



## ACADEMIC PAPER

# Hispanic consumers' shopping orientation and apparel retail store evaluation criteria

## An analysis of age and gender differences

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### Abstract

**Purpose** – The purpose of this paper is to investigate Hispanic consumers' shopping orientations and their apparel retail store evaluation criteria and to examine age and gender differences in their shopping orientations and retail store evaluation criteria.

**Design/methodology/approach** – A structured questionnaire was developed to collect data on the variables in the study. The questionnaire was developed both in English and Spanish. Factor analysis was employed to identify Hispanic consumers' shopping orientations and their retail store evaluation criteria. Pillai's trace multivariate analyses of variance were used to examine the hypotheses.

**Findings** – Six shopping orientation constructs and three constructs of store evaluation criteria were identified. The results revealed that males and females have different shopping orientations and apparel retail store evaluation criteria. Shopping orientation and apparel retail store evaluation criteria also varied across the age groups.

**Research limitations/implications** – This study has practical implications for apparel retailers regarding how to position their stores in targeting different groups of shoppers and how to allocate their resources and promote products. Additionally, the findings of the study will reveal how to provide an optimal shopping experience to Hispanic consumers so that apparel retailers can develop localized marketing strategies to target the areas with a large Hispanic population.

**Originality/value** – Despite the importance of understanding Hispanic consumers' apparel shopping behavior, little research has been conducted.

**Keywords** Hispanics, Consumer behaviour, Shops, Gender, United States of America

**Paper type** Research paper

### Introduction

Hispanics are the largest ethnic minority in the USA, with an estimated population of 41.3 million. They are expected to continue to grow by 44 percent from 2000 to 2020 and by 62 percent from 2020 to 2050 (US Census Bureau, 2005). Moreover, Hispanic purchasing power surged to \$653 billion in 2003 (Mann, 2004) and is projected to reach as much as \$992 billion in 2009 (HispanicTrends.com, 2005a). A report by HispanicTrends.com (2005a) suggests that despite a lower than national average median income, Hispanics tend to spend more of their disposable income on goods and



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services than non-Hispanics – 95.2 versus 85.9 percent for non-Hispanics, partly because Hispanic households are composed of larger families with young children – 3.3 persons per household versus 2.4 for non-Hispanics. Given the Hispanic consumers' significant population growth and their purchasing power, capturing the Hispanic market and capitalizing on the estimated hundreds of billion dollars annual sales potential might be a focal point for retailers in order to be successful in today's competitive retail environment. Marketers, therefore, have been increasingly turning their attention to this market. Many big US retailers are spending more money to target Hispanics and conducting research in order to identify and develop stores that will appeal to Hispanic consumers (US Hispanic Business Latino Business Market, 2005). In fact, JCPenny's Hispanic-Designated Stores, working with Hispanic agency Dieste Harmel and Partners, had a sales growth of 11.2 percent from February to September 2004, compared to a 6.6 percent growth for all JCPenny stores, according to US Hispanic Business Latino Business Market (2005). As the importance of efficiently reaching Hispanic consumers continues to grow, research on the Hispanic consumers' buying behaviors has been conducted and is emerging in marketing literature.

A report by HispanicTrends.com (2005b) shows that in 2004, Hispanic households spent a greater share of their income on groceries, footwear, men's and children's apparel, gasoline and motor oil, and household textiles than other goods. The report, in particular, shows that Hispanic households spent on average, \$2,097 for purchasing apparel items in 2004, which account for 6 percent of their annual expenditure based on an annual income of \$35k. DRI McGraw-Hill study (Euro RSCG Magnet, 2002) also shows that Hispanics are expected to drive significant growth in apparel and shoes purchases. Despite the significant importance of understanding Hispanic consumers' apparel shopping behavior, little research has been done. The purpose of the study is to provide practical information for apparel retailers to understand Hispanic consumers' apparel shopping behaviors, assist them in developing and evaluating their marketing programs to meet the needs of this specific consumer group, and suggest effective ways of reaching and targeting Hispanic consumers.

In previous research, consumers' shopping orientation was identified as an important predictor of their shopping behaviors, such as preferences for store choice (Sherman *et al.*, 1997), perceived importance of store attributes (Shim and Kotsiopulos, 1992; Moye and Kincaid, 2003), and use of information sources (Moschis, 1976). Shopping orientations reveal consumers' product needs and services while explaining their shopping motivations and styles. By understanding the shopping orientations of their target customers', retailers gain a competitive advantage by maximizing customer satisfaction through their ability to acknowledge and fulfill their customers' shopping needs and preferences.

