5 4 3 2 1
Broad merchandise selection -----	7 6 5 4 3 2 1	Store congeniality -----	7 6 5 4 3 2 1
Prestigious brands carried -----	7 6 5 4 3 2 1	Store reputation -----	7 6 5 4 3 2 1
Alteration services offered -----	7 6 5 4 3 2 1	Cleanliness -----	7 6 5 4 3 2 1
Best values for the money -----	7 6 5 4 3 2 1	Speed of checkout -----	7 6 5 4 3 2 1
Accessibility to other stores ----	7 6 5 4 3 2 1	Store hours -----	7 6 5 4 3 2 1
Knowledgeable salespeople -----	7 6 5 4 3 2 1	Parking facilities -----	7 6 5 4 3 2 1
Satisfaction with purchase -----	7 6 5 4 3 2 1	Feeling of security -----	7 6 5 4 3 2 1
Convenience of location -----	7 6 5 4 3 2 1	Guarantee policy -----	7 6 5 4 3 2 1
Quality of the merchandise -----	7 6 5 4 3 2 1	Credit availability -----	7 6 5 4 3 2 1
Easy to move through the store ---	7 6 5 4 3 2 1	Advertisement -----	7 6 5 4 3 2 1

SCENARIO C: YOU HAVE DECIDED TO PURCHASE SHOES  
TO WEAR TO A JOB INTERVIEW IN TWO WEEKS.

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT
			NOR UNIMPORTANT			

<u>STORE ATTRIBUTES and CHARACTERISTICS</u>	<u>IMPORTANCE RATINGS</u>	<u>STORE ATTRIBUTES and CHARACTERISTICS</u>	<u>IMPORTANCE RATINGS</u>
Attractiveness of store decor ----	7 6 5 4 3 2 1	Sizes carried -----	7 6 5 4 3 2 1
Merchandise suitability -----	7 6 5 4 3 2 1	Salespeople attention ---	7 6 5 4 3 2 1
Merchandise return policy -----	7 6 5 4 3 2 1	Prices -----	7 6 5 4 3 2 1
Broad merchandise selection -----	7 6 5 4 3 2 1	Store congeniality -----	7 6 5 4 3 2 1
Prestigious brands carried -----	7 6 5 4 3 2 1	Store reputation -----	7 6 5 4 3 2 1
Alteration services offered -----	7 6 5 4 3 2 1	Cleanliness -----	7 6 5 4 3 2 1
Best values for the money -----	7 6 5 4 3 2 1	Speed of checkout -----	7 6 5 4 3 2 1
Accessibility to other stores ----	7 6 5 4 3 2 1	Store hours -----	7 6 5 4 3 2 1
Knowledgeable salespeople -----	7 6 5 4 3 2 1	Parking facilities -----	7 6 5 4 3 2 1
Satisfaction with purchase -----	7 6 5 4 3 2 1	Feeling of security -----	7 6 5 4 3 2 1
Convenience of location -----	7 6 5 4 3 2 1	Guarantee policy -----	7 6 5 4 3 2 1
Quality of the merchandise -----	7 6 5 4 3 2 1	Credit availability -----	7 6 5 4 3 2 1
Easy to move through the store ---	7 6 5 4 3 2 1	Advertisement -----	7 6 5 4 3 2 1

PART II: FASHION LIFESTYLE INVENTORY

Instructions: Listed below are a series of statements related to the fashion and shopping orientation of consumers. Please indicate the degree to which these statements reflect your personal fashion and shopping orientation. For those statements which you strongly agree with circle the corresponding number, "1", to the far right. For example, if you somewhat agree, circle number "5".

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
STRONGLY	AGREE	SOMEWHAT	NEITHER	SOMEWHAT	DISAGREE	STRONGLY
AGREE		AGREE	AGREE NOR	DISAGREE		DISAGREE
			DISAGREE			

FASHION ORIENTATION

1. I sometimes influence what my friends say about fashion.	7 6 5 4 3 2 1
2. My friends or neighbors often ask my advice about clothing.	7 6 5 4 3 2 1
3. It is important for me to be a fashion leader.	7 6 5 4 3 2 1
4. I am aware of fashion trends and want to be one of the first to try them	7 6 5 4 3 2 1
5. People come to me more than I go to them for information about brands of clothing to purchase.	7 6 5 4 3 2 1
6. Clothes provides one of the best ways for me to express my individuality.	7 6 5 4 3 2 1
7. I am the first to try new fashion; therefore, many people regard me as being a fashion leader.	7 6 5 4 3 2 1
8. Because of my active lifestyle, I need a wide variety of clothes.	7 6 5 4 3 2 1
9. I always buy at least one outfit of the latest fashion.	7 6 5 4 3 2 1
10. I read every fashion column in almost all the local newspapers.	7 6 5 4 3 2 1
11. I spend a lot of money on clothes and accessories.	7 6 5 4 3 2 1
12. I spend a lot of time on fashion-related activities.	7 6 5 4 3 2 1

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
STRONGLY AGREE	AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE
13. It's important to be well-dressed.						7 6 5 4 3 2 1
14. If you want to get ahead, you have to dress the part.						7 6 5 4 3 2 1
15. What you think of yourself is reflected by what you wear.						7 6 5 4 3 2 1
16. Wearing good clothes is part of leading the good life.						7 6 5 4 3 2 1
17. I resent being told what to wear by so-called fashion experts.(-)						7 6 5 4 3 2 1
18. I buy clothes I like, regardless of current fashion.						7 6 5 4 3 2 1
19. An important part of my life and activities is dressing smartly.						7 6 5 4 3 2 1
20. I like to feel attractive in the clothes I wear.						7 6 5 4 3 2 1
21. I would like to go to the beauty parlor as often as I can.						7 6 5 4 3 2 1
22. I will volunteer my expertise on clothing to anyone who is interested in learning more about how to purchase fashionable apparel.						7 6 5 4 3 2 1
23. I enjoy looking through fashion magazines to keep up with the latest fashion trends.						7 6 5 4 3 2 1
24. I love to shop for clothes.						7 6 5 4 3 2 1
25. I read fashion news regularly and keep my wardrobe up-to-date with fashion trends.						7 6 5 4 3 2 1
26. I keep informed of fashion changes but do not always follow them.						7 6 5 4 3 2 1
27. I check what is fashionable only if buying new clothes.						7 6 5 4 3 2 1
28. I only pay attention to major fashion changes.						7 6 5 4 3 2 1
29. I am not at all interested in fashion.						7 6 5 4 3 2 1
30. I often try new clothing items before my friends and neighbors do.						7 6 5 4 3 2 1
31. My friends ask me quite often where to shop for many different kinds of clothing.						7 6 5 4 3 2 1
32. If my clothes are not in fashion, it really bothers me.						7 6 5 4 3 2 1
33. A person should try to dress in style as often as possible.						7 6 5 4 3 2 1
34. It is important to me that my clothes be of the latest style.						7 6 5 4 3 2 1
35. I think I am more self-confident than most people when it comes to buying clothing.						7 6 5 4 3 2 1
36. I think I have a lot of personal ability for buying clothes.						7 6 5 4 3 2 1
37. I enjoy testing and experimenting with new women's clothing fashions just out on the market.						7 6 5 4 3 2 1
38. I like wearing the latest in fashion clothing.						7 6 5 4 3 2 1

#### SHOPPING ORIENTATION

1. I often ask the advice of my friends about where to shop.						7 6 5 4 3 2 1
2. I shop often for clothing specials.						7 6 5 4 3 2 1
3. Shopping centers are the best place to shop for clothes.						7 6 5 4 3 2 1
4. I shop more for style than for quality in clothing.						7 6 5 4 3 2 1
5. Shopping for clothing is a terrible waste of time.						7 6 5 4 3 2 1
6. I often go shopping to get ideas even though I have no intention of buying.						7 6 5 4 3 2 1
7. I do not like to go shopping for clothes. (-)						7 6 5 4 3 2 1
8. I buy less clothing because of rising prices.						7 6 5 4 3 2 1
9. I make clothing purchases only when there is a need; not on impulse.						7 6 5 4 3 2 1
10. I find it difficult to decide on the clothes that are best for me.						7 6 5 4 3 2 1
11. In this period of rising prices, spending excessive amounts of money on clothing is ridiculous.						7 6 5 4 3 2 1



	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
	STRONGLY	AGREE	SOMEWHAT	NEITHER	SOMEWHAT	DISAGREE	STRONGLY
	AGREE		AGREE	AGREE NOR DISAGREE	DISAGREE		DISAGREE
47. It is convenient for me to make all my clothing purchases at one shopping center.						7 6 5 4 3 2 1	
48. I enjoy buying clothing most when I am shopping for a special occasion.						7 6 5 4 3 2 1	
49. I enjoy shopping for clothing most when making purchases for a special occasion.						7 6 5 4 3 2 1	
50. I go shopping often for clothes.						7 6 5 4 3 2 1	
51. I like to go to stores to see what's new in clothing.						7 6 5 4 3 2 1	
52. I do quite a bit of my clothing shopping at stores close to where I work.						7 6 5 4 3 2 1	
53. I shop a lot for clothing during my lunch hour.						7 6 5 4 3 2 1	
54. I plan my wardrobe carefully.						7 6 5 4 3 2 1	

PART III: PRODUCT IMPORTANCE

In shopping for each of the products listed below, please indicate the importance you would attach to it. Circle the number that best corresponds to your response.

	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
	EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
	IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT
	NOR UNIMPORTANT						

	<u>PRODUCTS</u>	<u>IMPORTANCE RATINGS</u>
	1. Belt	7 6 5 4 3 2 1
	2. Blouse/Top	7 6 5 4 3 2 1
<u>GENERAL</u>	3. Skirt	7 6 5 4 3 2 1
<u>IMPORTANCE</u>	4. Shoes	7 6 5 4 3 2 1
	5. Dress/Suit	7 6 5 4 3 2 1
	6. Panty Hose	7 6 5 4 3 2 1

In shopping for each of the products listed below, please indicate by circling the number that best corresponds to the importance you would attach to its purchase for each of the listed usage-occasions.

<u>PRODUCT</u>	<u>USAGE-OCCASION</u>	<u>IMPORTANCE RATINGS</u>
	- Formal wedding two weeks from today.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1
	- Church musical two weeks from today.	7 6 5 4 3 2 1
	- Job interview two weeks from today.	7 6 5 4 3 2 1
<u>SHOES</u>	- Homecoming concert tomorrow.	7 6 5 4 3 2 1
	- Homecoming concert two weeks from today.	7 6 5 4 3 2 1
	- Formal wedding tomorrow.	7 6 5 4 3 2 1
	- Family gathering two weeks from today.	7 6 5 4 3 2 1
	- Church musical tomorrow.	7 6 5 4 3 2 1
	- Job interview tomorrow.	7 6 5 4 3 2 1

	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
	EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
	IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT
	NOR UNIMPORTANT						

<u>PRODUCT</u>	<u>USAGE-OCCASION</u>	<u>IMPORTANCE RATINGS</u>						
DRESS/ SUIT	- Homecoming concert two weeks from today.	7	6	5	4	3	2	1
	- Formal wedding tomorrow.	7	6	5	4	3	2	1
	- Church musical tomorrow.	7	6	5	4	3	2	1
	- Family gathering two weeks from today.	7	6	5	4	3	2	1
	- Job interview tomorrow.	7	6	5	4	3	2	1
	- Formal wedding two weeks from today.	7	6	5	4	3	2	1
	- Family gathering tomorrow.	7	6	5	4	3	2	1
	- Church musical two weeks from today.	7	6	5	4	3	2	1
	- Job interview two weeks from today.	7	6	5	4	3	2	1
	- Homecoming concert tomorrow.	7	6	5	4	3	2	1
PANTY HOSE	- Formal wedding tomorrow.	7	6	5	4	3	2	1
	- Family gathering two weeks from today.	7	6	5	4	3	2	1
	- Job interview tomorrow.	7	6	5	4	3	2	1
	- Formal wedding two weeks from today.	7	6	5	4	3	2	1
	- Family gathering tomorrow.	7	6	5	4	3	2	1
	- Church musical two weeks from today.	7	6	5	4	3	2	1
	- Job interview two weeks from today.	7	6	5	4	3	2	1
	- Homecoming concert tomorrow.	7	6	5	4	3	2	1
	- Homecoming concert two weeks from today.	7	6	5	4	3	2	1
	- Church musical tomorrow.	7	6	5	4	3	2	1
BELT	- Church musical tomorrow.	7	6	5	4	3	2	1
	- Church musical two weeks from today.	7	6	5	4	3	2	1
	- Job interview two weeks from today.	7	6	5	4	3	2	1
	- Homecoming concert tomorrow.	7	6	5	4	3	2	1
	- Homecoming concert two weeks from today.	7	6	5	4	3	2	1
	- Formal wedding tomorrow.	7	6	5	4	3	2	1
	- Family gathering two weeks from today.	7	6	5	4	3	2	1
	- Formal wedding two weeks from today.	7	6	5	4	3	2	1
	- Family gathering tomorrow.	7	6	5	4	3	2	1
	- Job interview tomorrow.	7	6	5	4	3	2	1
BLOUSE/ TOP	- Family gathering two weeks from today.	7	6	5	4	3	2	1
	- Job interview tomorrow.	7	6	5	4	3	2	1
	- Formal wedding two weeks from today.	7	6	5	4	3	2	1
	- Family gathering tomorrow.	7	6	5	4	3	2	1
	- Church musical two weeks from today.	7	6	5	4	3	2	1
	- Job interview two weeks from today.	7	6	5	4	3	2	1
	- Church musical tomorrow.	7	6	5	4	3	2	1
	- Homecoming concert tomorrow.	7	6	5	4	3	2	1
	- Homecoming concert two weeks from today.	7	6	5	4	3	2	1
	- Formal wedding tomorrow.	7	6	5	4	3	2	1

