

AN EMPIRICAL STUDY ON  
STORE ATTRIBUTES, SELF IMAGE AND  
FASHION LIFE STYLES

by

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## ABSTRACT

The purpose of this study is to find out how consumer's perception of their self-image and fashion life styles could be utilized in delineating salient store attributes and improving strategic retail positioning. Hence; the study was administered in İzmir with respect to fashion clothing retailers.

Market positioning is the most crucial strategic problem facing the retailing executive. Therefore; much research has been conducted to depict variables that can be used to predict store patronage. Hence, these variables could reveal consumer categories that would effectively be used to segment markets.

Life style retailing is widely suggested as one of the competitive strategies of the 1980's, since the demographic variables were found to be limited in classifying the consumer categories that could serve as a basis for effective market segmentation. Thus Blackwell (1983) defines life style retailing as "the policy of tailoring the retail offering closely to the life styles of specific target market segments." (p.53)

An understanding of why shoppers select one store over another and what factors generate store loyalty has been an area of much debate. Martineau (1958) was one of the first to suggest that a consumer selects a store which has an image congruent with his/her personality. Thus; various personality and self-image criteria was developed to provide better means for positioning.

A literature review of Self Image and Life Style Retailing is the primary focus of this paper and is followed by an integrative study which adapts and applies the works of (Bellenger, Steinberg,

Stanton, 1976), (Gutman, Mills 1982) and (Hansen, Deutscher, 1978) on market positioning based on store attributes, self-image profiles and fashion life styles to the fashion clothing retailers in İzmir.

The results reveal that consumer with different self-image profiles have indicated "merchandise", "service" and post purchase satisfaction as the most salient store dimensions. Moreover; emphasis is given to having access to more price competitive dependable products, courteous and friendly sales personnel and post purchase exchange and return facilities.

The Assertive, Passive, Objective and Impulsive profiles exhibited distinct fashion life style orientations. Accordingly, the Assertive shopper is socially active, therefore; she needs wide variety of clothes, spends much money on clothes and fashion related activities. Moreover, she is a fashion leader in her style and enjoys shopping. Conversely; the Passive shopper possesses the reverse profile. The objective shopper on the other hand is more cost conscious, traditional and practical perceives herself as a fashion follower rather than a leader and does not go out shopping frequently.

Demographic differences were however, relatively unimportant in depicting segmentation variables except for age and education. The older shoppers tend to be more utility oriented and show less interest in fashion and are more cost conscious and traditional. On the other hand; college graduates tend to be more cost conscious than high school graduates.

As a result, this study has some implications for the fashion clothing retailers, researchers and academics. As for the fashion clothing retailer, merchandise quality, sales personnel and post purchase facilities should be the primary operational cues to be emphasised to attain competitive advantages. The other attributes

which form the peripheral cues could be elaborated to fit the requirements of the target market. Moreover; making use of the self-image and life style determinants, the retail executive should select a specific segment to serve effectively. Thus; if the retail executive stresses the specifics of his target market maximum impact can be achieved successfully.

The fashion retailer should show great care in preserving a distinct store image before deciding on the design and physical attributes of the store. Because the consumers rely heavily upon perceptual cues in developing store images, ambiguous stimuli may distract the consumer attention.

Future research in order to fill the present gaps in the literature should aim at providing comparative studies with respect to image among different types of retail institutions alias department stores, specialty chains and mass merchandisers. Attention should be directed at generating various other self-image profiles in order to broaden the horizons of life style retailing and other areas. More effective measurement techniques like multivariate scales should be devised in order to get more information out of the available data and to increase external validity of the studies.

Finally; a lot of responsibility rests on the academics in providing information to the retailing industry with respect to the findings secured from previous studies, guiding the retail executive on planning and implementation of strategic positioning and adapting existing strategies into areas that prove to be possible and feasible.

## ÖZET

Değişen tüketici değerleri, yeni ekonomik, politik ve teknolojik olgular perakende satış mağazaları için stratejik planlama gereğini doğurmuştur. Demografik değerlere dayanarak yapılan pazarlama planlarının etkili olmadığı gözlenerek 1980'lerde "Yaşam Şekli"nin temel alındığı uygulamalar başarılı sonuç vermiştir.

Bu çalışma Kişisel Karakter özelliklerinin ve çeşitli Moda Anlayışlarının önemli mağaza özelliklerini belirlemesi üzerine kurulmuştur. Elde edilen sonuçların, giyim ve moda mağazalarına stratejik planlamada yardımcı olması beklenmektedir.



## CHAPTER ONE

### INTRODUCTION

A number of emerging environmental changes have been significant to require retailers to reexamine their corporate missions, comparative strategies, organization structures and daily business operations (Berry and Wilson 1977; Michman 1979; Davidson and Rodgers 1981). New demographic, new values and life styles, new economic trends, new technological advances and new political realities are expected to have a great impact on the retailing environment for the years to come.

The retailing implications of the above sighted changes can be summarized in three categories:

- Changing consumer
- Productivity/competitive challenge
- Corporate citizenship (Speh, 1976)

#### 1.1 The Changing Consumer

The emergence of nontraditional, highly diverse dual income households and individualistic life styles has been the recent trend in late 70's and 80's. New consumption values need to be delineated as representative of the consumer, since values that have long been the characteristics of the country can no longer describe the developments in the retailing industry.

According to Berry and Wilson (1977) one of the most important consumer development is the beginning trend towards waste -minimizing life-styles. This trend can be expected to gain momentum as new values dominate and as new economic realities are increasingly felt. Therefore; more and more consumers can be expected to become increasingly waste concious with regard to both societal and

personal resources. Hence; product durability, functionability, service ability ect. will be important aspects influencing the buying decisions.

In line with the trend toward waste -minimizing consumer life styles another trend is toward stability seeking consumer life styles. In his book "Future Shock" Toffler, (1982) shows evidence of impressive numbers of consumers being attracted to goods and services providing more balance in life than imbalance which result from the individuals relations with people, things, places and organizations.

However; there is also an opposing idea concerning the changing consumer values suggested by Jagdish N.Sheth (1983). With the decline of a traditional middle class as the result of career oriented dual income classes it will be possible for retailers to offer high margin premium products to a much bigger segment of the population. On the other hand; retailers offering functional products will find it more difficult to survive as the dual income society replaces the mass consumption society. Thus; price competition and efforts to increase share is expected to prevail.

Jagdish N.Sheth (1983) continues to support the idea that consumer markets grow and evolve into "want-driven" societies from need driven societies. Since want driven utilities carry with them symbolic, socio-economic and other personality connotations wants are hard to be transmitted into products. Moreover; people have more diverse wants than needs. Therefore; it will become ever more difficult to mass market want driven products which will result in market segmentation and market specialization. Hence; pull strategies will be considered more effective than push strategies.

Jagdish N.Sheth (1983) as the last comment adds that with the emergence of nontraditional households as well as dual income

oriented life styles most products and services will be demanded and consumed at a per capita level rather than at household level.

Consequently; it will become possible to afford products and services that are personalized rather than standardized.

## 1.2 Productivity/Competitive Challenge

In addition to rising costs for basic factors of production (e.g. land, facilities, personnel) the conventional retailer faces aggressive competition in an economy that will grow slower; therefore; incentives for retailers to win business away from each other gain grounds.

Consequently; the principle challenge for retailers of all types will be simultaneously increasing productivity and market share, operating more efficiently than before and more effectively than competition.

As the result of the changes in the retailing world; the key words for the future include selectivity, re-allocation, flexibility, renovation and utilization. Table 1 presents a selected listing responding to Productivity/Competitive Challenge suggested by Berry and Wilson (1977).

Table 1.1: Productivity/Competitive Challenge

- More Warehouse Automation
- More Self-service Retailing
- Smaller Store Sizes
- Larger Store Sizes
- More emphasis on Remodeling or Expanding Existing Stores Rather than Building New Stores
- Increased Recycling of Vacant Buildings
- More Flexible
- More Vertical Fixturing: More Emphasis on the Cube Foot
- Increased Use of Merchandise Rather Than Materials for Interior Decor
- Reallocation of Non-selling Space to Selling Space
- Better Matching Between Staffing and Store Traffic Patterns
- More Product - Mix Selectivity; More Emphasis on Higher Margin Lines
- More Attention to Secondary Markets
- More Emphasis on Store "Positioning" and Image Refinement
- More "Life-Style" or "Theme" Merchandising
- More Geographic Market Selectivity; More Intensified Servicing of Markets Selected.

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Source: Berry, L.Leonard and Wilson, H.Ian, "Retailing: The Next Ten Years", Journal of Retailing, Fall 1977, vol.53 p.22.

According to Blackwell and Talarzyk (1983), "Retail Positioning" will be a strategy for many retailers in the future. The key to such "Positioning" will be selecting a segment of the market that is not particularly well served in terms of its specific requirements and designing a marketing mix to fullfill the unsatisfied demand and needs of the target market in question.

### 1.3 Corporate Citizenship

In an age in which the quality of people's life take all priority, the issue of "consumerism, corporate citizenship" will be significant in retailing strategies. The retailer will be expected to contribute to the community welfare in line with profits assumed. To the extent that firms are perceived "pro-people" in their operations their social profits. On the contrary situations; government, media, interest groups, consumerist, will constitute the major opposing institutions.

Jagdish N.Sheth (1977) suggests that the retail corporation must resort to the following to survive the sighted trends.

1) Most retailers will find it increasingly neccessary to understand and cope with the competitive forces in the industry. Therefore, it will be necessary to redefine business more broadly than the past. Important strategic questions should be generated and various future scenarios should be considered.

2) Since the market is diverging with respect to needs and wants a single way of running the bussiness will be unlike to prevail in the future. Thus; it will be neccessary for most retailers to offer multiple product lines through multiple channels of distribution and to develop relations with multiple suppliers.

3) It will be profitable to break-up the monolithic organization into more effective span of control units since the decentralized organization is more cost effective and responsive to changing market behavior. Providing a built in flexibility in the retail firm is expected to be a major advantage.

4) The retail organization should focus on the market needs through "positioning - target marketing" rather than stressing the supplier offerings.

5) Effective cost structuring is considered essential for each

merchandise - store combination. Although it becomes very difficult to trace cost components with numerous product lines; cost data for all facets of functional activities (supply, procurement, marketing, management, overhead) should be sorted.

6) Effective and efficient working staff should be organized through charismatic style of management.

#### 1.4 Life-Style Retailing

Life style retailing is widely suggested as one of the competitive strategies of the 1980's. Life style retailing may be explained as the policy of tailoring retail offering closely to the life styles of specific target market segments" (Blackwell and Talarzyk, 1983) and it contrasts the "supplier side retailing" which stresses homogeneity in operations and had been the success variable in the past decades.

The life-style concept gained acceptance in the marketing literature in the 1960's. However; the areas of implementation were at the operational levels (customer service, refund policies, hours of operation) rather than at strategic levels (size and type of outlets, product lines, logistics support).

The idea of "positioning" was applied in the retailing industry only after the late 1970's. It is considered the first stage of contemporary life-style retailing. The scope of the contemporary life-style retailing. The scope of the business of the retail organization began to be defined more and more in terms of the segment of the market to which it appealed although segments were usually defined in demographic terms (Blackwell and Talarzyk, 1983).

The 1970's also produced another form of positioning involving the polar extremes; mass merchandisers and specialty merchandise

chains. This "polarity of retailing" was identified by Davidson (1970) as one of the major trends in retailing in the 70's, which turned out to be the building blocks of life style retailing in 80's.

In the 80's the concept of life style retailing developed into a strategic concept called "portfolio of life style oriented retailing" which resulted in highest profitability. The portfolio approach of life style retailing in the 80's requires an understanding of groups of life-style segments and groups of competitive retail offerings, which require long term strategic decision making rather than short term tactical procedures (Blackwell and Talarzyk, 1983). Consequently; increased importance should be directed towards environmental changes in relation with the life styles of consumers. According to Cosmas (1982) the concept is so rich that not enough variables can explain the consumer choice criteria. Therefore: many different demographic and life-style consumer segments, price and merchandise formats, integrated logistics, merchandise sources and consumer research programs should be involved.

Considering the changes that took place in the retailing industry and the evolution that the consumer underwent, this study takes the individual shopper as the center of interest and proposes alternative market positioning strategies that maximizes consumer and retail satisfaction. More specifically, the purpose of the study is to find out how consumer's perception of their self-image and fashion life styles could be utilized in delineating salient store attributes and improving retail positioning.

While conducting the research special interest will be directed at identifying the store attributes which are considered important by the different consumer profiles. In other words, whether different personalities attach varying importance to

different store attributes will be determined.

As for life-styles it will be necessary to discover whether specific self-image profiles correspond to specific life-styles. Moreover; it will be beneficial to specify the store attributes that identify with specific fashion life-style orientations.

Finally; demographic variables age, education, marital status, working status and income will be examined if they justify as basic segmentation variables.

This study is especially significant in demonstrating that certain psychological and behavioral components are effective in providing guidelines to the retailer in understanding the consumer phenomena and suggesting alternative positioning strategies that could prove to be more effective than the one presently employed. Although the psychological and behavioral aspects of self-image and fashion life-styles are rough and limited in this specific research it constitutes a sound basis for future research and developments in the area of life style retailing and consumer behavior.

The second chapter introduces the highlights of the retailing industry. The evolution of the basic marketing strategies are presented and new concepts, related studies, moreover; future developments expected in the area are discussed.

The third chapter emphasises and describes in detail the studies that this particular study was based on. Consequently; terminology and definitions involving store attributes, self image profiles and fashion life styles are presented.

The fourth chapter provides the details of the study administered in İzmir concerning the fashion clothing retailers. The advantages disadvantages of fashion life style positioning and findings are listed.



Finally, conclusions, implications and suggestions will take place in the last chapter.

## CHAPTER TWO

### REVIEW OF PREVIOUS RESEARCH IN RETAILING

Primary research is crucial any discipline in terms of extending the development of theory in that area and existing hypotheses and principles in day to day operations. A careful review of the literature and content in the area of retailing reveals a great variety of research methodologies and statistical techniques applied to the research problem under investigation. The research methodologies ranged from basic case study approaches to sophisticated experimental designs.

Since 1974, the research undertaken in the area of retailing can be discussed in four groups and a general category.

