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Expressed values and fulfilled needs through athletic apparel consumption across
sub-cultures

by

Clinton Jones II

A thesis submitted to the graduate faculty
in partial fulfillment of the requirements for the degree of
MASTER OF SCIENCE

Major: Business

Program of Study Committee:
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2004

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Clinton Jones II
has met the thesis requirements of Iowa State University

Signatures have been redacted for privacy

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CHAPTER 1: INTRODUCTION

Marketing managers and researchers are driven by the need to understand and meet the needs of a continually changing consumer market place. The consumer marketplace is a melting pot of individualism, ethnic diversity, and changing consumer needs and values. Sub-culture has been noted to be one determinant of media use, attitudes towards advertising, purchase behavior and shopping preferences (Bush, Smith, & Martin, 1999; Donthu and Cherian, 1992; Kim and Kang, 2001). Individual sub-cultures make up important market segments that provide opportunities for the business community to produce tailored products and focused marketing communication strategies. Understanding the influence that ethnicity plays on product consumption allows marketers to expand the scope of their marketing analyses to identify ethnic groups as potential market segments. These potential market segments may provide additional opportunities for future new product development and other target communication strategies.

Indeed, according to Hawkins, Best & Coney (1992, p.32-57), consumers develop values and beliefs, as a result of either a native culture or in the cultures with which the consumer is associated. Kamakura and Novak (1992) maintain that values serve to guide actions, attitudes, judgments, and comparisons across specific objects and situations. Thus, understanding the values that direct consumer product consumption and the reasons consumers prefer specific individual brands to satisfy needs will allow organizations the ability to build value-based brand strategies for ethnic identifying consumers. Riggins 1992, p.1 states that ethnic identifying consumers are individuals who acknowledge themselves as a community because of a common culture, ancestry, language, history, religion, or custom.

Deshpande, Hoyer, and Donthu (1986) suggest that there are relevant and significant consumption related differences between individuals who strongly or weakly identify with their corresponding ethnic group. Thus, differences may exist across identifying sub-cultures in the values expressed and the needs satisfied with product consumption.

Tse, Belk, and Zhou (1989) reason that consumers' needs and desires are shaped by their values, which are influenced by the societal group to which they belong. Building on their position, it is possible that individual values may reflect the values of the ethnic group most identified with by the individual consumer. The proposition of individual values being a representation of self-identified ethnic groups may provide additional opportunities to understand the purchase behavior of various sub-cultures and their influence on product consumption. Therefore, effective segmentation can allow marketers to adapt their programs to the specific needs and values of individual sub-cultures, thus providing positioning opportunities around individual consumers who identify with various ethnic groups.

Researchers note that a limited amount of research has been conducted across ethnic groups to determine the different needs and values that persuade or influence (non) ethnically-identifying consumers' consumption patterns (Holland and Gentry, 1999). Recently, Kim, Foresythe, Gu, and Moon (2002) examined the correlation between consumer values, needs and purchase behavior among Chinese and South Korean consumers. Also, research by Kim et al., (2002) examined whether self-directed or social-affiliation values and which of three needs (experiential, social, or functional) were most influential in apparel purchases for both Chinese and South Korean consumers.

Kim et al., (2002) concluded that self-directed values were the underlying determinant of needs to be satisfied by apparel products. The higher ratings placed on self-directed values by both Chinese and South Korean consumers suggest that both consumer groups are concerned with self-directed values (self-respect or being well respected, security, and fun and enjoyment in life) over that of social-oriented values (sense of belonging, being well-respected, security, and warm relationships with others). Among the three need types, functional needs were the most important that influencer of apparel purchases among consumers in both the Chinese and South Korean markets. Chinese consumers ranked social needs as second most important and experiential needs as the least important. It thus appears that Chinese consumers are more concerned with purchasing products based on functional needs that solve a current problem, prevent a problem from occurring. In contrast, Korean consumers ranked both social and experiential needs as important to be satisfied with clothing, yet experiential needs were statistically more significantly than social needs. Thus, Korean consumers also purchase apparel to satisfy functional needs, yet purchase apparel to satisfy desires of variety or pleasure.

The present study will explore the variation among values and needs across three sub-cultures (Asian Americans, Hispanic Americans, and African Americans) for the purpose of identifying both similarities and differences in their decision making for athletic apparel.

This study seeks to add to the body of research knowledge by:

- Examining whether consumer values (social-affiliated and self-directed) associated with purchase behavior of athletic apparel varies among weak and strong individual sub-cultural ethnic group identifiers.