Existing evidence from research showed the importance that retail store attributes have on consumers' shopping behavior. Some studies showed that retail store attributes played a major role in creating positive responses (Areni and Kim, 1993; Hui *et al.*, 1997; Spangenberg *et al.*, 1996) and contributed to extra time spent on unplanned shopping at the store (Donovan *et al.*, 1994). Other researchers also suggest that retail store attributes ultimately influence consumers' store choice (Bender, 1964), purchase decision at a particular store (Sherman *et al.*, 1997), and store patronage intentions (Baker *et al.*, 2002; Darden *et al.*, 1983). As current retail environments offer various shopping options for consumers to choose from (Pascale, 2000), consumers use a range

of shopping channels such as department stores, specialty stores, discount stores, catalogs, and the internet. To remain competitive, it is important for retailers to investigate retail store attributes that are important to customers and attract them to stores.

The previous research showed that consumers' demographic characteristics such as age and gender were important predictors of their shopping behavior and basis for market segmentation. The analysis of consumer demographic characteristics may provide valuable information for retailers to understand target customers, to determine their needs, and to identify effective ways of reaching them (Shim and Bickle, 1994). This study, thus, attempts to uncover age and gender differences of Hispanic consumers' shopping orientations and their store evaluation criteria. The specific objectives are to:

- investigate Hispanic consumers' shopping orientations and their apparel retail store evaluation criteria; and
- examine age and gender differences in their shopping orientations and retail store evaluation criteria.

## Literature review

### *Shopping orientation*

Shopping orientation is described as lifestyle specific to shopping behavior (Darden and Howell, 1987) or general attitudes toward shopping (Solomon, 2007). Shopping orientation captures the motivations of shoppers and the desired experiences and goals they seek in their shopping activities (Vijayasathay, 2003). Consumers may have different shopping styles and they are often segmented into groups by their shopping orientations (Moye and Kincade, 2002). Previous research on consumers' shopping behaviors indicated that consumers have multi-dimensional shopping orientations and identified a variety of shopping orientations (Arnold and Reynolds, 2003; Stone, 1954; Vijayasathay, 2003). Stone (1954) categorized shoppers as economic, personalizing, ethical, and apathetic. He found that economic shoppers view shopping as an economic activity and shop for the best bundle of quality and price, but personalizing shoppers develop a close relationship with store personnel and shop close to home. He also found that ethical shoppers feel a moral obligation to shop at local stores, and apathetic shoppers do not enjoy shopping and try to minimize their buying efforts. Vijayasathay (2003) categorized five shopping orientation groups: home, economic, recreational, personalizing, and ethical shoppers. In his study, home shoppers tend to shop from home in order to save time, minimize travel to shopping centers, or overcome the limitations of product variety, availability and price at local stores. Economic shoppers tend to strive to find the best value for their investment; therefore, evaluating certain aspects of a product, such as price and quality, before committing to a purchase is important to them. Recreational shoppers combine shopping with social activities and use shopping to gather with friends. Personalizing and ethical shoppers are less enthusiastic about online shopping, and ethical shoppers look to the overall ethical ground behind shopping.

In the study of female consumers' apparel shopping orientation segments, Moye and Kincade (2003) identified four characteristics of the apparel shopping orientations: shopping confidence, brand consciousness, appearance consciousness, convenience/time consciousness, bargain consciousness, decisive shopping.

More recent study of female college students' shopping orientation and web site evaluation criteria by Seock and Chen-Yu (2007) revealed seven apparel shopping orientation factors: brand/fashion consciousness, shopping enjoyment, price consciousness, convenience consciousness, shopping confidence, in-home shopping tendency, and brand/store loyalty.

Existing research shows that shopping orientation is closely related to other shopping behaviors, such as store evaluation criteria (Shim and Kotsiopoulos, 1992; Lumpkin and Hawes, 1985; Moye and Kincade, 2002; Seock and Chen-Yu, 2007), store choices (Gutman and Mills, 1982; Hawkins *et al.*, 1989), the use of information sources (Hawkins *et al.*, 1989; Lumpkin and Hawes, 1985; Moschis, 1976), perceptions of merchandise quality (Budisantoso and Mizerski, 2005), and the number of items purchased at the store (Sherman *et al.*, 1997). For example, Moye and Kincade (2002) found that consumers in different shopping orientation groups placed importance on different store attributes, which influence what they value in stores. A study by Sherman *et al.* (1997) revealed that if consumers have a positive-mood-inducing atmosphere in the store, they may purchase more items at the store. Particularly, utilitarian shoppers might purchase additional items if they have a positive experience in the store. Budisantoso and Mizerski (2005) found that all types of consumer motivations (adventure, social, idea, role, and value) have a significant influence on the perception of merchandise quality. Adventure shoppers (shopping is part of their daily activities) most likely focus on product quality, whereas social shoppers (those fulfilling a need for stimulation) focus on personal service. More recent study on consumer shopping orientation done by Nisco and Napolitano (2006) showed that consumers with a recreational attitude in shopping were more likely to enjoy shopping centers with greater entertainment options such as events, leisure areas, and dining services. Despite the importance of shopping orientation in market segmentation, little is known about Hispanic consumers' shopping orientations.