- 1) Modeling-retail patronage, managerial decisions, retail operations
- 2) Consumer behavior and attitudes
- 3) Retailing performance and effectiveness
- 4) Market segmentation store choice
- 5) General

#### 2.1. Modeling

Most of the research efforts in this area was conducted to develop and test models relating to retailing management decisions and retail performance.

Page (1974), studied the consumer choice as a function of the variety of retail offerings in the gasoline market. In the model, the variety of retail offerings was a function of three types of competition: Intertype, Intratype and Spacial. The findings indicated that each type of competition was associated with significant differences in retail offerings, consequently; with the retail variety available to the consumer. The data also revealed that combined

effects of the retail outlets, at least in the pricing area was a promising aspect in explaining retail variety. Moreover; it was concluded that consumer choice is a valid measure of retail marketing performance and retail variety is a useful measure of consumer choice.

Brown (1978) developed a model concerning the techniques for retail patronage planning and controlling promotional programs. It's suggested that promotional programs, costwise and revenue-wise have their effects felt over a longspan of time. Discounting the relevant investment over the estimated time frame results in a criterion of promotional effectiveness. Thus; management is able to control and forecast the effectiveness of the on-going promotions through patronage modeling.

Brown's (1980) research focused upon the development of a multivariate financial information system. The model was designed to ease financial decision making by providing an approach to determine a criteria for information flows through scientific evaluation of the financial aspects of various decisions. One of the most important benefits provided by the model is the delineation of the important factors influencing the firm's financial operations. The model enables the retailer to see the basic relationships between the Balance Sheet, Income Statement and the flow of funds as well as to evaluate past data over time and across financial variables.

Although models are expensive to develop, they become most useful in providing comparisons among alternative uses of firm's capital.

## 2.2 Consumer Attitude and Behavior

Wide variety of areas were investigated in the studies dealing with consumer attitudes and behavior. Consumer movements, consumer profiles, pre and post purchase problems, shoppers attitudes towards

promotional activities have been the areas most frequently probed.

The study conducted by Bellizzi and Krueckeberg (1981) aims at investigating consumer perceptions toward national, private and generic brand products. The findings reveal that consumers perceive many differences among the three product types. National brands were perceived as superior in terms of reliability, prestige, quality and other characteristics. Generic brands were said to be generally inferior and private brands were psychologically between national and generic brands. Moreover; high raters of national, private and generic brands differed on some behavioral dimensions. Hence; the purchase of the brands in question cut across all income groups depending upon situational and environmental factors.

The article of Leonard Berry (1979) discusses the impacts of the decreasing discretionary time available to the masses on the retailing industry and focusses on two major causes of time scarcity that results in the "time buying consumer". The increased number of women in the labor force and the increasing amount of time being spent on physical and mental well being has major implications for future retailing strategies since consumers are responding to vigor and time efficient shopping alternatives.

The study of N. Bellenger and Korgaonhar (1980) point out the importance and nature of recreational shopping to today's retailer. The recreational shopper is defined in terms of "preferences for the use of leisure time in shopping". This shopper type which constituted the 69% of the sample studied had a profile that suggested atmospherics and in store merchandising as most effective strategies.

Some early work in this direction was conducted by Stone (1954) who identified 4 types of shoppers.

a) The economic shopper

- b) Personalizing shopper
- c) The ethical shopper
- d) The apethetic shopper.

However ; the changing environment has neccessitated the addition of the recreational shopper who has the following profile (Bellenger and Korgaonkar, 1980)

- In terms of shopping behavior, engage more in nonplanned purchases, spend more time shopping per trip, are more likely to continue to shop after making a purchase, and are more likely to select closed malls and department stores.
- In terms of information gathering, tend to be information seekers, T.V. viewers, magazine readers.
- In terms of demographics, tend to be mainly females and consumers with white -collar hends of households.
- In terms of leisure activities, recreational shoppers are more likely to enjoy social interaction and activities outside the home.
- In **terms** of store selection recreational shoppers are more likely to attach a high level of importance to quality, variety and store decor.

Marketers and retailers of consumer goods have recently shown increased interest in the consumer behavior of young people. George P. Moschis (1977), studying the teenager's consumer behavior found that during adolescent years the responses of young consumers with respect to the marketing mix undergo a change. Therefore; the marketing efforts necessitate adjustment according to the age of the target market. Moreover; mass media apparently plays an important role -in the formation of teenager's attitude and knowledge.

Teenagers resort to different media to obtain different types of consumer information. Finally, retail strategies should reflect sex and socioeconomic composition since the target markets have been responsive to the sighted factors.

Consumer prepurchase decision making processes have recieved much attention from researchers. John D.Claxton and Brent Ritchie (1979) have been able to identify the most serious concerns of consumers for five major product/service categories. While differences were found across the product/service categories studied it was clear that consumers strongly emphasised the functional aspects of retail activities. For example, quality of merchandise stocked (clothing/footwear), after sales service (furniture/appliances) and mechanic competence (auto-repairs) were found to be the most important factors when evaluating the retail services studied.

Zarnel V.Lambert (1980) suggests that the general consumer dissatisfaction with the market place and opinions about certain issues arise from the feelings of "alienation". Being aware that many points have their causes at deeper and broader sources, frustrating experiences in the market place may have detrimental effects for the retailer. As long as consumers feel that they are not powerful enough to voice their complaints, aggression and distrust will continue against retailers.

However; since consumerism issues and research is at its early stages of development, the results may vary across circumstances and the retailer's market. Consequently; to maximize the profitability, the retailer must be abreast of the changes that occur in its retail environment and develop more effective responses for this specific issue.

### 2.3 Retailing Performance Effectiveness

Research in the area of performance seeks to discover a set of variables which play an important role in the failure/success of retail institutions.

The purpose of Halsey's research (1983) was to compare the operations of franchised retail organization with similar independent retailers on the basis of success and profitability. The impact of 14 variables which were defined as Return on Equity were tested versus success. Findings show that it was statistically more significant to invest in franchised business than to have invested in independent business of the same sort. Hence; fewer franchised businesses had negative Break-even points than independent businesses. Moreover; success was more probable in existing businesses than investments in new businesses. Finally, success was nearly assured in highly levered businesses.

Crawford (1978) studied four/types of retailers to determine the salient factors influencing success and failure. The successful firms were statistically different in terms of the 16 variables, including variables such as location, use of accountants, pay range of clercks, retailer's previous retailing experiences.

Jones (1982), analysed the variation in behavior (price-nonprice) and performance (sales, profits, Return on Equity, etc.) in the food retailing industry. The findings reveal that behavior and performance varied among organizational structures. For example; affiliated organizations had the lowest prices while independent organizations were open longer hours and had chains which advertised more. In terms of performance, independents controlled their expenses better than affiliates. Moreover; independents were more profitable and had higher returns on net worth. Additionally, performance and behavior

changed significantly with varying management characteristics and competitive environments.

## 2.4 Segmentation and Store Choice

### 2.4.1 Market Positioning

The research studying segmentation focused upon evaluating variables that could be used to predict store patronage. If a set of variables could be developed that correctly classified consumers versus store patronage; then these variables could effectively be used to segment retail markets.

In addition; it was found that life-style variables were more effective than demographics in predicting or discriminating the retail patronage. Hence; life style information could be superior to demographic variables.

This particular master thesis, is categorized under segmentation and store patronage; therefore, the research literature sighted in this section provide the building blocks of the study explained in Chapter III. Consequently; much attention has been directed to he studies in this specific area.

Market positioning is the most crucial strategic problem facing the retailing executive. Charles W.King and Lawrence J.Ring (1980) specified the distinct characteristics and dimensions of competition in market positioning that differentiated "store-types".

Retailers try to achieve a unique store personality or image built around their product/service mix which is designed to have it's maximum impact upon store's target consumers. The store's market position constitutes of how it's product/service mix is percieved and it's "aggregate image" among various target markets. The store's market position may be perceived differently by different consumer



segments therefore: a store's market position may be defined in terms of "aggregate-consumer perceptions" and in terms of "disaggregated" specific consumer target markets (King and Ring 1980).

However; market positioning is very time related and it's subject to change. Wyckham (1971), Lazer and Crissy (1974), Lindquist (1974-75), Pessemier (1978), have all stressed the longitudinal measures and market positioning strategies for specific target markets.

According to Ring (1979), "The monitoring methodology can define the basic local retail market structure, measure historical and current market positions and track shifts in the competitive positioning as the market changes. In its ultimate form, the local retail market monitoring methodology can produce a comprehensive multidimensional perceptual map of the market place and identify key dimensions of competition among retailers in specific customer groups". (p.38)

The empirical local retail market monitoring research on male consumer perceptions concerning store patronage resulted in the following basic conclusions (Ring, 1979).

- 1) Using "Fashion-involvement" as a basic determinant for market segmentation, the local market monitoring administered to department stores, the discounters/mass merchandisers, midrange fashion specialty stores, high fashion specialty store attracted a unique shopper mix in line with their fashion orientation.
- 2) Consumers had clear perceptions on the key determinants of store patronage/positioning like price, market coverage, quality, value for money for each different type of retail store.
- 3) The stores which were ranked as "last shopped" had a well defined profile and strengths perceived by its clientele. However; among store types especially department stores and midrange fashion specialty stores showed less distinct characteristics.

- 4) Perceptual mapping of the store types on the basic dimensions of value for money, fashion-ability showed clearly the position of each store-type.
- 5) The perceptual map also showed an under occupied market on the "high-fashion" and "high value for the money" segment which could imply opportunities for the retailers.
- 6) Results of the analysis of Variance indicated that the high fashion specialty chains had the most clearest image among consumers compared to department stores and midrange specialty chains which lacked clarity in offerings, fashionability and value for money (Ring, 1979).

Elizabeth C.Hirschman and Melanie R.Wallendorf (1982) have studied the social processes that underlie the production of high and popular culture products. In the study, retail products were placed along a continuum ranging from high culture to popular culture. High culture products are those whose retailers:

- (1) Are self-oriented rather than consumer oriented.
- (2) Consider their judgement superior than that of the customer.
- (3) Attach importance to ideas of the critics rather than to popularity.
- (4) Are considered successful if they receive "critical acclaim" regardless of their profitability (Hirschman and Wallendorf, 1982).

In contrast to high culture, popular culture products show just the opposite characteristics, and those products belonging to high culture have symbolic meanings (prestige, sexiness) and generally require more efforts to produce.

It is proposed that consumers of popular culture:

- (1) rely on their own values rather than the retailer's.
- (2) judge the products on its functional value.
- (3) belong to the mass rather than the elite segment.
- (4) Do not perceive the product as prestigious.

This framework has several implications for the retail manager.

- (a) There are "product limitations" on retail market expansion due to the specific nature of popular and high culture products. It's difficult to expand production of high-culture products because they are usually expensive to produce and, therefore, are limited in quantities. On the contrary, popular culture products are produced in large quantities and may be rejected by certain consumers as "inferior".
- (b) There are other consumer limitations on retail market expansion because it's difficult to increase demand for high-culture products since consumers need to be taught to appreciate them. Consequently; designers, producers will reject popular culture products because they lack symbolism and meaning.
- (c) Retailers themselves may limit market expansion. High-culture product retailers refrain from "overpopularizing" their products to the masses. Conversely; popular product retailers fear from "upgrading" their product because educated consumers may indicate increased competition from high-culture products (Hirschman and Wallendorf, 1982).

#### 2.4.2 Store Images

It's generally accepted that over time consumers form images of the stores, products, brands and these images strongly influence their shopping and patronage behavior.

Martineau (1958) defined store image as "the way in which the store is defined in the shoppers mind, partly by its functional qualities and partly by an aura of psychological attributes" (p.47). Functional; in this definition refers to physical properties such as merchandise selection, price ranges and lay out. Psychological attributes refer to things like belonging, feeling of friendliness etc. Moreover; Martineau stressed the importance of the subjectively judged image as the focus of interest.

Kunkel and Berry (1968), applying the learning theory, defined the store image as "the total conceptualized or expected reinforcement that a person associates with shopping at a particular store" (p.22). Therefore; a store's image at a point in time is the result of prior experiences as positive reinforcements.

Other scholars have defined store image as an attitude. Doyle and Fenwick (1974) noted that "the term is used interchangeably with attitude toward the store to describe the overall impression a consumer has to it"(p.40).

James Durand and Dreves (1976) define store image as a set of attributes based upon evaluation of those store attributes deemed important by consumers" (p.25).

Similarly, Engel and Blackwell (1982) define store image as "one type of attitude, measured across a number of dimensions hopefully reflecting salient attributes" (p.518). However; the above definitions lack clarity in defining the difference between attitude and image.

Hirschman (1981) offered a definition which included the process of image and development. According to this definition store image is an "subjective phenomenon" that results from the acquisition of knowledge about the store as it is perceived relative to the other stores and in accordance with the consumer's unique cognitive framework" (p.19).

Building upon prior research and definition David Mazursky and Jacob Jacoby (1982) propose a more concrete definition relating to the process of store image development. According to this definition image is:

- 1) A cognition and/or affect (or a set of cognitions and/or affects.
- 2) Which is (are) inferred.
- 3) Either from a set of ongoing perceptions and/or memory inputs attaching to a phenomenon (i.e. either an object or an event such as a store, a product, a "sale" ect.).
- 4) Which represents what that phenomenon signifies to an individual" (p.147).

Although this definition doesn't contradict prior definitions it emphasis two properties of the image. First the image is merely cognitive (e.g. "it's an old fashioned store") and does not contain an affective component (e.g. "I like it or I don't like it"). Second, this definition focusses on the process of image formation (Jacoby 1982).