- Determining whether differences exist in the consumer values (social-affiliated and self-directed) that influence purchase behavior of athletic apparel across the three consumer identifying ethnic groups (Asian Americans, Hispanic Americans, and African Americans).
- Distinguishing whether the needs (experiential, functional, or social) for athletic apparel consumption varies among the weak versus the strong individual ethnic group identifiers.

CHAPTER 2: LITERATURE REVIEW AND HYPOTHESES

In today's society, values serve to guide actions, attitudes, judgments, and comparisons across specific objects and situations. There is a widespread belief among researchers and marketing practitioners that understanding the dominant values of the target audience and the link between a product and a consumer's value system is essential to brand and product positioning (Reynolds, 1985).

The purpose of Chapter 2 is to highlight previous findings in the literature that are relevant to this study. The following literature review will cover: sub-culture, ethnic identification, consumer values, and consumer needs.

Sub-Culture

Schiffman and Kanuk (2000) define subculture as a distinct cultural group that exists as an identifiable segment within a larger, more complex society and that can be defined by age, sex, religion, geographical location, and ethnic identification. Thus, sub-cultures represent definable target markets that can be segmented from that of a larger market. A sub-culture has also been defined as a subdivision of a national culture, composed of a combination of social situations such as class status, regional, rural or urban residence, religious affiliation and ethnic background, that together form a functional unity which has an integrated impact on the participating individual (Lenartowicz and Roth, 2001)

The United States Census Bureau determined that the Anglo-Saxon sub-cultural population in America grew 7% between 1995 and 2002. The Census Bureau continued to state that, for the time period of 1995-2002, the African-American sub-culture grew 7%, the

Asian-Americans population grew 17%, and the Hispanic community within the United States grew 18%. It is estimated that the Hispanic, African-American, and the Asian-American ethnic populations in America represent a buying power of approximately \$900 billion (Raymond, 2001). Jones (1997) estimates that 47 percent of the population of the USA will belong to one of these three sub-cultures by the year 2050.

Brake (1985, p. 13) notes that subcultures invent and utilize widely recognized and easily interpretable consumer signs and styles with commonly understood meanings. Sub-culture influences behavior through its display of values, heroes, rituals, and symbols that are inherent to the individuals belonging to an ethnic group (Hofstede, 1980). Furthermore, sub-cultures can apply these consumer signs to communicate an identification with a particular sub-culture (i.e. class status, regional, rural or urban residence, religious affiliation and ethnic background). Thus, sub-cultures may distinguish themselves from various other sub-cultures by athletic apparel style selection to make an appeal to communicate the sub-culture ascribed to.

Ethnic Identification

Kolter (1994) concludes that Asian Americans, Hispanic Americans, and African Americans sub-cultures make up vital market segments that provide opportunities for tailored product development and focused marketing programs around the values and needs of American subgroups (p.175). Ethnic identifying groups are relevant marketing segments because their uniqueness as individuals extends to their behavior as consumers. Although Larouche, Kim and Clarke (1997) is an empirical study on deal interests, the authors

maintain that ethnic identification is a strong predictor of consumer attitudes and behaviors. Larouche et al., (1997) found that ethnic identity does not affect consumer deal interests for both English- and French-Canadian groups.

According to Webster (1994), ethnic identity is the development that highlights how an ethnic group identifies with its own group as a subgroup of the larger society. Chan and Rossiter (1996) assert that ethnicity or ethnic group identification is a product of three components: (1) biological and physical characteristics, (2) personality traits (perceived and actual), and, (3) cultural values and norms (self-oriented, social, and external).

Deshpande, Hoyer, and Donthu (1986) demonstrate that consumer behavior as predicted by ethnicity may vary among those consumers who are weak versus strong ethnic group identifiers. Moreover, Whittler (1989) notes that the concept of strength of ethnic identification leads to beliefs that some fundamental consumption-related differences exist between those who identify strongly or weakly with their ethnic group. He also asserts that being a part of a group or a subculture results in selection of similar options to satisfy needs, and patronization of similar brands and stores.

Consumer Values

Rokeach (1973) states that a value is an enduring belief that a specific mode of conduct or end-state or experience is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence (p.5). As indicated by Moschis (1987, p. 21) the context and source of learning values are expected to differ across sub-cultures. Therefore, each sub-culture possesses different values that marketers can analyze and transform into products and services that highlight cultural values.