#### *Apparel retail store evaluation criteria*

Researchers have studied the relationships of consumers' perceptions of retail store environment and shopping behavior. A study by Gagliano and Hathcote's (1994) showed that a store's physical appearance, employees, and atmosphere form the first impression of the store and influence consumers' perceptions toward the store. Donovan *et al.* (1994) also found that store environment influences consumers' emotional responses in stores, and these responses contribute to extra time spent shopping and unplanned shopping at the store. Sherman *et al.* (1997) studied store environment, consumers' emotional states (pleasure and arousal), and purchase behavior at the store. They found that social factors and the design of the store have a positive impact on pleasure, while ambience has a positive effect on arousal. In addition, pleasure positively affects money spent, while fondness of the store and arousal positively affect money and time spent in the store as well as the number of items purchased. Wakefield and Baker (1998) found that music and store layout have a significant and positive relationship with excitement and the desire to stay at the store.

Erdem *et al.* (1999) studied the relationship between store attributes and consumers' perception of their shopping experience at the store. They found three store attributes such as status, merchandise, and price, to significantly affect consumers' shopping experiences. In their study, status included physical attractiveness of the store, the

store's reputation for fashion, and brands carried by the store under the category of status. The category of merchandise included the store's fairness on adjustments, the helpfulness of salespeople, and the quality of merchandise. Finally, the category of price included the convenience of location, the general level of prices, the credit arrangement, and special sales or promotions. Mattila and Wirtz (2001, p. 285) studied olfaction and music in reference to affecting consumers' shopping experiences. They found that "When the arousal levels of ambient scent and background music matched, consumers' evaluations of the shopping experience were enhanced." Hu and Jasper (2006) studied the store environment's effect on consumers' perceptions of store image. They found that social cues in the store environment have a positive effect on consumers' perceptions of store image. More specifically, two types of social cues (levels of personalized service and amount of social-oriented graphics) affect consumers' perceptions of store image. They also found that stores where more posters with social content are displayed generate more positive perceptions toward merchandise and service quality and greater interests to the store. Considering the Hispanic consumers' significant population growth and purchasing power, it is important for apparel marketers and retailers to know this consumer group's retail store evaluation criteria and offer stores that attract and retain them to the store.

#### *Consumer demographic characteristics: age and gender*

Previous research revealed that individual consumer characteristics influence their shopping behaviors. Among consumer characteristics, age and gender, in particular, have been identified as important elements in shaping consumers' shopping behavior (Rabolt and Drake, 1984/1985; Solomon, 2007). According to Assael (1995), because age groups tend to have homogeneous and distinctive norms and values, each age group constitutes its own subculture, and members of a group may share similar shopping, purchasing, and consumption orientations. Dias (2003) also suggests that different age groups have different attitudes toward shopping and these varying attitudes influence their motivations for purchasing consumer goods. Other researchers indicated that age influences consumer decision-making styles. For example, a study done by Weiss (2003) revealed that consumers 18- to 24-years old are more likely than other consumers to buy a product on the spur of the moment and change brands if the mood strikes. Wiggins (2004) found that consumers 27- to 39-years old are "looking for products that seem less mass-marketed and more retro, while also being affordable." In a comparative study of female consumers' clothing shopping behavior, Martin (1976) found that younger and older female shoppers have different shopping enjoyment and fashion interest. He also found that the older consumers tend to shop less frequently than younger consumers.

Existing research suggests the importance of gender differences in consumer shopping behavior, such as shopping motivations (Holbrook, 1986), shopping orientation (Gameau and Sharp, 1995; Lumpkin and Hunt, 1989; Noble *et al.*, 2006; Patterson, 2007), attitudes toward shopping (Campbell, 1997), the amount of expenditures and time spent for shopping (Davies and Bell, 1991), and store patronage behavior (Nelson, 2000). Holbrook (1986) reported that females were more visually oriented and more intrinsically motivated than males in their shopping behavior. Gameau and Sharp (1995) and Lumpkin and Hunt (1989) found that older consumers exhibit more loyal behavior towards brands. More recent study by Patterson (2007) also showed significant age differences between two groups aged 18-34

and 35-55. He found that younger age groups are less loyal when compared to the more loyal older age groups. A study done by Noble *et al.* (2006) revealed that males are more prone to information attainment and convenience seeking, whereas females are more prone to uniqueness and assortment seeking. Relating to price searching, Urbany *et al.* (1996) found that older consumers engage in more price searches than younger consumers.

