

FACTORS INFLUENCING THE STORE PATRONAGE OF  
A SELECTED GROUP OF WOMEN EMPLOYED IN  
MANAGERIAL AND PROFESSIONAL OCCUPATIONS  
IN NORTHERN LOUISIANA

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AND HUMAN DEVELOPMENT

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To the Provost of the Graduate School:

I am submitting herewith a dissertation written by Charlene Hughes Hagan entitled "Factors Influencing the Store Patronage of a Selected Group of Women Employed in Managerial and Professional Occupations in Northern Louisiana". I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Textiles and Clothing.

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OF A SELECTED GROUP OF WOMEN EMPLOYED IN  
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IN NORTHERN LOUISIANA

Charlene Hughes Hagan. Texas Woman's University. Denton, Texas. August 1987. Ph.D. in Textiles and Clothing. Dr. Marian Jernigan, Major Professor.

The purpose of this study was to examine the patronage motives of career women employed in managerial and professional specialty occupations in northern Louisiana. This study investigated career women's demographic characteristics, shopping behaviors and store preferences in order to develop a shopper profile.

The sample consisted of 232 career women who completed a questionnaire developed by the researcher. The questionnaire was mailed and returned directly to the researcher for analysis of data.

The questionnaire consisted of 20 questions pertaining to shopping behaviors, store preferences and demographics. A null hypothesis was developed for each question. Frequency and percentage distributions were performed on all questions for descriptive purposes. The

participants were grouped into three categories; (1) executive, administrative and managerial, (2) professional specialty, and (3) teachers. The Kendall's coefficient of concordance W was used to test for significant differences. All questions were crosstabulated using the chi-square goodness-of-fit test to look for significant differences among the responses within the three groups of occupations.

Most of the career women were married, aged 36 to 45 years, had a salary range of \$15,000 to \$24,999 and a household income of over \$55,000. The majority had completed a graduate degree and worked 31-40 hours per week.

The clothing source shopped most often was the department store, followed by the specialty store/boutique and mail order catalog. No significant difference was found in the clothing source shopped most often among the three groups of career women. The career women specified that the return policy of a store was the most important store attribute. Highly significant differences were found in the most important store attribute and shopping in a department store, a specialty store/boutique and a mail order catalog. Highly significant differences were revealed in the most important choice of store inventory (selection of merchandise in the career woman's size) and

shopping in a department store and a specialty store/boutique. No significant difference was found in the most important choice of store inventory and shopping by mail order catalog.

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## CHAPTER I

### INTRODUCTION

Because of the highly competitive nature of retailing, retailers must identify their market segments. Retailers are aware that a distinct market segment of working women has developed and is becoming stronger. Segmentation of working women by occupation results in distinct groups of consumers with similar socio-economic backgrounds, values and comparable incomes. Working women as a whole are not a homogeneous group. Retailers are faced with the probability that different segments have different preferences and shopping behavior patterns (Working Women, 1980).

A study done by Joyce and Gultinan (1978) found that professional women differ significantly from housewives and from women with nonprofessional jobs in terms of variety of shopping attitudes, activities and behavior. This distinction would appear to be highly significant and useful to retail strategists. Employment status has an effect on personal clothing consumption (McCall, 1977). According to the Bureau of Labor Statistics (1987), women



comprise 44.1% of all people employed in professional/technical occupations, and 41% of all people employed in managerial/administrative occupations (Employment and Earnings, 1987).

Professional, managerial or administrative occupations customarily require more than average education and yield more than average income and prestige. Because their specialized training represents a large investment of time and money, professionals and managers usually view their work as a career, rather than just a job (Spain and Nock, 1984).

Results of a study by Celanese Fibers Marketing Company (1980) showed that women involved in career situations have a set of shopping imperatives, and retailers must seek to satisfy the needs of these target customers. In order to capitalize on the market segment of career women, a better understanding of this market's patronage motives is needed. Patronage motives, which may be rational or emotional, can explain why a consumer purchases products from one retail store rather than from another (Bohlinger, 1983). A better understanding of why shoppers select one store over another and what factors generate store loyalty is a vital concern among retailers. With the growing number of career women, retailers need to know why career women select one store over another and what patronage motives affect their clothing purchases.

Women apparel consumers represent a market that is powerful in numbers and purchasing power. Designing effective retail strategies for specific segments of this market will be imperative and will require retailers to understand the changing needs of their markets and how well they are meeting these needs. Therefore, retailers must give attention to marketing research which provides information on which to build successful retailing strategies (Forsythe, 1985).

#### Justification for Study

One of the fastest growing segments in today's retail market is career women. As the ranks of women in management and professional positions increase, so does the need for appropriate clothing. Several researchers have looked at working women as a segment different from nonworking women. As consumers, career women have distinctive needs and limited time to satisfy their needs. An understanding of the merchandise, store facilities and store services that influence career women's patronage will be beneficial to retailers. If retailers can get a better understanding of the patronage motives of career women, they will be able to better satisfy shopping needs which should, in turn, increase sales.



### Statement of Purpose

The purpose of this study was to examine the patronage motives of career women employed in managerial and professional specialty occupations. This study investigated career women's demographic characteristics, shopping behaviors and store preferences in order to develop a shopper profile.

### Objectives of the Study

The main objective of the study was to determine the type of retail clothing source most often shopped by career women. Specific objectives were as follows:

1. To identify the demographic characteristics of career women;
2. To identify which store attributes are most important to career women;
3. To identify which store inventory variable is most important in attracting career women to patronize a store;
4. To identify the factors used most often by career women when purchasing clothing;
5. To identify the types of special services or store sponsored events used by career women.

### Hypotheses

In order to complete the objectives of the study the following hypotheses were tested.

### Shopping Behavior

1. There is no significant difference in shopping frequency and store patronage.
2. There is no significant difference in sale shopping and store patronage.
3. There is no significant difference in choice of shopping time and store patronage.
4. There is no significant difference in use of credit and store patronage.
5. There is no significant difference in choice of store location and store patronage.
6. There is no significant difference in use of comparison shopping and store patronage.
7. There is no significant difference in store loyalty and store patronage.
8. There is no significant difference in choice of factors used when purchasing clothing and store patronage.

### Store Preferences

9. There is no significant difference in type of clothing sources most often shopped and store patronage.
10. There is no significant difference in shopper's choice of store attributes and store patronage.
11. There is no significant difference in choice of store inventory and store patronage.

12. There is no significant difference in use of special services and store patronage.

#### Demographics

13. There is no significant difference in marital status and store patronage.
14. There is no significant difference in age and store patronage.
15. There is no significant difference in salary and store patronage.
16. There is no significant difference in household income and store patronage.
17. There is no significant difference in level of education and store patronage.
18. There is no significant difference in number of hours worked per week and store patronage.
19. There is no significant difference in the number of children and store patronage.
20. There is no significant difference in occupation and store patronage.