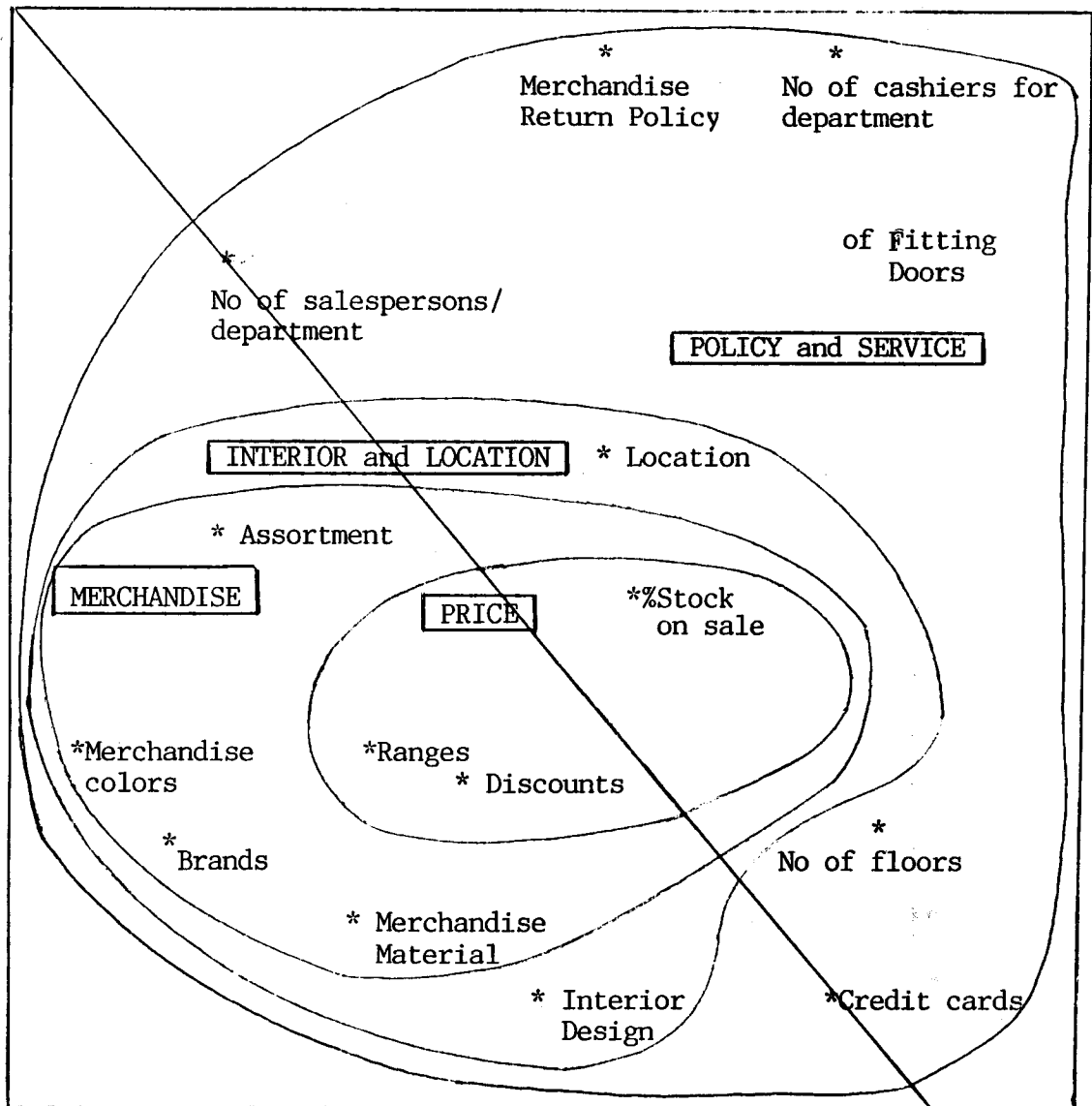
Mazursky and Jacoby (1982) suggest a model for the store image formation process explaining that a consumer is exposed to an environment partly controlled by the retailer. The consumer perceives certain stimuli and forms certain beliefs which are consistent with his cognitive configuration. In the process of

forming various beliefs, the memory plays a very important role. Therefore; when the consumer thinks of the store, the most salient attributes are retrieved from the memory and describe the attitudes the consumer holds toward the store.

A detailed space diagram was structured through a multidimensional scaling procedure (Fig 1.1) Generally the attributes appearing in the left-hand side of the diagonal represent information about the merchandise and the physical aspects of the stores. The attributes placed on the right-hand side are loaded with information on location policy and service. While outer circles describe general information about the stores (policy, service), the inner circles contain information about the store (merchandise, price).

Figure 1

Spatial Representation of Store Image Cue Relationship



Source: Mazursky, David and Jacoby Jacob, "Exploring the Development of Store Images", Journal of Retailing, Winter 1982, pp:185.

Store image is more than the sum of the parts, where parts or "chunked information" interact with one another in the consumer's mind.

Operationalizing the concept store image, by far has been one of the most important problems in this research area. Measuring the interaction among store characteristics salient to consumers have been major areas of difficulty. Therefore; two multivariate techniques have been combined to resolve the problem in question. This research indicates that image of the clothing specialty store is composed of "fashionability" and the store's ability to provide "friendly and expert sales personnel" (Marks, 1976).

Much study has been done on the perceived images of retail store types like department and specialty stores. Thus; perceived differences in store types reflect their unique nature in the competitive environment.

The study conducted by Shiffman, Dash and Dillon (1977) for audioequipment shows that consumers who purchase similar products from different types of retail institutions pursue unique benefits which are catered differently by each type of retailer with respect to store attributes, merchandise and promotional strategies. Differences between the two customer groups suggest that the policy of staffing a knowledgeable sales personnel is more appreciated by the specialty store customers. Therefore promotional efforts should stress this image characteristic for competitive advantages. Moreover; specialty store audioequipment customers are more likely to:

- (1) have confidence in their ability to choose the audio equipment.
- (2) perceive less risk in the decision purchase activity, however; place more importance on an error in the product



choice.

- (3) attach more importance to products which are congruent with their interests.
- (4) have more knowledge on the product than the department store patrons.
- (5) exhibit more product experience.
- (6) seek more product-store information.

On the other hand department store patrons, having the opposite characteristics are apt to take as noncomplex decisions as possible (Shiffman, Dash, Dillon 1976).

Findings in this study also indicate that specialty and department stores, might profit from quite different site locations. The department stores are better oriented by if they open new branches in new shopping centers, convenient environments and closed malls. It's suggested that competing with department stores on the basis of location is rather unnecessary for specialty stores when customers are willing to travel to obtain various assortments and sales expertise that is provided by the specialty store.

Several articles on consumer self-concept in the marketing literature have shed light to the consumer choice processes (Birdwell 1968, Hamm and Cundiff 1969, etc.). While the results of these studies have shown positive relationship between self and ideal-self concepts and purchase decisions; articles critical of these studies also have appeared (Evans 1968, Green 1969, Huges and Gueriero 1971).

Birdwell (1968) was the first researcher to measure the extent which self-image was related to purchase. He concluded that self-image was significantly related with brand of car owned than with other seven brands studied. In addition, each car ownership

group had different images of the other car brands.

Dolich (1969) studied self-image, ideal self-image and the product images of most and least preferred brands within four product categories. He found that there was greater congruence between brands than over all product categories. Moreover; it was found that self-image was equally effective for most preferred brands of "social products" and preferred brands of "private products".

Two major criticisms have appeared on the subject of self-concept. Evans (1981) argues that post purchase data does not prove that self-product image congruity causes purchase. Perhaps, it is only after the purchase that the product becomes similar to the self-image due to dissonance factors or the consumers may change their self-images after several purchases. It's therefore possible that congruity found by Birdwell and Grubb and Hupp between self-concept and brand of ownership may have been a result of post purchase process rather than prepurchase deliberation.

A second major criticism to the self-concept phenomena comes from (Green 1969, Huges and Guerrero 1971). It's argued that sometimes might particularly want to express his ideal self-image if his self-concept in this regard is negative. Moreover; some consumers might want to project an image that is socially acceptable and desirable by the community.

Maddi (1968) classifies self-concept models under ACTUALIZATION and PERFECTION versions. The actualization model states that the individual tries to achieve peace between his environment and self-concept by knowing and accepting his self-concept. On the other hand, the perfection model states that the individual is constantly trying to improve his self-concept to reach the ideal self-concept.

The study conducted by E.Laird Lardon JR (1982) have produced

in the following results.

- (1) Self-image and ideal self-image are positively correlated.
- (2) Purchase decisions of some products tend to be more correlated with self-image than ideal self-image.
- (3) Purchase decisions of some products tend to be more correlated with ideal self-image than self-image.
- (4) Some subjects have shown higher self-image/purchase intention correlation than an ideal self-image/purchase intention correlation.
- (5) Some subjects have shown higher ideal self-image/purchase intention than self-image/purchase intention correlation (p.50).

#### 2.4.3 Store Loyalty

Although much attention has been directed towards brand loyalty, few number of studies exist on the subject of store loyalty. The study undertaken by Arie Goldman (1978) tries to find a relationship between shopping behavior and store loyalty. Findings reveal that store loyalty level of consumers in one product area is not related to their store loyalty level in other product areas. Moreover; store loyalty has been found to be related to consumer's style of shopping. Store loyal respondents are found to be those who engage in less prepurchase search among stores, know less about the stores selling the product and makes less use of the set of stores known to them. Finally, the relationship between socioeconomic status and store loyalty level is analysed. The results of this analysis are mixed. Lower income consumers are found to show a tendency to be more store loyal in one product area (ladies-shoes) and no other association between socioeconomic level and loyalty was found for other two product areas (furniture and women's

clothing).

Ricardo L.Singson (1984) has defended the use of multidimensional techniques to measure store image and store loyalty because consumer choices may be based on a multiple number of store or product attributes.

His results provided by the analysis are as follows:

- (1) Subjects from upper-middle and upper lower class groups are found to be thinking more complex about stores.
- (2) Subjects from lower-middle and lower-lower income classes perceived only one salient store attribute; Price/Quality Dimension.
- (3) In this particular study the store images were projected to 3 dimensional perceptual maps. Consequently; it was found that shoppers from different socioeconomic groups perceived stores with high degree of precision on the first dimension less precision on the second dimension and even less precision on the 3rd dimension indicating that second and third attributes are more subjective thus; may be the important factors explaining the differences in actual store choices.

## CHAPTER THREE

### THEORETICAL FOUNDATIONS FOR THE SURVEY

The empirical study to be described in the next chapter was based on three studies which will be explained in detail in the following paragraphs. It attempts to integrate the components of store selection criteria, congruence of self and store image and fashion life style and shopping orientations.

#### 3.1 Store Selection Dimensions, Components, Attributes

Numerous authors have offered their suggestions about what dimensions are used to form a store image. Martineau (1958) suggested lay out and architecture, symbols and color, advertising and sales personnel as the four components of a store's personality.

Fisk (1962) subsequently suggested six entirely different dimensions of image, and Kelly and Stephenson (1964) later proposed a framework of 8 components. The most detailed conceptualization of retail image to date was proposed by Kunkel and Berry in 1968. They utilized the content analysis to classify customer perceptions about retail stores into 12 categories. Lindquist (1974) summarizing the literature, synthesized the results of 19 studies into 9 categories he called image/attitude dimensions. These are merchandise, service, clientele, physical facilities, convenience promotion, store atmosphere, institutional factors and post transactional satisfaction.

Various image dimensions carry a lot of importance from the retail manager point of view with regard to interpretation of results and strategic changes implied. It's suggested that the retailer's customers be the ones who provide the measure of attribute importance. This approach is consistent with the marketing concept where consumer

is the center of attention.

A three level classification scheme is proposed by Hansen and Deutscher for image measurement consisting of dimension, component and attribute. Under this classification merchandise would be a dimension and merchandise selection would be the component of that dimension. Any specific question dealing with merchandise selection would be an attribute. This classification gives a retail manager the advantage of being able to organize the key dimension of image without losing the specifics of the individual attributes or questions within these dimensions. Tables 3.1 and 3.2 present the listings of Dimensions, components, and attributes used in the study.

The study was conducted for two types of stores, namely Department Stores and Grocery Stores. The results identified merchandise quality, post-purchase facilities, helpful sales personnel as the most important components concerning the Department Stores. On the other hand, dependable products, in-store facilities (checkout-cleanliness), adequate supply and sales personnel were the most important components of grocery stores.

Table 3.1 : List of Dimensions and Components of Image Attributes

| Dimensions                       | Components                              |
|----------------------------------|---|
| 1. Merchandise                   | 1. Merchandise Quality                  |
| 2. Service                       | 2. Merchandise Selection                |
| 3. Clientele                     | 3. Merchandise Style                    |
| 4. Physical Facilities           | 4. Merchandise Price                    |
| 5. Convenience                   | 5. Lay-Away Available                   |
| 6. Promotion                     | 6. Sales Personnel                      |
| 7. Store Attributes              | 7. Ease of Return                       |
| 8. Institutional                 | 8. Service-Credit                       |
| 9. Post-transaction Satisfaction | 9. Service-Delivery                     |
|                                  | 10. Clientele                           |
|                                  | 11. Physical Facilities-<br>Cleanliness |
|                                  | 12. Store Lay-out                       |
|                                  | 13. Shopping Ease                       |
|                                  | 14. Attractiveness                      |
|                                  | 15. Locational Convenience              |
|                                  | 16. Parking                             |
|                                  | 17. Advertising                         |
|                                  | 18. Congeniality                        |
|                                  | 19. Store Reputation                    |
|                                  | 20. Post Transaction<br>Satisfaction    |

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Source: Hansen A.Robert and Deutscher Terry, "An Empirical Investigation of Attribute Importance in Retail Store Selection", Journal of Retailing, Winter 1977-78, vol.53, pp:67.

Table 3.2 : List of Store Attributes

- |  |                                   |
|--|-----------------------------------|
| 1. Dependable Products                 | 34. Advertising Helps Planning    |
| 2. High Quality                        | 35. Advertising in Appealing      |
| 3. High Value For Money                | 36. Advertising is Believable     |
| 4. Wide Selection                      | 37. Friendly Store Personnel      |
| 5. Fully Stocked                       | 38. Company is Well Known         |
| 6. Numerous Brands                     | 39. Been in community a Long Time |
| 7. Well-known Brands                   | 40. Easy to Exchange Purchases    |
| 8. High Fashion Items                  | 41. Fair on Adjustments           |
| 9. Low Prices vs. Competition          |                                   |
| 10. Many Specially Priced Items        |                                   |
| 11. Lay-away Available                 |                                   |
| 12. Courteous Sales Personnel          |                                   |
| 13. Easy to Return Purchases           |                                   |
| 14. Easy to Get Credit                 |                                   |
| 15. Easy to Get Home Delivery          |                                   |
| 16. Helpful Sales Personnel            |                                   |
| 17. Adequate Number of Sales Per.      |                                   |
| 18. Store is Known by Friends          |                                   |
| 19. Store is Liked by Friends          |                                   |
| 20. Store is Recommended by Friends    |                                   |
| 21. Many Friends Shop There            |                                   |
| 22. Store is Clean                     |                                   |
| 23. Easy to Move Through Store         |                                   |
| 24. Easy to Find Items You Want        |                                   |
| 25. Fast check out                     |                                   |
| 26. Attractive Decor                   |                                   |
| 27. Company Operates Many Stores       |                                   |
| 28. Store Is Nearby                    |                                   |
| 29. Short Time to Reach Stores         |                                   |
| 30. Easy to Drive to Store             |                                   |
| 31. Convenient to other Stores Shopped |                                   |
| 32. Easy to Park                       |                                   |
| 33. Advertising Informative            |                                   |

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Source: Deutscher Terry and Hansen A.Robert "An Empirical Investigation of Attribute Importance in Retail Store Selection", Journal of Retailing, Winter 1977-78, vol.53, pp.64-65.