Campbell (1997) noted that males and females differ in their beliefs toward shopping. He found that men tend to have need-driven shopping attitudes and are mainly motivated by the purchase of the product itself, whereas women tend to enjoy the shopping activity itself and find satisfaction in finding products for both themselves and others. According to Nelson (2000), males were more likely to stop patronizing a store due to long lines than females, suggesting that men are more time conscious than women and hence more likely to value convenience. The study also suggested that men may be less likely to browse retail outlets in a leisurely fashion than women. Grewal *et al.* (2003) found that men tended to react more negatively than women when they have to wait in the store and were less likely to patronize the store that made them wait. Furthermore, the results showed that men tended to evaluate the store atmosphere less positively than did women in stores where they were made to wait.

A number of previous studies of clothing shopping behavior showed that women were more fashion conscious than men (Goldsmith *et al.*, 1987; Kaiser, 1997; Kwon and Workman, 1996). More recent study of consumer decision-making styles done by Wesley *et al.* (2006) also indicated that female consumers showed significantly higher recreational consciousness and fashion consciousness than male consumers in their shopping activity. Workman and Studak (2006) suggested gender as an important predictor of fashion problem recognition style. They found that men's fashion problem recognition style was based on utilitarian, need-based reasons, while women reflected a psychological, want-based approach. Thus, marketers must identify differences between age groups in shaping their behavior in order to develop marketing strategies for their target markets.

### Hypotheses

From the previous literature on consumers' demographic characteristics, shopping orientation, and retail store evaluation criteria, we anticipated that male and female consumers may have different shopping orientations and retail store evaluation criteria. We also anticipated that consumers in different age groups may have different shopping orientations and retail store evaluation criteria. In addition, we examined whether males and females in the same age group have significantly different shopping orientations and retail store evaluation criteria (i.e. whether a significant interaction exists between gender and age in shopping orientation and retail store evaluation criteria). Accordingly, the following research hypotheses were formulated for this study:

- H1. Hispanic consumers' shopping orientations will be varied by gender and age.
- H2. There will be a significant interaction between gender and age in shopping orientation.
- H3. Hispanic consumers' retail store evaluation criteria will be varied by gender and age.
- H4. There will be a significant interaction between gender and age in retail store evaluation criteria.

## Methodology

### *Sampling and data collection*

A self-administered questionnaire was distributed to a convenience sample of 400 Hispanic consumers living in a Southeastern state of the USA. In order to collect data, the researchers first contacted various Hispanic organizations, local churches, community English teachers, and retailers who work directly with Hispanics, and a time was arranged to visit these organizations and professionals for the purpose of administering the surveys. When administering the surveys, they were told that their response was voluntary and that they could quit at any time if they experienced discomfort or stress in answering the survey questions. A small gift was given to all of the respondents for participating in the research after completion of the survey, although they were not told that they would receive it. After eliminating those completed incorrectly or missing too many questions, 336 remained for data analysis. Of the 336 respondents, 50 percent were female and 41.1 percent were male. In addition, 38.7 percent of respondents were aged under 20 years (aged between 16 and 19), 33.9 percent were aged between 20 and 30, and 25 percent were aged over 30 (aged between 30 and 50).

### *Instrument*

A structured questionnaire was developed to collect data on the variables in the study. Research variables include shopping orientation, apparel store evaluation criteria, and demographic characteristics. Adapted from previous research on shopping orientation, 30 statements were used to measure respondents' apparel shopping orientation (Korgaonka, 1984; Moye and Kincade, 2002; Seock and Chen-Yu, 2007; Shim and Kotsiopulos, 1992). The response format was a four-point Likert type scale ranging from strongly disagree – 1 to strongly agree – 4. The measures involving store evaluation criteria were respondents' indication of the relative importance of store attributes. About 20 items were used to measure respondents' apparel retail store evaluation criteria. Among them, 17 items were adopted and compiled from previous studies (Chen-Yu and Seock, 2002; Dotson and Patton, 1992; Eckman *et al.*, 1990; Haynes *et al.*, 1994; Lee, 1997; Oates *et al.*, 1996), and three items were developed and modified by the researchers for the purpose of this study. They were measured with a four-point Likert type scale ranging from not important at all – 1 to very important – 4. The demographic characteristics included age, gender, race and education.

The instrument was pre-tested with 54 students. Based on feedback from the pre-test, the instrument was revised to improve the clarity of the questions and to increase the content validity of the measurement instrument. The questionnaire was developed first in English and then translated to Spanish. Later, the Spanish version of the questionnaire was translated back into English to check its validity and reliability.

## Data analysis and results

Factor analysis was employed to identify Hispanic consumers' shopping orientations and their retail store evaluation criteria. Pillai's trace multivariate analyses of variance (MANOVA) were used to examine the main effects of age and gender differences in shopping orientation and retail store evaluation criteria and to identify the interaction effect of the two independent variables (i.e. age and gender) on multiple dependent variables (i.e. constructs of shopping orientation and constructs of store evaluation criteria).

