



Shopping Orientations for Apparel: A Research on Female Consumers in Adana

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Abstract

Women are an important target market for companies because of the increased spending power. The purpose of this study is to compare shopping orientations of female consumers for clothing by age and income groups. Shopping orientations included are quality/brand, price, recreational, convenience, social and fashion-consciousness. Participants were 540 female consumers living in Adana. Participants completed the modified version of Yu and Zhou (2009) and Cho and Workman (2013) shopping orientations scale. In addition, demographic questions and some questions in relation to shopping frequency and expenditures were asked to the participants. Significant differences were found among age and income groups in relation to shopping orientations. Discussion and implications address how apparel marketers might interpret the different shopping orientations.

Keywords: Shopping, Orientations, Female consumers, Apparel, Expenditures.

Giyim Alışverişi Oryantasyonları: Adana İlindeki Kadın Tüketiciler Üzerinde Bir Araştırma

Öz

Kadınlar artan satın alma güçleri sebebiyle şirketler için önemli bir hedef kitle olmaktadır. Bu çalışmanın amacı kadın tüketicilerin alışveriş oryantasyonlarını yaş ve gelir durumlarına göre karşılaştırmaktır. Kalite/marka, fiyat, rekreasyon, kolaylık, sosyal ve moda oryantasyonları çalışmada incelenmiştir. Adana ilinde yaşayan 540 kadın tüketici çalışmaya katılmıştır. Katılımcılar Yu and Zhou (2009) ve Cho and Workman (2013) çalışmalarında yer alan ölçeklerden geliştirilmiş ölçeği cevaplandırmıştır. Ayrıca, demografik sorular ve alışveriş sıklıkları ve tüketimleri ile ilgili sorular katılımcılara sorulmuştur. Yaş ve gelir grupları arasında alışveriş oryantasyonları bakımından anlamlı farklılıklar olduğu görülmektedir. Sonuç ve çıkarımlar giysi pazarlamacıları tarafından farklı alışveriş oryantasyonları arasındaki farklılığın nasıl yorumlanabileceğine ışık tutmaktadır.

Anahtar Kelimeler: Alışveriş, Oryantasyonlar, Kadın tüketiciler, Giyim, Harcamalar.

INTRODUCTION

As known, dressing is one of the man's basic needs. Dressing particularly affects the individual's perception of their appearance. In addition, clothing meets the psychological and sociological needs of people (Ersoy, Arpacı and Demirci, 2004). People use clothing to identify themselves with a social class, project a positive image and as a means to improve their overall appearance (Alexander, Jo Connell and Presley, 2005). Clothing industry has a great contribution to the Turkish economy. The apparel production was quite widespread and advanced in the 16th century in Turkey, while it had developed more when we come to the 20th century (Turkish Clothing Industry, 2011). The Turkish apparel retail industry had total revenues of \$13.5bn in

2014, representing a compound annual growth rate (CAGR) of 15.6% between 2010 and 2014 (Apparel Retail in Turkey, 2015). The apparel retail industry consists of the sale of all menswear, womenswear and childrenswear. Especially, female consumers are an important target market for companies because of the increased spending power. Understanding the orientations that drive female consumers' interest in shopping will provide apparel marketers with information that can be used to develop targeted promotional campaigns in order to foster increased consumption (Kim, Lee and Park, 2014). The current study is intended to extend our understanding of consumers by identifying orientations and to ascertain whether different orientations influence consumption across different ages and income levels. It was intended that the results would serve as a basis for further studies. This study will benefit the apparel industry and the field of apparel marketing by contributing to the development of a knowledge base regarding the shopping orientations.

1. SHOPPING ORIENTATIONS

Shopping orientation, consisting of a personal dimension and a market behavior dimension to acquiring goods and services, is a good indicator of shopping behavior because the purchase decision process is influenced by complex sets of factors (Cho and Workman, 2013). Shopping orientations are related to general predisposition toward acts of shopping and conceptualized as a specific dimension of lifestyle and operationalized on the basis of activities, interests and opinion statements pertaining to acts of shopping (Li, Kuo and Rusell, 1999). Cho and Workman (2013) identified shopping orientations as follows: are recreational, impulsive, fashion conscious, convenience, quality, brand conscious, and price. Korgaonkar (1981) examined six groups of shoppers: recreational, brand-loyal, store-loyal, price-oriented, psych-socializing, and time-oriented. Yu and Zhou (2010) examined six groups of shopping styles: perfectionism/quality consciousness, brand consciousness, fashion consciousness, recreational hedonism, price/value consciousness, impulsiveness/carelessness, confusion by overchoice and habitual shopping. Identifying basic characteristics of decision making styles is central to consumer-interest studies and this identification helps to profile an individual's decision-making characteristics (Sprotles and Kendall, 1986).