Kolter (1994) proposes that ethnic sub-culture is the most fundamental determinant of a person's wants and behavior, expressed in a set of values, perceptions, preferences and behaviors learned from family, culture, and other key institutions. Understanding consumer value sets and the needs that are satisfied by product consumption will allow marketers to develop tailored marketing mix strategies around ethnic identifying market segments (Kamakura and Novak, 1992).

Academics and scholars have developed measurement tools to ascertain individual and group value-systems including the Rokeach Value System (RVS) (Rokeach, 1973) and the List of Values (LOV) (Kahle, 1983). As defined by Rokeach (1973), terminal values reflect a desirable end-state in life and the goals a person would like to achieve in life. Rokeach (1973) continues to states that instrumental values reflect a mode of behavior or a means to achieve terminal values. Rokeach's (1973) instrument to measure values consisted of instrumental and terminal values. Instrumental values as defined by Rokeach are ideal modes of behavior and terminal values are ideal end states of existence. The RVS (Rokeach Value Survey) allows individuals to rank value descriptions in order of importance as guiding parameters in life to resolve conflicts and decisions.

For the purposes of the present research project, the Kahle LOV (1983) was used to measure individual respondent's values. The LOV instrument was developed by reducing the terminal values of the Rokeach values survey instrument to nine values that are more closely related to daily life and social interaction for the individual: Self-Respect, Excitement, Self-Fulfillment, Fun and Enjoyment of life, Being well Respected, Sense of Belonging, Warm relationships with others, Sense of Accomplishment, and Security.

Kamakura and Novak (1992) propose that the List of Values (LOV) scale is both more reliable and possesses a greater interpretability over that of a single value scale.

Homer and Kahle (1988) found that value dimensions measured by the LOV scale, was a reliable measure of values and those values were positively related to favorable attitudes toward natural food shopping. More specifically, consumers with stronger internal values had more favorable attitudes toward natural food shopping than those with weaker values. Shim and Eastlick (1998) found that the List of Values (LOV) was a reliable and valid measure to investigate the role that personal values play in the patronage of shopping malls among Anglo-Saxon and Hispanic consumers.

For the discussion of this study, the consumer values that direct athletic apparel consumption, as classified by Kim, Foresythe, Gu and Moon (2002) are detailed below. Homer and Kahle (1988) found in their factor analysis that the *Internal Values* included the highest loadings for self-fulfillment, sense of accomplishment, and self-respect. A second dimension titled *External Values* dimension includes sense of belonging, being well-respected, security, and warm relationships with others had the four highest loadings.

(1) Self-Directed Values / Internal Values – Values that are related to self or inward

fulfillment value items

- a. Self-Fulfillment - The fulfillment of your capacities for of oneself
- b. Self-Respect - Due respect for oneself, one's character, and one's conduct.
- c. Sense of Accomplishment - Perception or feeling of being accomplished;
completion

(2) Social-Affiliation Values / External Values – Values related to the outward social affiliation or relationships with other

- a. Sense of Belonging - Perception or feeling of acceptance as a member or part
- b. Being well Respected – Social recognition (respect and admiration)
- c. Security - Freedom from risk or danger; safety
- d. Warm relationships with others – True friendship (close companionship)

As noted earlier, a variation in consumption behavior across sub-cultures is a result of the context and source of the learned values. Thus, differences are likely to exist in consumers' value systems (self-directed or social-affiliation) among weak versus strong ethnic identifiers, as well as across individual ethnic group sub-cultures. Research in the Asian community has discovered a strong structure of following group norms and values (Hofstede, 1980). Thus, it is proposed that strong Asian-American identifiers will express a social-affiliated values system.

Strong as compared to weak Hispanic identifiers in prior research has been found to display a respect for traditional values and a strong family bond (Deshpande, Hoyer and Donthu, 1986). Thus, it is believed that strong (versus weak) Hispanic American identifiers will maintain social-affiliated values that influence purchase behavior of athletic apparel. Bush, Smith, and Martin (1999) discovered that parents had a minuet impact on the formation of attitudes towards advertising in the African American household. Moschis (1987) states that African American youth are less prone to interact with parental guardians regarding product consumption in comparison to white youth. Thus, it is proposed that strong African American identifiers will express self-directed values that preempt purchase behavior of athletic apparel over weak African American identifiers.

It can therefore be inferred that strength of ethnic identification will have an affect on the value-systems within individual ethnic group sub-cultures (Asian Americans, Hispanic Americans, and African Americans):

H1a: Level of Asian American identification will be positively related to expressed social-affiliated values (sense of belonging, being well-respected, security, and warm relationships).