Pillai's criterion was used to test for significance because it is more robust than other multivariate test criteria (Hair *et al.*, 1998). Respondents were grouped by their age (i.e. aged under 20, aged between 20 and 30, aged over 30).

*Factor analyses of shopping orientation and store evaluation criteria*

The constructs of shopping orientation and apparel retail store evaluation criteria were determined by principle components of factor analysis with varimax rotation. To set the criteria for the factor analysis, factors with eigenvalues greater than 1.0 and items with rotated factor loadings of 0.50 or greater were retained because it is suggested by researchers (Hair *et al.*, 1998) that factor loadings of 0.50 or greater are statistically and practically significant. To ensure that each factor identified by the factor analysis would have only one dimension, any item loading on more than one factor with a loading score equal to or greater than 0.40 on each factor was eliminated from the analysis. In addition, because communality of a variable represents the amount of variance in the factor solution explained by that variable (Hair *et al.*, 1998), variables with communalities less than 0.40 were deleted for reasons of insufficient contribution to explaining the variance. Variables that did not meet the above criteria and one-item factors were excluded from the analysis.

Among the 30 items of shopping orientation, 18 items were retained for the factor analysis and six shopping orientation constructs were identified (i.e. shopping confidence, brand/fashion consciousness, price consciousness, in-home shopping tendency, convenience/time consciousness and planned buying tendency) (Table I). Although researchers suggest that a scale is considered to have acceptable reliability if it has a Cronbach's  $\alpha$  value greater than 0.60 (Hair *et al.*, 1998; Schuessler, 1971), this study retains the shopping orientation factor of planned buying tendency that has  $\alpha$  value of 0.5. The low level of reliability estimate may be explained by Hispanic consumers' differences in cultural value which influence their shopping behaviors. Because little is known about Hispanic consumers' shopping orientation, this study investigates their specific shopping tendency.

Of the total 20 items, 15 items of apparel retail store evaluation criteria were retained for the factor analysis and three constructs of store evaluation criteria were identified (i.e. merchandise/convenience, customer service, and physical appearance) (Table II). All three factors of apparel retail store evaluation criteria had  $\alpha$  values for reliability estimates greater than 0.7.

*Age and gender differences in shopping orientation (H1 and H2)*

Among the six constructs of shopping orientation, shopping confidence had the highest mean score ( $m = 3.0$ ) for all respondents regardless of age and gender differences, followed by price consciousness ( $m = 2.86$ ) and brand/fashion consciousness ( $m = 2.77$ ) (Table III). When the differences in shopping orientations between males and females were examined, the MANOVA test revealed that the main effect of gender on shopping orientation was significant. This result implies that males and females have different shopping orientations. Female respondents showed greater shopping confidence and price consciousness than male respondents.

When the differences in shopping orientation among the three age groups were examined, the MANOVA test revealed that the main effect of age on shopping orientation was significant, thus, shopping orientation varied across the age groups.



| Shopping orientation factors   | Item   | Factor loading | Variance explained (percent) | Cronbach $\alpha$ |
|--------------------------------|--|----------------|------------------------------|-------------------|
| Total                          |  |                | 48.5                         | 0.77              |
| Shopping confidence            | I think I am a good clothing shopper                             | 0.79           |                              |                   |
|                                | I am able to choose the right clothes for myself                 | 0.79           |                              |                   |
|                                | I feel confident in my ability to shop for clothes               | 0.69           |                              |                   |
| Brand/fashion consciousness    | I enjoy shopping for clothes                                     | 0.67           |                              |                   |
|                                | I like to buy popular brands of clothing                         | 0.80           |                              |                   |
|                                | I try to keep my wardrobe up to date with fashion trends         | 0.79           |                              |                   |
|                                | I am interested in fashion                                       | 0.68           |                              |                   |
|                                | A well-known brand means good quality                            | 0.57           |                              |                   |
| Price consciousness            | I shop a lot for special deals on clothing                       | 0.72           |                              |                   |
|                                | I pay a lot of attention to clothing prices                      | 0.70           |                              |                   |
|                                | I save a lot of money on clothes by shopping around for bargains | 0.64           |                              |                   |
| In-home shopping tendency      | I enjoy spending time browsing for clothes                       | 0.61           |                              |                   |
|                                | I like to shop from home   | 0.86           |                              |                   |
|                                | I like to shop for clothes by mail, telephone or the internet    | 0.84           |                              |                   |
| Convenience/time consciousness | I shop for clothes where it saves time                           | 0.69           |                              |                   |
|                                | I put a high value on convenience when shopping for clothes      | 0.67           |                              |                   |
| Planned buying tendency        | I do not like to spend much time shopping for clothes            | 0.72           |                              |                   |
|                                | I plan what to buy before I go shopping                          | 0.58           |                              |                   |