7            6            5            4            3            2            1  
 EXTREMELY    VERY            SOMEWHAT    NEITHER      SOMEWHAT    VERY            EXTREMELY  
 IMPORTANT    IMPORTANT    IMPORTANT    IMPORTANT    UNIMPORTANT   UNIMPORTANT   UNIMPORTANT  
 NOR UNIMPORTANT

<u>PRODUCT</u>	<u>USAGE-OCCASION</u>	<u>IMPORTANCE RATINGS</u>
	- Job interview two weeks from today.	7 6 5 4 3 2 1
	- Church musical tomorrow.	7 6 5 4 3 2 1
	- Homecoming concert tomorrow.	7 6 5 4 3 2 1
	- Homecoming concert two weeks from today.	7 6 5 4 3 2 1
	- Formal wedding tomorrow.	7 6 5 4 3 2 1
SKIRT	- Family gathering two weeks from today.	7 6 5 4 3 2 1
	- Formal wedding two weeks from today.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1
	- Church musical two weeks from today.	7 6 5 4 3 2 1
	- Job interview tomorrow.	7 6 5 4 3 2 1



STORE-TYPE ATTRIBUTE IMPORTANCE BY PRODUCT, USAGE, AND TIME

STORE-TYPE ATTRIBUTES	PARTIAL CONTRIBUTION																
	OVERALL					PRODUCT				USAGE-OCCASION				TIME			
	DF	SS	F	PR > F	R <sup>2</sup>	DF	SS	F	PR > F	DF	SS	F	PR > F	DF	SS	F	PR > F
Attractiveness of store decor --	7	36.88	3.05	0.0125	.373	2	22.68	6.57	0.0037	4	13.84	2.01	0.1145	1	00.36	0.21	0.6523
	36	62.10															
Merchandise suitability -----	7	15.67	2.12	0.0666	.292	2	09.14	4.55	0.0188	4	05.32	1.25	0.3048	1	00.95	0.90	0.3498
	36	38.06															
Alteration services offered ----	7	78.63	5.48	0.0002	.516	2	53.85	13.13	0.0001	4	24.60	3.00	0.0310	1	00.18	0.09	0.7718
	36	73.80															
Salespeople attention -----	7	19.74	2.41	0.0395	.319	2	06.59	2.82	0.0731	4	11.01	2.35	0.0724	1	02.13	1.83	0.1853
	36	42.15															
Store reputation -----	7	16.38	2.01	0.0801	.281	2	12.96	5.58	0.0077	4	02.39	0.51	0.7257	1	01.03	0.89	0.3524
	36	41.81															
Store hours -----	7	20.76	2.14	0.0640	.294	2	03.78	1.36	0.2686	4	14.31	2.58	0.0535	1	02.66	1.92	0.1740
	36	49.88															
Parking facilities -----	7	24.67	3.08	0.0120	.374	2	0.530	2.31	0.1134	4	14.85	3.34	0.0228	1	04.52	3.95	0.0546
	36	41.24															
Merchandise return policy -----	7	14.56	1.16	0.3472	.185	2	08.02	2.24	0.1208	4	03.75	0.52	0.7187	1	02.80	1.57	0.2187
	36	64.35															
Broad merchandise selection ----	7	07.38	0.74	0.6370	.126	2	03.47	1.22	0.3064	4	02.16	0.38	0.8208	1	01.75	1.24	0.2736
	36	51.05															
Prestigious brands carried -----	7	08.25	0.66	0.7076	.113	2	04.40	1.22	0.3064	4	03.02	0.42	0.7933	1	00.83	0.46	0.5006
	36	64.73															
Best values for the money -----	7	05.54	0.57	0.7722	.100	2	02.94	1.07	0.3543	4	02.15	0.39	0.8144	1	00.44	0.32	0.5744
	36	49.62															
Accessibility to other stores --	7	15.18	1.11	0.3795	.177	2	03.13	0.80	0.4576	4	11.28	1.44	0.2407	1	00.77	0.39	0.5342
	36	70.46															
Knowledgeable salespeople -----	7	12.78	1.63	0.1575	.241	2	02.68	1.20	0.3133	4	09.53	2.13	0.0968	1	00.57	0.51	0.4799
	36	40.22															

STORE-TYPE ATTRIBUTES	OVERALL					PARTIAL CONTRIBUTION											
						PRODUCT				USAGE-OCCASION				TIME			
	DF	SS	F	PR > F	R <sup>2</sup>	DF	SS	F	PR > F	DF	SS	F	PR > F	DF	SS	F	PR > F
Satisfaction with purchases ----	7	02.17	0.43	0.8737	.078	2	00.06	0.05	0.9556	4	01.99	0.70	0.6000	1	00.12	0.17	0.6814
	36	25.71															
Convenience of location -----	7	09.10	0.75	0.6352	.127	2	01.10	0.32	0.7314	4	06.78	0.97	0.4348	1	01.22	0.70	0.4200
	36	62.78															
Quality of the merchandise -----	7	06.26	1.06	0.4060	.171	2	01.25	0.74	0.4826	4	05.01	1.49	0.2258	1	00.00	0.00	0.9526
	36	30.28															
Easy to move through the store -	7	17.98	1.45	0.2178	.219	2	04.83	1.36	0.2697	4	12.77	1.80	0.1508	1	00.38	0.21	0.6460
	36	63.93															
Sizes carried -----	7	03.90	0.69	0.6829	.188	2	01.94	1.20	0.3140	4	01.66	0.51	0.7272	1	00.21	0.23	0.6326
	36	29.26															
Prices -----	7	04.27	0.67	0.6938	.116	2	00.18	0.10	0.9046	4	03.88	1.07	0.3863	1	00.21	0.23	0.6326
	36	32.70															
Store congeniality -----	7	02.79	0.44	0.8730	.078	2	00.07	0.04	0.9596	4	02.58	0.07	0.5939	1	00.14	0.15	0.7000
	36	32.94															
Cleanliness -----	7	07.47	0.54	0.7980	.095	2	00.12	0.03	0.9709	4	07.05	0.89	0.4800	1	00.30	0.15	0.6984
	36	71.08															
Speed of checkout -----	7	14.26	1.44	0.2200	.219	2	06.17	2.18	0.1275	4	07.77	1.37	0.2600	1	00.32	0.22	0.6391
	36	50.92															
Feeling of security -----	7	19.30	1.68	0.1456	.246	2	02.07	0.63	0.5390	4	16.35	2.49	0.0605	1	00.88	0.54	0.4582
	36	59.13															
Guarantee policy -----	7	07.59	0.71	0.6666	.121	2	02.72	0.89	0.4214	4	01.52	0.25	0.9091	1	03.35	2.19	0.1478
	36	55.21															
Credit availability -----	7	16.89	1.50	0.1986	.226	2	12.69	3.94	0.0283	4	04.01	0.62	0.6486	1	00.19	0.12	0.7353
	36	59.91															
Advertisement -----	7	14.38	0.99	0.4507	.162	2	08.22	1.99	0.1515	4	05.89	0.71	0.5884	1	00.27	0.13	0.7189
	36	74.35															

MEAN IMPORTANCE RATINGS FOR PRODUCTS BY GENERAL AND USAGE IMPORTANCE

		<u>PRODUCT</u>	<u>SAMPLE SIZE</u>	<u>MEANS</u>	<u>RANK</u>		
		Belt	10	4.800	5		
		Blouse/Top	10	5.500	2		
		Skirt	10	5.100	4		
<u>GENERAL IMPORTANCE</u>		Shoes	14	5.786	1		
		Dress/Suit	14	5.500	2		
		Panty Hose	14	3.786	6		
<u>USAGE IMPORTANCE</u>		<u>SHOES</u>	<u>DRESS/ SUIT</u>	<u>PANTY HOSE</u>	<u>BELT</u>	<u>TOP BLOUSE</u>	<u>SKIRT</u>
	SAMPLE SIZE =	14	14	14	10	10	10
1.	Formal wedding two weeks from today	4.857	4.786	3.714	4.200	4.800	4.600
2.	Family gathering tomorrow	4.857	5.071	3.643	4.900	5.000	5.000
3.	Church musical two weeks from today	5.786	5.929	4.071	5.500	5.600	5.500
4.	Job interview two weeks from today	5.286	5.143	4.000	4.700	5.100	5.000
5.	Homecoming concert tomorrow	4.929	5.143	3.643	4.800	5.300	5.200
6.	Homecoming concert two weeks from today	6.000	5.471	4.286	5.600	5.500	5.200
7.	Formal wedding tomorrow	4.714	4.571	3.571	4.300	4.400	4.700
8.	Family gathering two weeks from today	5.000	5.143	4.071	4.800	5.200	5.200
9.	Church musical tomorrow	5.857	5.571	3.857	5.100	5.500	5.400
10.	Job interview tomorrow	2.000	2.571	1.071	1.100	2.200	1.900

APPENDIX B

QUESTIONNAIRE AND FINDINGS FOR PILOT STUDY II

## CONSUMER PERCEPTION QUESTIONNAIRE

PART I: STORE-TYPE FASHION APPAREL IMAGE

Instructions: Please rate your attitude toward the fashion apparel image of each of the following store-types based on the store-type attributes listed below, by CIRCLING the most appropriate number that best describes your beliefs about each store-type. For example, if you strongly agree that the store-type has an "attractive store decor" CIRCLE number "7".

STORE-TYPES AND EXAMPLES:

National Department Store Chains: Sears, Montgomery Ward, and J.C. Penney

Specialty Stores: Casual Corner, Fashion Conspiracy, and Miss Neffs

Traditional Department Stores: Dillard and Campbell-Bell

Discount Stores: K-mart and Wal-mart

	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>																					
	STRONGLY AGREE	AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE																					
	NATIONAL DEPARTMENT CHAIN STORES				DISCOUNT STORES		TRADITIONAL DEPARTMENT STORES		SPECIALTY STORES																			
High prices -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Broad merchandise selection -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Prestigious brands carried -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Offer quality merchandise -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Flexible merchandise return policy	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Speedy checkout -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Sufficient store hours -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Sufficient parking facilities ----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Flexible credit arrangement ----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Attentive salespeople -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Knowledgeable salespeople -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Attractive store decor -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Clean stores -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Easy to move through the stores -	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Congenial stores -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Reputable stores -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Offer many convenience shopping - services: Alteration -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Gift wrapping -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1
Layaway -----	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1	7	6	5	4	3	2	1

PART II: PRODUCT IMPORTANCE

In shopping for each of the products listed below, please indicate the importance you would attach to it. Circle the number that best corresponds to your response.

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
EXTREMELY IMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	SOMEWHAT UNIMPORTANT	VERY UNIMPORTANT	EXTREMELY UNIMPORTANT

<u>GENERAL</u> <u>IMPORTANCE</u>	<u>PRODUCTS</u>	<u>IMPORTANCE RATINGS</u>
	1. Belt	7 6 5 4 3 2 1
	2. Blouse/Top	7 6 5 4 3 2 1
	3. Skirt	7 6 5 4 3 2 1
	4. Shoes	7 6 5 4 3 2 1
	5. Dress/Suit	7 6 5 4 3 2 1
	6. Panty Hose	7 6 5 4 3 2 1

Quite often, the importance that a consumer assigns to a purchase may be associated to the situation for which the product is being purchased, or time constraints under which the shopping is taking place. In shopping for each of the products listed below, please indicate by circling the number that best corresponds to the importance you would assign to each of the listed purchase situations.

<u>PRODUCT</u>	<u>USAGE-OCCASION</u>	<u>IMPORTANCE RATINGS</u>
BELT	- Formal social gathering in two weeks.	7 6 5 4 3 2 1
	- Formal social gathering tomorrow.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1
	- Family gathering in two weeks.	7 6 5 4 3 2 1
BLOUSE/ TOP	- Formal social gathering tomorrow.	7 6 5 4 3 2 1
	- Family gathering in two weeks.	7 6 5 4 3 2 1
	- Formal social gathering in two weeks.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1
SKIRT	- Formal social gathering tomorrow.	7 6 5 4 3 2 1
	- Family gathering in two weeks.	7 6 5 4 3 2 1
	- Formal social gathering in two weeks.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1
SHOES	- Formal social gathering tomorrow.	7 6 5 4 3 2 1
	- Family gathering in two weeks.	7 6 5 4 3 2 1
	- Formal social gathering in two weeks.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1
DRESS/ SUIT	- Formal social gathering tomorrow.	7 6 5 4 3 2 1
	- Family gathering in two weeks.	7 6 5 4 3 2 1
	- Formal social gathering in two weeks.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1
SLACKS	- Formal social gathering tomorrow.	7 6 5 4 3 2 1
	- Family gathering in two weeks.	7 6 5 4 3 2 1
	- Formal social gathering in two weeks.	7 6 5 4 3 2 1
	- Family gathering tomorrow.	7 6 5 4 3 2 1

PART III - FASHION LIFESTYLE INVENTORY

INSTRUCTIONS: Listed below is a series of statements relating to the fashion and shopping orientation of consumers. Please indicate the degree to which these statements reflect your fashion and shopping orientation. For those statements that you strongly agree with, circle the corresponding number to the far right. For example, if you somewhat agree, circle number "5".