Finally, the department stores patrons gave least importance to word of mouth, other operating stores of the company and lay away possibilities. Conversely, grocery store customers placed the least emphasis on word of mouth, easy to get home deliveries and credit opportunities.

### 3.2 Congruence of Self and Store Images

An understanding of why shoppers select one store over another and what factors generate store loyalty has been a subject area of much debate.

Once store loyalty has been accepted as an important dimension of Retail Buyer Behavior, then it becomes important to isolate those variables which help to explain this loyalty. Most previous studies have found socioeconomic and demographic variables to be of little use in explaining store loyalty. Consequently; many researchers have sought for other useful dimensions. One such dimension is "image", both self-image and store image.

Martineau (1958) was one of the first to suggest that a consumer selects a store which has an image congruent with his/her personality.

Grubb and Grathwahl (1967) attempted to relate the psychological construct of an individual's self-concept with the symbolic value of goods purchased in the market place.

This particular study tries to find whether a relation exists between consumer self-image and the image he has of a store and his loyalty to that store.

Psychological scales have been structured to define Self-Image on the Assertiveness-passivity and Objectivity-Impulsiveness dimensions. According to Bellenger, Steinberg and Stanton (1976) those subjects scoring high on Assertiveness-Passivity (self-image)

tend to see themselves as rather aggressive, possessing initiative and highly independent. On the other hand those subjects scoring low on this variable tend to perceive themselves as rather passive, easily directed, by others, quickly influenced and somewhat dependent on others.

Those subjects scoring high on objectivity-impulsiveness self-image would tend to see themselves as highly rational, with well developed systems of decision making, consistent, analytical, not easily influenced by claims or opinions.

Conversely, those subjects scoring low on objectivity-impulsiveness (self-image) tend to see themselves as caring little for analysis, carefree, generally are unconcerned about what others call inconsistent behavior.

Self-image defined in these two dimensions may be an important factor in explaining store loyalty with respect to consumer's perceived image of the Store on Assertiveness-Passivity, Objectivity-Impulsiveness scales.

Table 3.3 shows the items used in delineating self-image profiles.

Table 3.3 : Self Image Inventory

|  |                      |  |
|--|----------------------|--|
| 1. quiet                                   | <u>1:2:3:4:5:6:7</u> | talks a lot                                |
| 2. take charge attitude                    | <u>7:6:5:4:3:2:1</u> | go along attitude                          |
| 3. asks questions                          | <u>1:2:3:4:5:6:7</u> | makes statements                           |
| 4. challenges, confront others             | <u>7:6:5:4:3:2:1</u> | accepts, supports others                   |
| 5. uses power, force on others             | <u>7:6:5:4:3:2:1</u> | doesn't use power on others                |
| 6. friendly/accepting                      | <u>1:2:3:4:5:6:7</u> | businesslike/critical                      |
| 7. open in conversation                    | <u>7:6:5:4:3:2:1</u> | cautious in conversation                   |
| 8. fun loving                              | <u>1:2:3:4:5:6:7</u> | no-nonsense attitude                       |
| 9. likes people involving tasks            | <u>1:2:3:4:5:6:7</u> | likes problem solving tasks                |
| 10. seems hard to get to know              | <u>7:6:5:4:3:2:1</u> | seems easy to get to know                  |
| 11. reserved                               | <u>1:2:3:4:5:6:7</u> | active                                     |
| 12. speaks when spoken to                  | <u>1:2:3:4:5:6:7</u> | usually starts conversation                |
| 13. moderate first impression              | <u>1:2:3:4:5:6:7</u> | strong first impression                    |
| 14. quick decisions                        | <u>7:6:5:4:3:2:1</u> | thoughtful decisions                       |
| 15. confident/aggressive                   | <u>7:6:5:4:3:2:1</u> | easy going                                 |
| 16. seeks close personal relations         | <u>1:2:3:4:5:6:7</u> | avoids personal relationship               |
| 17. reasoning, logical                     | <u>7:6:5:4:3:2:1</u> | emotional                                  |
| 18. concerned about the feelings of others | <u>1:2:3:4:5:6:7</u> | not concerned about the feelings of others |
| 19. dresses, speaks formally               | <u>7:6:5:4:3:2:1</u> | dresses, speaks informally                 |

---

Source: Bellenger Danny, Stanton W.Wilbur, Steinberg Earle, "The Congruence of Store Image and Self Image", Journal of Retailing, Spring 1976, vol.53, p.25.

Items 1-5, 11-13- 15 belong to the Assertiveness Passivity traits and items 6-10, 14, 16-19 correspond to Objectivity-Impulsiveness scales.

Hence maximum score on the Assertiveness-Passivity dimension on the 1-7 bipolar semantic differential scale is 63 while the maximum score is 70 on Objectivity-Impulsiveness. A high score on A-P indicates Assertivity and on O-I indicates Objectivity.

The fact that demographics show very little relationship to store loyalty was expected from other studies. The psychological factors related to store and self-image are much more promising, particularly the match of selected attributes of store and self-image. The findings show that the correlation of self and store image is related to store loyalty.

### 3.3 Fashion Life Style and Shopping Orientations

The research efforts in the retail area is lately focused on better understanding the fashion retailing process through life-style (attitudes, interests, opinions regarding shopping) research applications.

Therefore; further explication of the relationships between the fashion segments and self-perception (self-concept), shopping orientation and behavior, store patronage and traditional demographics is necessary in order to develop more functional life-style applications.

As King and Ring (1975) have pointed out this approach provides "a crucial new input for the retailer in terms of identifying and profiling fashion market segments, in selecting product lines and merchandising approach, and in designing and targeting the entire retail presentation to specific market segments" (p.7).

Yang (1979) defines life style as "a consistent way of living

a behavioral pattern a consumer adopts to conduct his daily activities" (p.6). The framework, which employs seven dimensions of a consumer's life style and content specific grid approach was used to structure the fashion life-style research categories of this study.

Table 3.4 Fashion life-style categories.

#### 1. General Shopping Behavior

##### Variety:

- Amount of variety desired in the wardrobe.
- Variety needs in terms of matching clothing to situation occasions.
- Desire for an extensive wardrobe collection.
- Need to see a wide variety in clothing selections.
- Desire to shop in many different stores.

##### Frequency:

- Frequency of shopping activity
- Frequency of actual buying
- Shopping as a way of acquiring knowledge
- Shopping as a social or recreational activity
- Changing shopping patterns as a function of environmental factors (inflation, price of gas, credit)
- Replacement factors as they affect shopping activity

##### Organization:

- Importance given to wardrobe planning
- Frequency of impulse buying
- Importance given to planning shopping trips
- Prevalence of seasonal versus nonseasonal buying
- Importance of coordinated outfits

## 2. Fashion Orientation

- Interest in Fashion
- Clothing Expenditures vis-a-vis other expenditures
- Role of Clothing in defining self-image
- Importance given to being fashionable
- Desire to be well dressed

### Time frame

- Use of clothing to enhance social mobility
- Planning horizon-future perspective in fashion decision making
- Trade-off between immediate and future needs
- Quantity versus quality trade-offs in fashion selection
- Practicality aspects of clothing selection

### Initiative

- Fashion-leader vs. fashion follower
- Risk orientation (risk averse vs risk-seeking) in fashion selection
- Communication of fashion ideas to others
- Confidence in fashion selection

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Source: Gutman, Jonathan and Mills K. Michael, "Fashion Life Style, Self Concept, Shopping Orientation and Store Patronage: An Integrative Analysis", Journal of Retailing, Summer 1982, vol.82, pp.70-71.

Consequently; fashion life-style dimensions were summarized under two categories. One being "General Shopping Behavior" orientation of the customer, included the previously mentioned dimensions of variety, frequency and organization. The other included the customer's "fashion Orientation" and involved the fashion specific aspects of fashion priority, time frame and initiative.

Findings on separate cluster analysis run on subsamples resulted in 7 distinct target profiles:

- 1) Leaders
- 2) Followers
- 3) Independents
- 4) Neutrals
- 5) Uninvolveds
- 6) Negatives
- 7) Rejectors

Leaders scored high on fashion leadership, interest and importance. Conversely, scored low on antifashion attitudes. They indicated enjoying shopping and were not cost-conscious, practical nor traditional. Moreover they were most likely to be in the 18-24 age group and single. They considered themselves sophisticated, modern, different, chance taking, confident, creative and sociable having more complicated life styles than others.

Followers; having the same profile as leaders preferred to follow the fashion trends less closely than the leaders. They also enjoyed shopping, however; scored higher on traditionalism and following.

Independents, although aware of the fashion trends resented strongly to designers who dictate the fashion trends. Similar to

the life-style profiles of the leaders, considered themselves sophisticated, different, assertive and possessing initiative.

Neutrals scored moderately on all fashion components and were particularly "antifashion" in attitude.

Uninvolveds showed low desire for all fashion related activities including leadership and interest. Moreover; they were not particularly "antifashion" attitude and tended to be unemployed.

Negatives and Rejectors placed more importance on to be clean and neat rather than fashionable. They resented strongly the fashion institutions and usually came from low-income groups.

In this chapter the theoretical and methodological foundations of the empirical research were summarized. Depending upon the basic relationships provided by the individual studies, an empirical research was constructed to find out the position of a sample of Turkish consumer holds with respect to salient store attributes using self-image and fashion life styles. In the next chapter the empirical study which encompass the highlights of the three studies explained in this chapter is presented thoroughly.



## CHAPTER FOUR

### RESEARCH DESIGN AND METHODOLOGY

#### 4.1 Purpose:

The purpose of this study is to find out how consumer's perception of their self-image and fashion life styles could be utilized in delineating salient store attributes and improving strategic retail positioning.

#### 4.2 Nature of the study:

The study can be defined as a descriptive-correlational study since particular importance is attached to profiling the variables which have major importance on forming the retailing strategy. Hence; the relations between salient store attributes, consumer self-images and fashion life styles are probed.

The major research questions for the study are as follows:

- Which store dimensions are considered important by the customer groups?
- What are the different self-image profiles relevant for fashion retailing?
- Do different self-image profiles attach importance to different store dimensions and attributes?
- Which store attributes identify better with what kinds of self-image profiles?
- Which fashion life styles are relevant for market segmentation?
- Do consumers with certain self-perceptions belong to segments with specific fashion life-styles?
- Which store attributes fullfill better the needs and the demands of segments who have specific fashion life style orientations?

- Do certain demographic factors (age, education, marital status, working status income) account for the differences in store images, in self-perceptions and fashion life-styles?

#### 4.3 Sampling:

The sample for this study consisted of 96 women living in İzmir. Table 4.1 presents the profile of the sample that participated in the study.

Nonprobabalistic convenience sampling was used in selecting sample units. Two subsamples have been formed which aimed at representing middle and high income socioeconomic groups. The two groups mentioned are more likely to afford and keep-up with fashion therefore; are eligible for fullfilling the requirements of the study.

#### 4.4 Data Collection Proceedure and Instrument:

The data collection instrument of the study was a structured questionnaire, administered with the help of two college students and a primary school teacher.

Table 4.1 Sample Profile

| <u>Age Group</u>      | <u>Frequency</u> | <u>%</u> | <u>Cum %</u> |
|-----------------------|------------------|----------|--------------|
| 20-25                 | 18               | 18.8     | 18.8         |
| 26-30                 | 22               | 22.9     | 41.7         |
| 31-35                 | 11               | 11.9     | 53.1         |
| 36-40                 | 16               | 15.8     | 68.9         |
| 41-45                 | 11               | 14.2     | 83.1         |
| 46-50                 | 13               | 11.7     | 94.8         |
| 50-60                 | 9                | 5.2      | 100.0        |
|                       | 96               | 100.0    | 100.0        |
| <u>Marital Status</u> | <u>Frequency</u> | <u>%</u> | <u>Cum %</u> |
| Married               | 67               | 69.8     | 69.8         |
| Single                | 18               | 18.8     | 88.5         |
| Widow                 | 11               | 11.5     | 100.0        |
|                       | 96               | 100.0    |              |
| <u>Education</u>      | <u>Frequency</u> | <u>%</u> | <u>Cum %</u> |
| High School           | 52               | 54.2     | 54.2         |
| College               | 44               | 45.8     | 100.0        |
|                       | 96               | 100.0    |              |
| <u>Working Status</u> | <u>Frequency</u> | <u>%</u> | <u>Cum %</u> |
| Nonworking            | 51               | 53.1     | 53.1         |
| Working               | 45               | 46.9     | 46.9         |
|                       | 96               | 100.0    |              |
| <u>Income</u>         | <u>Frequency</u> | <u>%</u> | <u>Cum %</u> |
| Middle                | 50               | 52.1     | 52.1         |
| High                  | 46               | 47.9     | 100.0        |
|                       | 96               | 100.0    |              |

This method and instrument of data collection was preferred primarily to:

- a) secure increased response rate
- b) motivate respondents to give honest answers by introducing briefly the research topics
- c) impose credibility
- d) speed the data collection procedure.

The questionnaire is composed of four parts.

#### 1. Store Attributes

41 store attributes are listed to be ranked by the respondents in terms of importance. In the questionnaire this particular section refers to the first 41 variables in PART 1.

#### 2. Self Image Inventory

The consumer's self image scores are determined on Assertiveness-Passivity and Objectiveness, Impulsiveness scales. In the questionnaire this particular section II refers to the 19 self-image questions which were selected by Bellenger, Steinberg and Standon (1976) variables 42 and 43 are participant scores on A-P and O-I dimensions.