#### Limitations

1. This study was limited to women employed in career positions who reside in northern Louisiana.
2. Career positions in this study were limited to managerial and professional specialty occupations as

listed in the 1980 United States Summary of the Census of the Population (Bureau of the Census, 1980).

### Assumptions

The following assumptions were made for this study:

1. Career women are considered an important market segment for retailers.
2. Retailers are interested in the patronage motives of career women.
3. Retailers are interested in the shopping behavior of career women.
4. Retail stores that sell clothing have different and perceivable characteristics.
5. The services and facilities offered by retail stores that sell clothing influence store choices of career women.

### Definition of Terms

Career women. Women employed in managerial and professional specialty occupations as listed in the 1980 United States Summary of the Census of the Population (Bureau of the Census, 1980). Occupations listed under the heading of managerial include the following: executive, administrative and managerial occupations, including officials and administrators, public administration and management related occupations. Occupations listed under professional

specialty occupations include the following: engineers, health diagnosing occupations including assessment and treating, teachers, librarians, and counselors.

Department store. A store which offers both hard and soft lines of merchandise, employs at least 25 people, and is organized into a number of individual departments selling a great variety of merchandise including men's, women's and children's ready-to-wear and home furnishings.

Discount department store. A store which offers merchandise at prices below the recognized market level; generally offers less service and the emphasis is on price.

General merchandise chain store. A store that sells a wide variety of hard goods and soft goods; they mass produce and market much of their own merchandise.

Market segment. A portion of a total market, the members of which have a particular characteristic in common.

Northern Louisiana. The area located in the northern part of Louisiana which includes the major cities of Shreveport, Bossier City, Ruston, and Monroe. The boundaries include west to the Texas state line, and north to the Arkansas state line, east to the Mississippi state line and south to 60 miles south of Interstate 20.



Off-price. A store that sells name brand merchandise at less than "regular" prices by purchasing manufacturers surplus stock, overcuts, distress merchandise, closeouts and job lots.

Patronage motives. Those motives that explain why a consumer purchases products or services from one retail store rather than another (Bohlinger, 1983).

Special services for women. Services or store sponsored events offered to women by retail stores which may include any or all of the following: 1) private wardrobe consultations, 2) fashion show luncheons, 3) seminars on wardrobe planning, beauty, or fitness, 4) personal shopper services.

Specialty store. An enterprise with a product mix narrower than a department store and broader than a single-line store. The specialty store has a clearly defined market segment as its target.

Store attributes. The features a store has to offer to its customers which can include any or all of the following: 1) store services including alterations, gift wrapping, phone-in orders, package mailing, 2) return policies, 3) credit availability, 4) layaway availability, 5) preferred customer services.

Store image. The personality or character the store presents to the public, complex of meanings and relationships serving to characterize the store for

people and the total conceptualized or expected reinforcement that an individual associates with a particular store.

Store inventory. Factors that might attract shoppers to shop in a certain store which may include any or all of the following: 1) merchandise prices, 2) number and quality of the brands of merchandise carried, 3) the selection of merchandise in assorted sizes, 4) the selection of merchandise to fit customer lifestyles.

Store patronage. The act of shopping in one particular store over other stores.

Target market. A submarket segment consisting of potential users of a product or service.



## CHAPTER II

### REVIEW OF LITERATURE

The review of literature pertinent to the store patronage of career women was divided into four areas: (1) the market segmentation of career women, (2) shopping behavior, (3) factors influencing purchases, and (4) retailer response.

Marketers who want to take women seriously as consumers must first abandon their traditional thinking. There are several kinds of female consumers, defined not simply by whether or not women work outside the home, but also by their attitudes and lifestyles (Joyce & Guiltinan, 1978).

According to Rena Bartos, author of the book The Moving Target: What Every Marketer Should Know About Women, there are two groups of working women - those to whom work "is just a job" and those who think of themselves as having a career. These two groups of working women have distinct demographic profiles, and the women in each group hold unique attitudes about themselves, their families, their work and their buying habits. Through studying working women, Bartos found that career women had

a median age of 35, 55% graduated from or attended college, and 50% had children under 18 years of age.

An important need exists for clothing retailers to understand career women. Segmentation of working women by occupations results in distinct groups of consumers with similar socio-economic backgrounds, values, and comparable attitudes and interests. Additional key determinants in purchasing apparel are linked to occupation. These determinants include self-image, aspiration level, and fashion orientation. Other influences which are secondary to requirements of occupation include marital status, husband's income and occupation, social class, peer group, personal, and community interests and activities (Walsh, 1982).

#### Market Segmentation of Career Women

Target market and market segmentation are two key words in retail management. A target market is defined as that particular segment of a total population on which a particular retail store focuses its merchandising in order to accomplish the profit objectives of the store. Market segmentation is defined as a process of identifying and categorizing consumers into mutually exclusive groups or segments that have relatively homogeneous responses to controllable marketing variables. Market segmentation has

long been considered one of the most fundamental concepts of modern marketing (Marquardt, Makers & Roe, 1983).

Besides being one of the major ways of operating a part of the marketing concept, segmentation provides guidelines for a firm's marketing strategy and resource allocation among markets and products (Wind, 1978). Because of the different markets, a firm following a market segmentation strategy usually can increase the expected profitability.

In a world where lifestyles are rapidly changing, no lifestyle has been altered faster than that of women in the work force. Traditionally, segmentation studies have distinguished only between working and nonworking women in assessing the impact of occupational status on buying behavior. A study done by Joyce and Gultinan (1978) found that professional women differ significantly from housewives and from women with nonprofessional jobs in terms of a variety of shopping attitudes, activities and behavior; and this distinction would appear to be highly significant and useful to retail strategists.

#### Segmentation Variables

The ability of retail executives to develop and implement successful marketing and promotional strategies depends upon an understanding of the segmentation variables and behavioral correlates applicable to the

competitive environment of their retail institution. Through a logical comparison of frequently used segmentation variables and individual consumer characteristics, the retail practitioner should be able to assess which dimensions will be most useful in explaining and describing the process underlying consumer patronage decisions (Bearden, Teel & Durand, 1978). A retailer must be able to formulate effective marketing strategies. An understanding of why shoppers select one store over another and what factors generate store loyalty is critically important to this task (Bellenger, Steinberg & Stanton, 1976).

One of the most important buying behaviors for retail market segmentation is store selection. A study done by Bellenger, Robertson and Hirschman, (1976-77) found that age and education were key correlates of store selection for female shoppers. Consumer variables such as age, education and income are superior segmentation variables for some retail markets. Bellenger, Robertson and Hirschman, (1976-77) further stated that as a basis for effective retail strategy the retailer needs to investigate customer expectations relative to convenience, store atmosphere, merchandise, prices, information and service.

Segmentation of working women by occupation results in distinct groups of consumers with similar socio-economic backgrounds, values and comparable incomes.