H1b: Level of Hispanic American identification will be positively related to expressed social-affiliated values (sense of belonging, being well-respected, security, and warm relationships).

H1c: Level of African American identification will be positively related to expressed self-directed values (self-fulfillment, sense of accomplishment, and self-respect).

Consumer Needs

Park, Jaworski, and MacInnis, (1986) distinguish three categories of consumer need: functional needs, social needs, and experiential needs. As defined by Park *et al.*, (1986) functional needs are those needs that motivate the search for products that solve consumption-related problems (current problem, prevent a potential problem, resolve conflict). Social needs are needs that fulfill internally generated needs for self-enhancement, role position, group membership, or ego-identification. As detailed by Solomon (1988), clothing will often fit into a “consumption constellation” or a set of products used by consumers to define, communicate, and perform social roles to accomplish individual goals and needs. Finally, experiential needs are defined as desires for products that provide sensory pleasure, variety, and/or cognitive stimulation.

Workman and Johnson (1993) have provided evidence of a strong relationship between List of Values (LOV) measures and needs satisfied through apparel consumption. Goldsmith, et al., (1991) determined the LOV scale to be a valid approach to identifying clothing needs in association with consumer behavior among fashion leaders. Belk (1985) asserts that organizations that create a culturally significant meaning for their products can potentially cause consumers to define their social-self by the need to consume products, which possess and communicate a symbolic meaning and meet individual needs.

According to McCracken (1986, 1988), values and needs may differ by sub-cultural affiliation, which gives marketers the opportunity to transfer needs, meanings, and values into culturally significant products. It thus appears that consumer needs are likely to differ across sub-cultures. Moschis (1987) adds additional insight to McCracken, (1986) by

stating that the context and source of learning values and needs are expected to differ across cultures and ethnic backgrounds. It also appears that the existence of values and needs varying across ethnic group sub-cultures should exhibit a consistent selection of products and brands to satisfy individual needs among those who identify with the same ethnic background.

Although the role of social influence on athletic apparel consumption has not been researched, it is expected that social influence will vary across ethnic group sub-cultures (Anglo-Saxons, Asian Americans, Hispanic Americans, and African Americans). Previous research by Kim and Kang (2001) found that reference group influence among Chinese, Koreans, and Japanese consumers were found to be very important on purchase decisions to solve current or future problems. Thus, it is expected that Asian American consumer will consume athletic apparel to satisfy a social need.

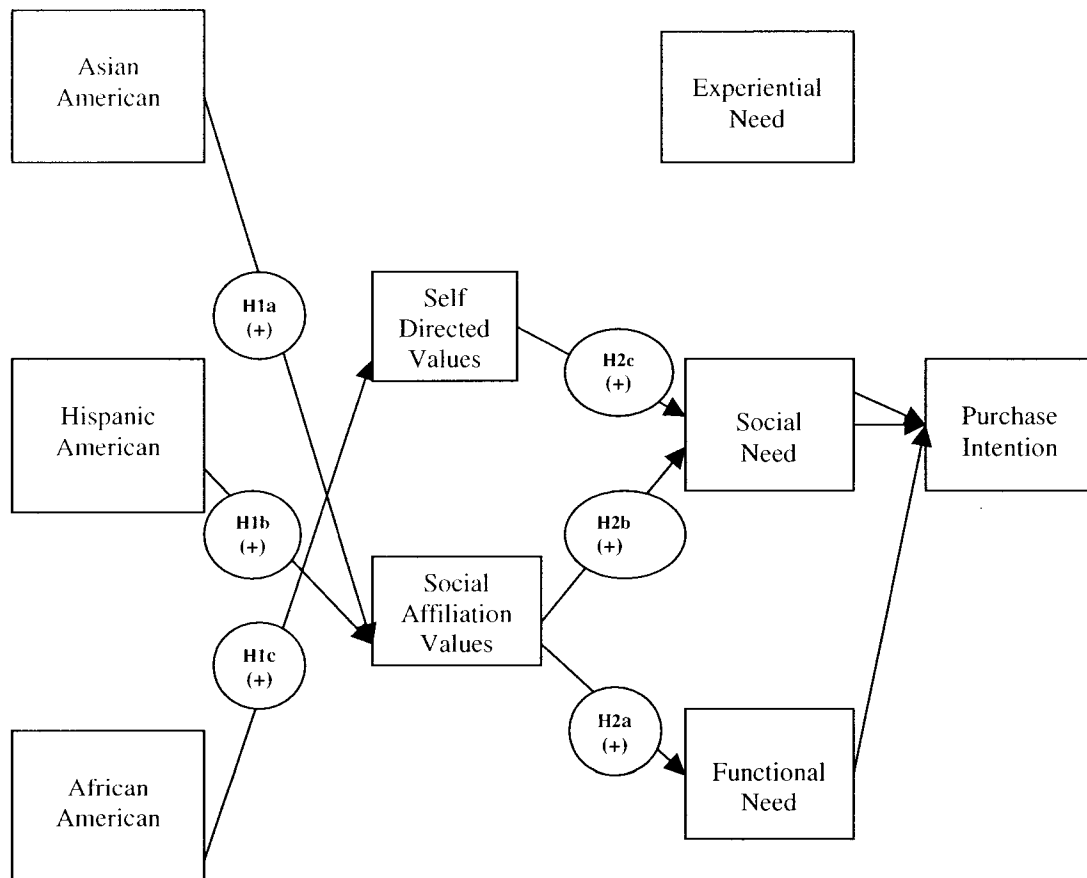
Researchers such as Donthu and Cherian (1992) and Deshpande, Hoyer, and Donthu (1986) have found that strong Hispanic identifiers lean more on peer and family influence to develop opinions on coupon consumption and attitudes towards government versus weak Hispanic identifiers. Although these studies were centered on Hispanics, they speculate that this observation may be applied to African-Americans. This rationale is based on both ethnic groups being minorities in America and on the suggestion that African Americans are largely influenced by interpersonal interaction, affiliation, group orientation, and peer acceptance (Nobles 1980 and Boykin 1983). It is expected that strong Hispanic American identifiers versus weak Hispanic American identifiers and strong Afro-American identifiers versus weak Afro-American identifiers will purchase athletic apparel to satisfy their individual social need.