#### 3. Fashion Life-Style

In Part III, the respondents orientation on Fashion Life Style components are determined. The terminology cited previously were operationalized by Gutman and Mills (1982) to ease the comprehension of the participants. Thus; Fashion Life Style is divided into subsections of Fashion Orientation and Shopping orientation.

The items listed under the subsection of Fashion Orientation include Fashion leadership which include the variables from 44 to 48, Fashion interest which refer to variables from 49 to 53, importance of fashion which is determined by the variables from 54 to 57 and Antifashion attitude which is composed of variables 58

to 60.

The items under Shopping Enjoyment include Shopping Enjoyment referring to the variables from 61 to 65, Cost Consciousness making up the variables from 66 to 70, Traditionalism including variables 71 and 72, practicality referring to the variables 73 and 74, Planning which addresses to the variables from 75 to 77 and finally Following Initiative components are determined by variables from 78 to 80.

#### 4. Demographics

In part IV demographic variables age, marital status, education, working status, and income were included.

Please refer to the Appendix 1 for the entire questionnaire and Coding Sheet.

#### 4.5 Data Analysis Proceedure:

Although the questionnaire is composed of 4 parts, each section consequently each variable is related and integrated in the remaining parts due to the nature of the relations probed. Thus; the study encompasses 41 store attribute variables, 2 self-image variables of Assertivity and objectivity, 36 Fashion life style orientation variables and 6 demographic variables.

#### 4.6 Relationships Investigated and Related Tests:

- Frequencies of 41 store attributes to beranked in terms of importance.
- Assertivity - Positivity and Objectivity - Impulsiveness  
self-image scores were calculated to categorize the respondents as high or low with respect to Assertiveness - Possivity and Objectivity - Impulsiveness scales.
- Pearson Correlation was utilized to delineate the store

attributes that identified best with the specific self-image types.

- Pearson Correlation again was used to discover if different self-image categories showed specific fashion life style orientations.
- Demographics were t-tested to see if there were any significant differences in the responses with respect to store attributes, fashion life styles and self-images.

## 4.7 Findings

### 4.7.1 Store Attributes

The attributes considered salient by the respondents were ranked in decreasing importance. Following is the list of Top 15 important and Bottom 5 least important attributes that resulted from the frequency tests. Please refer to the appendix for the entire list.

Table 4.2 Top 15 Store Attributes Variables

|                                     | <u>Means</u> | <u>St.Dev.</u> |
|-------------------------------------|--------------|----------------|
| 1. Courteous Sales Personnel        | 9.177        | 1.31           |
| 2. High Value for the Money         | 9.125        | 1.56           |
| 3. Dependable Products              | 8.968        | 1.83           |
| 4. Fair on Adjustments              | 8.958        | 1.53           |
| 5. Store is Clean                   | 8.781        | 1.91           |
| 6. Easy to Find Items You Want      | 8.770        | 1.80           |
| 7. Low Prices vs. Competition       | 8.718        | 1.97           |
| 8. Friendly Personnel               | 8.656        | 1.98           |
| 9. Helpful Personnel                | 8.625        | 2.18           |
| 10. Easy to Move Through Store      | 8.489        | 2.42           |
| 11. Easy to Exchange Purchases      | 8.229        | 2.15           |
| 12. Easy to Return Purchases        | 7.875        | 2.64           |
| 13. Wide Variety                    | 7.739        | 2.37           |
| 14. Fast Check Out                  | 7.687        | 2.58           |
| 15. High Quality Products           | 7.302        | 2.69           |
| Bottom 5 Store Attributes Variables |              |                |
| 1. Many Friends Shop There          | 3.093        | 3.08           |
| 2. Store is Known by Friends        | 3.739        | 3.75           |
| 3. Store is Liked by Friends        | 4.010        | 3.55           |
| 4. Company is Well Known            | 4.802        | 3.27           |
| 5. Been in Community Long Time      | 4.927        | 3.47           |

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scale values are: 0: not important at all

10: very important

The similarity of the results with that of Hansen and Deutscher carried in the USA is astonishing. Except for the "Courteous Sales Personnel", "Low Prices vs. Competition" "Friendly Sales Personnel" all other items are on Top 10 attributes of the study administered in the USA as well. As for the Bottom 5 attributes, except for "Company is well Known" and "Been in Community a Long Time" the remaining items are on the list of the US participants.

#### 4.7.2 Self-Images and Store Images

As previously described, the Assertive persons saw themselves as aggressive, possessing initiative and highly independent. Conversely, the reverse profile would be observed on passives. Objective people on the other hand, saw themselves as highly rational, consistent and analytical. Hence, the people would possess the opposite characteristics.

On the Assertiveness Passivity scale the possible scores were between 0-63 and on the Objectivity-Impulsiveness scale the probable scores ranged from 0-70. The respondents mean profiles for Assertiveness-Passivity and Objectivity-Impulsiveness are charted in Table 4.3.

Table 4.3: Self Image Profile of the Sample

|               | Mean   | St.Dev |
|---------------|--------|--------|
| Assertiveness | 37.150 | 9.341  |
| Passivity     |        |        |
| Objectivity   |        |        |
| Impulsiveness | 33.323 | 7.812  |

In this particular study, respondents scoring above mean 37 were considered Assertive and above mean 34 were considered Objective.



Conversely; subjects scoring below 37 were considered Passive and below 34 were considered impulsive along the Assertiveness-Passivity and Objectivity-Impulsiveness scales.

In order to observe possible differences in the rating of attributes the sample was divided into subsamples of Aggressive, Passive, Objective, Impulsive groups. Each group except for one attribute completely agreed on the remaining 14 attributes with minor differences in ratings. The passive personalities ranked "Well Known Brands" as the 5th in terms of importance. On the contrary this attribute was not among the Top 15 attributes of the other image groups. On the other hand Assertive and Objective shoppers placed "Availability of Many Specially Priced Items" as the 14th and 15th important items respectively.

Table 4.3 summarizes the rankings of the different Self-Image profiles on the Top 15 attributes which was obtained from the respondents prior subgrouping into image profiles. It is observed that Assertive, Objective people have not included "High Quality Products" in their rankings. Similarly "Easy To Find Items" did not exist among the important attributes of Passive shoppers. Finally, all the important attributes of the Impulsive shoppers corresponded with the attributes considered salient by the sample before subgrouping. It should be added that the importance ranks were obtained from the mean responses of each group.

Table 4.4: Summary of the Results of Self-Image Responses to Store  
Attributes

|                                | Ranks of<br>Assortives | Ranks of<br>Impulsives | Ranks of<br>Objectives | Ranks of<br>Passives |
|--------------------------------|------------------------|------------------------|------------------------|----------------------|
| 1. Courteous Sales Personnel   | 1                      | 2                      | 1                      | 3                    |
| 2. High Value For the Money    | 2                      | 1                      | 5                      | 2                    |
| 3. Dependable Products         | 5                      | 6                      | 2                      | 1                    |
| 4. Fair on adjustments         | 3                      | 4                      | 4                      | 6                    |
| 5. Store is Clean              | 6                      | 7                      | 6                      | 5                    |
| 6. Easy to Find Items You Want | 13                     | 3                      | 10                     | -                    |
| 7. Lower Price vs. Competition | 8                      | 5                      | 8                      | 4                    |
| 8. Friendly Sales Personnel    | 7                      | 9                      | 3                      | 9                    |
| 9. Helpful Sales Personnel     | 9                      | 10                     | 7                      | 8                    |
| 10. Easy to Move through Store | 10                     | 8                      | 12                     | 10                   |
| 11. Easy to Exchange Purchases | 11                     | 12                     | 9                      | 12                   |
| 12. Easy to Return Purchases   | 12                     | 14                     | 11                     | 13                   |
| 13. Wide Variety               | 4                      | 11                     | 14                     | 11                   |
| 14. Fast check out             | 14                     | 13                     | 13                     | 14                   |
| 15. High Quality Products      | -                      | 15                     | -                      | 15                   |

Pearson Correlation Analysis was run to find out if there were any significant store attributes that related to self-image profiles. The results show that, assertive self-image had significant relationships with "High fashion items" and Helpful sales Personnel". Since the relation had a positive direction, the more the person was assertive the more she seeked "High Fashion Items" ( $r=.1344 \alpha=.096$ ) "Helpful Sales Personnel" ( $r=.1666 \alpha=.052$ ).

Pearson Correlation Analysis delineated more items which were significantly related or identified with Objectivity-Impulsiveness self-image profiles. It should be stressed that all the below listed attributes have shown significant; however, negative relationships with the Objectivity-Impulsiveness scale. Consequently; the more the person was impulsive the more she seeked:

- 1) High quality ( $r=-.1494 \alpha=.073$ )
- 2) High Fashion items ( $r=-.1509 \alpha=.071$ )
- 3) Easy to Move through the Store ( $r=-.2537 \alpha=.006$ )
- 4) Easy to Find Items Wanted ( $r=-.1945 \alpha=.055$ )
- 5) Attractive Decor ( $r=-.1542 \alpha=.067$ )
- 6) Company operates many stores ( $r=-.1964 \alpha=.028$ )
- 7) Store is Nearby ( $r=-.1870 \alpha=.034$ )
- 8) Short time to reach stores ( $r=-.2004 \alpha=.025$ )

#### 4.7.3 Fashion Life Styles

Consumer's fashion life style orientations were identified in this part of the study. The orientations of the sample are described with respect to fashion life style components, taking into consideration the questionnaire as listed in Table 4.5.

Table 4.5: Statements Associated With Fashion Orientation Factors

A) Fashion Orientation

1. Fashion leadership (variables 44-48)

- It is important for me to be a fashion leader
- I am aware of the fashion trends and want to be the first to try them
- I am confident on my ability to recognize fashion trends
- Clothers are one of the most important ways I have for expressing my individuality
- I am the first to try new fashion; therefore, many people regard me as being a fashion leader.

2. Fashion Interest (variables 49-53)

- Because of my active life-style, I need a variety of clothes
- I always buy at least one outfit of the latest fashion
- I never read fashion magazines or pay attention to fashion trends
- I spend a lot of money on clothes and accessories
- I spend a lot of time on fashion related activities.

3. Importance of being Well-dressed (variables 54-57)

- It's important to be well dressed
- If you want to get ahead, you'll have to dress accordingly
- What you think of yourself is reflected by what you wear
- Wearing good clothes is part of leading a good life.

4. Antifashion Attitude (variables 58-60)

- I resent being told what to wear by so called fashion on experts
- Fashion in clothing is just a way to get more money from the consumer

Table 4.5 continued

- I buy clothes I like regardless of current fashion

B) Shopping Orientation (variables 61-66)

5. Shopping Enjoyment

- I don't like to go shopping
- I often go shopping to get ideas even though
- I have no intention of buying
- I go shopping often
- I like to see what's new in clothing
- I like to shop in many different stores

6. Cost Consciousness (variables 67-70)

- I buy less clothing because of the rising prices
- I make a purchase only when there is a need, not on impulse
- I make fewer shopping trips because of rising transportation prices
- In this period of rising prices it is ridiculous spending excessive amounts of money on clothes.

7. Traditionalism (variables 71-72)

- I don't buy clothes that would make stand out from everyone else.
- I prefer traditional styling in my clothing

8. Practicality (variables 73-74)

- I like my clothes to be practical
- I avoid high fashion clothing because it goes out of style to quickly

9. Planning (variables 75-77)

- I plan my shopping trips carefully
- I plan my wardrobe carefully
- I shop for coordinated outfits

Table 4.5 continued

10. Following (variables 78-80)

- My apparel selections are strongly influenced by clothing worn by people I admire
- I buy new fashion looks only when they are well accepted
- I am confident of my own good taste in clothing.

## A) Fashion Orientation

### a) Fashion Leadership

The respondents hardly perceived themselves as being fashion leaders (75%). Although they were confident on recognizing the new trends, the majority was reluctant to be the first person to try to new fashion (58.3%). On the other hand, the sample agreed strongly on the idea that clothes were one of the most important ways of expressing individuality (84.4%).

### b) Fashion Interest

The sample reported satisfying their interest in fashion through reading fashion magazines (64.6%) and buying at least one outfit of the latest fashion (58.1%). Moreover; results show that not much time nor money was devoted to fashion related activities (80.2%) clothes and accessories (63.5%). In accordance with the above results, the participants did not necessitate wide variety of clothes with respect to their active life style (61.7%).

### c) Importance of being well dressed

The respondents have placed great importance on being well dressed (80.3%) and confirm that proper, appropriate dressing is important for success (78.2%). The participants agree that perceptions of the self is reflected on what the persons wears (74.0%). They disagree on the idea that wearing good clothes is part of leading a good life (56.8%).

### d) Antifashion attitude

As the study reveals, the participants are not against fashion establishments nor fashion designers, experts which dictate the new fashion trends (60.4%). However; they agree that fashion in clothing is just a way to get more money from the consumer (64.6%). Moreover; the majority of the sample declare no hesitation in buying the

clothing they like regardless of the current fashion (80.2%).

#### B) Shopping orientation

##### a) Shopping Enjoyment

The majority of the sample enjoyed shopping (63.5%) and reported going out shopping to get ideas even though they had no intention of buying (66.8%). However; shopping frequently was not common among the respondents (61.3%). Consumers also enjoyed entering into stores to see the new styles in clothing (60.4%). Moreover; the participants exhibited non-store loyal attitudes (62.5%) in their shopping behavior.

##### b) Cost Consciousness

The attitudes of the participants toward cost components are highly responsive. The results show that because of the rising prices consumers are tempted to buy less clothing (64.6%) and find spending excessive amounts of money on clothing as ridiculous in the period of rising prices (57.3%). Moreover; participants report buying when there is a need and not on impulse (66.7%). The rising cost of transportation doesn't seem to affect the consumer purchase behavior. More than one third of the sample refrain from shopping due to rising prices (36.5%).

##### c) Traditionalism

The preferences of the sample are not clear cut in this aspect. Although the participants, don't buy clothes that make them stand out from everyone else (60.5%) but they do not prefer traditional styling either (53.1%).

##### d) Practicality

Among the subjects, the majority preferred practical clothing (86.5%) and avoided high fashion items because they are out of style in a short time period (62.5%).