Working women as a whole are not a homogenous group. Retailers are faced with the probability that different segments have different preferences and shopping behavior patterns (Working Women, 1980).

### Demographic Information

Many changes have occurred in the working world of women. In 1940, 27.4% of all women worked and in 1985, 54.5% of women were working (Shortridge, 1987). They constituted more than two-fifths of the total labor force. Working women are no longer the exception, they are the rule. The changing demographics of women have a great and growing significance for marketing management.

One large change for women during the decade of the 1970's was their increased representation among executive, administrative and managerial major groups. Whereas in 1970, only about 18% of managers were women, a rise in the female percentage twice that for the overall labor force occurred during the decade. The United States Bureau of Labor Statistics reported in March 1987, that 24.8% of all women were employed in managerial and professional specialty occupations (Employment and Earnings, 1987). Professional, managerial or administrative occupations customarily require more than average education and yield more than average income and prestige. Professionals and managers view their work as a career,

rather than "just a job." In the past, the majority of professionals have been men, but women are increasingly well represented in these occupations (Spain & Nock, 1984).

Since 1970, nearly half of the increase in the female labor force has been among women age 25 to 34. Today one out-of-four women workers is in this age group (Women at Work, 1983). Department stores claim that career women in the 25 to 45 age bracket are their preferred customers in the market segmentation of working women. More than 30% of the population falls into this group which makes 37% of the apparel purchases in the United States.

The rising educational attainment of women may be the greatest reason women are more likely to be pursuing careers now than in the past (Spain & Nock, 1984). According to Laser and Smallwood (1977), the factor most directly related to all female labor force participation is the level of educational attainment. The more education a woman has the more likely she is to go to work. In 1986, 51.7% of all persons enrolled in college were women (Minor, 1987).

The best educated women are in the work force. Today more women are going to college and more graduate. Because of the increased enrollment of women in graduate and professional schools, a significant growth in the

number of women holding professional and technical positions is expected.

The number of married women in the labor force more than doubled between 1960 and 1986. Future predictions show a substantial increase in the number of single-female households, as well as an increase in actual number of marriages. Having children in the home is no longer a deterrent to working. Almost an equal proportion of working and nonworking women have children under the age of 18 (Walsh, 1982). Half of married women with children younger than age 3 are working according to the 1985 Current Population Survey.

A survey completed in 1984 by Newsweek found that the younger the woman, the more likely she is to prefer work in which she can advance, rather than opting for a low-pressure job. Younger women have higher career expectations, in part because they are better educated than their older counterparts. Newsweek found 38% of working women who were aged 21 to 24 were college graduates, compared with only 19% of women aged 55 and older.

Bartos (1982) reported that almost all of the quantitative difference between the number of working and nonworking women is accounted for by age differences. Almost one-in-four nonworking women is over 65 years old. On the other hand, women between 18 and 25 years of age are significantly more likely to have jobs rather than to stay



at home. The median age of all working women is 38.5, while the median age of all nonworking women is 46.3.

Spain and Nock (1984) stated that dual-career couples are more likely to be in the mid-career years, than at younger or older ages. According to the Census Bureau's 1984 Population Reports, two-earner families outnumbered one-earner families by more than two-to-one among families with an income of \$30,000 or more. In 1984, the Census Bureau reported that 26 million households had both spouses working. Of the couples with two earners, 14% qualified as dual career, meaning that both spouses had a professional, managerial or administrative position.

Although most high-income women are professionals and managers, most professional women earn less than \$25,000 a year. Even though women's earnings are low, their money has become an increasingly important component of total household income. The incidence of working wives rises with family income. Less than one-third of wives were employed in married couples with annual incomes of \$10,000 to \$15,000. In the \$30,000 to \$35,000 salary range the proportion was over 60% and in the \$40,000 to \$50,000 range it exceeds 70% (Townsend, 1985). Households where the wife is employed have become the single most important segment of the nation's market. According to a Newsweek survey, (Abend, 1985) 56% of working women earn less than

\$15,000, 33% earn between \$15,000 and \$24,000 and 10% make \$25,000 or more.

The women who earn \$25,000 or more are considered to be an elite group and an important consumer market because they have more money to spend. Compared to all working women, this group of women is twice as likely to have a college education and almost twice as likely to be in professional or managerial occupations. Because their median age is 38, this group is predicted to be a rapidly growing market for the next decade.

Demographically, American women are becoming an increasingly fragmented market. Demographic factors such as divorce, changing family size, education, later marriage, and employment which affect women's social life make it difficult for marketers to target this ever-changing market.

### Shopping Behavior

Professional career women are now a much discussed and powerful marketing target. They are major consumers with enormous purchasing power. A number of researchers (Bearden, Teel & Durand, 1978) have attempted to relate purchases of product types or specific brands to personality traits of the purchasers. Researchers have advanced the basic hypothesis that individuals who consume in a certain manner will also manifest certain common

personality characteristics, leading to prediction of consumer behavior (Bearden, Teel & Durand, 1978). According to Smali (1975), the continuing quest for appropriate retail segmentation variables stems not only from the abundance of available criteria but also from the frequent attempts by researchers to classify store patrons arbitrarily across situations and competitive environments.

#### Professional Career Women As Consumers

Consumption is an important reflection of a person's lifestyle. To be a consumer one must be a decision maker. The consumer is faced with a multiplicity of choices available in the marketplace. Retailers have attempted to provide consumers with products and information to meet their needs or facilitate the decision process. An understanding of what will satisfy consumers in terms of a given need can be developed if knowledge is available about various internal and external factors that influence the individual. In the case of clothing consumption, consumer need may be influenced by social factors and personal values and interests, as well as economic and other considerations. Rabolt (1984) found that a woman's occupation had a definite influence on clothing consumption of a particular group of career-

oriented women. Segmentation by women's occupations might be of considerable value to a retailer.

According to Jenkins and Dickey (1976), evaluative criteria are specifications or standards used by consumers in comparing and assessing alternatives and play a prominent role in the decision process. Evaluative criteria were described as concrete manifestations of the consumer's underlying values and attitudes, stored information, experience and various psychological, sociological, and economic influences. These variables are thought to be a key concept in understanding consumer choices.

Consumers seeking similar benefits may be potential market segments. Once segments are identified, descriptive profiles of the segments can be developed using demographics, volume of consumption, attitudes, interests and numerous other variables. Bellenger et al. (1976-1977), indicated that retailers need segmentation variables which are useful in order to serve as 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. The value of any segmentation strategy depends upon its ability to classify consumers into segments meaningful to a firm's overall communication plan (Mochis, 1976).



The role of the consumer is one of the many activities career women perform during their lifetimes. Several studies (Joyce & Gultinan, 1978; Tweten, 1980; Working Women 1980-1985) have found that professional women differ significantly from housewives and from women with non-professional jobs in terms of a variety of shopping attitudes, activities, and behavior; and this distinction would appear to be highly useful to retail strategists as the proportion of women in the professional career group increases.