Recreational shoppers consider shopping to be a fun leisure activity, spend more time shopping, visit more stores, actively seek information, are loyal to particular brands, are fashion conscious, and seek variety (Sprotles and Kendall, 1986). Convenience shopping orientation may occur because of self-interests (i.e., conservation of resources such as time and effort). Consumers who value security (i.e., avoidance of uncertainty) might manifest that value in a brand and quality shopping orientation (Cho and Workman, 2013). Price-oriented shoppers generally search for lowest prices or try to get a bargain. The influence of changing fashion as portrayed in the various media is an important potential influence on fashion-conscious shoppers, particularly in adolescence when peer pressure is reportedly strong. Fashion innovators are related to traits such as "sensation seeking," "adventure seeking," "susceptibility," and "clothing individuality." (Casidy, 2012). Finally the social

orientation refers to the perceived utility that individuals acquire from products or services that are recognized within their own social group(s) which may significantly affect the evaluation and propensity to purchase or consume apparel brands (Hennigs et al., 2012). Researchers argue that the consumption of symbolic brands (i.e., brands that provide symbolic benefits such as social status and wealth) tends to be prevalent in societies where economic and social status is important (Souiden, M'Saad and Pons, 2011).

2. METHODOLOGY

Sample

The data was collected from female customers of varied apparel stores. Research personnel were recruited and trained to collect data. A total of 540 usable questionnaires were collected. Mean age of the respondents is 28,3 and majority of the respondents is single (34,2% married and 65,8% single). It is seen that the majority of respondents (50,9%) have less than \$850 per month. And sample consists of university students, housewives, public servants, business women, blue collars, white collars and retired women.

Table 1. Sample Characteristics

	Frequency	Percentage
Marital Status		
Married	185	34,2
Single	355	65,8
Age		
24 or below	276	51,1
25-35	133	24,6
36 or above	115	21,3
Not answered	16	3,0
Occupation		
Housewife	84	15,5
Government employee	39	7,2
Student	272	50,4
Retired	14	2,6
Teacher	29	5,4
Artisan	45	20,6
White-collar	37	6,9
Entrepreneur	22	4,0
Other	22	4,0
Personal Income per month		
Less than \$370	354	65,6
\$370 - 560	47	8,7
\$561 - 740	39	7,2
\$741 - 930	45	8,3
\$931 - 1100	22	4,1
More than \$1100	23	4,3
Not answered	10	1,9
Total	540	100,0

Measures

A survey included demographic items (marital status, age, occupation, and personal income) and shopping orientation measures. The measures for shopping orientations constructs came from previous literature. The items were modified to fit the purpose of our research. We measured the shopping orientation variables with five point Likert scales (1="strongly disagree", 5="strongly agree"). Scale items were adapted from Yu and Zhou (2009) and Cho and Workman (2013) studies. The modified survey scale contained a total of 24 items representing 6 shopping orientation construct. Data were analyzed using descriptive statistics, Cronbach's alpha, Levene's test for homogeneity of variances, factor analysis, and ANOVA test.

3. RESULTS

Descriptive Statistics

In addition to demographic questions, some questions in relation to shopping frequency and expenditures were asked to the respondents. According to results, the majority of respondents (31,1%) are going shopping to buy apparel twice a month. Also respondents were asked how much money they spent in last 6 months for shopping. According to results, the majority of respondents (26,9%) spent \$100-200 in last 6 months. And the majority of respondents (50,4%) claimed that they are always going to buy apparel to shopping centers.