##### e) Planning

The participant's results reveal that they pay attention to



planning their shopping trips (68.7%), buying coordinated outfits (4.8%). However; those who gave importance to wardrobe planning were a minority (32.3).

f) Following-Initiative

From the results obtained the subjects gave priority to their own tastes (87.5%). They were most unlikely to be influenced by the clothing of the people they admired (69.8%). Finally, a small minority attempted to buy new fashion looks only after they were well accepted (37.5%).

Pearson Correlation Analysis were applied to find out if there were any significant relations between Fashion Life Style Orientations Self-Image profiles.

The significant Fashion-Life Style Segments that were correlated with Assertiveness-Passivity depict some unique discriminating characteristics of the Assertive-Passive shopper. Consequently, the assertive personality:

- a) is confident of her ability to recognize new fashion trends ( $r=.1751 \alpha=.044$ ).
- b) is more prone to trying the new fashion ( $r=.2015 \alpha=.024$ )
- c) needs variety of clothes because of her active life-style ( $r=.1843 \alpha=.036$ ).
- d) spends a lot of money and time on clothes, accessories and fashion activities ( $r=.2932 \alpha=.002$ ).
- e) Regards wearing good clothes as a part of leading a good life ( $r=.1814 \alpha=.038$ ).
- f) goes out shopping frequently ( $r=.1509 \alpha=.071$ ).
- g) is not influenced by the clothing worn by people she admires ( $r=-.1627 \alpha=.057$ )
- i) is a fashion leader rather than a follower ( $r=-.1594 \alpha=.060$ ).

- j) she depends on the tastes of the fashion institutions and designers rather than her own good taste ( $r = -.2990$ ,  $\alpha = .002$ ).

Conversely, the passive shoppers would possess the opposite profile.

The Pearson Correlation Analysis was as well applied for the Objectivity-Impulsiveness scale, have also resulted in some relations that profile the Objective-Impulsive shopper. Hence, the objective shopper:

- a) Does not give importance to being a fashion leader ( $r = -.2189$ ,  $\alpha = .016$ ).
- b) is not keen on following the fashion trends ( $r = -.2280$ ,  $\alpha = .013$ ).
- c) believes that self-perceptions are expressed or reflected in what she wears ( $r = .1661$ ,  $\alpha = .053$ ).
- d) needs a wide variety in clothing because of an active social life ( $r = .1653$ ,  $\alpha = .054$ ).
- e) is not interested in reading fashion magazines ( $r = -.1608$ ,  $\alpha = .059$ ).
- f) goes often shopping to get ideas even though she has no intention of buying ( $r = .2005$ ,  $\alpha = .025$ ).
- h) does not go shopping frequently ( $r = -.1804$ ,  $\alpha = .039$ ).
- i) does not devote time to fashion related activities ( $r = -.2184$ ,  $\alpha = .016$ ).
- j) likes traditional styles ( $r = .2776$ ,  $\alpha = .003$ ).
- k) chooses practical clothes ( $r = .1447$ ,  $\alpha = .080$ ).
- l) looks for coordinated outfits ( $r = .1325$ ,  $\alpha = .099$ ).
- m) and does not buy high fashion because they go out of style in a short time ( $r = .3267$ ,  $\alpha = .001$ ).

Conversely, the impulsive buyer would possess the opposite profile.

A striking similarity exists between the fashion life style groups categorized by Gutman and Mills (1982) and the results obtained from this study. The fashion orientation of the leaders seem highly to match with the assertive shopper. The followers being very similar

to the leaders group lack interest in being fashion leaders which closely resemble the Impulsive buyers. Independents who resent established fashion institutions highly identify with the Passive respondent. Last but not the least, Neutrals because of their moderate attitudes toward leadership, interest and importance given to fashion closely relate to the Objective buyer. Finally, the Assertive-Impulsive buyers could as well be categorized as recreational buyers.

#### 4.7.4 Demographics

Age, marital status, education level, working status and Income were the major demographic factors that were used to find out if there were differences in the responses of the sample belonging to different demographic categories towards store attributes, self images and fashion life styles.

##### a) Age

Due to it's scalar properties age was tested with Pearson correlation to identify possible relations with store attributes. Below is the list of attributes that show significant correlation with age. Thus; for older shoppers:

- 1) The need for dependable products increase ( $r=.2049$ ,  $\alpha=.023$ ).
- 2) The search for a great variety decreases ( $r=-.2693$ ,  $\alpha=.004$ ).
- 3) High fashion items are not favored ( $r=-.2035$ ,  $\alpha=.023$ ).
- 4) "Easy to Return Purchases" are appreciated ( $r=.1760$ ,  $\alpha=.043$ ).
- 5) Moving easily through the store is rare ( $r=-.1506$ ,  $\alpha=.072$ ).
- 6) The search for items wanted increased. Easily finding the necessary Items became less important ( $r=-.1745$ ,  $\alpha=.045$ ).
- 7) Use of advertising for informative purpose decreased ( $r=-.1871$ ,  $\alpha=.034$ ).
- 8) The stores providing facilities on "adjustments" are preferred ( $r=.1976$ ,  $\alpha=.027$ ).

- 9) A courteous sales personnel is sought ( $r=2133\alpha=.018$ ).
- 10) Easy parking facilities become a plus ( $r=1441\alpha=.081$ ).
- 11) Specially priced items are sought ( $r=.1337\alpha=.097$ )

As for fashion life styles -as age increases:

- 1) interest in being a fashion leader decreases ( $r= -.1787\alpha=.041$ ).
- 2) the new fashion trends are not followed closely ( $r= -.1908\alpha=.031$ ).
- 3) less time is devoted to fashion activities ( $r= -.1972\alpha=.027$ ).
- 4) shopping with respect to personal taste increases. Thus; less importance is given to the opinions of fashion experts ( $r= -.2915\alpha=.002$ ).
- 5) shopping gives less pleasure ( $r= -.3171\alpha=.001$ )
- 6) shoppers become more cost conscious
  - i) As prices rise less clothing is purchased ( $r=.1767\alpha=.042$ ).
  - ii) Go out shopping less frequently as transportation cost increases ( $r=.2365\alpha=.010$ ).
  - iii) Find investing too much money in clothing ridiculous ( $r=.1551\alpha=.066$ ).
  - iv) Do not buy high fashion items because they go out of style quickly ( $r=.2573\alpha=.006$ ).
- 7) Shoppers become more traditional in their attitudes with respect to fashion life styles
  - i) They wear traditional styles ( $r=.3927\alpha=.000$ )
  - ii) They don't wear clothes that make them stand out from everyone else ( $r=.2146\alpha=.018$ ).
  - iii) Consider new styles after acceptance ( $r=.2582\alpha=.006$ ).
- 8) Plan their wardrobes ( $r=.2552\alpha=.066$ ).
- 9) Look for coordinated outfits ( $r=.2259\alpha=.013$ ).
- 10) Tend to plan their shopping in advance ( $r=.1993\alpha=.026$ ).

As for self image profiles as the customers got older they tended to be more objective in their buying behavior ( $r=.2717\alpha=.004$ ).

b) Marital Status

t-tests were run to find out if subjects belonging to "Married" vs "Single" categories responded differently to any store attributes and/or fashion life-styles. Below is the list of attributes and fashion life-styles that received significantly different ratings from 2 categories.

Table 4.6 summarizes the findings of the two marital status categories with respect to store attributes self-images and fashion life styles.

As a result, the singles were more advertising oriented and information seekers and placed more importance on easily finding the items wanted. On the other hand; married people placed more importance on having wide selection of products and regarded stores fair attitudes on adjustments as more salient than single people.

Table 4.6: Results of Marital Status Categories

A) Store attributes:

|                                     | $M \bar{x}$ | $S \bar{x}$ | t     | $\alpha$ |
|-------------------------------------|-------------|-------------|-------|----------|
| 1. Wide Selection in Products       | 7.46        | 8.94        | -2.45 | .05      |
| 2. Easy to Find the Items<br>Wanted | 8.64        | 9.33        | -1.96 | .10      |
| 3. Informative Advertising          | 6.70        | 7.94        | -1.73 | .10      |
| 4. Fair on Adjustments              | 9.14        | 8.16        | 2.49  | .05      |
| 5. Advertising Helps<br>Planning    | 6.06        | 7.50        | -1.94 | .10      |

B) Fashion Life Styles:

|                   | $M \bar{x}$ | $S \bar{x}$ | t    | $\alpha$ |
|-------------------|-------------|-------------|------|----------|
| 1. Traditionalism | 5.41        | 4.33        | 2.53 | .05      |
| 2. Planning       | 9.05        | 7.50        | 2.47 | .05      |
| 3. Following      | 5.94        | 5.00        | 1.71 | .10      |

$M \bar{x}$  = mean of married women

$S \bar{x}$  = mean of single women

t = t score

$\alpha$  = level of confidence

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The results reveal that married people were more traditional with respect to clothing than their single counterparts. Moreover; married people depended more on their personal fashion tastes and preferred to be followers rather than fashion leaders. On the other hand; singles did not give importance to planning at all compared with married people and were not traditional and used more their initiative in clothing.

Results did not depict a significant relationship between self-images and marital status.

c) Education

The same procedure was applied for education levels. The items listed below showed different ratings among "high school graduates" and "university graduates".

Table 4.7 represents the summary results of two education levels with respect to store attributes, self-images and fashion life styles.

Table 4.7: Results of Education Level Categories

| A) Store Attributes:                | $H \bar{x}$ | $U \bar{x}$ | t     | $\alpha$ |
|-------------------------------------|-------------|-------------|-------|----------|
| 1) The store is well known          | 4.25        | 5.25        | -1.83 | .10      |
| 2) Well known brands                | 4.96        | 6.84        | -3.04 | .05      |
| 3) Low prices vs competition        | 8.38        | 9.11        | -1.83 | .10      |
| 4) Credit opportunities             | 6.46        | 4.71        | -2.27 | .05      |
| 5) The company is know by friends   | 4.34        | 3.02        | 1.74  | .10      |
| 6) Many friends shop from the store | 3.61        | 2.47        | 1.82  | .10      |
| 7) Company operates many stores     | 5.63        | 4.17        | 2.17  | .05      |
| 8) Store is nearby home/work        | 7.01        | 5.93        | 1.89  | .10      |
| 9) Store is near the shopping area  | 7.50        | 6.36        | 2.02  | .05      |
| 10) Advertising helps planning      | 6.80        | 5.77        | 1.78  | .10      |
| 11) Helpful sales personnel         | 9.03        | 8.13        | 2.05  | .05      |
| 12) Easy to Return Purchases        | 8.34        | 7.31        | 1.92  | .10      |
| B) Self-Images                      | $H \bar{x}$ | $U \bar{x}$ | t     | $\alpha$ |
| 1. Assertiveness-Passivity          | 35.98       | 39.31       | -1.76 | .10      |
| 2. Objectivity-Impulsiveness        | 31.35       | 35.47       | -2.56 | .05      |
| C) Fashion Life Style               | $H \bar{x}$ | $U \bar{x}$ | t     | $\alpha$ |
| 1. Cost Conciousness                | 13.32       | 12.06       | 1.74  | .10      |

$H \bar{x}$  = mean of high school graduates

$U \bar{x}$  = mean of university graduates

t = t-score

$\alpha$  = level of confidence



It is interesting that University Graduates have placed more importance on prestige and status oriented attributes like well known stores and well known brands as well as lower prices than their high school graduate counterparts. On the other hand high school graduates placed more importance on credit opportunities, location, sales personnel, peer influence return of purchase possibilities and advertising that helps planning.

Moreover respondents from different educational backgrounds belonged to significantly different self-image categories on Assertiveness-Passivity-Objectivity-Impulsiveness.

Thus, University graduates were both more aggressive and objective than their counterparts.

Finally, the respondents of different educational backgrounds showed significant opinion differences on the "Cost Consciousness" category of Fashion-Life Styles. High school graduates were more cost conscious than university graduates.

#### d) Working Status

The respondents belonging to working and nonworking categories gave significantly different ratings to the following store attributes; self image profiles and fashion life styles listed in table 4.8.

The results reveal that working women give more importance to finding wide variety of products and to lay away possibilities than non-working women. Conversely, nonworking women place importance on courteous sales personnel and post-purchase adjustments than working women.

Table 4.8 Summary Results of Working Status Categories

| A) Store Attributes                     | $N_x$ | $W_x$ | t     | $\alpha$ |
|---|-------|-------|-------|----------|
| 1. Wide variety of Products             | 7.23  | 8.34  | -2.27 | .05      |
| 2. The Store has lay-away possibilities | 6.05  | 7.55  | -2.35 | .05      |
| 3. Fair on Adjustment                   | 9.25  | 8.62  | 2.05  | .05      |
| 4. Courteous Sales Personnel            | 9.49  | 8.82  | 2.56  | .05      |
|   |       |       |       |          |
| B) Self-image                           | $N_x$ | $W_x$ | t     | $\alpha$ |
| 1. Objectivity-Impulsiveness            | 31.23 | 35.68 | -2.89 | .05      |
|   |       |       |       |          |
| C) Fashion Life Style                   | $N_x$ | $W_x$ | t     | $\alpha$ |
| 1. Following-Initiative                 | 6.21  | 5.26  | 2.21  | .05      |

$N_x$  = means of nonworking women

$W_x$  = means of working women

$\alpha$  = level of confidence

t = t-status

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The "working" and "non-working" women did not fall into different categories as far as Assertiveness-Passivity was concerned. However; they showed distinct differences on the Objectivity-Impulsiveness scales. The working women turned out to be more Objective than non-workers in their shopping and fashion life style orientations.

Interestingly, the working and non-working women did not respond differently to any of the Fashion-Life categories except for "Following-Initiative" criteria. The results reveal that workers are more prone to use their initiative than their nonworking counter parts where fashion is concerned.

e) Income

The participants falling into middle income and high income categories responded differently to the following Store Attributes and Fashion Life Styles listed in table 4.9.