#### Buying Power of Career Women

Demographics often reveal the real dollar power of career women. According to a study completed by the Celanese Fibers Marketing Company in 1980, professional career women represented 23% of the population of working women and contributed 39% of apparel sales. The working woman population holds a considerable amount of buying power which could be the main reason why the professional career woman has grown in importance to the retailer. The professional career woman is the fastest growing market segment in terms of purchasing ability. Celanese found that this group spent \$4.3 to \$5.2 billion a year for apparel. Professional career women spend the highest per capita on apparel than any other group of working women.



High income women spend money more freely than women who earn less. Townsend (1985) reported that upscale women workers spend an average of \$1,000 per year on fashion which was double the average for all working women. Higher income women are more likely to wear business suits and dresses to work than those with lower incomes (Russell, 1982). They pay the price for perceived quality, offering the retailer potential for high margins. The professional career woman shopper can be characterized by a strict dress code and overriding concern with representing a professional image. Members of this group wish to convey occupational status at work and in nonwork activities and can be considered investment dressers. Their major fashion concern is professional image (Rabolt, 1984).

A study done by Associated Merchandising Corporation showed that career women earning over \$15,000 accounted for an estimated \$128 billion in earning income in 1981. According to this study, career women are the best customers for dresses, suits, skirts, leather boots and shoes, and precious jewelry. Career women are highly fashion conscious and want the sense of personal confidence that comes with the assurance that they are appropriately dressed and they have money to spend for professional apparel (Career women wanted, 1982). Sproles (1979) stated that women's occupational roles had a big impact on wardrobe management and that a person's

profession can become the central criterion which wardrobe decisions and fashion selections are made.

The figures on women's financial power are impressive. In the late 1970's, the gross national product generated by working women in the United States was larger than the total gross national product of any other country and, in 1981, constituted nearly 44% of the entire United States gross national product. This earning power contributed, in turn, to women's enormous buying power. According to the United States Department of Commerce, women control the spending of 80% of all consumer dollars which amounts to \$1 trillion a year. The goods and services working women purchase with their earnings keep the economy rolling. Working women are a central part of the American economy (Bryant, 1984).

Retail patronage as customers. Research on women's attitudes toward shopping (Russell, 1982) shows a correlation between attitudes, occupation, and type of store patronized. The marketing study done by the Celanese Fibers Marketing Company (1980) found that women in professional career positions shopped most frequently in department stores in the better to moderate range. According to Celanese, professional women prefer department and specialty shops and are loyal to those retailers who meet their needs. The women in the Celanese study shopped and purchased clothing once a week and shopped a

limited number of stores due to time constraints. They purchased classic apparel with contemporary styling. They looked for quality and versatility in a garment. Professional career women purchased clothing according to their occupational status, and conformity to a dress code affected clothing selection. These women stated that physical attractiveness was very important when selecting a garment for purchase.

Albertson (1981) stated that with the massive influx of working women into the business sector, their potential buying power becomes of considerable importance to retailers. The purpose of Albertson's research was to investigate the organizational image of the working woman and the utilization of clothing in satisfying this image. Career apparel availability and acquisition problems also were examined. Based on the results of this investigation, suggestions for future research included a) the importance of clothing in career advancement, b) investigation of types of services and assistance provided for working women regarding apparel, and c) the problems working women encounter in fulfilling the requirements of company imposed images and ways of solving them.

Brewster (1985) measured attitudes toward the wardrobe management practices of professional women. She also investigated the needs for wardrobe assistance and



services. Her sample consisted of five groups of professional women employed in the following areas: a) finance, b) fashion, c) management, d) marketing, and e) communications. More than 90% of the women in all of the groups indicated that fashionable apparel was important to portray the professional image of their positions. These professional women felt that fashionable apparel helped them to portray a professional image as was expected by their employer. The largest percentage of all the professional groups indicated that they were purchasing better quality apparel because of their positions. More than one-half of the women in the professional groups said they shopped less because their time was so limited. A majority of each group, ranging from 66.66% of the marketing group to 81.40% of the communications group, stated they purchased more items of apparel because of their work. A large proportion of the women in all five of the professional groups indicated that they preferred to shop at a particular store and purchased most of their clothes there.

The importance of image dressing was stressed by Bryant (1984). She felt that "impression management" is particularly important for professional women. Executives who wear upper-middle-class business clothes are more likely to succeed than those who do not. She reported that properly dressed executives find it easier to deal

with associates and subordinates. Dress-for-success and its importance is illustrated by all the personal shoppers, image consultants and how-to-dress authorities who offer services to professional career women.

Rogers (1982) investigated the perceptions of apparel appropriateness for selected groups of employed professional women. Chi-square distribution results revealed a highly significant difference between the apparel perceptions of the selected professional groups when choosing apparel appropriate for their own profession.

Cathcart (1979) researched the preference of professional women relative to fashionable and authoritative dress suitable for female executive positions. Findings indicated that women who want to gain authority should look at their wardrobe as an investment for future growth in the company.

Today's working women are aware of the needed image that must be portrayed in the varying levels of employment. These women realize that appropriate apparel can aid in their advancement. Professional women are interested in top management positions, and apparel appropriateness is a major concern to them. According to Brewster (1985), the wardrobe becomes an important investment to the professional woman. As an increasing number of professional women enter the work force, retailers must focus more attention on this important market segment.



Retail Week (1981) stated that department stores are able to meet the needs of a broad spectrum of women by offering wide assortments and price ranges. The one-stop shopping available in department stores appeal to many working women as a means of making the most of limited shopping time.

McCall (1977) found that the working woman has a distinct profile in the selection of clothing for herself. The women studied by McCall had a higher probability of accepting self-service than the housewife. She was much more likely to shop in the evenings and to use the same store for all her clothing purchases. She was more likely to purchase in a department store than a specialty shop which suggested that the convenience of one-stop shopping was of prime importance. The purchasing of clothing by these working women showed considerable concern for how flattering the clothing was or how suitable it was for work, and these factors took precedence over the price of the clothing. McCall found that of the demographic factors observed age, education, and income were considerably important in predicting the quantity and variety of services used and the use of credit cards. The amount of the combined family income was found to be the major criterion. Higher incomes revealed higher mobility, which produced exposure to a greater number of stores and types

of products. Also the higher income women were the most negative of all in their reaction to advertising messages.

Fortenberry (1976) analyzed the clothing buying practices of a selected group of professional women. She found that most preferred shopping alone in department stores and specialty stores. The study indicated that professional women were impulse buyers.

Krebs (1975) determined significant apparel purchasing patterns of women in a metropolitan area. Department stores were found to be the type of store most frequently patronized by the majority of women for all types of apparel except shoes. Age and employment status were found to be significantly related to retail establishments patronized by the women participants.