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
STRONGLY	AGREE	SOMEWHAT	NEITHER	SOMEWHAT	DISAGREE	STRONGLY
AGREE		AGREE	AGREE NOR DISAGREE	DISAGREE		DISAGREE

FASHION ORIENTATION

- |  |               |
|--|---------------|
| 1. I read every fashion column in almost all the local newspapers.   | 7 6 5 4 3 2 1 |
| 2. It is important for me to be a fashion leader.  | 7 6 5 4 3 2 1 |
| 3. People come to me more than I go to them for information about brands of clothing to purchase.                                    | 7 6 5 4 3 2 1 |
| 4. I always buy at least one outfit of the latest fashion.   | 7 6 5 4 3 2 1 |
| 5. I sometime influence what my friends say about fashion.   | 7 6 5 4 3 2 1 |
| 6. I resent being told what to wear by so-called fashion experts.(-)   | 7 6 5 4 3 2 1 |
| 7. I am aware of fashion trends and one of the first to try them; therefore, many people regard me as being a fashion leader.        | 7 6 5 4 3 2 1 |
| 8. I buy clothes I like, regardless of current fashion.  | 7 6 5 4 3 2 1 |
| 9. I will volunteer my expertise on clothing to anyone who is interested in learning more about how to purchase fashionable apparel. | 7 6 5 4 3 2 1 |
| 10. I read fashion news regularly and keep my wardrobe up-to-date with fashion trends.   | 7 6 5 4 3 2 1 |
| 11. I keep informed of fashion changes but do not always follow them.  | 7 6 5 4 3 2 1 |
| 12. I check what is fashionable only if buying new clothes.  | 7 6 5 4 3 2 1 |
| 13. I only pay attention to major fashion changes.   | 7 6 5 4 3 2 1 |
| 14. I am not at all interested in fashion.   | 7 6 5 4 3 2 1 |
| 15. My friends and neighbors often ask my advice about many different kinds of clothing and where to buy them.                       | 7 6 5 4 3 2 1 |
| 16. If my clothes are not in fashion, it really bothers me.  | 7 6 5 4 3 2 1 |
| 17. It is important to me that my clothes be of the latest style.  | 7 6 5 4 3 2 1 |
| 18. I think I am more self-confident than most people when it comes to buying clothing.  | 7 6 5 4 3 2 1 |
| 19. I enjoy testing and experimenting with new women's clothing fashions just out on the market.                                     | 7 6 5 4 3 2 1 |
| 20. I spend a lot of money on clothes and accessories.   | 7 6 5 4 3 2 1 |

SHOPPING ORIENTATION

- |  |               |
|--|---------------|
| 1. I shop more for style than for quality in clothing.                         | 7 6 5 4 3 2 1 |
| 2. I often go shopping to get ideas even though I have no intention of buying. | 7 6 5 4 3 2 1 |
| 3. I make clothing purchases only when there is a need; not on impulse.        | 7 6 5 4 3 2 1 |
| 4. I find it difficult to decide on the clothes that are best for me.          | 7 6 5 4 3 2 1 |

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
STRONGLY	AGREE	SOMEWHAT	NEITHER	SOMEWHAT	DISAGREE	STRONGLY
AGREE		AGREE	AGREE NOR DISAGREE	DISAGREE		DISAGREE

SHOPPING ORIENTATION

6. I like my clothes to be practical.	7	6	5	4	3	2	1
7. I judge some brands of clothing on the basis of the store that sell them.	7	6	5	4	3	2	1
8. I shop for coordinated outfits.	7	6	5	4	3	2	1
9. I plan my shopping trips carefully when planning to purchase clothes.	7	6	5	4	3	2	1
10. I buy new fashion looks only when they are well accepted.							
11. I value the advice of friends and associates regarding stores to shop for clothing; therefore, I often ask them where to shop for clothing.	7	6	5	4	3	2	1
12. I normally buy branded clothing because the products are worth the price I have to pay.	7	6	5	4	3	2	1
13. I like to shop in many different stores for clothes.	7	6	5	4	3	2	1
14. By using a credit or charge card to make my clothing purchases, I am able to buy a much better quality garment than if cash was paid for the item.	7	6	5	4	3	2	1
15. I enjoy shopping for clothing, regardless of the occasion.	7	6	5	4	3	2	1
16. I normally do most of my clothing shopping in one type of store.	7	6	5	4	3	2	1
17. I get a psychological lift from shopping for clothing.	7	6	5	4	3	2	1
18. I often seek out the advice of my friends when I have decided to make a clothing purchases.	7	6	5	4	3	2	1
19. I have a lot of confidence in my friends' advice on what clothes to buy.	7	6	5	4	3	2	1
20. I go shopping often for clothes.	7	6	5	4	3	2	1
21. I like to go to stores to see what's new in clothing.	7	6	5	4	3	2	1
22. When shopping for clothes, I first decide the name brand I want to purchase then shop at those stores carrying that brand.	7	6	5	4	3	2	1



DIFFERENCES IN STORE-TYPES BASED ON STORE-TYPE ATTRIBUTES  
AND CHARACTERISTICS

ATTRIBUTES	SOURCE OF VARIATION	DF	SUM OF SQUARES	F	PR > F	R <sup>2</sup>																																																																																																																																																																																
High prices	Model	3	549.35	146.19	0.0001	.650																																																																																																																																																																																
	Error	236	295.62				Broad merchandise selection	Model	3	160.94	27.82	0.0001	.624	Error	233	449.34	Prestigious brands carried	Model	3	556.93	127.41	0.0001	.622	Error	232	338.03	Offer quality merchandise	Model	3	218.90	64.06	0.0001	.449	Error	236	268.83	Flexible merchandise return policy	Model	3	33.39	7.45	0.0001	.089	Error	232	344.61	Speedy checkout	Model	3	4.88	0.87	0.4595	.011	Error	236	441.12	Sufficient store hours	Model	3	63.17	22.75	0.0001	.227	Error	232	211.36	Sufficient parking facilities	Model	3	51.35	12.54	0.0001	.137	Error	236	322.12	Flexible credit arrangement	Model	3	136.41	25.29	0.0001	.244	Error	235	422.48	Attentive salespeople	Model	3	328.97	69.86	0.0001	.470	Error	236	370.43	Knowledgeable salespeople	Model	3	235.35	53.17	0.0001	.403	Error	236	348.23	Attractive store decor	Model	3	387.60	104.02	0.0001	.569	Error	236	293.13	Clean stores	Model	3	158.29	41.78	0.0001	.347	Error	236	298.02	Easy to move through the stores	Model	3	26.91	5.79	0.0009	.069	Error	236	365.88	Congenial stores	Model	3	55.83	15.57	0.0001	.165	Error	236	282.10	Reputable stores	Model	3	51.31	12.69	0.0001	.139	Error	236	317.98	Offer many convenience shopping services: Alteration	Model	3	549.23	76.89	0.0001	.507	Error	224	533.33	Gift wrapping	Model	3	492.18	78.18	0.0001	.511	Error	224	470.07	Layaway	Model	3	56.34	7.31	0.0001
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	Error	236	370.43				Knowledgeable salespeople	Model	3	235.35	53.17	0.0001	.403	Error	236	348.23	Attractive store decor	Model	3	387.60	104.02	0.0001	.569	Error	236	293.13	Clean stores	Model	3	158.29	41.78	0.0001	.347	Error	236	298.02	Easy to move through the stores	Model	3	26.91	5.79	0.0009	.069	Error	236	365.88	Congenial stores	Model	3	55.83	15.57	0.0001	.165	Error	236	282.10	Reputable stores	Model	3	51.31	12.69	0.0001	.139	Error	236	317.98	Offer many convenience shopping services: Alteration	Model	3	549.23	76.89	0.0001	.507	Error	224	533.33	Gift wrapping	Model	3	492.18	78.18	0.0001	.511	Error	224	470.07	Layaway	Model	3	56.34	7.31	0.0001	.088	Error	227	583.00																																																																																						
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MULTIPLE COMPARISON OF MEANS USING DUNCAN TEST

ATTRIBUTES	TRADITIONAL		NATIONAL CHAIN		SPECIALTY		DISCOUNT	
	SAMPLE SIZE	DEPARTMENT STORES	SAMPLE SIZE	DEPARTMENT STORES	SAMPLE SIZE	STORES	SAMPLE SIZE	STORES
High prices	60	3.93 <sup>b</sup>	60	2.62 <sup>c</sup>	60	5.55 <sup>a</sup>	60	5.95 <sup>a</sup>
Broad merchandise selection	60	55.7 <sup>a</sup>	60	5.27 <sup>a</sup>	59	5.41 <sup>a</sup>	59	3.53 <sup>b</sup>
Prestigious brands carried	59	3.71 <sup>b</sup>	59	2.39 <sup>c</sup>	59	5.88 <sup>a</sup>	59	6.07 <sup>a</sup>
Offer quality merchandise	60	4.77 <sup>b</sup>	60	3.58 <sup>c</sup>	60	5.89 <sup>a</sup>	60	5.92 <sup>a</sup>
Flexible merchandise return policy	59	5.46 <sup>a</sup>	59	5.49 <sup>a</sup>	59	5.24 <sup>a</sup>	59	4.56 <sup>b</sup>
Speedy checkout	60	4.50 <sup>a</sup>	60	4.73 <sup>a</sup>	60	4.86 <sup>a</sup>	60	4.90 <sup>a</sup>
Sufficient store hours	59	5.90 <sup>ab</sup>	59	6.23 <sup>a</sup>	59	5.73 <sup>b</sup>	59	4.85 <sup>c</sup>
Sufficient parking facilities	60	5.93 <sup>a</sup>	60	6.00 <sup>a</sup>	60	5.77 <sup>a</sup>	60	4.85 <sup>b</sup>
Flexible credit arrangement	59	5.53 <sup>a</sup>	60	3.70 <sup>b</sup>	60	5.28 <sup>a</sup>	60	4.18 <sup>b</sup>
Attentive salespeople	60	4.03 <sup>c</sup>	60	2.78 <sup>d</sup>	60	5.07 <sup>b</sup>	60	5.92 <sup>a</sup>
Knowledgeable salespeople	60	4.67 <sup>c</sup>	60	3.17 <sup>d</sup>	60	5.32 <sup>b</sup>	60	5.78 <sup>a</sup>
Attractive store decor	60	4.32 <sup>b</sup>	60	2.92 <sup>c</sup>	60	5.82 <sup>a</sup>	60	6.01 <sup>a</sup>
Clean stores	60	5.05 <sup>b</sup>	60	4.05 <sup>c</sup>	60	5.93 <sup>a</sup>	60	6.08 <sup>a</sup>
Easy to move through the stores	60	5.08 <sup>a</sup>	60	4.33 <sup>b</sup>	60	5.08 <sup>a</sup>	60	5.02 <sup>a</sup>
Congenial stores	60	4.73 <sup>b</sup>	60	4.32 <sup>c</sup>	60	5.40 <sup>a</sup>	60	5.48 <sup>a</sup>
Reputable stores	60	5.50 <sup>a</sup>	60	4.68 <sup>b</sup>	60	5.90 <sup>a</sup>	60	5.70 <sup>a</sup>
Offer many convenience shopping services:								
Alteration	57	3.32 <sup>c</sup>	57	1.65 <sup>d</sup>	57	4.79 <sup>b</sup>	57	5.75 <sup>a</sup>
Gift wrapping	57	5.21 <sup>b</sup>	57	2.25 <sup>c</sup>	57	5.89 <sup>a</sup>	57	5.67 <sup>ab</sup>
Layaway	58	5.60 <sup>a</sup>	58	4.52 <sup>b</sup>	57	5.40 <sup>a</sup>	58	5.81 <sup>a</sup>

Note: Those store-types that have the same letters are viewed to be similar.

PRODUCT DIFFERENCES BY USAGE-OCCASION

PURCHASE CIRCUMSTANCE		SOURCE OF VARIATION	DF	SUM OF SQUARES	F	PR > F	R <sup>2</sup>
1	Formal social gathering in two weeks	Model	5	4.02	0.41	0.8448	.006
		Error	346	682.75			
2	Formal social gathering tomorrow	Model	5	16.30	2.64	0.0231	.037
		Error	345	425.67			
3	Family gathering in two weeks	Model	5	16.64	1.51	0.1839	.021
		Error	346	761.31			
4	Family gathering tomorrow	Model	5	25.79	2.99	0.0118	.041
		Error	347	598.67			

P R O D U C T S

PURCHASE CIRCUMSTANCE	P R O D U C T S											
	N	BELT	N	TOP	N	SKIRT	N	SHOES	N	DRESS	N	SLACKS
1	59	5.51 <sup>a</sup>	59	5.64 <sup>a</sup>	58	5.62 <sup>a</sup>	59	5.75 <sup>a</sup>	58	5.84 <sup>a</sup>	59	5.61 <sup>a</sup>
2	59	5.81 <sup>c</sup>	59	6.19 <sup>abc</sup>	58	6.28 <sup>ab</sup>	58	6.21 <sup>abc</sup>	58	6.41 <sup>a</sup>	59	5.88 <sup>bc</sup>
3	59	4.12 <sup>b</sup>	59	4.42 <sup>ab</sup>	59	4.45 <sup>ab</sup>	59	4.59 <sup>ab</sup>	58	4.71 <sup>ab</sup>	59	4.78 <sup>a</sup>
4	59	4.27 <sup>b</sup>	59	4.83 <sup>a</sup>	59	4.93 <sup>a</sup>	59	4.93 <sup>a</sup>	59	5.15 <sup>a</sup>	59	4.85 <sup>a</sup>

APPENDIX C

PRETEST QUESTIONNAIRE AND RESULTS

CONSUMER PATRONAGE PREFERENCE QUESTIONNAIRE

I. SHOPPING ACTIVITIES

In this section, I will ask you to assume that you need to shop for a product in a particular situation. The questions that follow relate to that shopping situation.