Table 2. Descriptive Statistics

	Frequency	Percentage
Frequency of shopping		
Several times a week	43	8,0
Once a week	76	14,1
Twice a month	168	31,1
Once a month	146	27,0
Once in three months	56	10,4
Once in six months	31	5,7
Once a year	20	3,7
Expenditure (last 6 months conc. apparel)		
Less than \$100	93	17,2
\$100-200	145	26,9
\$201-300	136	25,2
\$301-400	74	13,7
More than \$400	92	17,0
Shopping centers		
Always	272	50,4
Sometimes	251	46,5
Never	17	3,1
Total	540	100,0

Exploratory Factor Analysis

An exploratory factor analysis was performed on the scale items included in the study to understand the factor loadings. Results of the EFA along with factor loadings and reliability scores are given in Table 3. These results show that the existence of six shopping orientations explaining approximately 62% of the variance in the dataset. Among the factors extracted, Quality/Brand shopping orientation had the largest explained variances. Also, confirmatory factor analysis was computed to verify the internal consistency and construct validity of the shopping orientations. The results indicate that six factors showed good internal consistency and construct reliability. Fit indices for the measurement model as follows: $\chi^2/df= 559,3/231=2,42$; GFI=,91; CFI=,92; RMSEA=,05. The Cronbach's alpha values for all the subscales are above the traditional cut off of .70 except for price shopping orientation. In general, the results support that scale items showed good convergent validity.

Table 3. Factor Analysis Results

Items ($\alpha=0,83$)	Factor Loadings					
	f ₁	f ₂	f ₃	f ₄	f ₅	f ₆
Factor 1: Quality/Brand shopping orientation ($\alpha=0,81$)						
The availability of high-quality merchandise is very important to me.	,640					
My standards and expectations for the products I buy are very high.	,648					
If I buy products from a retailer that I am unfamiliar with, I would prefer to buy well-known brand names.	,674					
It is important for me to buy products with well-known brand names.	,784					
Once I find a brand I like, I stick with it.	,715					
I try to stick to certain brands and stores.	,733					
Factor2: Fashion-conscious shopping orientation ($\alpha=0,81$)						
I usually have one or more outfits of the very newest style.		,761				
Fashionable, attractive styling is important to me.		,812				
To get variety, I shop different stores and choose different brands.		,601				
I just want to try something new at least once.		,617				
I try to keep my wardrobe up to date with fashion trends		,696				
Factor 3: Recreational shopping orientation ($\alpha=0,808$)						
I enjoy traveling to stores or shopping centers.			,804			
I enjoy shopping even though I may not make purchases.			,701			
Shopping puts me in a good mood.			,715			
I enjoy shopping and walking through malls.			,831			
Factor 4: Convenience shopping orientation ($\alpha= 0,75$)						
I prefer retailers that allow me to shop anywhere.				,714		
I usually buy at the most convenient store.				,854		
I shop where it saves me time.				,801		
Factor 5: Social shopping orientation ($\alpha=0,74$)						
Social standing is an important motivator for my consumption.					,768	
I like to know what brands and products make good impressions on others.					,798	
Before purchasing a product I tend to pay attention to what others are buying.					,789	
Factor 6: Price shopping orientation ($\alpha=0,54$)						
I buy as much as possible at sale prices.						,622
The lowest-price products are usually my choice.						,764
I look carefully to find the best value for the money.						,496
Variance explained (%) 61,45	23,70	10,73	8,98	7,43	6,12	4,47
KMO: ,839						
Bartlett Test: ,000						

Overall Difference Tests

Table 4 and 5 contains summated means and standard deviations for each of the 6 shopping orientations. "Quality/Brand" and "Fashion-Consciousness" were rated as the most important shopping orientations for the participants between 25-35 years old. "Recreational" and "Social" were rated as the most important shopping orientations for the participants 24 years old or below. "Convenience" and "Price" were rated as the most important shopping orientations for the participants 36 years old or above.

One-way ANOVA was conducted to assess whether there were significant differences between shopping orientations among age groups. Age group differences (p values) on five dependent variables (Quality/Brand, Fashion-consciousness, Recreational, Social and Price) were significant ($p < .05$ see Table 4). Especially, participants who are 24 years old or below consistently showed higher means for the Fashion-consciousness, Recreational and Social orientations than participants 36 years old or above. Participants, who are 36 years old or above, showed higher means for the price orientation than participants who are between 25-35 years old. In addition, other significant differences found among age groups seen in the table.