Stemm (1980) found that working women most often shopped for work apparel in department stores, but shopped in specialty stores for special occasion apparel. Her study revealed that department stores catered more to the needs of career women than did chain and discount stores. Career women were willing to pay more for a garment for work than lower level working women.

Spence (1969) investigated certain factors that influence the wardrobe planning and purchasing of career women. Her sample consisted of working women who were grouped into the following categories: a) professional, b) skilled, and c) semi-skilled. She found that the

department store was the major establishment preferred by shoppers of all groups, followed by the specialty shop and high fashion store. Twenty-one percent of the semi-skilled group and 17% of the skilled group purchased clothing through mail order and volume chain stores, while only 3% of the professional group patronized establishments of this type. Less than 4% of the professional career women admitted buying major items of apparel through chain stores and mail order firms. Percentage analysis revealed the desire for clothing that is suitable and becoming to the individual as the primary influencing factor in wardrobe planning and purchasing for all three groups. The three other most frequently preferred factors in order of preference were as follows: a) clothing acceptable to the working environment, b) comfortable fit, and c) fashions becoming to the individual.

Albertson (1981) asked working women whether or not retailers provided special services for working women. Results showed a significant relationship existed between the occupational levels and the special services provided by retailers. The executive level group produced the largest percentage of affirmative responses. A relationship between occupational levels of the women and the percent of salary spent on career apparel was found to be highly significant. She found that the largest percentage



shopped in a department store. Shopping on weekends was the preferred time to shop.

Studies by Robertson (1970) and Wells (1974) found that employed women tend to shop more during evening hours and on Friday and Saturday. According to a study reported by Chain Store Age Executive (1978), 52% of working women shopped for planned purchases and these women were less price resistant than nonworking women, and they preferred investment quality apparel which fit into their existing wardrobes. Flattering and suitable clothing for work has been found to be more important to the working woman than clothing prices.

#### Factors Influencing Purchases

A retailer's success is said to be tied to his market position. Retailers need to understand which factors influence the career women to purchase in their stores. They must give these customers a legitimate reason to shop in one particular store over another, and one of the ways to do this is to look at the customer's needs and wants. Retailers need to examine such basics as what they offer the career woman in the way of time, service, selection, quality, value and confidence.

Brewster (1985) investigated the importance of wardrobe services to professional women. She found that assistance in the selection and use of accessories was of

prime importance to the women. Also considered important was wardrobe planning and coordination service, color analysis and selection, advice on current fashion trends, custom fitting and alterations, fabric selection and garment care, and handbag and shoe repair. The women were asked to indicate whether or not they thought special wardrobe services were adequately provided for working women. More than half of the participants stated that special services were not adequately provided.

Stores attract customers in ways other than the services they offer. King and Ring (1980) stated that the basic strategic problem confronting the retailer centers on the classic issue of market positioning. The retailer's strategic objective is to develop an integrated marketing program encompassing a wide range of marketing elements to create a market position within the competitive environment. To establish a market position, the retailer strives to develop a unique store personality or image built around the retailer's product/service delivery capabilities. They further stated that the retailer's product/service mix should be analytically defined and designed to appeal to, and be compatible with, the store's target customers. The store's market position may be perceived differently by different consumer markets.

Bellenger, Steinberg and Stanton (1976) found that there is a predictive relationship which exists between



the correlation of a consumer's self-image and the image a person has of a store and the loyalty to that store. They found that the best approach to develop loyal customers was to foster a store image that was warm, friendly, and impulsive since customers appeared generally to be more loyal to this type of store.

Robertson (1970) stated to infer that each individual would choose the highest quality store is wrong. Every store has a definite social-class attraction where the individual feels that he or she belongs. Robertson found that a customer's image of a store depends on how well it has met her aspirational level with regard to price, quality and service. He stressed the correlation between the customer's self-status image and the store's image.

Lindquist (1974-1975) investigated store image and developed nine "Store Image Attributes" as they contributed to image formation or to favorable/unfavorable consumer attitudes toward retail outlets of various types. The attributes included a) merchandise selection or assortment, b) merchandise quality, c) merchandise pricing, d) locational convenience, e) merchandise styling or fashion, f) clientele, g) service, h) physical facilities, and i) sales personnel service. The four dominant attributes were merchandise selection, quality,

pricing and styling/fashion. He concluded that a store's merchandise appeared to be the key image factor.

Fisk (1961-1962) presented an easy model to measure store image. His model used such categories as locational convenience, merchandise suitability, value for price, sales effort and store services, congenialty of the store, and post transaction satisfaction. In the field of business, image appears particularly significant because as different brands of products and services become increasing alike, image is considered more and more vital in determining what people will buy and where they will buy it.

Brewster (1985) found that a store's image and reputation had an important influence on the selection of a store. Results revealed a highly significant difference between the professional groups of women regarding shopping at a particular store. A significant difference between the groups occurred regarding the influence of a store's image and reputation.

Each consumer has a number of criteria he or she uses to select where a purchase will be made. Sometimes one of these choice standards becomes the exclusive determinant, but generally several of them operate interactively to influence the decision (Cash & Kleeberg, 1979).

According to Bohlinger (1983), patronage motives, which may be rational or emotional, explain why a consumer

purchases products or services from one retail store rather than another. She lists the following most common motives: a) price, the value received for merchandise sold, b) convenience, the location of the store, c) integrity, the store's reputation for fair dealing, d) quality of the merchandise line and assortment of goods offered, e) services offered, and f) courteous and helpful personnel.

The question of how to appeal to the executive woman continues to plague the retailing community. According to an article in Retail Week (1981), retailers have used a variety of approaches in marketing to the executive woman. Stores have found similarities in their strategies. Retailers are providing services such as personal shopping, wardrobe consultation, alterations and delivery, and educational programs that the executive woman's lifestyle requires. They are also offering styles and designs that are appropriate for a business environment and are stressing quality in the design, make and fabric of the garments carried.

According to Wallech (1982), service is the touchword for successful career departments in retail stores. Major retail stores are offering services in the way of seminars, clinics and wardrobe consultants. Stores that value the career woman's business feel that offering special services will increase store loyalty and



confidence. Such department stores believe these customers want confidence. Stores also believe that career women want well-priced, quality merchandise. One major store reported that about 70% of merchandise sold was for working attire and 30% was for evening and casual attire. Stores that held in-store events found them very effective for attracting new customers and reinforcing the store's commitment to the working woman.

Wallech (1987) stated that retailers will attract this market by offering the services working women want, along with worthwhile information and special attention. The working woman is willing to spend more time in one store if that store will provide her with what she wants. She further stated that the working woman is willing to spend more money on higher priced merchandise which makes the investment of time made by retailers to attract and keep this customer worthwhile. Stores are acknowledging the buying potential of this customer and are revitalizing their merchandise and service strategies.

### Retailer Response

The career woman segment has grown in importance to retail stores. Career women have been recognized as preferred customers by many fashion retailers. Department stores such as Marshall Field's and Saks Fifth Avenue are offering seminars and self-help courses to career women.