- In thinking about this shopping activity, rate the importance of each of the following store characteristics to you in choosing a store or stores which you will visit. For each characteristic, circle the number between "1" and "7" that best describes your feelings.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
EXTREMELY IMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEITHER IMPORTANT	SOMEWHAT UNIMPORTANT	VERY UNIMPORTANT	EXTREMELY UNIMPORTANT

OR UNIMPORTANT

SCENARIO G: YOU HAVE DECIDED TO PURCHASE A DRESS TO WEAR TO A FORMAL SOCIAL GATHERING SCHEDULED FOR TOMORROW.

<u>STORE ATTRIBUTES and CHARACTERISTICS</u>	<u>IMPORTANCE RATINGS</u>	<u>STORE ATTRIBUTES and CHARACTERISTICS</u>	<u>IMPORTANCE RATINGS</u>
Merchandise Selection ---	1 2 3 4 5 6 7	Friendly Atmosphere -----	1 2 3 4 5 6 7
Brands Carried -----	1 2 3 4 5 6 7	Knowledgeable Salespeople	1 2 3 4 5 6 7
Cleanliness -----	1 2 3 4 5 6 7	Attractive Store Decor ---	1 2 3 4 5 6 7
Store Reputation -----	1 2 3 4 5 6 7	Ease of Movement through the Store -----	1 2 3 4 5 6 7
Merchandise Quality -----	1 2 3 4 5 6 7	Attractive Display of Merchandise -----	1 2 3 4 5 6 7
Prices -----	1 2 3 4 5 6 7	Salespeople Attention ----	1 2 3 4 5 6 7
Services Offered (i.e., gift wrapping and mer- chandise return policy)-	1 2 3 4 5 6 7		

SCENARIO F: YOU HAVE DECIDED TO PURCHASE A BLOUSE TO WEAR TO A FAMILY GATHERING SCHEDULED FOR TWO WEEKS FROM NOW.

<u>STORE ATTRIBUTES and CHARACTERISTICS</u>	<u>IMPORTANCE RATINGS</u>	<u>STORE ATTRIBUTES and CHARACTERISTICS</u>	<u>IMPORTANCE RATINGS</u>
Merchandise Selection ---	1 2 3 4 5 6 7	Friendly Atmosphere -----	1 2 3 4 5 6 7
Brands Carried -----	1 2 3 4 5 6 7	Knowledgeable Salespeople	1 2 3 4 5 6 7
Cleanliness -----	1 2 3 4 5 6 7	Attractive Store Decor ---	1 2 3 4 5 6 7
Store Reputation -----	1 2 3 4 5 6 7	Ease of Movement through the Store -----	1 2 3 4 5 6 7
Merchandise Quality -----	1 2 3 4 5 6 7	Attractive Display of Merchandise -----	1 2 3 4 5 6 7
Prices -----	1 2 3 4 5 6 7	Salespeople Attention ----	1 2 3 4 5 6 7
Services Offered (i.e., gift wrapping and mer- chandise return policy)-	1 2 3 4 5 6 7		

SCENARIO K: YOU HAVE DECIDED TO PURCHASE A SKIRT TO WEAR TO A FORMAL SOCIAL GATHERING SCHEDULED FOR TWO WEEKS FROM NOW.

1            2            3            4            5            6            7  
 EXTREMELY    VERY            SOMEWHAT    NEITHER      SOMEWHAT    VERY            EXTREMELY  
 IMPORTANT    IMPORTANT    IMPORTANT    IMPORTANT    UNIMPORTANT UNIMPORTANT UNIMPORTANT  
 OR UNIMPORTANT

<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>	<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>
Merchandise Selection ---	1 2 3 4 5 6 7	Friendly Atmosphere -----	1 2 3 4 5 6 7
Brands Carried -----	1 2 3 4 5 6 7	Knowledgeable Salespeople	1 2 3 4 5 6 7
Cleanliness -----	1 2 3 4 5 6 7	Attractive Store Decor ---	1 2 3 4 5 6 7
Store Reputation -----	1 2 3 4 5 6 7	Ease of Movement through the Store -----	1 2 3 4 5 6 7
Merchandise Quality -----	1 2 3 4 5 6 7	Attractive Display of Merchandise -----	1 2 3 4 5 6 7
Prices -----	1 2 3 4 5 6 7	Salespeople Attention ----	1 2 3 4 5 6 7
Services Offered (i.e., gift wrapping and mer- chandise return policy)-	1 2 3 4 5 6 7		

PART II: FASHION LIFESTYLE INVENTORY

INSTRUCTIONS: Listed below is a series of statements relating to the fashion and shopping orientation of consumers. Please indicate the degree to which these statements reflect your fashion and shopping orientation. For those statements that you strongly agree with, circle the corresponding number to the far right. For example, if you somewhat agree, circle number "3".

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
STRONGLY AGREE	AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	STRONGLY DISAGREE
1. I sometime influence what my friends say about fashion.						1 2 3 4 5 6 7
2. Spending excessive amounts of money on clothing is ridiculous.						1 2 3 4 5 6 7
3. I judge some brands of clothing on the basis of the store that sell them.						1 2 3 4 5 6 7
4. I resent being told what to wear by so-called fashion experts.(-)						1 2 3 4 5 6 7
5. I value the advice of friends and associates regarding stores to shop for clothing; therefore, I often ask them where to shop for clothing.						1 2 3 4 5 6 7
6. I read fashion news regularly and keep my wardrobe up-to-date with fashion trends.						1 2 3 4 5 6 7
7. I keep informed of fashion changes but do not always follow them.						1 2 3 4 5 6 7
8. I normally buy branded clothing because the products are worth the price I have to pay.						1 2 3 4 5 6 7
9. I buy clothes I like, regardless of current fashion.						1 2 3 4 5 6 7
10. My friends and/or neighbors quite often ask my advice about many different kinds of clothing and where to shop for them.						1 2 3 4 5 6 7

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
	STRONGLY	AGREE	SOMEWHAT	NEITHER	SOMEWHAT	DISAGREE	STRONGLY
	AGREE		AGREE	AGREE NOR	DISAGREE		DISAGREE
				DISAGREE			
11. It is important to me that my clothes be of the latest style.							1 2 3 4 5 6 7
12. I enjoy shopping for clothing, regardless of the occasion.							1 2 3 4 5 6 7
13. When shopping for clothes, I first decide the name brand I want to purchase, then shop at those store carrying that brand.							1 2 3 4 5 6 7
14. I often seek out the advice of my friends when I have decided to make a clothing purchases.							1 2 3 4 5 6 7
15. I am aware of fashion trends and one of the first to try them; therefore, many people regard me as being a fashion leader.							1 2 3 4 5 6 7

PART III: PRODUCT IMPORTANCE

Quite often, the importance that a consumer assigns to a purchase may be associated to the situation for which the product is being purchased, or time constraints under which the shopping is taking place. In shopping for each of the products listed below, please indicate by circling the number that best corresponds to the importance you would assign to each of the listed purchase situations.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT

NOR UNIMPORTANT

	<u>PRODUCTS</u>	<u>IMPORTANCE RATINGS</u>
GENERAL IMPORTANCE	1. Blouse	1 2 3 4 5 6 7
	2. Skirt	1 2 3 4 5 6 7
	3. Dress	1 2 3 4 5 6 7

In shopping for each of three products listed below, please indicate the importance you would attach to it. Circle the number that best corresponds to your response.

<u>PRODUCT</u>	<u>USAGE-OCCASION</u>	<u>IMPORTANCE RATINGS</u>
DRESS	- Formal social gathering in two weeks.	1 2 3 4 5 6 7
	- Family gathering in two weeks.	1 2 3 4 5 6 7
	- Formal social gathering tomorrow.	1 2 3 4 5 6 7
	- Family gathering tomorrow.	1 2 3 4 5 6 7
BLOUSE	- Formal social gathering tomorrow.	1 2 3 4 5 6 7
	- Family gathering tomorrow.	1 2 3 4 5 6 7
	- Formal social gathering in two weeks.	1 2 3 4 5 6 7
	- Family gathering in two weeks.	1 2 3 4 5 6 7
SKIRT	- Formal social gathering tomorrow.	1 2 3 4 5 6 7
	- Formal social gathering in two weeks.	1 2 3 4 5 6 7
	- Family gathering tomorrow.	1 2 3 4 5 6 7
	- Family gathering in two weeks.	1 2 3 4 5 6 7

MEAN STORE-TYPE ATTRIBUTES AND CHARACTERISTICS RATINGS BY  
PRODUCTS, USAGE, AND TIME\*

PRODUCT PURCHASE:		DRESS			
SHOPPING SITUATION:		USAGE-OCCASION and TIME-CONSTRAINT			
STORE-TYPE ATTRIBUTES and CHARACTERISTICS	<u>Formal Social Gathering</u>		<u>Family Gathering</u>		
	In Two Weeks	Tomorrow	In Two Weeks	Tomorrow	
	N = 7	7	11	5	
Brands carried -----	2.57	2.86	2.45	2.20	
Cleanliness -----	2.29	2.71	1.73	1.80	
Store reputation -----	2.88	2.57	2.27	2.00	
Merchandise quality -----	1.85	1.85	1.55	1.40	
Prices -----	2.14	2.00	2.36	2.60	
Services offered -----	3.71	3.29	3.64	2.80	
Friendly atmosphere -----	2.43	2.57	2.36	3.20	
Knowledgeable salespeople -----	2.57	2.00	2.73	2.60	
Attractive store decor -----	3.29	3.14	2.43	3.20	
Ease of movement through the store	2.57	2.71	2.45	2.80	
Attractive display of merchandise	3.00	3.00	2.45	2.80	
Sales attention -----	3.00	2.86	2.73	2.60	
Merchandise selection -----	2.00	1.57	1.55	1.20	

PRODUCT PURCHASE:		BLOUSE			
SHOPPING SITUATION:		USAGE-OCCASION and TIME-CONSTRAINT			
STORE-TYPE ATTRIBUTES and CHARACTERISTICS	<u>Formal Social Gathering</u>		<u>Family Gathering</u>		
	In Two Weeks	Tomorrow	In Two Weeks	Tomorrow	
	N = 6	4	9	9	
Brands carried -----	2.83	2.00	2.44	1.67	
Cleanliness -----	3.00	2.00	3.56	2.22	
Store reputation -----	2.67	2.25	2.88	2.22	
Merchandise quality -----	1.83	1.50	2.33	1.44	
Prices -----	2.33	2.00	2.78	2.11	
Services offered -----	3.67	2.75	3.22	3.22	
Friendly atmosphere -----	3.40	2.75	3.00	2.11	
Knowledgeable salespeople -----	3.00	3.00	2.44	1.77	
Attractive store decor -----	3.40	2.50	3.44	2.66	
Ease of movement through the store	3.00	2.50	2.66	2.56	
Attractive display of merchandise	3.20	2.75	2.88	2.22	
Sales attention -----	3.40	3.00	2.33	1.78	
Merchandise selection -----	1.80	2.00	2.11	1.33	



PRODUCT PURCHASE:		SKIRT			
SHOPPING SITUATION:		USAGE-OCCASION and TIME-CONSTRAINT			
STORE-TYPE ATTRIBUTES and CHARACTERISTICS	<u>Formal Social Gathering</u>		<u>Family Gathering</u>		
	In Two Weeks	Tomorrow	In Two Weeks	Tomorrow	
	N = 7	9	9	4	
Brands carried -----	3.14	2.00	2.22	3.00	
Cleanliness -----	2.57	1.89	2.33	2.50	
Store reputation -----	2.71	1.78	2.11	2.25	
Merchandise quality -----	2.14	1.33	1.67	1.50	
Prices -----	1.71	2.56	2.11	2.00	
Services offered -----	4.00	3.33	3.22	2.50	
Friendly atmosphere -----	3.14	2.44	2.67	2.25	
Knowledgeable salespeople -----	2.57	2.33	2.56	2.25	
Attractive store decor -----	3.29	2.67	2.78	2.00	
Ease of movement through the store	2.57	2.89	2.22	2.50	
Attractive display of merchandise	2.86	2.67	2.44	2.25	
Sales attention -----	2.57	2.44	2.44	2.50	
Merchandise selection -----	1.86	1.44	1.67	1.50	

\* Ratings were respectively weighted "1" to "7", extremely important to extremely unimportant.

MEAN STORE-TYPE ATTRIBUTES AND CHARACTERISTIC RATINGS  
BY PRODUCTS REGARDLESS OF USAGE AND TIME\*

STORE-TYPE ATTRIBUTES and CHARACTERISTICS	DRESS		BLOUSE		SKIRT	
	N	MEAN	N	MEAN	N	MEAN
Parking -----	30	3.87	28	3.79	29	3.83
Brands carried -----	30	2.53	28	2.21	29	2.48
Cleanliness -----	30	2.10	28	2.79	29	2.27
Store reputation -----	30	2.43	28	2.54	29	2.17
Merchandise quality -----	30	1.67	28	1.82	29	1.66
Prices -----	30	2.27	28	2.36	29	2.14
Services offered -----	30	3.43	28	3.25	29	3.34
Friendly atmosphere -----	30	2.57	27	2.74	29	2.66
Knowledgeable salespeople -----	30	2.50	27	2.40	29	2.45
Attractive store decor -----	30	3.00	27	3.03	29	2.76
Ease of movement through the store	30	2.60	27	2.67	29	2.55
Attractive display of merchandise	30	2.77	27	2.70	29	2.59
Sales attention -----	30	2.80	27	2.44	29	2.48
Merchandise selection -----	30	1.60	27	1.78	29	1.62

\*Ratings were respectively weighted "1" to "7", extremely important to extremely unimportant.