H2a: The greater the level of social-affiliated values (sense of belonging, being well-respected, security, and warm relationships) among Asian American identifiers, the stronger the functional need.

H2b: The greater the level of social-affiliated values (sense of belonging, being well-respected, security, and warm relationships) among Hispanic American identifiers, the stronger the social need

H2c: The greater the level of self-directed values (self-fulfillment, sense of accomplishment, and self-respect) among African American identifiers, the stronger the social need.

To summarize the above conceptual framework for this study see Exhibit 1.



CHAPTER 3: METHOD

Based on the research of Kim, Foresythe, Gu, and Moon's (2002) on Chinese and South Korean cultures, a questionnaire was developed. The questionnaire or survey instrument was revised on the read back received during mock respondent trials comprised of both students and faculty at Iowa State University. This step was taken to ensure clarity and understandability.

Sample

NetCreations.com was contacted to obtain a randomly selected email list of consumers between the ages of 18-40 throughout the United States. Texas, California, New York, Georgia, Arizona, and Michigan were used as geographic focal points to increase the potential number of respondents who identify with each of the three sub-culture ethnic groups needed for this research project. Texas and Arizona were selected based on the United States Census information detailing the states high number of possible strong Hispanic American Identifiers. California was selected based on the United States Census information detailing the states high number of possible strong Asian American identifiers. New York, Georgia and Michigan were selected based on the United States Census information detailing these states high number of possible strong African American identifiers. The email list used for this research project consisted of 1000 potential respondents. Male and female shoppers were surveyed because they represent a consumer base that will purchase athletic apparel to satisfy a variety of needs. Demographic characteristics of the sample are provided in Table 1.

Data Collection

Upon completion of the pre-tested questionnaire/survey instrument, the self-administered survey was emailed to the sample of 1000 noted above. SurveyMonkey.com compiled results for the completed questionnaires (See **Appendix 1A**). Data collection took place Spring 2004.

The Instrument

The questionnaire consists of four separate components. The questionnaire includes scales to identify:

- A. ETHNIC IDENTIFICATION**- Following Hirschman (1983), ethnic identification was divided into two questions. First, consumers were asked to identify the ethnic group to which they belong.

Please indicate the ethnic group you belong to.

- | | |
|---------------------|---------------------------|
| 1 American Indian | 4 White American |
| 2 Hispanic American | 5 African American |
| 3 Asian American | 6 Other (Please Indicate) |

Second, consumers were asked to classify either as Weak, Strong, or Very Strong identifiers with their corresponding ethnic group. Consumers, who indicate weak will be labeled as weak identifiers, were those consumers who indicate strong or very strong will be classified as strong identifiers.