Marshall Field's reported that the average sale to a career woman in 1982 was \$600. At Casual Corner Stores, a moderate price range specialty chain, the average customer in 1982 was 28 to 40 years old and her income ranged from \$15,000 to \$30,000. According to Casual Corner their customer wants well-priced, quality merchandise (Wallech, 1982). National chain stores began to take the career woman more seriously in the early 1980's. Sears developed a career clothing collection that proved successful. Sears looked to broaden its commitment to career clothing by having a store geared to lifestyle merchandising.

Discounters also took steps in the early 1980's to pursue the career woman, although not with clothes to be worn to work. They felt their customer was looking for casual attire; therefore, they offered the career woman leisure apparel for weekend wear (Discounter focus, 1982).

As the number of career women has grown, department stores and specialty stores have broadened and expanded their marketing perspective to offer the kinds of special events and services that will bring the career women into their stores and to keep them as steady customers (Beckman, 1982). Most stores claim that this area will become increasingly important as more women enter the work force and resent the time it takes to shop for a wardrobe (Career women wanted, 1982).



In response to the vast growth of women in the workforce, specialty stores catering to the needs of women executives have begun offering service in the past years. These stores are run by both independent proprietors and the large chains. They place a premium on both time and service, recognizing that both are precious commodities to their upscale clientele. Among the benefits offered are individual and corporate wardrobe counseling; long and flexible store hours; phones in dressing rooms; extensive computerized files on customers, including taste and manufacturer preferences as well as purchase records and in-store seminars and luncheons featuring top women executives (Fairchild Fact Files, 1984).

Burggraf (1984) stated that specialty stores fill the highly specialized needs of women executives by emphasizing service. Although these stores vary in their approach, pricing, and target customer, most share common characteristics. She further stated that executive women do not have the time to go from department to department or store to store to get what they need. Specialty stores offer consistency by being a one-stop shopping place for the executive woman.

According to on-going studies by Milliken and Company, a major segment of the population targeted by mail order companies is the working woman. The female labor force is a diverse group, but one characteristic

applicable to many of these women is that they now have less time to shop. This group has contributed to the number of newly affluent two-income households.

The rapid growth of upper-income households, coinciding with the rise of working women, prompted Spiegel to change its image to one representing fashion and style (Fairchild Fact File, 1984). Spiegel's target customer is the career woman between the age of 22 and 50. Featured in Spiegel's catalog are brands such as Liz Claiborne, Evan Picone, Ralph Lauren, Calvin Klien, Perry Ellis and Anne Klien which are focused on career wear for home and office (Reischel, 1984).

Department stores are targeting busy executive women by sending out catalogs with increasing selections of working wardrobes. Customers can shop at their convenience which can save them valuable time (Beckman, 1982).

According to Reischel (1984), one-in-three Americans buys through the mail, choosing from approximately 6,500 catalogs. One of the reasons for the number of increasing catalogs is due to the offering of specialty fashion catalogs from department stores, boutiques or mail-order firms. Most frequently cited for the boom in fashion catalogs is the working woman, specifically the woman of a two income household who has money to buy clothes, but little time to shop.

Major department stores have broadened their marketing perspective to offer the kinds of special events and services that will bring the contemporary shopper into their stores and keep them as steady customers. Macy's New York personal shopper service, called "Buy Appointment," offers specific help on putting together a working wardrobe, adding or revamping an existing one within the price range indicated by the customer. Saks Fifth Avenue has created a personal shopping service for professional women (Beckman, 1982).

Carson Pirie Scott, a Chicago based department store company, has put together a package of merchandise and services with a look of specialty store atmosphere, and designed as a one-stop shopping place for the upwardly-mobile career women. This special department is aimed at the executive woman and is called the Corporate Level. Carson's insists that it is their commitment to personal service that distinguishes the Corporate Level. Every customer is assigned her own personal fashion consultant and has her personal tastes and sizes recorded in the Corporate Level computer. The Corporate Level also offers career women phones and a meeting room while they shop for their working wardrobes (Bergmann, 1984).

At Sanger Harris in Dallas the Career Lifestyle department caters to the working woman. With seminars, clinics, and wardrobe consultants, Sanger Harris offers



the customer the kind of service she wants when she comes into the store. Sanger Harris sends out a newsletter to customers with information on dressing hints, trend reports, news on what is going on in the store, announcements of events and seminars for the working woman and networking news for women in the Dallas business community (Wallech, 1982).

Retail stores around the country have confirmed that the continued influx of women into the work force, particularly into the executive ranks, has created a source of business and profits that has caused them to reevaluate their overall marketing approaches. Some have created separate departments for this market, while others are concentrating on the services the working woman requires to meet the demands of her changing lifestyle (Call it assertive, 1981).

Career apparel for the woman executive is becoming increasingly the emphasis of retail stores as these merchants realize women executives spend more money on apparel than any other group of consumers. These consumers, with their own money to spend and a desire to look professional with a minimum of time and effort, are a growing constituency and a valuable one for retailers (Beckman, 1982). Many retailers buoyed by their current success in marketing to the executive woman, anticipate further expansion of their efforts in this area. With

continued increases in the cost of living and greater acceptance of women's changing roles, they see a growing market of executive women in the years ahead (Call it assertive, 1981). Retailers who identify new trends in the consumption behavior of working women will be better prepared to develop marketing and promotional strategies suitable for that market (Forsythe, 1984).

### Summary

The review of literature identified the various aspects of the factors influencing the store patronage of career women. The literature showed that career women have new needs and fewer hours to satisfy these needs. They also have money to spend and represent a large market for clothing purchases.

Because the retail clothing market is a very competitive field, the need exists for clothing retailers to understand career women. An understanding of what will satisfy these women consumers in terms of a given need can be developed if knowledge is available about various internal and external factors that influence the individuals. Several studies (Brewster, 1985; Celanese Fibers Marketing Company, 1980; Rabolt, 1984) found that a woman's occupation has a definite influence on clothing consumption. Segmentation by women's occupations can be of considerable value to a retailer. Career women



consumers seeking similar benefits can be a potential market segment. Once this market segment is identified, descriptive profiles can be developed by examining the demographics, shopping behavior and the store preferences of this highly sought market.

## CHAPTER III

### PROCEDURE

This study focused on the patronage motives of career women employed in managerial and professional specialty occupations. Also investigated were career women's demographic characteristics, shopping behaviors and store preferences. Included in this chapter are selection of the sample, instrumentation, and statistical treatment of the data.

#### Selection of the Sample

The sample consisted of career women employed in managerial and professional specialty occupations in northern Louisiana. A judgmental sample design was used to select 500 subjects. Churchill (1983) describes a judgmental sample as follows:

Judgmental samples are often called purposive samples; the sample elements are handpicked because it is expected that they can serve the research purpose. Most typically, the sample elements are selected because it is felt that they are representative of the population of interest. . . . When searching for ideas and insights, the researcher is not interested in sampling a cross section of opinion but rather in sampling those who can offer some perspective on the research question (pp. 345-346).