MEAN GENERAL IMPORTANCE RATINGS

PRODUCT	N	GENERAL IMPORTANCE RATING
Dress	28	1.857
Blouse	28	2.500
Skirt	28	2.570

\*Ratings were weighted "1" to "7", extremely important to extremely unimportant, respectively.

THE INDEPENDENT EFFECT OF USAGE, PRODUCT, AND TIME ACROSS PURCHASE-SITUATIONS

PURCHASE SITUATION	PARTIAL CONTRIBUTION												
	OVERALL					BLOCKING FACTOR				EFFECTS			
	DF	SS	F	PR > R	R <sup>2</sup>	DF	SS	F	PR > R	DF	SS	F	PR > F
MODEL	30	138.07	4.77	0.0001	.3116	28	133.95	4.96	0.0001	2	4.12	2.14	0.1198
	316	305.03											
MODEL	29	270.46	17.12	0.0001	.6104	28	133.95	8.78	0.0001	1	136.52	250.67	0.0001
	317	172.62											
MODEL	29	138.19	4.95	0.0001	.3119	28	133.95	4.95	0.0001	1	4.24	4.41	0.0366
	317	304.92											

THE COMBINE EFFECT OF TIME, USAGE, AND PRODUCT ACROSS PURCHASE SITUATIONS

PURCHASE SITUATION	DF	SS	F	PR > R	R <sup>2</sup>
ALL	39 307	279.50 163.61	13.45	0.0001	.6308
Blocking Factor	29	133.95	8.98	0.0001	
Product	2	4.12	3.87	0.0219	
Usage	1	136.52	256.16	0.0001	
Time	1	4.24	7.95	0.0051	
Product * Usage	2	0.51	0.48	0.6194	
Product * Time	2	0.09	0.09	0.9181	
Usage * Time	1	0.00	0.00	1.0000	
Product * Usage * Time	2	0.58	0.54	0.5807	

IMPORTANCE OF PRODUCTS, USAGES, AND TIMES BASED ON STORE-TYPE ATTRIBUTES

ATTRIBUTES	PRODUCT OVERALL					PARTIAL CONTRIBUTION							
						RESPONDENT				PRODUCT			
	DF	SS	F	PR > R	R <sup>2</sup>	DF	SS	F	PR > F	DF	SS	F	PR > F
Brands Carried	30	96.12	8.55	.0001	.821	28	94.44	9.00	.0001	2	1.68	2.24	.1156
	56	20.99											
Cleanliness	30	88.43	8.23	.0001	.815	28	81.15	8.09	.0001	2	7.29	10.16	.0002
	56	20.06											
Store Reputation	30	69.83	3.21	.0001	.632	28	67.82	3.34	.0001	2	2.01	1.39	.2583
	56	40.65											
Merchandise Quality	30	40.97	2.48	.0016	.5705	28	40.48	2.63	.0011	2	0.49	0.43	.6429
	56	30.84											
Prices	30	53.13	4.26	.0001	.6951	28	52.44	4.50	.0001	2	00.69	0.83	.4401
	56	23.31											
Services Offered	30	122.81	4.89	.0001	.7239	28	122.32	5.22	.0001	2	00.49	0.29	.7487
	56	46.85											
Friendly Atmosphere	30	55.97	4.76	.0001	.7218	28	55.53	5.06	.0001	2	00.43	0.55	.5801
	55	21.57											
Knowledgeable Salespeople	30	59.44	2.38	.0027	.5644	28	59.31	2.54	.0016	2	00.12	0.07	.9290
	55	45.88											
Attractive Store Decor	30	46.22	3.97	.0001	.6840	28	44.91	4.13	.0001	2	01.30	1.68	.1950
	55	21.36											
Ease of Movement Through the Store	30	68.74	4.53	.0001	.7194	28	68.56	4.84	.0001	2	00.19	0.18	.8328
	55	27.81											
Attractive Display of Merchandise	30	57.18	4.91	.0001	.7282	28	56.69	5.22	.0001	2	00.49	0.63	.5340
	55	21.34											
Salespeople Attention	30	92.65	6.46	.0001	.7790	28	90.43	6.76	.0001	2	02.22	2.33	.1073
	55	22.28											
Merchandise Selection	30	31.08	1.67	.0495	.4765	28	30.33	1.76	.0371	2	00.53	0.42	.6564
	55	34.14											

APPENDIX D

THE RESEARCH INSTRUMENT



# Oklahoma State University

COLLEGE OF BUSINESS ADMINISTRATION

STILLWATER, OKLAHOMA 74078  
(405) 624-5064

March 9, 1985

Dear Consumer:

As part of my graduate studies at Oklahoma State University, I am exploring the shopping behavior of women. Therefore, I am asking that the woman in each household receiving this questionnaire completes and returns it as part of the study.

The study concerns the choices of retail stores that are made by women when looking for different types of clothing. There are no "right" or "wrong" answers to any of the shopping questions; however, your sincere opinions are desired.

As a non-monetary contribution to me and to Oklahoma State University, I ask that you participate in this investigation. Your participation will be of great value to this study. I understand that your schedule is very busy, but I hope that you will take the 5 to 10 minutes needed to complete the questionnaire. After answering the questions, simply place the questionnaire in the self-addressed, stamped envelope and mail it back to me.

Let me assure you that your responses will be held in complete confidence. At no time do I ask you to identify yourself by name or address.

Your prompt attention to this matter is appreciated, and is very important to the successful completion of this study. Thanks in advance for your assistance.

Sincerely,

Patricia A. Robinson  
Doctoral Candidate

Dr. Stephen J. Miller, Chairman  
Department of Marketing  
Dissertation Committee Chairman



(QUESTIONNAIRE COVER)

CONSUMER PATRONAGE PREFERENCE: A  
RESEARCH QUESTIONNAIRE

Again, the information collected in this investigation will be used in the preparation of a doctoral dissertation. All of the information collected in this booklet will be coded, and at no time will your name be asked for or used in connection with this study.

In completing the questionnaire booklet, it is very important that you respond to each question on every page.

To expedite the research process, I ask that you complete and return this questionnaire as soon as possible.

Thanks.



Patricia A. Robinson  
Research Investigator

CONSUMER PATRONAGE PREFERENCE QUESTIONNAIRE

I. In this section, I will ask you to assume that you need to shop for a product in a particular situation. The questions that follow relate to that shopping situation.

SCENARIO A: YOU HAVE DECIDED TO PURCHASE A DRESS TO WEAR TO A FORMAL SOCIAL GATHERING SCHEDULED FOR TOMORROW.

1. In thinking about this shopping activity, rate the importance of each of the following store characteristics to you in choosing a store or stores in Oklahoma City which you will visit. For each characteristic, circle the number between "1" and "7" that best describes your feelings.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT

NOR UNIMPORTANT

<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>	<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>
Friendly Atmosphere ---	1 2 3 4 5 6 7	Merchandise Selection -----	1 2 3 4 5 6 7
Brands Carried -----	1 2 3 4 5 6 7	Knowledgeable Salespeople -	1 2 3 4 5 6 7
Cleanliness -----	1 2 3 4 5 6 7	Attractive Store Decor ----	1 2 3 4 5 6 7
Store Reputation -----	1 2 3 4 5 6 7	Salespeople Attention ----	1 2 3 4 5 6 7
Merchandise Quality ---	1 2 3 4 5 6 7	Ease of Movement Through the Store -----	1 2 3 4 5 6 7
Prices -----	1 2 3 4 5 6 7	Attractive Display of Merchandise -----	1 2 3 4 5 6 7
Services Offered (i.e., gift wrapping and mer- chandise return policy)	1 2 3 4 5 6 7		

2. In thinking about this purchase situation, list all of the stores where you would consider shopping. PLEASE GIVE SPECIFIC STORE NAMES.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Of the listed stores, which one would you most likely visit first (be specific)?

\_\_\_\_\_.

4. Suppose that you are unable to find a suitable dress at the store first chosen. In considering the stores you identified in #2 above, indicate at which store you would shop:

SECOND \_\_\_\_\_.

THIRD \_\_\_\_\_.

I. In this section, I will ask you to assume that you need to shop for a product in a particular situation. The questions that follow relate to that shopping situation.

SCENARIO B: YOU HAVE DECIDED TO PURCHASE A SKIRT TO WEAR TO A FORMAL SOCIAL GATHERING SCHEDULED FOR TWO WEEKS FROM NOW.

1. In thinking about this shopping activity, rate the importance of each of the following store characteristics to you in choosing a store or stores in Oklahoma City which you will visit. For each characteristic, circle the number between "1" and "7" that best describes your feelings.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT
NOR UNIMPORTANT						

<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>	<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>
Friendly Atmosphere ---	1 2 3 4 5 6 7	Merchandise Selection -----	1 2 3 4 5 6 7
Brands Carried -----	1 2 3 4 5 6 7	Knowledgeable Salespeople -	1 2 3 4 5 6 7
Cleanliness -----	1 2 3 4 5 6 7	Attractive Store Decor ----	1 2 3 4 5 6 7
Store Reputation -----	1 2 3 4 5 6 7	Salespeople Attention ----	1 2 3 4 5 6 7
Merchandise Quality ---	1 2 3 4 5 6 7	Ease of Movement Through the Store -----	1 2 3 4 5 6 7
Prices -----	1 2 3 4 5 6 7	Attractive Display of Merchandise -----	1 2 3 4 5 6 7
Services Offered (i.e., gift wrapping and mer- chandise return policy)	1 2 3 4 5 6 7		

2. In thinking about this purchase situation, list all of the stores where you would consider shopping. PLEASE GIVE SPECIFIC STORE NAMES.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Of the listed stores, which one would you most likely visit first (be specific)?

\_\_\_\_\_.

4. Suppose that you are unable to find a suitable skirt at the store first chosen. In considering the stores you identified in #2 above, indicate at which store you would shop:

SECOND \_\_\_\_\_.

THIRD \_\_\_\_\_.

I. In this section, I will ask you to assume that you need to shop for a product in a particular situation. The questions that follow relate to that shopping situation.

SCENARIO C: YOU HAVE DECIDED TO PURCHASE A BELT TO WEAR TO A FAMILY GATHERING SCHEDULED FOR TWO WEEKS FROM NOW.

1. In thinking about this shopping activity, rate the importance of each of the following store characteristics to you in choosing a store or stores in Oklahoma City which you will visit. For each characteristic, circle the number between "1" and "7" that best describes your feelings.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT
NOR UNIMPORTANT						

<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>	<u>STORE ATTRIBUTES</u> <u>and CHARACTERISTICS</u>	<u>IMPORTANCE</u> <u>RATINGS</u>
Friendly Atmosphere ---	1 2 3 4 5 6 7	Merchandise Selection -----	1 2 3 4 5 6 7
Brands Carried -----	1 2 3 4 5 6 7	Knowledgeable Salespeople -	1 2 3 4 5 6 7
Cleanliness -----	1 2 3 4 5 6 7	Attractive Store Decor ----	1 2 3 4 5 6 7
Store Reputation -----	1 2 3 4 5 6 7	Salespeople Attention ----	1 2 3 4 5 6 7
Merchandise Quality ---	1 2 3 4 5 6 7	Ease of Movement Through the Store -----	1 2 3 4 5 6 7
Prices -----	1 2 3 4 5 6 7	Attractive Display of Merchandise -----	1 2 3 4 5 6 7
Services Offered (i.e., gift wrapping and mer- chandise return policy)	1 2 3 4 5 6 7		

2. In thinking about this purchase situation, list all of the stores where you would consider shopping. PLEASE GIVE SPECIFIC STORE NAMES.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Of the listed stores, which one would you most likely visit first (be specific)?

\_\_\_\_\_

4. Suppose that you are unable to find a suitable belt at the store first chosen. In considering the stores you identified in #2 above, indicate at which store you would shop:

SECOND \_\_\_\_\_  
THIRD \_\_\_\_\_

II. Listed below are a number of statements that one could make with respect to fashion and shopping. For each statement, please circle the number that best reflects your agreement with the statement.

- |  | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u>  | <u>5</u> | <u>6</u> | <u>7</u> |
|--|----------|----------|----------|-----------|----------|----------|----------|
|  | STRONGLY | AGREE    | SOMEWHAT | NEITHER   | SOMEWHAT | DISAGREE | STRONGLY |
|  | AGREE    |          | AGREE    | AGREE NOR | DISAGREE |          | DISAGREE |
|  |          |          |          | DISAGREE  |          |          |          |
| 1. I sometimes influence what my friends say about fashion.  | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 2. Spending excessive amounts of money on clothes is ridiculous.   | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 3. I judge some brands of clothing on the basis of the store that sells them.  | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 4. I resent being told what to wear by so-called fashion experts.  | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 5. I value the advice of friends and associates regarding stores to shop for clothing; therefore, I often ask them where to shop for clothing. | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 6. My wardrobe is up-to-date with fashion trends.  | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 7. I keep informed of fashion changes but do not always follow them.   | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 8. I normally buy branded clothing because the products are worth the price I have to pay.   | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 9. I buy clothes I like, regardless of current fashion.  | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 10. My friends and/or neighbors quite often ask my advice about my different kinds of clothing and where to shop for them.                     | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 11. It is important to me that my clothes be of the latest style.  | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 12. I enjoy shopping for clothes, regardless of the occasion.  | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 13. When shopping for clothes, I first decide the name brand I want to purchase, then shop at those stores carrying that brand.                | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 14. I often seek out the advice of my friends when I have decided to make a clothing purchase.   | 1        | 2        | 3        | 4         | 5        | 6        | 7        |
| 15. I am aware of fashion trends and one of the first to try them; therefore, many people regard me as being a fashion leader.                 | 1        | 2        | 3        | 4         | 5        | 6        | 7        |

III. In this section, you are asked to answer a few questions about yourself and your household. Let me assure you again that this information will be held in strict confidence and only used for statistical analysis in the investigation.