B. VALUES- To measure the values that direct athletic apparel consumption, the List of Values developed by Kahle (1983) were used to identify consumer values. Respondents were asked to circling the number that best represents their individual level of agreement with each values statement on a seven-point Likert scale (where 1 = not at all important; 7 = very important). Both values measures were subjected to factor analysis and yielded single factor solutions (self-directed value components explained 70% of variance, while social-affiliated values explained 55% of the variance). Self-directed values inter-item correlations where 0.48 or greater and social-affiliated values inter-item correlations where 0.28 or greater. Variable correlations tended to be greater within than across values variables.

Self-Directed Values / Internal Values:

1. Indicate the level of importance you place on *Self-Respect* by circling the appropriate number.
2. Indicate the level of importance you place on your *Sense of Accomplishment* by circling the appropriate number.
3. Indicate the level of importance you place on *Self-Fulfillment* by circling the appropriate number.

Social-Affiliation Values / External Values:

4. Indicate the level of importance you place on *Sense of Belonging* by circling the appropriate number.
5. Indicate the level of importance you place on *Being well Respected* by circling the appropriate number.

6. Indicate the level of importance you place on Security by circling the appropriate number.
7. Indicate the level of importance you place on Warm relationships with Others by circling the appropriate number.

C. NEEDS- Following the research of Park, et al., (1986), respondents were asked to circle the number that best represents their individual level of agreement with each needs statement on a seven-point Likert scale (where 1 = strongly disagree; 7 = strongly agree).

Experiential needs (fashion leadership)

I am aware of fashion trends and want to be one of the first to try them

I am the first to try a new fashion

It is important for me to be a fashion leader

I always buy at least one outfit of the latest fashion

Social needs (status/prestige)

Wearing well-known brand clothing provides prestige

Wearing designer clothes gives one social status

Functional needs (function/comfort)

I wear clothes that are primarily functional

I believe comfort in clothing is more important than fashion

D. PURCHASE INTENTIONS – Purchase intentions were developed based on previous research by Edell and Staelin (1983) and MacKenzie (1986). They were measured using three items for each of two measures. Subjects first responded to a statement asking the probability of them buying athletic apparel within the next few months. Respondents

were asked to indicate the number that best represents their individual level of agreement with a 7-point Likert scale using likely-unlikely, probable-improbable, and possible-impossible as scale end points. The second measure used to capture purchase intention data asked respondents to indicate the number that best represents their individual level of agreement with their intention to buy athletic apparel within the year. A 7-point Likert scale using likely-unlikely, probable-improbable, and possible-impossible as scale end points was used to measure respondent answers.

E. DEMOGRAPHIC INFORMATION

Please indicate your gender below.

- 1 Male
- 2 Female

Please indicate your highest level of education completed.

- | | |
|---------------------------|--|
| 1 High School | 4 Graduate Degree or Professional Degree |
| 2 Some College, No degree | 5 Doctoral Degree |
| 3 College Degree | |

Please indicate your age range from the ranges provided below.

- | | |
|----------------------|------------------------------|
| 1 18-24 years of age | 4 45-54 years of age |
| 2 25-34 years of age | 5 55-64 years of age |
| 3 35-44 years of age | 6 Older than 65 years of age |

CHAPTER 4: ANALYSIS AND RESULTS

This chapter discusses the statistical analysis used to test the hypothesis developed and the results generated from these hypothesis tests. Supplemental tests were run to explore several relationships that were not hypothesized, but emerged during analytical analysis.

Demographic Profile and Summary Statistics

The athletic apparel survey as it was titled accumulated 262 potential surveys. Of the 262 potential surveys, 246 completed surveys were used for data analysis indicating an overall response rate of 26.2%. The 16 respondent surveys not included were excluded due to incomplete surveys. Of the 246 completed surveys, 142 (57.7%) were women and 102 (42.3%) were men. Most of the respondents identified their ethnic affiliation as being White American (77 or 31.3%) and African American (65 or 26.4%). The remainder of the Demographic data is presented in Table 1.

Mean and Standard Deviations of all variables reported are detailed in Table 2. In addition, reliability measures are reported there as well.

Results of Hypothesis Tests

Multiple regression analysis was used to explore the relationship that ethnicity has on both consumer's self-directed values and social-affiliation values. Finally, this study's results reinforce the reliability and validity of the List of Values (LOV) developed by Kahle (1984, 1984, and 1986) as an instrument to measure individual personal value importance.