The requirements of the sampling procedure were to find women who were employed in managerial and professional specialty occupations. A list of prospective subjects was compiled from the following:

1. Women members of professional organizations as listed by area Chambers of Commerce and employed in managerial and professional specialty occupations.
2. Women listed in the Business Telephone Directory of the Greater Monroe Area and employed in managerial and professional specialty occupations.
3. Women employed at Louisiana Tech University, Grambling State University, and Northeast Louisiana University in faculty and administrative staff positions.
4. Women known by the researcher who fit the sample requirements.

A list of professional organizations and clubs was obtained from area Chambers of Commerce. A letter was mailed to each club president explaining the purpose of the research and asking the organization to participate in the study. Appendix A provides a copy of the letter sent to club presidents. Members names and addresses were requested from the club presidents. A mailing list was compiled from the names and addresses of members provided by club presidents, and questionnaires were mailed to these individuals.

In instances where club presidents were not willing to provide members' names, questionnaires were mailed to the president for distribution at a scheduled meeting. The completed questionnaires were returned individually to the researcher.

The Business Telephone Directory of the Greater Monroe Area was used to select specific career women who fit the sample requirements. A mailing list was compiled from the names and addresses of women listed as doctors, dentists, accountants, counselors, business owners and managers. Questionnaires were mailed to these specific career women.

Also included in the sample were women employed in faculty and administrative staff positions at Louisiana Tech University, Grambling State University, and Northeast Louisiana University. Lists of female employees were obtained from the personnel offices at Louisiana Tech University and Grambling State University. The personnel office at Northeast Louisiana University would not release female employee names and addresses. The Northeast Louisiana University Telephone Directory was used to collect names and addresses of women employed at this university. Questionnaires were mailed to the home addresses of the women employed at Grambling State University and Northeast Louisiana University.

Questionnaires were mailed by inter-campus mail to the women employed at Louisiana Tech University.

Questionnaires were mailed to professional women known by the researcher to fit the sample requirements. These women were not employed at one of the three universities, nor were they members of the organizations that had agreed to participate.

All names and addresses were compiled into one mailing list. Names and addresses were checked for duplications. Questionnaires were mailed to 500 career women in northern Louisiana. A total of 236 questionnaires was returned. Four questionnaires were deleted because respondents did not meet occupational requirements for the sample. The final sample consisted of 232 career women.

#### Instrumentation

A questionnaire was developed to collect data corresponding to the 20 hypotheses of the study (See Appendix E for a copy of the questionnaire). The instrument included three parts. Part I elicited information related to the shopping behavior of career women. Questions one through seven provided information concerning the following shopping behavior variables: (a) shopping frequency, (b) choice of shopping time, (c) sale shopping, (d) use of credit, (e) shopping loyalty, (f) comparison shopping, and (g) store loyalty (See Appendix F for listing of



variables). Question eight required respondents to identify the factors they used when they purchased clothing. Questions one through eight provided information used to test hypothesis 1 through hypothesis 8.

Part II of the questionnaire contained questions formulated to obtain information pertaining to store preferences when shopping for clothing. Questions 9 through 12 related to the following variables: (a) clothing sources, (b) store attributes, (c) store inventory, and (d) special services for women. These questions provided information used to test hypotheses 9 through 12.

Part III, questions 13 through 20, provided demographic information about the participants. Demographic information included (a) marital status, (b) age, (c) salary, (d) household income, (e) level of education, (f) number of hours worked, (g) number of children, and (h) occupation. These questions were used to test hypotheses 13 through 20.

The questionnaire was evaluated by a panel of four professional women employed in fashion education and retailing. The panel evaluated the questionnaire for clarity, ambiguity, and comprehension. Appendix C provides a copy of the cover letter sent to the panel of judges.

A pilot test of the instrument was conducted after revisions were made from recommendations of the panel of

judges. Purposes of the pilot test were to evaluate any difficulty in answering the instrument or any misunderstanding of directions. The instrument was administered by the researcher at an organizational meeting of 45 women employed in managerial and administrative positions in Shreveport, Louisiana. The chi-square test was used to determine desired qualities of measurement. Question 20 was revised because of misunderstanding and difficulty in answering.

#### Instrument Administration

Questionnaires were distributed by three methods. The first method was to send the questionnaires by inter-campus mail to the women employed at Louisiana Tech University. A cover letter explaining the purpose of the study accompanied all mailed questionnaires. Appendix D provides a copy of the cover letter which accompanied all questionnaires. Questionnaires were returned to the researcher by intercampus mail.

The second method was to mail the number of questionnaires specified by three club presidents. The questionnaires were mailed directly to the club presidents in April 1987. The questionnaires were distributed during a May club meeting. A cover letter explaining the purpose of the study and a stamped, self-addressed envelope accompanied each questionnaire. The questionnaires were returned directly to the researcher.

Questionnaires were mailed individually to subjects who were not employed at Louisiana Tech University or did not receive a questionnaire at a club meeting. Included with each questionnaire was a cover letter explaining the purpose of the study, instructions for completion, and a stamped, self-addressed envelope. Questionnaires were completed and returned to the researcher during May 1987.

#### Statistical Treatment of Data

The data collected by the questionnaires were analyzed for testing the null hypotheses. Frequency and percentage distribution analysis was utilized for descriptive purposes. The chi-square goodness-of-fit test was performed on all data to determine whether the sample differed in responses due to occupation. Question 20 on the questionnaire asked respondents to state their title and kind of work they performed in their position. The 232 respondents were grouped into three classifications according to the type of position held. The first classification group consisted of executive, managerial and administrative personnel and included all women employed in public administration, educational administration and management related occupations. The second classification group consisted of the professional specialty group and included librarians, counselors, accountants, and health diagnosing assessment and treating occupations. The third



classification group consisted of women employed in the teaching profession. All questions were crosstabulated with the three occupational groups giving a chi-square value to test for significant differences between the observed number of responses falling into each category and the expected number.

The Kendall's coefficient of concordance  $W$  was used to test each hypothesis except for Hypothesis 9 which was tested by the chi-square goodness-of-fit test. The Kendall's coefficient of concordance  $W$  test was used to show the degree of agreement between the items on the questionnaire and store patronage. Siegel (1956) stated that the Kendall coefficient of concordance  $W$  measures the extent of association among several sets of ranks of  $N$  entities. It is useful in determining the agreement among groups or the association among three or more variables (p. 239).