Table 4. Means and Standard Deviations For Shopping Orientation (Age)

Shopping Orientation	Age Groups			F Stat.	P value	Post Hoc
	24 or below	25-35	36 or above			
Quality/Brand	3,40 (,79)	3,63 (,69)	3,29 (0,73)	6,671	,001	2>1,3
Fashion-consciousness	3,16 (,87)	3,28 (,86)	2,74 (,87)	13,083	,000	1,2>3
Recreational	3,81 (,81)	3,59 (,97)	3,41 (1,03)	8,399	,000	1>3
Convenience	3,61 (,75)	3,59 (,75)	3,76 (,71)	2,100	,123	
Social	2,64 (,95)	2,59 (,95)	2,36 (,85)	3,850	,022	1>3
Price	3,53 (,74)	3,39 (,68)	3,67 (,66)	4,741	,009	3>2

As shown in Table 5, "Quality/Brand", "Fashion-Consciousness" and "Social" were rated as the most important shopping orientations for the participants who have personal income more than \$1100 per month. "Recreational", "Convenience" and "Price" were rated as the most important shopping orientations for the participants who have personal income less than \$370 per month.

One-way ANOVA was conducted to assess whether there were significant differences between shopping orientations among income groups. Income group differences (p values) on one dependent variable (Price) was significant ($p < .05$ see

Table 5). Especially, participants who have personal income more than \$1100 per month consistently showed lower means for Price orientation than others.

Table 5. Means and Standard Deviations For Shopping Orientation (Personal Income)

Shopping Orientation	Income Groups Mean (S.D.)				F Stat.	P value	Post Hoc
	Less than \$370	\$370 - 740	\$741 - 1100	More than \$1100			
Quality/Brand	3,38 (,76)	3,48 (,81)	3,51 (0,79)	3,61 (0,62)	1,241	,294	
Fashion-consciousness	3,06 (,86)	3,19 (,96)	3,09 (1,00)	3,35 (,72)	1,117	,342	
Recreational	3,72 (,88)	3,56 (1,03)	3,58 (1,01)	3,42 (1,05)	1,433	,232	
Convenience	3,68 (,73)	3,55 (,77)	3,60 (,90)	3,44 (,60)	1,297	,275	
Social	2,59 (,95)	2,53 (,90)	2,48 (1,00)	2,69 (,86)	,409	,746	
Price	3,57 (,70)	3,47 (,68)	3,51 (,76)	2,91 (,66)	6,461	,000	1,2,3>4

DISCUSSION AND MANAGERIAL IMPLICATIONS

This research offers several potential contributions, but particularly, extends the studies carried out by Yu and Zhou (2009) and Cho and Workman (2013) on the shopping orientations. In this study, we have adapted scale items from the published previous studies. The present research results showed that the existence of six orientations - quality/brand, fashion-consciousness, price, recreation, convenience and social - of shopping for apparel brand shoppers in Turkey. Although these findings are in consistent with Yu and Zhou (2009) and Cho and Workman (2013) who found that quality, brand, convenience, price and recreation are all more important in apparel purchase decisions, it includes an added orientation (social orientation) that was not reported in the previous studies.

This study has important implications to marketers and researchers in the field of apparel brands. Understanding the important orientations of apparel shopping would help the marketers position their brands accordingly. The results of this empirical study showed that female Turkish consumers consider quality, brand, fashion, price, recreation, convenience and social approval when shopping for apparels. Previous literature has indicated that shopping orientations would vary by different products and different contexts (i.e. cultural environments). Hence, apparel brand marketers in Turkey need to effectively communicate how their brands deliver benefits along with those six important orientations.

Moreover, the social approval orientation uncovered in the measurement of the shopping orientations is an important indication of consumer perceptions around the world. Apparel shoppers are “more concerned” about the thoughts of others in relation to their purchases or choices. These findings are supported by Davies et al. (2012) who argued that consumers are highly affected by the internal drive to create a favorable social image from the outcome of their purchase behavior (Wiedmann, Hennigs and Siebels, 2007).

LIMITATIONS AND FUTURE RESEARCH

One of the limitations of this study is that it was exploratory in nature without a strong theoretical support for the shopping orientations concept. Also, the data for the study was collected using a convenience sample in Turkey. Although the sample profile is considered appropriate for this study, future studies should utilize more representative samples. Finally, we purposefully selected female shoppers in this study. Our study does not provide any information regarding the shopping orientations for male customers. Future studies should incorporate gender as a moderating variable to see if there are any variations between male and female shoppers' shopping orientations.

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