Table 4.9: Summary results of High and Middle Income Groups

| A) Store attributes                | $M_{\bar{x}}$ | $H_{\bar{x}}$ | t     | $\alpha$ |
|------------------------------------|---------------|---------------|-------|----------|
| 1. Wide variety                    | 8.24          | 7.17          | 2.21  | .05      |
| 2. High fashion products           | 6.46          | 7.62          | -2.00 | .05      |
| 3. Company operating many stores   | 5.64          | 4.08          | 2.29  | .05      |
| 4. Easy to Park                    | 5.84          | 7.84          | -2.10 | .05      |
| 5. Advertising that Helps planning | 6.80          | 5.80          | 1.71  | .10      |
| 6. Friendly sales personnel        | 8.26          | 9.08          | -2.05 | .05      |
| 7. Advertising that is Interesting | 6.48          | 4.93          | 2.56  | .05      |
| 8. Advertising that is Believable  | 7.24          | 6.22          | 1.68  | .10      |
| 9. Courteous Sales Personnel       | 8.94          | 9.42          | -1.80 | .10      |
| B) Fashion Life Style              |               |               |       |          |
| 1. Interest in Fashion             | 11.38         | 13.00         | -2.55 | .05      |

$M_{\bar{x}}$  = mean of middle income women

$H_{\bar{x}}$  = mean of high income women

t = t-score

$\alpha$  = confidence interval.

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In this regard middle income consumers placed more emphasis on wide variety, company operating many stores and on advertising that is believable, interesting and that helps planning more than the higher income women. On the other hand, high fashion products, parking facilities, friendly and courteous sales personnel recieved more emphasis from high income shoppers.

High income and Middle income participants did not fall into distinct self image profiles in Assertiveness, Posivity, Objectivity and Impulsiveness.

Lastly, High income and middle income subjects differed in the "Interest in Fashion" aspect of Fashion Life Styles. High income shoppers were more interested in fashion than the middle income group.

#### 4.7.5 Limitations

The limitations concerning the study fall on two main categories as the factors affecting the internal and external validity which closely relates to the soundness of the research.

The problems concerning internal validity for this study could be summarized as:

- a) History Effect: External events and personal experiences unknown to the administrator may have altered the responses to specific items (Churchill, 1983).
- b) Testing Effect: Because the subjects were aware of the testing process they might have been tempted to distort their actual opinions to sensitive questions (Churchill, 1983).
- c) Operationalizing problems: Difficulties have been reported on operationalizing the concept of Fashion Life Styles and Self-Images. Bellenger (1976), Gutman (1982) have resorted expert opinion to depict the variables which best described

self-image and therefore; possible bias might have been introduced to the variables which could have affected the results.

- d) Testing/Relational Problems: This specific study was conducted on univariate Semantic Differential and Likert scales which eroded the data that could have been obtained from Multivariate Relational techniques. Therefore, Self-image generalizations are limited due to the absence of data depicting the combinations among self-image profiles (e.g. A person both being Assertive and Objective).
- e) The obvious limitation of these data is that the segments are not described in terms of what particular fashion orientation they have. A person may be a fashion leader with respects to certain style (evening clothes) and a follower in another style (sports wear).
- f) Accuracy/Precision: The accuracy precision level has been accepted at 90% confidence, in order to get most information out of the relations and potential variables. Therefore; accuracy/precision has been traded off for more general information of potential variables.

The study used a non-probabilistic convenience sample of 96 women in İzmir. The method and the sample size poses a major limitation on generalizing the results to the population of interest which is closely related with external validity.

However; while administering the questionnaire care has been shown to structure two subsamples thought to represent two different socio-economic strata. In this regard, different age, education, marital status, occupation of the head of the household, family size, working status have been formed to decrease the limitations caused by the sampling method.

## V. CONCLUSIONS AND IMPLICATIONS

### 5.1 Conclusions

This study aimed at finding out how consumer's self-image and fashion life styles could be utilized in identifying salient store attributes and preparing effective market positioning for retail clothing stores. Moreover, this study has attempted to integrate a range of theory and research on consumer behavior toward Fashion Retailing and Market Positioning. By considering combinations of consumer self-image profiles and life style correlates it is possible to identify patterns of shopping behavior, attitudes towards shopping and clothes and salient store attributes. It's evident that, in order to optimize shopping success both from the retailer and the consumer point of view, the message appeal should fit the shopping style and shopping environment.

The findings indicate that consumers with different self-image profiles (Assertive, Passive, Objective, Impulsive) all have indicated the same following 15 store attributes as most salient.

1. Courteous Sales Personnel
2. High Value For the Money
3. Dependable Products
4. Fair on Adjustments
5. Store is Clean
6. Easy to Find Items You Want
7. Low Prices vs Competition
8. Friendly Personnel
9. Helpful Personnel
10. Easy to Move Through the Store
11. Easy to Exchange Purchases

12. Easy to Return Purchases
13. Wide Variety
14. Fast Check Out
15. High Quality Products

As a result; merchandise, service and post-purchase satisfaction are considered as the most important store dimensions. However; it should be noted that Passive personalities placed emphasis on the availability of "Well know brands" more than the other profiles. This result perfectly agrees with the results obtained by Jolson (1981) where "signature goods seekers" associate brands with power, superiority, success and admiration. Similarly, Impulsive buyers gave more importance to "Finding Easily the Items Wanted" which highly corresponds to their hasty shopping style. The Objective and the Assertive shoppers stressed the "Availability of Specially Priced Items". This attitudes is relevant to the "Cost Concious" behavior of the Objective shopper. As for the Assertive shopper, it might be suggested that fashionable "bargains" might serve the purpose and high-quality fashionable items need not always be expensive.

It's important to note that this particular study administered in İzmir produced astonishingly similar results to the study conducted in USA by Hansen and Deutscher (1978). The ranking indicate that the Turkish sample has placed more importance on having more price competitive products, courteous and friendly sales personnel than its US counterparts. Conversely; the US sample has stressed high quality products, fast check out more than the Turkish sample as the result of differences in living conditions and environment.

The self image profiles of participants were scored along the Assertiveness vs Passivity and Objectivity versus Impulsiveness scales.



Each profile exhibited distinct Fashion-Life Style orientations. Hence; each profile showed specific attitudes towards Fashion Life Style components.

According to the results the Assertive shopper is socially active- therefore; she needs wide variety of clothes, spends much money on fashion related activities and clothes. Moreover, she is a fashion leader in her style and enjoys shopping. Conversely; the Passive person possesses the reverse profile.

The Objective shopper on the other hand is more cost concious, traditional and perceives herself as a fashion follower than a leader and does not go out shopping frequently, however; the Impulsive shopper draws the opposite picture.

A striking similarity exists between the fashion life style groups categorized by Gutman and Mills (1982) and the results obtained from this study. Fashion orientation of the leaders seem to resemble the Assertive Shopper. The followers closely relate to the Impulsive Shopper since both lack interest in being a fashion leader. Independents highly resemble the Passive personalities due to their similar negative attitudes towards fashion establishments. Objectives; because of their moderate attitudes towards fashion interest resemble the Neutrals. Assertive-Impulsive buyers could as well be categoriezed under the recreational shoppers.

As the findings reveal Assertive and Impulsive shoppers are more condusive to being the targets of fashion clothing retailers. Their interest in the new fashion trends and activities, tendency to try the new styles, devotion of money and time on clothing, perception of shopping as a recreational activity specify these shoppers as an eligible market for directing marketing efforts.

In light of the survey results, there are specific fashion life style orientations which can be influenced by increased marketing efforts and might be seen as relevant for segmentation.

Once type of fashion life style may account for fashion leaders, heavy spenders of money on clothing and fashion activities, members of social circles, frequent users of high fashion quality products as a means of social satisfaction and achievement, frequent shoppers, less cost and planning oriented people.

The other type of fashion life style profile the moderately fashion involveds, users of clothing for self-satisfaction, less frequent shoppers, cost concious planners, traditional and practical consumers in fashion.

With respect to store attributes the retail executive positioned to serve in the high fashion segment primarily stressing the merchandise, service and post purchase facilities as central cues elaborates on wide selection, high fashion items, well known brands, easily finding the items wanted, location, attractive decor and appealing promotion as peripheral cues.

As for the moderate fashion involveds, besides the primary cues; dependable products, competitive and specially priced items, easily moving through the store, fast check out and promotion that helps planning are stressed.

Considering the demographics; age and education revealed some criteria valid for segmentation. Thus; older people search for dependable products, traditional and practical styles, variety becomes less important, post purchase facilities are stressed, use of advertising for informative purposes decrease and finally easy access to store and parking facilities gain importance. Moreover; interest in fashion and time devoted to shopping decreases, shoppers become

more cost conscious and use more self-initiative while choosing clothes.

College graduates turned out to be more status-prestige oriented and more cost conscious than high school graduates. Moreover; they were more aggressive objective as well

## 5.2 Implications

This study has some implications for the fashion clothing retailers. Implications for further studies and academics will be also provided.

### 5.2 Implications for the Retailers:

The results of the study has many immediate and specific applications for the fashion clothing retailer. The analysis of the fashion segments showed their self-concepts to be meaningfully related to their fashion orientations and in selecting the salient store attributes.

1. No matter what the clientele characteristics, merchandise, service and post-purchase satisfaction must be the primary operational tools that should receive top priority as a means of attaining customer attraction and interest. Specifically; sales personnel, merchandise quality and post purchase exchange facilities should account for competitive advantages. These three dimensions seem to form the central cues that arise the consumer attention. The peripheral cues could be elaborated according to the specific requirements of the distinct segment to reinforce the central cues.

- 2) Along the perceptual map Assertiveness-Passivity and Objectiveness-Impulsiveness; the retailer could select a specific segment to serve effectively in light of the characteristics and fashion orientations of the customer's profile. Age and education

have been observed as the two most effective demographics in segmenting the female shoppers in the fashion-clothing market. These criteria together with life-style orientations provide a sound basis for positioning.

Consequently; Assertive people who are more high fashion item seekers are close followers of fashion trends, users of wide variety of clothes due to their active life style, fashion leaders and heavy spenders on clothing. On the other hand, objectives who are more rational, practical and traditional in fashion orientation are fashion followers and good budget planners. Thus; marketing activities can be most effective if directed to fit along the requirements of the image profiles.

3) Consumer behavior is a complex phenomenon. Therefore; the retailer should bear in mind that customer's may shop from stores to attain their "ideal" self-image although it may be different from their self image. Consequently; the retailer might be abreast of these possibilities by providing a built in flexibility in operational strategies.

4) Because of the highly diverging and competitive markets with respect to needs and wants, fashion life style segmentation could be used to form a portfolio of store chains for exhausting market opportunities.

5) Fashion life style segmentation could be as well used to measure "cross-shopping" of how many of a store's customers shop at competitor stores. Profiling the cross shopper the retailer could take appropriate measures (e.g. a low margin shopper).

6) The fashion retailer should show great care in preserving a distinct store image before deciding on the design and physical

attributes of the store. Because, consumers heavily rely on perceptual cues in developing images, ambiguities may dilute consumer interest.

#### 5.2.2 Implications For Future Research:

1. Each retail area according to the need satisfied may have different important attributes (e.g. food, durables, audio etc.). Research in these areas as well be conducted to reveal the important characteristics that account for success in the area.

2. Comparative studies using life-style orientations should be administered to identify the differences perceived with respect to "image" among different retail institutions (specialty stores, department stores, mass merchandisers).

3. Self-image profiles on unidimensional scales are limited on projecting possible personality combinations. Multivariate self-image indexes such as Assertivity-Impulsiveness combined with Objectivity-Passivity could depict more valuable information.

4) Further work is needed to test the relation between self-images, life-styles and store loyalty with other specific populations with other self-image and life-style inventories.

5) Retailing studies, despite many individual experiments, have no empirical generalizations. Researchers have to improve the replication and generalization content of the research designs. Continued advances in psychology and marketing should provide the retail researchers with improved techniques and models.

#### 5.2.3 Implications to the Academics:

A lot of responsibility rests on the academics in providing guidelines to broadening the horizons of retailing literature.

1) Lack of information is the major problem in the retailing area. A synthesis of the prior studies and problems is necessary to solve the difficulties faced in the application of strategic planning.

2) It is necessary to adopt the existing strategic planning approaches and methods for application by retailers. However; care should be shown whether adaptations are feasible for the specific cases concerned. Therefore; efforts on these types of issues need to be undertaken on a case study basis.

3) Guiding the top retailing executives on the planning and implementation of strategic positioning will be very much appreciated in establishing competitive advantages.

This study is especially significant in demonstrating that certain psychological and behavioral components are effective in providing guideliness to the retailer in understanding consumer phenomena and suggesting alternative "positioning strategies that could prove to be more effective than the ones presently employed. Although the psychological and behavioral aspects of self-image and fashion life styles are rough and limited in this specific research, it constitutes a sound basis for future research and developments in the area of life style retailing and consumer behavior.

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Appendix 1: Complete Rankings of Store Attributes

| Store Attributes                       | Mean   | St.Dev. |
|--|--------|---------|
| 1. Courteous Sales Personnel           | 9.177  | 1.31    |
| 2. High Value For Money                | 9.125  | 1.56    |
| 3. Dependable Products                 | 8.968  | 1.83    |
| 4. Fair on Adjustments                 | 8.958  | 1.53    |
| 5. Store Is Clean                      | 8.781  | 1.91    |
| 6. Easy to Find Items You Want         | 8.770  | 1.80    |
| 7. Low Prices vs Competition           | 8.718  | 1.97    |
| 8. Friendly Sales Personnel            | 8.656  | 1.98    |
| 9. Helpful Sales Personnel             | 8.625  | 2.18    |
| 10. Easy to Move Through Store         | 8.489  | 2.42    |
| 11. Easy to Exchange Purchases         | 8.229  | 2.15    |
| 12. Easy to Return Purchases           | 7.875  | 2.64    |
| 13. Wide Variety                       | 7.739  | 2.37    |
| 14. Fast Check-Out                     | 7.687  | 2.58    |
| 15. High Quality Products              | 7.302  | 2.69    |
| 16. Specially Priced Items             | 7.260  | 2.91    |
| 17. Adequate Number of Sales Personnel | 7.218  | 2.81    |
| 18. High Fashion Items                 | 7.000  | 2.85    |
| 19. Close to Other Stores Shopped      | 6.979  | 2.78    |
| 20. Advertising is Informative         | 6.937  | 2.77    |
| 21. Lay-away Possibilities             | 6.7604 | 3.18    |
| 22. Advertising is Believable          | 6.7604 | 2.95    |
| 23. Easy to Reach Store                | 6.614  | 2.83    |
| 24. Easy to Park                       | 6.572  | 3.56    |
| 25. Store is Nearby                    | 6.520  | 2.83    |
| 26. Advertising Helps Planning         | 5.333  | 2.86    |

Appendix 1: continued

|                                     | Mean  | St.Dev. |
|-------------------------------------|-------|---------|
| 27. Numerous Brands                 | 6.208 | 2.96    |
| 28. Attractive Decor                | 6.125 | 3.26    |
| 29. Easy to Drive to Store          | 6.062 | 3.24    |
| 30. Well Known Brands               | 5.822 | 3.14    |
| 31. Advertising is Interesting      | 5.760 | 3.01    |
| 32. Easy to get Credit              | 5.687 | 3.71    |
| 33. Store is Recommended by Friends | 5.510 | 3.11    |
| 34. Easy to Get Home Delivery       | 5.427 | 3.45    |
| 35. Company Operates Many Stores    | 4.958 | 3.39    |
| 36. Fully Stocked                   | 4.947 | 3.47    |
| 37. Been in Community a Long Time   | 4.927 | 3.47    |
| 38. Company is Well Known           | 4.802 | 3.27    |
| 39. Store is Liked by Friends       | 4.010 | 3.55    |
| 40. Store is Know by Friends        | 3.739 | 3.75    |
| 41. Many Friends Shop There         | 3.093 | 3.08    |

Appendix 2 : A Sample Questionnaire with the Coding Key

Aşağıda belirtilen özellikler, giyim mağazalarında sizin için ne derece önem taşır? Sizin için taşıdığı öneme göre 1'den 10'a kadar rakamlardan birini daire içine alınız.