Multiple regressions were again used to determine the impact of consumer values on the needs satisfied through athletic apparel consumption and purchase behavior. The independent variables (Asian-American, Hispanic-American, and African American identifiers) were regressed on Social-Affiliated and Self-Directed to examine the affects of ethnic identification's relationship on values expressed in the purchase of athletic apparel. The results of all the regression analysis are presented in Table 3 along with the summary statistics in Table 2. For the whole group social-affiliation values were found to explain experiential need, yet nothing was found to explain social need or self-directed values.

**TABLE 1:
DEMOGRAPHIC DATA**

<u>AGE</u>	<u>Response Total</u>	<u>Response Percent</u>
18-20 years of age	86	35.00%
21-24 years of age	100	40.30%
25-30 years of age	37	15%
31-40 years of age	18	7.30%
Older than 40 years of age	5	2.40%
<u>GENDER</u>		
Male	104	42.30%
Female	142	57.70%
<u>EDUCATION</u>		
High School	12	4.90%
Some College, No degree	142	57.70%
College Degree	51	20.70%
Graduate/Professional Degree	34	13.90%
Doctoral Degree	7	2.80%
<u>ETHNIC AFFILIATION</u>		
American Indian	0	0.00%
Hispanic American	56	22.80%
Asian American	38	15.40%
White American	77	31.30%
African American	65	26.40%
Other	10	4.10%

- H1a: Predicted that the level of Asian American identification will be positively related to expressed social-affiliated values (sense of belonging, being well-respected, security, and warm relationships). Regression results indicate that Asian American identification (Beta = 0.104; $p > .005$) was not a predictor of Social-Affiliated values. Therefore, there was no evidence to support H1a.
- H1b: Predicted that the level of Hispanic American identification will be positively related to expressed social-affiliated values (sense of belonging, being well-respected, security, and warm relationships). Regression results indicate that Hispanic American identification (Beta = -0.0122; $p > .05$) was not a predictor of Social-Affiliated values. Therefore there was no evidence to support H1b.
- H1c: Predicted that the level of African American identification will be positively related to expressed self-directed values (self-fulfillment, sense of accomplishment, and self-respect). Regression results indicate that African American identification (Beta = 0.085; $p > .05$) was not a predictor of Self-Directed values. Therefore there was no evidence to support H1c.
- H2a: Predicted that the greater the level of social-affiliated values (sense of belonging, being well-respected, security, and warm relationships) among Asian American identifiers, the stronger the functional need. Regression results indicate level of social-affiliated values among Asian American identifiers (Beta = 0.009; $p > .05$) was not a predictor of functional need.

H2b: Predicted that the greater the level of social-affiliated values (sense of belonging, being well-respected, security, and warm relationships) among Hispanic American identifiers, the stronger the social need. Regression results indicate the level of social-affiliated values among Hispanic American identifiers (Beta = 0.133; $p < .05$) was a predictor of social need. Therefore, these findings support H2b.

H2c: Predicted that the greater the level of self-directed values (self-fulfillment, sense of accomplishment, and self-respect) among African American identifiers, the stronger the social need. Regression results indicate that the level of self-directed values among African American identifiers (Beta = 0.080; $p > .05$) was not a predictor of social need.

NAME	MEAN	STANDARD DEVIATION	RELIABILITY
Self-Directed Values	6.22	0.78728	0.7871
Social-Affiliated Values	5.7043	0.89966	0.7212
Experiential Need	3.2673	1.42605	0.8627
Social Need	2.9898	1.72878	0.7883*
Functional Need	4.7358	1.33909	0.2566*
Purchase Intentions 1	4.4743	1.82052	0.9497
Purchase Intentions 2	5.294	1.76635	0.9632

* Correlation Coefficient

TABLE 3: REGRESSION RESULTS					
HYPOTHESIS	Dependent Variable	Independent Variable	Beta	b	R ²
Hypothesis 1a	Social-Affiliated Values	Asian American	0.104	0.0612	.011
Hypothesis 1b	Social-Affiliated Values	Hispanic American	-0.122	-0.0568	.015
Hypothesis 1c	Self-Directed Values	African American	0.085	0.05172	.007
Hypothesis 2a	Functional Need	Social-Affiliated Values	0.009	0.014	.000
Hypothesis 2b	Social Need	Social-Affiliated Values	0.133*	0.255	.018*
Hypothesis 2c	Social Need	Self-Directed Values	0.080	0.176	.006

* Significant at p<.05

Additional Analysis

Additional statistical analysis was done to determine the affect functional, social, and experiential need have on consumers intending to purchase athletic apparel within the next few months and their intention to purchase athletic apparel within the next year. Dummy variables were created to determine the effects of multiple independent variables (functional, social, and experiential needs) and their relationship to single dependent variables (purchase intentions) within each identified ethnic group (African American, Asian American and Hispanic American). The results indicate that within each of the three identified ethnic groups; functional, social, and experiential need was not significant in determining whether consumers will purchase athletic apparel with the next few months or the next year.