1. Please check the range in which your age falls.
  - 19 and under       35 - 44
  - 20 - 24             45 - 54
  - 25 - 34             55 and over
  
2. Indicate the highest level of your educational attainment.
  - Some high school studies                       College graduate
  - High school graduate                             Graduate training
  - Some college or vocational training
  
3. What is your current marital status? CHECK ONLY ONE
  - Married living with spouse       Separated             Widowed
  - Single (never married)             Divorced
  - Other (specify) \_\_\_\_\_
  
4. How long have you lived at your present address?
  - 3 years or less                       4 to 8 years                       9 or more years
  
5. How would you classify the current work and occupational status in your household? CHECK ONE IN EACH COLUMN FOR PRIMARY HOUSEHOLD MEMBERS.

<u>RESPONDENT:</u>	<u>EMPLOYMENT STATUS</u>	<u>OCCUPATION</u>
	<input type="checkbox"/> Full-time employee	<input type="checkbox"/> Professional (i.e., lawyer, educator, accountant, etc.)
	<input type="checkbox"/> Part-time employee	<input type="checkbox"/> Managerial or semi-professional
	<input type="checkbox"/> Not employed	<input type="checkbox"/> Sales (i.e., retail, industrial)
	<input type="checkbox"/> Self-employed	<input type="checkbox"/> Skilled blue collar worker (i.e., technician)
		<input type="checkbox"/> Unskilled blue collar worker (i.e., laborer)
		<input type="checkbox"/> Clerical/secretarial
		<input type="checkbox"/> Retired
		<input type="checkbox"/> Military
		<input type="checkbox"/> Housewife
		<input type="checkbox"/> Other (specify) _____
 <u>SPOUSE</u> (if applicable)	<input type="checkbox"/> Not Applicable	<input type="checkbox"/> Professional (i.e., lawyer, educator, accountant, etc.)
	<input type="checkbox"/> Full-time employee	<input type="checkbox"/> Managerial or semi-professional
	<input type="checkbox"/> Part-time employee	<input type="checkbox"/> Sales (i.e., retail, industrial)
	<input type="checkbox"/> Not employed	<input type="checkbox"/> Skilled blue collar worker (i.e., technician)
	<input type="checkbox"/> Self-employed	<input type="checkbox"/> Unskilled blue collar worker (i.e., laborer)
		<input type="checkbox"/> Clerical/secretarial
		<input type="checkbox"/> Retired
		<input type="checkbox"/> Military
		<input type="checkbox"/> Househusband
		<input type="checkbox"/> Other (specify) _____

6. Which of the income groups listed below best describe YOUR INCOME, as well as the TOTAL COMBINED INCOME of all members of your household? CHECK ONE IN EACH COLUMN.

<u>YOUR INCOME BEFORE TAXES</u>	<u>TOTAL HOUSEHOLD INCOME BEFORE TAXES (IF MARRIED)</u>
( ) Under \$10,000	( ) Under \$10,000
( ) 10,000 - 14,999	( ) 10,000 - 14,999
( ) 15,000 - 19,999	( ) 15,000 - 19,999
( ) 20,000 - 24,999	( ) 20,000 - 24,999
( ) 25,000 - 29,999	( ) 25,000 - 29,999
( ) 30,000 - 39,999	( ) 30,000 - 39,999
( ) 40,000 - 49,999	( ) 40,000 - 49,999
( ) 50,000 - 74,999	( ) 50,000 - 74,999
( ) 75,000 - 99,999	( ) 75,000 - 99,999
( ) 100,000 or more	( ) 100,000 or more

7. Of the last five years, how many have you worked outside of the home for pay? \_\_\_\_ of the last five years I have worked outside of the home for pay.
8. How many hours per week do you presently work? \_\_\_\_ hours per week.
9. How many weeks per year do you presently work? \_\_\_\_ weeks per year.
10. If you are working presently, please rate the way you view your work. Just a job \_\_\_\_ A career
- In the future, how do you think that you will view your work? Just a job \_\_\_\_ A career
11. If you are not working outside the house at this time, do you expect to work in the future? Definitely Yes \_\_\_\_ Definitely No \_\_\_\_
- If you do work outside the house in the future, how will you view the work? Just a job \_\_\_\_ A career
12. Are there any children in the household?  
 Yes       No
13. In what type of housing do you live?  
 Single family dwelling       Duplex or triplex  
 Apartment complex       Mobile home  
 Townhouse/condominium       Other (specify) \_\_\_\_\_
14. Do you own or rent your place of residence?  
 Own       Rent  
 Other (specify) \_\_\_\_\_
15. Ethnic group membership:  
 Caucasian       Black       Hispanic  
 American Indian or Alaskan Native       Asian  
 Other (specify) \_\_\_\_\_

IV. Often, the importance that a consumer assigns to a purchase may be associated with the usage for which the product is being purchased or time constraints under which the shopping is taking place. In shopping for each of the products listed below, please indicate the importance you would assign to its purchase. Circle the number that best corresponds to your response.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
EXTREMELY	VERY	SOMEWHAT	NEITHER	SOMEWHAT	VERY	EXTREMELY
IMPORTANT	IMPORTANT	IMPORTANT	IMPORTANT	UNIMPORTANT	UNIMPORTANT	UNIMPORTANT
NOR UNIMPORTANT						

<u>PRODUCTS</u>	<u>IMPORTANCE RATINGS</u>
1. Dress	1 2 3 4 5 6 7
GENERAL <u>IMPORTANCE</u>	
2. Belt	1 2 3 4 5 6 7
3. Skirt	1 2 3 4 5 6 7

In shopping for each of the products listed below, please indicate by circling the number that best corresponds to the importance you would assign to each of the listed purchase situations.

<u>PRODUCT</u>	<u>USAGE-OCCASION</u>	<u>IMPORTANCE RATINGS</u>
Dress	Formal social gathering tomorrow.	1 2 3 4 5 6 7
Belt	Family gathering in two weeks.	1 2 3 4 5 6 7
Skirt	Formal social gathering in two weeks.	1 2 3 4 5 6 7

You have been very helpful with this investigation, and your assistance is gratefully appreciated. Thanks for taking time out of your busy schedule to answer this questionnaire. Now that you have completed the questionnaire, please place it in the stamped, self-addressed envelope and mail it to me as soon as possible.

Once again, "THANK YOU"!

Sincerely,



Patricia Robinson  
Research Investigator



APPENDIX E

QUESTIONNAIRE DISTRIBUTION MATERIALS

## ALLOCATION OF QUESTIONNAIRES TO CENSUS TRACTS IN THE TEST AREA

CONSUMERS				CONSUMERS			
CENSUS TRACTS	SURVEY SECTION	20 YEARS & OVER	QUESTIONNAIRE DISTRIBUTION #	CENSUS TRACTS	SURVEY SECTION	20 YEARS & OVER	QUESTIONNAIRE DISTRIBUTION #
1001.00	d	1604	14	1066.01	c	1111	10
1002.00	d	2543	22	1066.02	c	788	7
1003.00	d	1249	11	1066.04	c	1262	11
1006.00	d	507	4	1066.06	a	945	8
1007.00	d	696	6	1066.07	a	1515	13
1008.00	d	1059	9	1066.08	a	1367	12
1009.00	c	690	6	1066.09	a	602	5
1010.00	d	1071	9	1066.10	a	568	5
1011.00	d	499	4	1067.02	a	1410	12
1012.00	d	700	6	1067.05	a	959	8
1016.00	d	413	4	1067.06	a	1509	13
1017.00	d	511	4	1068.01	c	636	6
1018.00	d	715	6	1068.02	c	973	9
1019.00	d	1270	11	1068.03	c	1202	11
1020.00	d	1420	12	1068.04	c	1494	13
1021.00	c	932	8	1069.02	c	962	8
1022.00	c	1069	9	1069.08	c	1224	11
1023.00	d	1421	12	1069.07	c	771	7
1024.00	d	1334	12	1069.08	c	3363	29
1059.02	c	1028	9	1083.06	b	366	3
1059.03	c	1275	11	1083.07	b	1877	16
1059.04	c	1464	13	1083.08	b	1328	12
1059.06	c	1326	12	1084.03	b	1040	9
1063.01	b	1246	11	1084.04	b	1406	12
1063.02	b	844	7	1085.02	a	1475	13
1063.03	b	1284	11	1085.04	a	929	8
1064.01	b	1045	9	1085.05	a	1265	11
1064.02	b	1008	9	1085.06	a	1041	9
1064.03	b	2349	20	1085.07	a	412	4
1065.01	d	1551	14	1085.08	a	801	7
1065.02	d	1795	16	1085.13	a	967	8
1065.03	d	<u>639</u>	<u>6</u>	1085.14	a	<u>1461</u>	<u>13</u>
		36,557	317			37,029	323

64 census tracts in the test area

316 + 320 = 640 questionnaires to be distributed

36,557 + 37,029 = 73,586 adult females residing in the test area

### Questionnaire Distribution Kit

The packet that you now have contains the following items:

- household sampling and record keeping procedures,
- a copy of the survey cover letter,
- a questionnaire distribution report forms,
- a questionnaire distribution instruction sheet,
- a questionnaire distribution indication form,
- both a census block and street maps,
- a questionnaire distribution travel guide form,
- four self-addressed manila envelopes,
- three ballpoint pens, paper clips, and rubber bands.

Please examine your packet for the contents stated above, and notify me of any missing items. Now that you have reviewed you packet, take a few minutes to read all the instructional material. Your review of the materials is important to assure proper distribution of the questionnaires.

## HOUSEHOLD SAMPLING &amp; RECORD KEEPING PROCEDURES

1. Once you have identified a starting point for questionnaire distribution, the sampling process can begin.
  - a. Please review the letter accompanying the participants' questionnaire to familiarize yourself with what they have been told about the study.
  - b. Every 5th household on both sides of the travel route is to be visited to elicit an adult female's participation in the study.
  - c. You are to continue this process until all the questionnaires for you assigned census tract has been administered.
2. For follow-up and payment purposes, you are to report the location of the distributed questionnaires on the Questionnaire Distribution Report Form. Most importantly, the participants' addresses and questionnaire distribution starting and ending times are needed. To assure prompt payments, once distribution report forms are completed, mail them to me in one of the self-addressed clasp envelope included in your packet.

If you have any questions, please do not hesitate to call me. My phone numbers are:

WORK - (501) 575-6795

OR

HOME - (501) 521-6795.

## QUESTIONNAIRE DISTRIBUTION REPORT FORM

DATE \_\_\_\_\_ CENSUS TRACT NUMBER \_\_\_\_\_

STARTING TIME \_\_\_\_\_ ENDING TIME \_\_\_\_\_

RESPONDENTS' ADDRESSES	QUESTIONNAIRE NUMBER
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____
21. _____	_____

QUESTIONNAIRE DISTRIBUTION TRAVEL GUIDE FORM

OPTIONAL  
ALTERNATIVES

1. Travel south (or west) on the first parallel street west (or north) of your current questionnaire distribution route.
2. Travel north (or east) on the first parallels street east (or south) of your current questionnaire distribution route.
3. Locate the point of the QUESTIONNAIRE DISTRIBUTION INDICATOR FORM (see the next page) that is marked IDEAL STOPPING POINT. From that point, travel south (or east) on the first parallel street west (or north) of the ideal STOPPING POINT.
4. Travel north (or west) on the first parallel street east (or south) of the IDEAL STOPPING POINT.

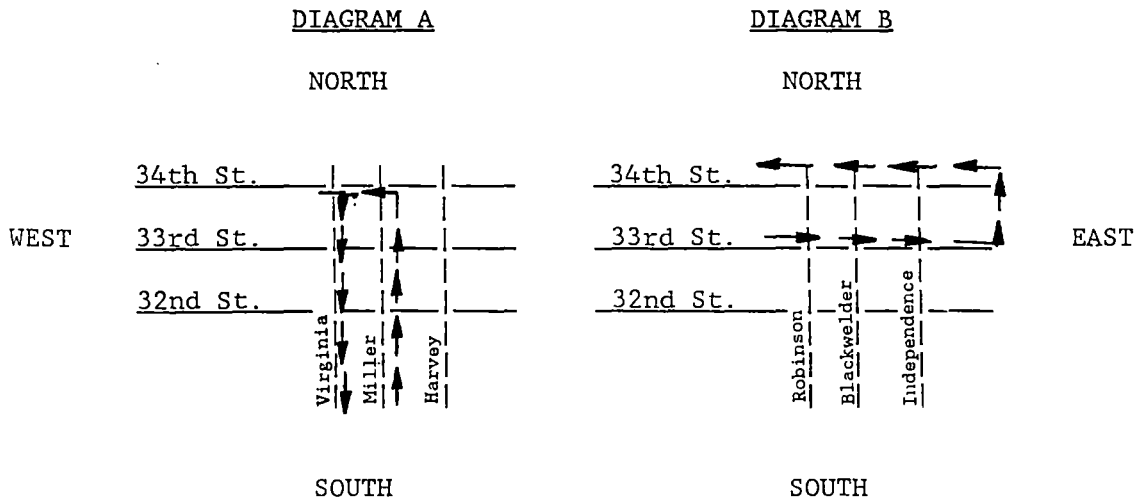
EXAMPLE

Suppose you were traveling north on Smith Street and you reach the north boundary of the census tract in which you have distributed quesitonnaires, what are you to do if all the questionnaires for the area have not been distributed?