0: hiç önemli değil

10: çok önemli

|   |                        |
|---|------------------------|
| 1. Malların güvenilir olması                            | 0 1 2 3 4 5 6 7 8 9 10 |
| 2. Çok kaliteli malların bulunması                      | 0 1 2 3 4 5 6 7 8 9 10 |
| 3. Paramın değerini alabileceğim malların bulunması     | 0 1 2 3 4 5 6 7 8 9 10 |
| 4. Malların çeşitliliği                                 | 0 1 2 3 4 5 6 7 8 9 10 |
| 5. Mağazanın tanınmış olması                            | 0 1 2 3 4 5 6 7 8 9 10 |
| 6. Birçok markanın bulunması                            | 0 1 2 3 4 5 6 7 8 9 10 |
| 7. Tanınmış markanın bulunması                          | 0 1 2 3 4 5 6 7 8 9 10 |
| 8. En son modaya uygun malların bulunması               | 0 1 2 3 4 5 6 7 8 9 10 |
| 9. Aynı kategorideki mallarda rakiplerinden ucuz olması | 0 1 2 3 4 5 6 7 8 9 10 |
| 10. Vitrin ve mağaza düzeni                             | 0 1 2 3 4 5 6 7 8 9 10 |
| 11. Düşük fiyatlı özel malların bulunması               | 0 1 2 3 4 5 6 7 8 9 10 |
| 12. Yeterli stoklarının olması                          | 0 1 2 3 4 5 6 7 8 9 10 |
| 13. Malı iadede kolaylık                                | 0 1 2 3 4 5 6 7 8 9 10 |
| 14. Malı eve ulaştırmada kolaylık                       | 0 1 2 3 4 5 6 7 8 9 10 |
| 15. Kredi sağlamada kolaylık                            | 0 1 2 3 4 5 6 7 8 9 10 |
| 16. Mağazanın arkadaşlarınız tarafından bilinmesi       | 0 1 2 3 4 5 6 7 8 9 10 |
| 17. Mağazanın temizliği                                 | 0 1 2 3 4 5 6 7 8 9 10 |
| 18. Mağazada rahatlıkla gezinebilme                     | 0 1 2 3 4 5 6 7 8 9 10 |

19. Aradığınız malları kolaylıkla bulabilme 0 1 2 3 4 5 6 7 8 9 10
20. Mağazanın arkadaşlarınız tarafından beğenilmesi 0 1 2 3 4 5 6 7 8 9 10
21. Mağazanın arkadaşlarınız tarafından beğenilmesi 0 1 2 3 4 5 6 7 8 9 10
22. Arkadaşlarınızın alışveriş ettiği mağaza olması 0 1 2 3 4 5 6 7 8 9 10
23. Çabuk ve hızlı ödeme, kasa servisi 0 1 2 3 4 5 6 7 8 9 10
24. Çekici dekor 0 1 2 3 4 5 6 7 8 9 10
25. Mağazanın birçok şubesinin bulunması 0 1 2 3 4 5 6 7 8 9 10
26. Mağazanın evinize işyerinize yakınlığı 0 1 2 3 4 5 6 7 8 9 10
27. Mağazaya kısa zamanda gidebilmeniz 0 1 2 3 4 5 6 7 8 9 10
28. Mağazaya arabayla kolaylıkla ulaşabilmeniz 0 1 2 3 4 5 6 7 8 9 10
29. Mağazanın alış veriş merkezinde olması 0 1 2 3 4 5 6 7 8 9 10
30. Kolay park etme olanakları 0 1 2 3 4 5 6 7 8 9 10
31. Mağazanın reklamlarının bilgi verici olması 0 1 2 3 4 5 6 7 8 9 10
32. Sorunlu durumlarda adil olması 0 1 2 3 4 5 6 7 8 9 10
33. Satış personelinin saygılı olması 0 1 2 3 4 5 6 7 8 9 10
34. Mağazanın reklamlarının alışveriş planlamaya da yardımcı olması 0 1 2 3 4 5 6 7 8 9 10
35. Mağazanın uzun süredir faaliyette olması 0 1 2 3 4 5 6 7 8 9 10
36. Mağaza personelinin samimi ve içten olması 0 1 2 3 4 5 6 7 8 9 10
37. Mağazanın reklamlarının ilgi çekici olması 0 1 2 3 4 5 6 7 8 9 10
38. Mal değiştirmede kolaylık 0 1 2 3 4 5 6 7 8 9 10
39. Mağaza reklamlarının inandırıcı olması 0 1 2 3 4 5 6 7 8 9 10
40. Yeterli sayıda satış personelinin bulunması 0 1 2 3 4 5 6 7 8 9 10
41. Yardımsever satış personeli 0 1 2 3 4 5 6 7 8 9 10

Aşağıdaki karakter özelliklerinden hangileri sizi en iyi tarif eder?

Lütfen iki tarif arasında size en çok uyan kesime çarpı işareti koyunuz.

|  |  |  |
|--|--|--|
| - Sessizim   | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | Konuşkanım   |
| - Herhangi bir işi gönüllü üstlenirim                | <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> | Verilen işi kabul eder, uyarım                       |
| - Tartışmalara sorular sorarak katılırım             | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | Tartışmalarda fikirlerimi açıklarım                  |
| - Başkalarına karşı koyar, tartışırım                | <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> | Başkalarını kabul edip desteklerim                   |
| - Başkalarının üzerinde kuvvet ve yetkimi kullanırım | <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> | Başkalarının üzerinde kuvvet ve yetkimi kullanmam    |
| - Arkadaşça davranırım                               | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | Resmi davranırım                                     |
| - Konuşmalarda açık                                  | <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> | Konuşmalarda temkinli                                |
| - Neşeli, kayıtsız                                   | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | Ciddi, ölçülü  |
| - İnsan ilişkilerinin olduğu işleri severim          | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | Problem-çözüm şeklindeki işleri severim              |
| - Anlaşılması zor bir insanım                        | <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> | Anlaşılması kolay bir insanım                        |
| - Pasif  | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | Aktif  |
| - Konuşulduğunda konuşurum                           | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | Genelde konuşmaları başlatırım                       |
| - İlk intibalarım yeterli ve kesin değildir          | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | İlk intibalarım yeterli ve kesindir                  |
| - Kararları çabuk alırım                             | <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> | Kararları uzun sürede alırım                         |
| - Despot   | <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> | Uysal  |
| - Yakın kişisel ilişkiler ararım                     | <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> | İnsanlarla yakın kişisel ilişki kurmaktan kaçınırım. |

|   |                      |                                      |
|---|----------------------|--------------------------------------|
| - Mantıklıyım                           | <u>7:6:5:4:3:2:1</u> | Hissiyimdir                          |
| - Başkalarının duygularına önem veririm | <u>1:2:3:4:5:6:7</u> | Başkalarının duygularına önem vermem |
| - Ciddi konuşur ve giyinirim            | <u>7:6:5:4:3:2:1</u> | Konuşma ve giyimimde kuralcı değilim |

### Bölüm III

Aşağıdaki cümleler sizi ne kadar iyi tanımlar? Lütfen cümlelerin yanındaki rakamlardan size en uygunu daire içine alınız.

4: Çok iyi tanımlar  
3: Oldukça iyi tanımlar  
2: Oldukça az tanımlar  
1: Hiç tanımlamaz

- |  |         |
|--|---------|
| 44. Benim için modada öncü olmak önemlidir   | 1 2 3 4 |
| 45. Moda hareketlerini takip eden ve ilk uygulayanlardan biri olmak isterim.         | 1 2 3 4 |
| 46. Modadaki gelişmeleri tanıma becerime güvenirim.                                  | 1 2 3 4 |
| 47. Giysilerim kişiliğimi yansıtır   | 1 2 3 4 |
| 48. Yeni bir modayı hemen denerim bu yüzden çoğu kimse bir moda lideri olarak görür. | 1 2 3 4 |
| 49. Hareketli yaşam tarzımdan dolayı çok çeşitli giyime gereksinimim vardır.         | 1 2 3 4 |
| 50. En son modayı taşıyan bir kıyafet mutlaka alırım.                                | 1 2 3 4 |
| 51. Hiç bir zaman moda dergileri okumam ve modayı takip etmem.                       | 1 2 3 4 |
| 52. Giyim ve aksesuarlara epey bir para harcarım.                                    | 1 2 3 4 |
| 53. Moda ile ilgili faaliyetlere epey bir vakit ayırıyorum.                          | 1 2 3 4 |
| 54. İyi giyinmiş olmak benim için önemlidir.   | 1 2 3 4 |
| 55. Giyimin başarıda önemi vardır.   | 1 2 3 4 |
| 56. Kendiniz hakkında düşündükleriniz giyiminize yansır.                             | 1 2 3 4 |
| 57. Güzel kıyafetler giymek iyi bir hayat sürmenin parçasıdır.                       | 1 2 3 4 |
| 58. Moda uzmanları denilen kişilerin ne giyeceğimi söylemelerine karşıyım.           | 1 2 3 4 |

59. Giyimde moda tüketiciden daha fazla para almanın bir yoludur. 1 2 3 4
60. Moda ne olursa olsun beğendiğim kıyafetleri alırım. 1 2 3 4
61. Alışverişe çıkmayı sevmem. 1 2 3 4
62. Çoğu zaman satın almaya niyetim olmasa bile fikir edinmek için alışverişe çıkarım. 1 2 3 4
63. Sıkça alışverişe çıkarım. 1 2 3 4
64. Giyimdeki yenilikleri görmek için dükkanlara girmeyi severim. 1 2 3 4
65. Değişik dükkanlardan alışveriş etmeyi severim. 1 2 3 4
66. Sadece belli firmaların mallarını satın alırım. 1 2 3 4
67. Artan fiyatlardan dolayı daha az giyim eşyası satın alıyorum. 1 2 3 4
68. Sadece ihtiyacım olduğunda satın alırım. Psikolojik nedenlerle alışverişe çıkıyorum. 1 2 3 4
69. Alışveriş yerine ulaşmak daha pahalı olduğunda daha seyrek alışverişe çıkıyorum. 1 2 3 4
70. Fiyatların hızla arttığı bu zamanda giyime çok para harcamayı gereksiz buluyorum. 1 2 3 4
71. Beni herkesten ayrı kılacak kıyafetler satın almam. 1 2 3 4
72. Alışla gelmiş, klasik kıyafetleri seçerim. 1 2 3 4
73. Kıyafetlerimin rahat olmasını isterim. 1 2 3 4
74. Çok modern kıyafetleri modası çabuk geçtiğinden tercih etmem. 1 2 3 4
75. Alışverişimi önceden planlarım. 1 2 3 4
76. Gardrobumu önceden planlarım. 1 2 3 4
77. Birbirine uyacak kıyafetler satın alırım. 1 2 3 4
78. Kıyafetlerimi çok beğendiğim ve takdir ettiğim kişilerden etkilenererek seçerim. 1 2 3 4
79. Yeni bir modayı herkes tarafından kabul edildikten sonra giyerim. 1 2 3 4
80. Ben kendi özel giyim zevkime güvenirim. 1 2 3 4

BÖLÜM IV

I. Kendiniz için hangi mağazalardan alışveriş edersiniz?

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Eşiniz için hangi mağazalardan alışveriş edersiniz?

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Çocuklarınız için hangi mağazalardan alışveriş edersiniz?

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2. Alışverişlerinizi sürekli aynı dükkânlardan mı yaparsınız?

— Evet

— Hayır, nedenleri nelerdir?

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81. 3- Yaşınız \_\_\_\_\_

82. 4- Medeni durumunuz 1 Evli 2 Bekâr 3 Dul

83. 5- Eğitim durumunuz İlk Orta Lise Yüksek

6- Aileniz kaç kişi \_\_\_\_\_

7- Eşinizin mesleği \_\_\_\_\_

8- Oturduğunuz sem \_\_\_\_\_



84.

9- Çalışma durumunuz

1 Çalışmıyor  
2 Yarı Zamanlı 'İşiniz'  
3 Tam Zamanlı 'İşiniz'

10- Aşağıdakilerden hangilerine sahipsiniz?

- \_\_\_\_\_ ev
- \_\_\_\_\_ yabancı araba
- \_\_\_\_\_ yerli araba
- \_\_\_\_\_ yazlık ev
- \_\_\_\_\_ renkli TV
- \_\_\_\_\_ video
- \_\_\_\_\_ bilgisayar

85.

11- Ailenizin aylık net geliri nedir?

- 250.000 TL. ve aşağısı
- 251.000 TL.-450.000 TL. arası
- 451.000 TL.-650.000 TL. arası
- 651.000 TL.-850.000 TL. arası
- 851.000 TL.-1 milyon TL. arası
- 1 milyon TL.den yukarısı

Teşekkür ederim.