Table I. Shopping orientation constructs

**Table II.**  
Apparel retail store  
evaluation criteria  
constructs

| Shopping orientation factors | Item                               | Factor loading | Variance explained (percent) | Cronbach $\alpha$ |
|------------------------------|------------------------------------|----------------|------------------------------|-------------------|
| Total                        |                                    |                | 60.25                        | 0.91              |
| Merchandise/convenience      | Easy to find what I am looking for | 0.77           | 27.74                        | 0.88              |
|                              | Convenient shopping hours          | 0.75           |                              |                   |
|                              | Reasonable prices                  | 0.71           |                              |                   |
|                              | Pleasant dressing rooms            | 0.69           |                              |                   |
|                              | Convenience of store location      | 0.68           |                              |                   |
|                              | Variety in product category        | 0.66           |                              |                   |
| Customer service             | Availability of size               | 0.65           | 17.95                        | 0.82              |
|                              | Salesperson's assistance           | 0.75           |                              |                   |
|                              | Store reputation/store image       | 0.73           |                              |                   |
|                              | Flexible return/exchange policies  | 0.66           |                              |                   |
|                              | Seating for resting                | 0.58           |                              |                   |
| Physical appearance          | Nice window display                | 0.73           | 14.55                        | 0.78              |
|                              | Attractiveness of store layout     | 0.70           |                              |                   |
|                              | Nice product display in the store  | 0.67           |                              |                   |
|                              | Music played at the stores         | 0.66           |                              |                   |

The univariate *F*-tests indicated that the respondents' shopping orientation of shopping confidence and planned buying tendency differed significantly across the age groups at the 0.05 level. Thus, multiple comparisons with Tukey's HSD, as a *post hoc* test, were conducted to examine the between-group differences among the three age groups. The results showed that respondents aged between 20 and 30 had greater shopping confidence than those aged under 20. Respondents aged over 30 showed significantly higher planned shopping tendency than other age groups. The MANOVA test revealed that the interaction effect between gender and different age groups in shopping orientation was not significant (Table III).

#### *Age and gender differences in apparel retail store evaluation criteria (H3 and H4)*

Among the three constructs of retail store evaluation criteria, merchandise/convenience had the highest mean score ( $m = 3.25$ ), followed by customer service ( $m = 2.95$ ) and physical appearance ( $m = 2.83$ ) for all respondents regardless of age and gender differences (Table IV). When the differences in store evaluation criteria between males and females were examined, the MANOVA test revealed that the main effect of gender on the retail store evaluation criteria was significant, thus, the relative importance the respondents gave to the apparel retail store attributes was significantly different between males and females. Female respondents evaluated all three store evaluation criteria constructs (i.e. merchandise/convenience, customer service and physical appearance) as being more important than the male respondents did.

When the differences in retail store evaluation criteria among the three age groups were examined, the MANOVA test revealed that the main effect of age on the retail store evaluation criteria was significant (Table IV), thus, the relative importance of the retail store evaluation criteria differed across the age groups. The univariate *F*-tests indicated that the respondents' store evaluation criteria of merchandise/convenience and customer service differed significantly across the age groups at the 0.05 level.

| Effects                        | Shopping orientation constructs | Means           |                | Mean square | df  | F        |
|--------------------------------|---------------------------------|-----------------|----------------|-------------|-----|----------|
|                                |                                 | Male            | Female         |             |     |          |
| Gender                         | MANOVA-Pillai's trace           |                 |                | -           | 6   | 4.76***  |
|                                | Univariate <i>F</i> -tests      |                 |                |             |     |          |
|                                | Shopping confidence             | 2.91            | 3.10           | 2.10        | 1   | 6.18***  |
|                                | Brand/fashion consciousness     | 2.83            | 2.71           | 0.69        | 1   | 1.78     |
|                                | Price consciousness             | 2.73            | 2.98           | 4.97        | 1   | 16.46*** |
|                                | In-home shopping tendency       | 1.75            | 1.58           | 0.86        | 1   | 1.83     |
|                                | Convenience/time consciousness  | 2.53            | 2.66           | 0.61        | 1   | 1.29     |
| Age                            | Planned buying tendency         | 2.51            | 2.48           | 0.05        | 1   | 0.10     |
|                                | MANOVA-Pillai's trace           | <i>Under 20</i> | <i>20-30</i>   |             | 12  | 2.58**   |
|                                | Univariate <i>F</i> -tests      |                 |                |             |     |          |
| Gender × age                   | Shopping confidence             | 2.87            | 3.05           | 1.28        | 2   | 3.81*    |
|                                | Brand/fashion consciousness     | 2.75            | 2.76           | 0.91        | 2   | 2.34     |
|                                | Price consciousness             | 2.84            | 2.85           | 0.72        | 2   | 2.38     |
|                                | In-home shopping tendency       | 1.73            | 1.61           | 0.03        | 2   | 0.06     |
|                                | Convenience/time consciousness  | 2.48            | 2.59           | 0.20        | 2   | 0.42     |
|                                | Planned buying tendency         | 2.39            | 2.33           | 1.23        | 2   | 2.91*    |
|                                | MANOVA-Pillai's trace           |                 | <i>Over 30</i> |             | 12  | 1.39     |
|                                | Univariate <i>F</i> -tests      |                 |                |             |     |          |
|                                | Shopping confidence             | -               | -              | 0.01        | 2   | 0.04     |
|                                | Brand/fashion consciousness     | -               | -              | 0.03        | 2   | 0.08     |
| Error                          | Price consciousness             | -               | -              | 0.04        | 2   | 0.13     |
|                                | In-home shopping tendency       | -               | -              | 0.39        | 2   | 0.83     |
|                                | Convenience/time consciousness  | -               | -              | 1.10        | 2   | 2.27     |
|                                | Planned buying tendency         | -               | -              | 1.02        | 2   | 2.17     |
|                                | MANOVA-Pillai's trace           |                 |                |             | 236 |          |
|                                | Univariate <i>F</i> tests       |                 |                |             |     |          |
|                                | Shopping confidence             | -               | -              | 0.34        | 236 |          |
|                                | Brand/fashion consciousness     | -               | -              | 0.39        | 236 |          |
|                                | Price consciousness             | -               | -              | 0.30        | 236 |          |
|                                | In-home shopping tendency       | -               | -              | 0.47        | 236 |          |
| Convenience/time consciousness | -                               | -               | 0.47           | 236         |     |          |
| Planned buying tendency        | -                               | -               | 0.47           | 236         |     |          |