ANSWER

Looking at Diagram A, you are to choose ALTERNATIVE 1, travel west on the street noted as the north boundary for the and travel south on the next parallel street.

Looking at Diagram B, if you had been traveling east on 32nd Street, you would choose ALTERNATIVE 2, travel north on th street noted as the east boundary for the census tract and travel west on the next parallel street.



## QUESTIONNAIRE DISTRIBUTION INDICATION FORM

SECTION A

## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1085.04	N-Memorial Rd. S-Lake Hefner E-MacArthur Blvd. W-Meridian Ave.	108th St./Ann Arbor Ave.	Ann Arbor Ave.	North	Ann Arbor/ 111th Terr.
1085.05	N-Memorial Rd. S-Lake Hefner E-Meridian Ave. W-Portland Ave.	Green Valley Dr./122nd St.	Green Valley Drive	North	Green Valley Dr./St. Andrews Drive
1085.06	N-122nd S-Britton/Hefner E-Portland W-May	Leaning Elm Rd./Quail Creek	Leaning Elm Rd.	North	Leaning Elm Rd./Rosewood Lane
1085.02	N-Hefner S-Britton E-Lake Shore Dr. W-May	Lake Shore Dr./Britton	Lake Shore Dr.	North	Lake Shore Dr./Goshen Dr.
1085.13	N-108th/Hefner S-Britton Rd. E-Rockwell W-MacArthur	Lakeland/Britton	Lakeland	North	Lakeland
1085.14	N-Britton Rd. S-Northwest Exwy. E-Rockwell W-MacArthur	Brookridge Dr./NW Hwy.	Brookridge Dr.	North	Brookridge Dr./85th St.
1066.08	N-Lake Hefner Dr. S-Northwest Exwy. E-Northwest Exwy. W-N. Grand Blvd.	Shawnee Ave./63rd St.	Shawnee	North	Shawnee/ 67th St.
1066.09	N-N. Grand Blvd. W-63rd St. E-N. Grand Blvd. W-May Ave.	Independence Ave./63rd St.	Independence Avenue	North	Independence Avenue

## SECTION A (continued)

## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1085.08	N-Lake Hefner Dr. S-Lake Hefner Dr. E-Lake Hefner Dr. W-Lake Hefner Dr.	Lake Shore/78th	Lake Shore	North	Lake Shore
1067.05	N-NW Exwp. S-63rd St. E-MacArthur W-Meridian	Grover Ave./63rd	Grover Ave.	North	Grover Ave.
1067.06	N-63rd S-50th E-Meridian W-MacArthur	Ann Arbor Ave./ 50th St.	Ann Arbor	North	Ann Arbor/ 59th
1067.02	N-63rd St. S-50th E-Rockwell W-MacArthur	Mueller Ave./ 50th Ave.	Mueller Ave.	North	Mueller/ 63rd St.
1066.07	N-NW Exwy. S-50th E-Meridian W-Tulsa Ave.	Armstrong/ 50th Ave.	Armstrong	North	Armstrong/ 57th St.
1066.06	N-NW Exwy. S-50th E-Tulsa Ave. W-Portland	Sapulpa Ave./ 50th St.	Sapulpa Ave.	North	Sapulpa Ave.
1085.07	N-Britton S-Wilshire E-Lake Hefner Dr. W-May	Wilshire/Lake Hurst Drive	Lake Hurst	North	Lake Hurst Dr./ Britton
1066.04	N-NE Exwy. S-50th E-Portland W-May	Independence Ave./50th	Independence	North	Independence Ave./NW Exwy.
1066.10	N-63rd S-NW Exwy. E-N. Grand Blvd. W-May	Independence/ NW Exwy.	Independence	North	Independence Ave./63rd



## QUESTIONNAIRE DISTRIBUTION INDICATION FORM

SECTION B

## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1063.01	N-Britton Rd./ 93rd St. S-Wilshire Blvd. E-Western Ave. W-Broadway Exwy.	Wilshire/Classen Blvd.	Classen Blvd.	North	Classen/Britton or 93rd.
1063.02	N-122nd St./ Hargrove St. S-Britton Rd./ 93rd St. E-Western Ave. W-Broadway Exwy.	Walker Ave./ 113th St.	Walker	North	Walker/122nd St. or Hargrove Street
1083.06	N-Memorial S-Reynolds St./ 122nd St. E-May Avenue W-Western Ave.	Springwood/ 122nd St. Reynolds St.	Springwood	North	Springwood
1083.07	N-Reynolds St./ 122nd St. S-Hefner Rd./ E-May Avenue W-Pennsylvania Avenue	Stratford/ Hefner Rd. or 108th St.	Stratford	North	Stratford/ 122nd or Reynolds St.
1083.08	N-Reynolds St/ 122nd S-98th St. E-Waverly/Penn. W-Western	McKinley Ave./ 98th St.	McKinley	North	McKinley Ave./ Hefner Rd. or 108th St.
1063.03	N-98th St. S-Wilshire Blvd. E- Western Ave. W-Waverly Ave.	University Ave./ Wilshire	University	North	University/ 98th St.
1064.03	N-Britton Rd./ 93rd St. S-Wilshire Blvd. E-May Ave. W-Waverly Ave.	Stratford Dr./ Wilshire Blvd.	Stratford	North	Stratford/ Britton or 93rd St.

## SECTION B (continued)

## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1084.04	N-Hefner Rd./ 108th St. S-Britton/93rd Street E-Ridge View Ave. W-Waverly Ave.	Stratford Dr./ Britton Rd. or 93rd St.	Stratford	North	Stratford/ Park
1084.03	N-Hefner Rd./ 108th St. S-Britton Rd./ 93rd St. E-May Ave. W-Ridge View Dr.	Sunnymead Pl./ Britton	Sunnymead	North	Sunnymead/ Hefner
1064.02	N-Wilshire S-63rd St. E-May Avenue W-Pennsylvania	Miller Blvd./	Miller Blvd. 63rd St.	North	Miller/69th St.
1064.01	N-Wilshire S-63rd St. -Pennsylvania W-Western Ave.	Sherwood Lane/ Hunington Ave.	Hunington Ave.	North	Hunington/ Terenton

## QUESTIONNAIRE DISTRIBUTION INDICATION FORM

SECTION C

## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1068.01	N-50th S-NW 39th Exwy. E-Rockwell W-College St.	Ashbury/39th	Ashbury	North	Ashbury/50th Street
1068.02	N-50th S-39th Exwy. E-College W-MacArthur	Redmond/39th	Redmond	North	Redmond/50th Street
1068.04	N-50th St. S-36th St. E-MacArthur W-Meridian	Ann Arbor Ave.	Ann Arbor	North	Ann Arbor/ 50th St.
1066.02	N-50th S-39th Exwy. E-Meridian W-Portland	Tulsa Ave./ 39th Exwy.	Tulsa	North	Tulsa/50th
1066.01	N-50th S-39th Exwy. E-Portland W-May	Independence/ 39th Exwy.	Independence	North	Independence/ 50th.
1068.03	N-NW 39th Exwy. S-30th St. E-Rockwell W-MacArthur	College Ave./ 30th St.	College	North	College/ 39th Exwy.
1069.02	N-30th St. S-23rd St. E-Rockwell W-MacArthur	College Ave./ 23rd Street	College	North	College/ 30th St.
1069.07	N-36th St. S-23 St. E-MacArthur W-Ann Arbor	Dittmer/23rd	Dittmer	North	Dittmer (dead end

## SECTION C (continued)

## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1069.06	N-36th St. S-23rd St. E-Ann Arbor W-Meridian	Tudor Place/ 23rd St.	Tudor	North	Tudor/32nd Street
1059.02	N-30th St./ 28th St. S-23rd St. E-Meridian W-Portland	Roff St./23rd	Roff	North	Roff/28th
1059.03	N-NW 39th Exwy. S-30th-28th E-Meridian W-Portland	Geraldine Ave./ 30th Street	Geraldine	North	Geraldine/ 38th St.
1069	N-27th St. S-23rd St. E-N. Grand Blvd. W-N. Villa Ave.	Land Ave./23rd	Land	North	Land/27th
1059.04	N-39th Exwy. S-23-27th St. E-Portland W-N. Grand Ave./ May Ave.	Independence/ 27 Street	Independence	North	Independence/ 39th Exwy.
1069.08	N-23rd St. S-10th St. E-Rockwell W-Meridian	Purude Ave./ 10th St.	Purude	North	Purude/20th
1059.06	N-13th St. S-16th St. E-Meridian W-Portland	Tulsa Ave./16th	Tulsa	North	Tulsa/25th
1022	N-16th St. S-10th St. E-Portland W-May	Independence/ 10th Street	Independence	North	Independence/ 16th Street
1021	N-23rd Street S-10th Street E-Portland W-May	Independence/ 16th Street	Independence	North	Independence/ 23rd Street

## QUESTIONNAIRE DISTRIBUTION INDICATION FORM

SECTION D

## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1023	N-16th S-10th E-May W-Pennsylvania	Villa/10th St.	Villa	North	Villa/16th
1022	N-23rd St. S-16th St. E-May W-Pennsylvania	Villa/16th St.	Villa	North	Villa/23 St.
1002	N-39th NW Exwy. S-23-27th St. E-May/Villa W-Pennsylvania	Villa/23rd	Villa	North	Villa/39th
1065.02	N-NW Exwy. S-39th Exwy. E-May W-Pennsylvania	Miller Blvd./ 39th Exwy.	Miller	North	Miller/ NW Exwy.
1065.01	N-63rd Street S-39th Exwy. E-May W-Pennsylvania	Linn/39th Exwy.	Linn	North	Linn/62nd St.
1024	N-16th Street S-10th St. E-Pennsylvania W-Western	Blackwelder Ave./10th St.	Blackwelder	North	Blackwelder/
1065.03	N-63rd Street S-36th St. E-Pennsylvania W-Deep Fork River/ Bella Isle Dr.	Virginia Ave./ 36th Street	Virginia	North	Virginia/ 56th Street
1019	N-23rd Street S-16th St. E-Pennsylvania W-Western	Blackwelder Ave./16th /St.	Blackwelder	North	Blackwelder/

## SECTION D (continued)

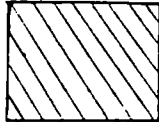
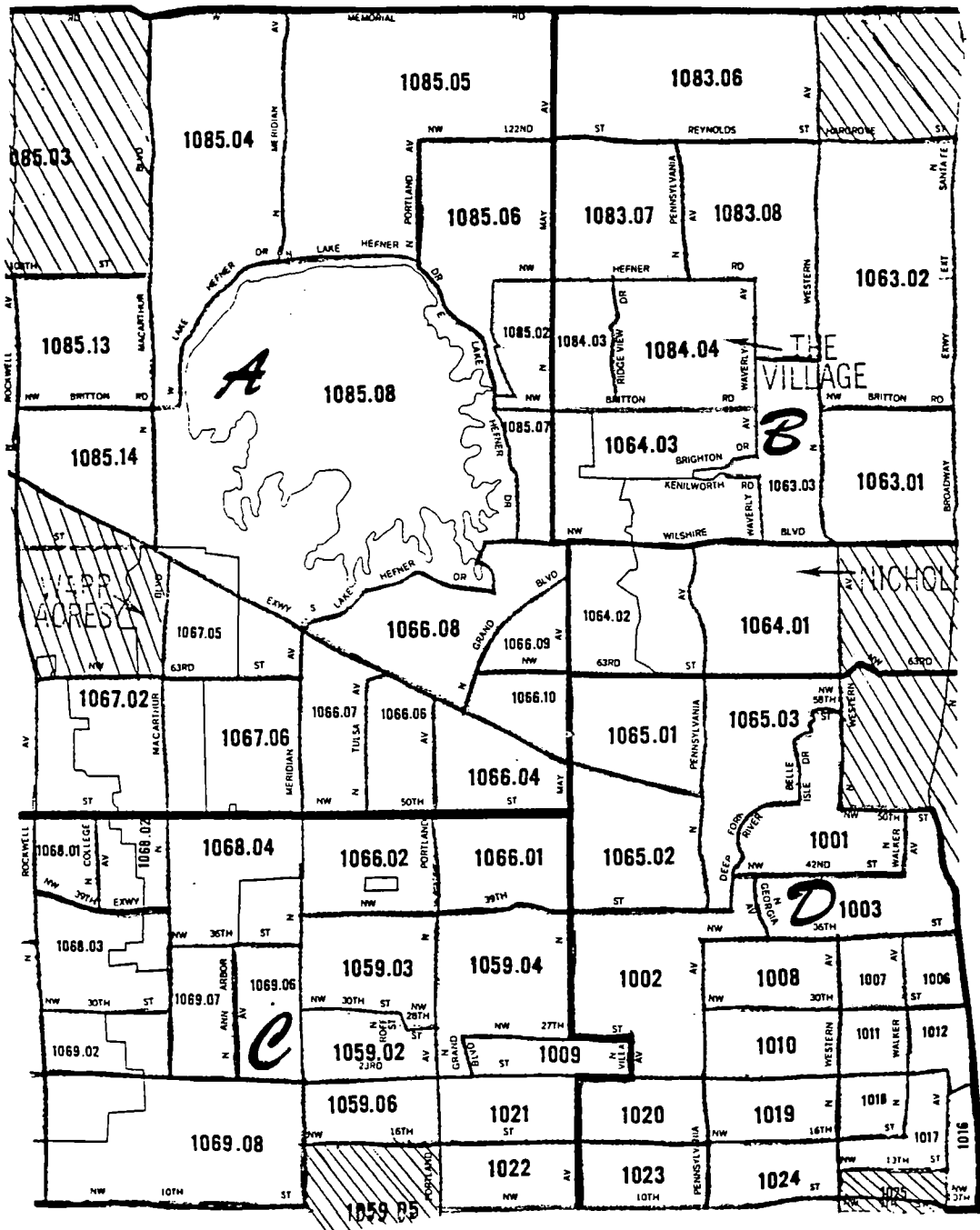
## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1010	N-30th Street S-23rd St. E-Pennsylvania W-Western	Blackwelder Ave/23rd St.	Blackwelder	North	Blackwelder/ 30th Street
1008	N-36th Street S-30th St. E-Pennsylvania W-Western	Blackwelder Ave/30th St.	Blackwelder	North	Blackwelder 36th Street
1017	N-23rd Street S-13th Street E-Western/ Walker W-Robinson	Harvey Ave./ 13th Street	Harvey	North	Harvey/23rd
1012	N-30th Streete./ S-23rd St. E-Walker W-Broadway Exwy.	Harvey Ave./ 23rd Street	Harvey	North	Harvey/30th
1016	N-23rd Street S-10th Street E-Robinson W-Broadway	Robinson/10th	Robinson	North	Robinson/23rd
1018	N-23rd Street S-16th Street E-Western W-Walker	Lee Ave./16th	Lee	North	Lee/23rd
1011	N-30th Street S-23rd St. E-Western W-Walker	Lee Ave./23rd	Lee	North	Lee/30th
1007	N-36th Street S-30th St. E-Western W-Walker	Shartel Ave./ 30th Street	Shartel	North	Shartel/36th
1003	N-42-50th St. S-36th St. E-Georgia-Walker W-Broadway	Shartel Ave./ 36th Street	Shartel	North	Shartel/42nd