CHAPTER 5: CONCLUSION

The purpose of this study was to determine whether consumer values (social-affiliated and self-directed) associated with purchase behavior of athletic apparel vary among weak and strong individual sub-cultural ethnic group identifiers and also to distinguishing whether the needs (experiential, functional, or social) for athletic apparel consumption varies among the weak verses the strong individual ethnic group identifiers. . Findings support the idea that the greater the level of social-affiliated values among Hispanic American identifiers, the stronger the social needs to be satisfied through athletic apparel consumption.

In this study, contrary to expectations, the level of Asian American, Hispanic American, and African American identification did not positively influence expressed social-affiliated values (sense of belonging, being well-respected, security, and warm relationships) or self-directed values (self-fulfillment, sense of accomplishment, and self-respect). However, it is suggested that African Americans who express a higher level of social-affiliated values will portray a stronger social need to be fulfilled through athletic apparel consumption.

Implications

The findings of this study highlight identifying Hispanic Americans with social-affiliated values as being consumers who purchase athletic apparel to satisfy a social need. Although this finding is based on a small percentage of the Hispanic American, this discovery showcases the importance of utilizing customizing tactics in their marketing strategies to highlight product attributes that will not only satisfy individual ethnic group needs, but also provide additional utility over the competitive products within the athletic apparel marketplace.

In this study, contrary to expectations, the level of Asian American, Hispanic American, and African American identification did not positively influence expressed social-affiliated values (sense of belonging, being well-respected, security, and warm relationships) or self-directed values (self-fulfillment, sense of accomplishment, and self-respect). However, it is suggested that African Americans who express a higher level of social-affiliated values will portray a stronger social need to be fulfilled through athletic apparel consumption. Apparel marketers can use information about ethnic group value systems to improve their brand/product marketing strategies. For instance, athletic apparel manufacturers that create a culturally significant meaning for their products by aligning marketing campaigns targeted to communicate specific value-system traits have the potential to cause consumers to express their personal values by consuming products that communicate individual and ethnic group value traits (Belk, 1985).

Athletic apparel marketers can use social affiliated and self-directed value traits in advertising to tailor the product positioning to specific ethnic groups, by portraying hard and soft associations that match specific value traits. Information regarding the Hispanic American respondents in the present study highlights the opportunity to develop segmentation strategies around not only ethnic groups, but the values that drive individual ethnic groups to consume products. Thus, the more marketers know about the motives, attitudes, values, and needs of ethnic groups, the better they will be to market successfully to them.

Study Limitations

Although the present study seeks to add to the outstanding theoretical body of literature available on consumer values and needs, it is notwithstanding its limitations. First, the sample being studied is rather small. A larger sample size would decrease the measurement error apparent in the study. Although this study included 246 respondents from throughout the United States, results cannot be generalized for Asian American, African American, or Hispanic American identifiers. This study was limited to a small number of individuals who identified with each ethnic group (White American (77), African American (65), Hispanic American (56), and Asian Americans (38)). Statistical R^2 values were low, indicating a lack of fit between the model and the data, which provides evidence that other factors may have influenced responses to questions presented in the survey instrument. Due to not framing specific sections of the survey, data collected may have been influenced by varying interpretations to specific survey questions. Finally, there may be some gender bias in the study's results since 57.7% of the respondents were female.

Suggestions for Further Research

The present study has indicated the importance of ethnic group identifiers values and needs variations. This study serves as a blueprint for future psychographics research. Further research in the area of ethnic group identification, values systems and needs recognition within the apparel industry is needed. Future research should also expand the inquiry of ethnic group identification and consumption habits as related to apparel purchases. A primary objective should be to assess the effects of individual ethnic group identification and the variables that lead to apparel consumption (brand, price, advertising, social

recognition). A secondary area of research may be to investigate the influence personal values have on amount paid and amount purchased for athletic apparel that exist between individual ethnic group identifiers.

In addition to the above research avenues, a possibility exists to examine advertising role on developing the needs that consumers seek to satisfy when purchasing athletic apparel. This research topic might seek to determine the hard and soft associations that direct consumers across ethnic groups through the Hierarchy of Effects model.

CHAPTER 6: REFERENCES

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