Notes: \*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$

Table III. Differences between the independent variable groups in shopping orientation

| Effects      | Store evaluation criteria constructs | Means           |              |                | Mean square | df  | F       |
|--------------|--------------------------------------|-----------------|--------------|----------------|-------------|-----|---------|
|              |                                      | Male            | Female       |                |             |     |         |
| Gender       | MANOVA-Pillai's trace                |                 |              |                | –           | 3   | 4.35**  |
|              | Univariate <i>F</i> -tests           |                 |              |                |             |     |         |
|              | Merchandise/convenience              | 3.15            | 3.35         |                | 1.87        | 1   | 6.61*   |
|              | Customer service                     | 2.81            | 3.09         |                | 4.74        | 1   | 10.49** |
|              | Physical appearance                  | 2.69            | 2.96         |                | 3.93        | 1   | 9.93**  |
| Age          |                                      | <i>Under 20</i> | <i>20-30</i> | <i>Over 30</i> |             |     |         |
|              | MANOVA-Pillai's trace                |                 |              |                |             | 6   | 2.61*   |
|              | Univariate <i>F</i> -tests           |                 |              |                |             |     |         |
|              | Merchandise/convenience              | 3.14            | 3.31         | 3.35           | 1.04        | 2   | 3.67*   |
|              | Customer service                     | 2.82            | 2.97         | 3.15           | 1.73        | 2   | 3.82*   |
| Gender × age | Physical appearance                  | 2.76            | 2.77         | 2.99           | 0.80        | 2   | 2.03    |
|              | MANOVA-Pillai's trace                |                 |              |                |             | 6   | 0.32    |
|              | Univariate <i>F</i> -tests           |                 |              |                |             |     |         |
|              | Merchandise/convenience              | –               | –            | –              | 0.02        | 2   | 0.09    |
|              | Customer service                     | –               | –            | –              | 0.19        | 2   | 0.41    |
| Error        | Physical appearance                  | –               | –            | –              | 0.63        | 2   | 1.59    |
|              | MANOVA-Pillai's trace                |                 |              |                |             |     |         |
|              | Univariate <i>F</i> -tests           |                 |              |                |             |     |         |
|              | Merchandise/convenience              | –               | –            | –              | 0.28        | 268 |         |
|              | Customer service                     | –               | –            | –              | 0.45        | 268 |         |
|              | Physical appearance                  | –               | –            | –              | 0.40        | 268 |         |

**Table IV.**  
Differences between the independent variable groups in apparel retail store evaluation criteria

Notes: \* $p < 0.05$ ; \*\* $p < 0.01$

Thus, multiple comparisons with Tukey's HSD, as a *post hoc* test, were conducted to examine the between-group differences among the three age groups. The results showed that respondents aged over 30 perceived the merchandise/convenience and customer service features of retail stores as being more important than those aged under 20. The MANOVA test revealed that the interaction effect between gender and different age groups in the retail store evaluation criteria was not significant (Table IV).