## SECTION D (continued)

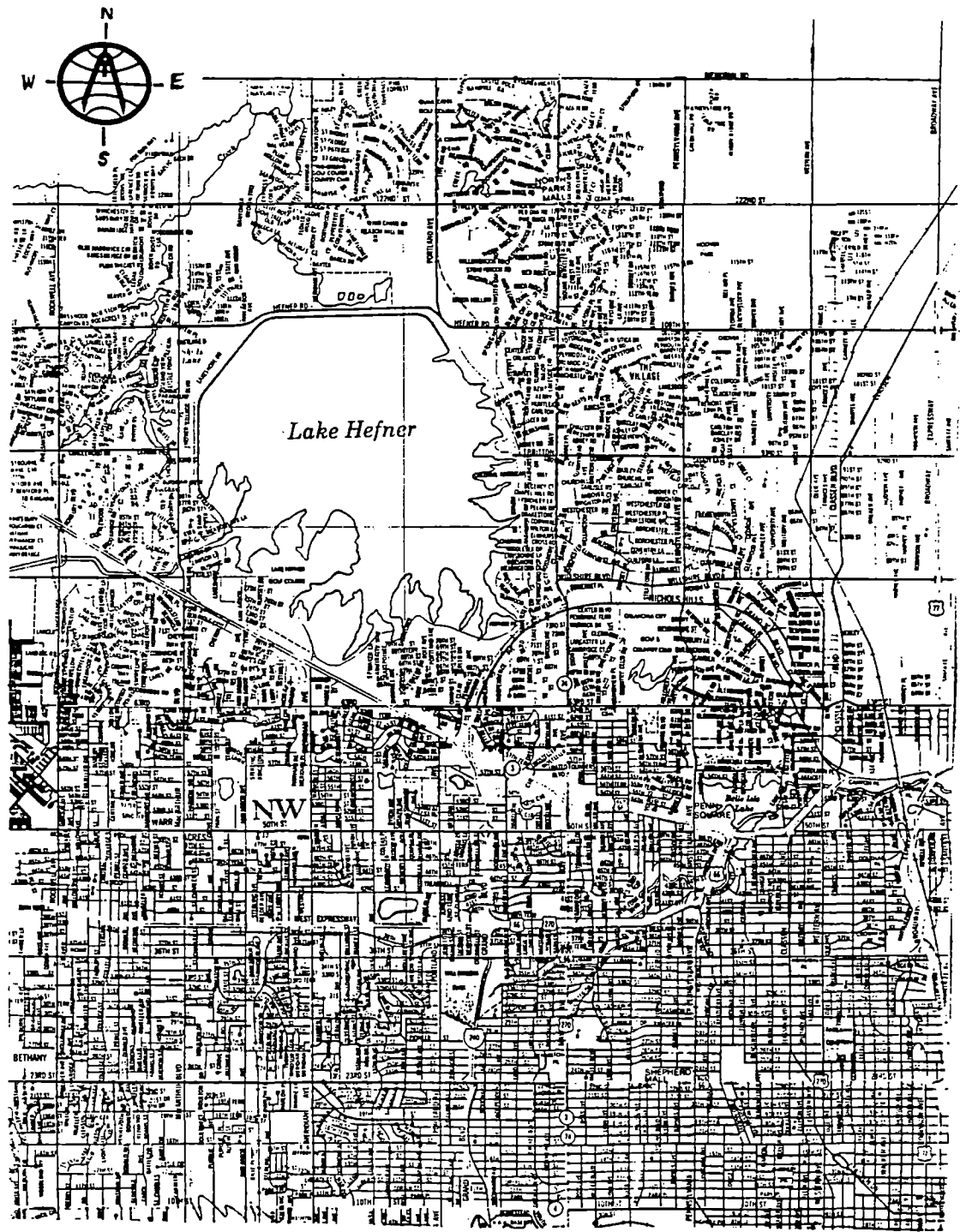
## North-West Oklahoma City

	<u>Boundaries</u>	<u>Base Starting Point</u>	<u>Beginning Travel Route</u>	<u>Travel Direction</u>	<u>Ideal Stopping Point</u>
1001	N-58th Street S-42nd St. E-Dee Fork River/Bella Isle Dr. W-Western/Walker	Military Ave./ 42nd Street	Military	North	Military/ 56th Street
1006	N-36th Street S-30th St. E-Walker W-Broadway	Harvey Ave./ 30th Street	Harvey	North	Harvey/36th



CENSUS TRACTS NOT WITHIN THE BOUNDARIES OF THE STUDY





APPENDIX F

STORE-TYPE CLASSIFICATION SCHEMA

## STORE-TYPE CLASSIFICATION SCHEMA

Instruction: Please check the appropriate store-type classification that, in your opinion, best describes the Oklahoma City, Oklahoma stores that are listed in the column to the far left. You are to classify only those stores that you are familiar with; however, if you uncertain about any of the stores classifications, please do not arbitrarily classify the store.

## CLASSIFICATIONS\*

STORES	NATIONAL				
	TRADITIONAL	CHAIN	SPECIALTY STORES		DISCOUNT
	DEPARTMENT	DEPARTMENT	LOW/MODERATE	BETTER/COUTURE	DEPARTMENT
	STORE	STORE	MERCHANDISE	MERCHANDISE	STORE
AMC					3
Andy Anderson			1	4	
Anthony, CR	4	2	2		2
Ashley's					2
Asylum Imports				4	
B. C. Clark				2	
BX, FX, Commissary				2	1
Bags & Baggage			4		
Balliet's	1			9	
Bargin Outlet			1		10
Big Daddy Rats			1		
Brooks			6		
Brown, John A.	9	1			
Bruce Allen				3	
Casual Corner			9	1	
Cappuccio's				5	
Catherines			3	2	
Cecils			2		
Classics				4	
Clothes Closet			4		
Clothes House			4		
Cohn, M. M.	3		1	4	
County Seat			9		
Cricket Alley			2		
Cyrk & Co.			1	3	
Debbie Ann's			1		
Dee's Casual		1	2		
Dee Hall's			3		
Dillard's	8	4			
Dodson's				2	

## CLASSIFICATIONS (CONTINUED)

STORES	NATIONAL				DISCOUNT DEPARTMENT STORE
	TRADITIONAL	CHAIN	SPECIALTY STORES		
	DEPARTMENT STORE	DEPARTMENT STORE	LOW/MODERATE MERCHANDISE	BETTER/COUTURE MERCHANDISE	
Dollar General					
Store					9
Dorothy Moore's			2		
Dana's			4		
Earl's				2	
Edward Kern	1				
Everest		1			
Extension I			10		
Fad & Fashion			4		
Fashion Barn			6		
Fashion Box			1		
Fashion					
Conspiracy		1	9		
Fashion Gal			4		
Fashion Tree				3	
Foxmoor		1	9		
Fredrick's			4		1
Gann's			6	1	1
Gibson's					9
Ginger's					
Boutique		1	2		
Gordon Stewart				1	
Gregory's				2	
Griders		1	5		
Hancock's			11		
Handi-Jac			3		
Harold's				8	
Harzfeld's	1			7	
Helen's			1	2	
Her Potporri				4	
Hit & Miss			2		
Hobby Lobby		4	9	2	1
Its My Party			5		
J. Brannam					6
J. Dennis			3		
J. J. Kelly's			3		
Jean Nicole			2		1
Jeans West			6		
Judy's			3		
Jerome's				3	
K-Mart					11
Kay Anne's			3		
Kay Lynns			5		

## CLASSIFICATIONS (CONTINUED)

STORES	NATIONAL				
	TRADITIONAL	CHAIN	SPECIALTY STORES		DISCOUNT
	DEPARTMENT	DEPARTMENT	LOW/MODERATE	BETTER/COUTURE	DEPARTMENT
	STORE	STORE	MERCHANDISE	MERCHANDISE	STORE
Lane Bryant		1	9	1	
Langston's			3		
Leather Shoppe				2	
Lee Beards				2	
Lerner Shops		1	8		
Lewis Jewelers				2	
Lillie Rubins				2	
Little's Fashion					
Theater	1		3	1	
Low's					6
Margaret's			1		
Margo's LaMode		1	6		
Marianne's			4		
Marlyn's			2		
Mode-O-Day		1	6		
Mouse Trap			3		
Mr. Ooley's			1	3	
Myrtles				7	
Name Brand					
Clothing					5
Nearly New Shop					1
Newman's				1	
Orbach's	1	1		9	
Papagallo				8	
Passing Parade			1		
Paul Harris			5	3	
Peck & Peck			3	5	
Penney, J. C.	1	10			
Pier I			3		
Professional					
Image			4		
Ralph Lauren				10	
Renee'				1	
Rocklynne's			2		
Rothchilds	5			4	
Ross Department					
Store	2				
Ruth Meyers	1			10	
Sears	1	10			
Seiferts		1	3	1	
Sew-Fro Fabrics		1	7		1
Shepler's	2	1	3		
Size 5-7-9		3	7		

## CLASSIFICATIONS (CONTINUED)

STORES	NATIONAL		SPECIALTY STORES		DISCOUNT DEPARTMENT STORE
	TRADITIONAL	CHAIN	LOW/MODERATE	BETTER/COUTURE	
	DEPARTMENT STORE	DEPARTMENT STORE	MERCHANDISE	MERCHANDISE	
Skaggs Alpha					
Beta					8
Squire Shop				4	
St. John's				6	
Stewarts			7		1
Streets			4	1	1
Susan Ayers				3	
IG&Y					10
T J Max			4		3
Tandy Leather		3	1	1	
Target					11
The Boutique			4		
The Bridal Shop			2		
The Jade Shop			1	2	
The Limited		1	10	3	
The Outfitter				2	
The Paper Doll			1		
The Sports		1			
The Village					
Lady				2	
The Webb				7	
Tres Chic			5		
Urban Plus			5		
Venture					11
Village Buggy			1	4	
Villiagette					
Dress Shop				2	1
Virginia Grey				3	
Vollbrecht's				4	
Wal-Mart					12
Walls			1		9
Ward					
Montgomery	2	9			1
Woman's World		1	4		
Women's Wear			4		
Worths					7

\* The number in the table is representative of how the respondents' store were classified by the panel of experts.

Your assistance with this research project has been more than helpful. Thank you very much.

VITA

Patricia Ann Robinson

Candidate for the Degree of

Doctor of Philosophy

Thesis: DETERMINANTS OF THE STORE-TYPE CHOICE PROCESS: AN EXAMINATION OF ENVIRONMENTAL AND INDIVIDUAL DIFFERENCE FACTORS

Major Field: Business Administration

Biographical:

Personal Data: Born in Tallulah, Louisiana, September 30, 1952, the daughter of the late Lorene Robinson.

Education: Graduated from Reuben McCall Senior High School, Tallulah, Louisiana, in May, 1970; received Bachelor of Arts degree from Tarkio College, Tarkio, Missouri, in 1973; received Master of Business Administration degree from Prairie View A&M University, Prairie View, Texas, in 1978; received Master of Science degree from Texas Southern University, Houston, Texas, in 1980; completed requirements for the Doctor of Philosophy degree at Oklahoma State University, Stillwater, Oklahoma, in December, 1986.

Professional Experience: Inventory Control Specialist, Montgomery Ward catalog house, Kansas City, Missouri, 1974 to 1977; Assistant to the Vice-President of Fiscal Affairs, Prairie View A&M University, 1977 to 1978; Administrative Assistant, Instructor, Home Management Residence Director, Department of Home Economics, Texas Southern University, 1978 to 1981; Graduate Assistant, Department of Home Economics, Department of Clothing, Textiles and Merchandising, Oklahoma State University, 1980 to 1981; Graduate Assistant, College of Business Administration, Marketing Department, Oklahoma State University, 1981 to 1984; Administrative Assistant, Economic Development Center, College of Business Administration, Texas Southern University, Houston, Texas 1982; Assistant Professor, University of Arkansas, College of Business Administration, Department of Marketing and Transportation, Fayetteville, Arkansas, 1984 to 1986.