### Discussion and implications

In this study, six shopping orientations were identified (i.e. shopping confidence, brand/fashion consciousness, price consciousness, in-home shopping tendency, convenience/time consciousness and planned buying tendency). Among the six shopping orientations, shopping confidence received the highest mean score for both males and females and for all age groups, followed by price consciousness, brand/fashion consciousness, convenience/time consciousness, and planned buying tendency. The results imply that Hispanic consumers tend to enjoy shopping, and are confident in their ability to shop for the right clothes. They were also concerned a great deal with price, brand names, and fashion. In order to attract Hispanic consumers, apparel retailers should provide unique products featuring up-to-date fashions while maintaining competitive low prices or frequently offering special savings on clothing items. The results also revealed that they tended to shop for clothes where it saved them time, putting a high value on convenience. Hispanic consumers did not like to spend much time shopping for clothes, and they tended to plan what to buy before they went shopping. Using various modes of

media to promote good deals on clothing may be another effective strategy for retailers in attracting Hispanic consumers.

When the differences in shopping orientation between males and females were examined, the male and female respondents showed significant differences in their shopping orientations. Female respondents had significantly greater shopping confidence and price consciousness than male respondents. The results of the study differ from the previous research on gender differences in shopping orientations. Although, in previous research, men have been found to be more time conscious (Grewal *et al.*, 2003; Nelson, 2000) and more conscious of convenience than women (Noble *et al.*, 2006), the result of this study did not show any gender differences in convenience/time consciousness. In addition, it is interesting to find that, when comparing the mean scores, male Hispanic respondents had higher brand/fashion consciousness than female Hispanic respondents, which is inconsistent with previous research findings that found women to be more fashion conscious (Goldsmith *et al.*, 1987; Kaiser, 1997; Kwon and Workman, 1996; Wesley *et al.*, 2006). In order to attract female Hispanic consumers, apparel retailers need to develop competitive pricing strategies, while apparel retailers should put extra efforts into offering fashionable items to attract male Hispanic consumers.

The results of the study also showed that shopping orientation varied across the age groups. Respondents aged between 20 and 30 had greater shopping confidence than those aged under 20. Respondents aged over 30 showed significantly higher planned shopping tendency than other age groups. The results of this study suggest that retailers may be able to attract more Hispanic consumers by developing marketing programs emphasizing specific shopping orientations to different consumer segments. For example, a local merchant could segment target customers by age and gender and develop specific advertising campaigns to attract this particular consumer group.

Three retail store evaluation criteria were identified (i.e. merchandise/convenience, customer service and physical appearance). Among the three evaluation criteria, merchandise/convenience had the highest mean score for males and females and for all age groups, indicating that merchandise/convenience was the most important criteria for all respondents. These results suggest that apparel retailers should emphasize their efforts in providing a variety of products that meet Hispanic consumers' wants and needs at reasonable prices. They also need to offer convenient shopping hours, pleasant dressing rooms, and well-organized product display in order for Hispanic consumers to find items easily. The results, however, revealed that customer service and physical appearance also had fairly high-mean scores, indicating that Hispanic consumers place an importance on customer service and physical appearance aspects of the store environment. The findings from the present study differ from previous studies on American consumers' purchase motivations, which revealed that general Americans do not place a high importance on these aspects (Dias, 2003). In order to attract Hispanic consumers, apparel retailers should not overlook the importance of offering a good salesperson's assistance at the store, flexible store return and exchange policies, and seating for resting within the store. They also need to provide nice product displays, an attractive store layout, and pleasant music to attract Hispanic consumers to their stores. This finding suggests that playing popular music among Hispanic consumers at retail stores may be an effective way to create a pleasant store

environment. By doing so, apparel retailers may be able to give their retail stores a unique and positive image and strong appeal to this selected population group.

The retail store evaluation criteria used by males and females were significantly different. Female respondents evaluated all three store evaluation criteria constructs as being more important than the male respondents did. In addition, retail store evaluation criteria were significantly different across the age groups. Respondents aged over 30 perceived the merchandise/convenience and customer service features of retail stores as being more important than those aged under 20. Furthermore, when comparing the mean scores of all three store evaluation criteria among three age groups, respondents aged over 30 put higher importance on all three constructs than other age groups. These results suggest that apparel retailers should differentiate their store environment based on their target customers' age. Apparel retailers targeting consumers who are aged over 30, in particular, should make extra efforts optimizing store environments and merchandise by improving convenience and customer service features and the physical appearance of the store.

This study has practical implications for apparel retailers regarding how to position their stores in targeting different groups of shoppers and how to allocate their resources and promote products. Additionally, the findings of the study reveal how to provide an optimal shopping experience for Hispanic consumers so that apparel retailers can develop localized marketing strategies to target the areas with a large Hispanic population. Consumer educators can also use the results of this study in developing educational programs and events that target a Hispanic population. In addition, the findings of the study will contribute to the contemporary body of knowledge in Hispanic consumers' buying behaviors.

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