Each hypothesis represents a question on the questionnaire. Store patronage is question 9 on the questionnaire. Hypothesis 9 was tested with the chi-square goodness-of-fit. Every hypothesis was tested (except hypothesis 9) with the store (clothing source) shopped most often, second most often, and third most often; therefore hypothesis 1 through 7 and, hypotheses 13 through 20 have three subsets. Hypotheses 8, 10 and 11 have nine subsets because the subjects were asked to



respond to three items on the question. Hypothesis 12 has 12 subsets because the respondents were asked to respond to four items on the question. An alpha level of  $<.05$  was used to determine significance for all statistical tests.

## CHAPTER IV

### RESULTS

This study examined the patronage motives of career women employed in managerial and professional specialty occupations in northern Louisiana. A questionnaire was utilized in the acquisition of information. Results are presented under the following major headings: demographics, shopping behaviors, and store preferences, and examination of hypotheses.

#### Demographics

Data were obtained from 232 women employed in career positions who resided in northern Louisiana. These women held positions in managerial and professional specialty occupations as listed in the 1987 United States Department of Labor, Bureau of Labor Statistics (Employment and Earnings, 1987).

Questionnaires were completed by 232 women employed in career positions and residing in northern Louisiana. Demographic information was obtained regarding the following: occupation, marital status, salary range,

household income, age, education, number of hours worked per week, and number of children.

### Occupation

As shown in Table 1, 49% were employed in the executive, managerial and professional group. Only 17% were employed in the professional specialty group. Women employed as teachers were 34%.

Table 1

#### Frequency Distribution of Participants By Occupation

Occupation	Participants	
	N	%
Group I Executive, Managerial Administrative	114	49
Group II Professional Specialty	39	17
Group III Teaching Profession	79	34
Total	232	100

### Marital Status

Participants classified themselves as single or married. As shown in Table 2, the majority of the career women, 75%, was married. Single women comprised 25% of

the sample. The chi-square goodness-of-fit test revealed no significant differences existed in marital status among the three groups within the sample. Results show  $\chi^2 (2, N = 232) = 4.676, p > .05$ .

Table 2

Frequency Distribution of Participants  
by Marital Status

	Group I		Group II		Group III		Total	
Marital Status	N	%	N	%	N	%	N	%
Single	22	19	9	24	26	33	57	25
Married	92	81	29	76	53	67	175	75

$$\chi^2 = 4.676$$

Salary Range

The subjects were asked to state their salary range. The largest percentage of the career women, 39%, reported a salary in the range of \$15,000 to \$24,999; 6% had salaries over \$45,000. Salaries less than \$10,000 were reported by 3% of the respondents who were employed part time. Table 3 presents the frequency distribution of participants by salary range. The chi-square goodness-of-fit test revealed that a significant difference existed in salary ranges among the three groups within the sample.



Results were  $\chi^2$  (10,  $N$  = 231) = 26.867,  $p$  < .05. One participant did not respond to this question.

Table 3

Frequency Distribution of Participants  
by Salary Range

Salary Range	Group I		Group II		Group III		Total	
	N	%	N	%	N	%	N	%
Less than \$10,000	3	3	1	3	4	5	8	3
\$10,000 to \$14,999	18	16	6	16	4	5	28	12
\$15,000 to \$24,999	49	43	18	47	23	29	90	39
\$25,000 to \$34,999	26	23	11	29	37	47	74	32
\$35,000 to \$44,999	6	5	3	5	9	11	18	8
Over \$45,000	11	10	0	0	2	3	13	6

$\chi^2$  = 26.867\*\*

\*\*Significant at the .01 level of probability.

### Household Income

Participants were requested to state the range that best described their approximate household income, before taxes, in 1986. The results showed that 72% had household incomes over \$35,000, and 26% stated they had household incomes over \$55,000. There were no respondents with household incomes less than \$10,000 and only 12% had household incomes under \$25,000 (Table 4). The chi-square goodness-of-fit test revealed that no significant

Table 4

#### Frequency Distribution of Participants by Household Income

	Group I		Group II		Group III		Total	
Household Income	N	%	N	%	N	%	N	%
Less than \$10,000	0	0	0	0	0	0	0	0
\$10,000 to \$14,999	3	3	3	8	0	0	6	3
\$15,000 to \$24,999	12	11	3	8	5	6	20	9
\$25,000 to \$34,999	12	11	5	13	19	24	36	16
\$35,000 to \$44,999	27	24	8	21	15	19	50	22
\$45,000 to \$54,999	30	27	10	26	16	20	56	24
Over \$55,000	28	25	9	24	24	30	61	26

$$\chi^2 = 14.688$$

difference existed in household income among the three groups within the sample. Results were  $\chi^2 (10, N = 229) = 14.688, p > .05$ . Three participants did not respond to this question.

### Age

Respondents were asked to state their present age in a range from under 25 years to over 65 years. Forty-one percent of the participants were 36 to 45 years. Women over 56 years comprised 11%, while only 2% stated they were under 25 years (Table 5). The chi-square goodness-of-fit test showed that no significant difference existed in age among the three groups within the sample. Results were  $\chi^2 (10, N = 231) = 7.711, p > .05$ . One subject did not respond to this question.

### Education Level

The participants were asked to give the highest level of education that they had completed. As indicated in Table 6, the majority of the career women, 51%, had completed a graduate degree. No participant had less than a high school education, and 6% revealed that they had completed high school or GED. The chi-square goodness-of-fit revealed that a highly significant difference existed in the distribution responses on education level among the three groups within the sample. Results were  $\chi^2 (8, N = 232) = 113.334, p < .001$ .

Table 5

Frequency Distribution of Participants by Age

Age	Group I		Group II		Group III		Total	
	N	%	N	%	N	%	N	%
Under 25 years	2	2	1	3	1	1	4	2
26 to 35 years	32	48	7	18	14	18	53	23
36 to 45 years	41	36	13	34	39	49	91	41
46 to 55 years	26	23	12	32	18	23	56	24
56 to 65 years	12	11	5	13	6	8	23	10
Over 65 years	1	1	0	0	1	1	2	1

$$\chi^2 = 7.711$$



Table 6

Frequency Distribution of Participants  
by Educational Level

Education Level	Group I		Group II		Group III		Total	
	N	%	N	%	N	%	N	%
Less than High School	0	0	0	0	0	0	0	0
Completed High School or GED	13	11	0	0	0	0	13	6
Some College	41	36	7	18	1	1	49	21
Completed College Degree	29	25	2	5	2	3	33	14
Some Graduate Work	11	10	4	11	3	4	19	8
A Graduate Degree	20	18	25	66	73	92	118	51

$\chi^2 = 115.334^{***}$

\*\*\*Significant at the .001 level of probability.

Number of Hours Worked Per Week

Respondents were asked to state the number of hours worked per week. Forty-eight percent stated that they worked 31 to 40 hours per week, 37% worked 41 to 50 hours per week, and 8% worked 30 hours or less per week. Only 7% worked over 50 hours per week (Table 7). The chi-square goodness-of-fit test showed that a highly significant difference existed in the responses in the number of hours worked per week among the three groups within the

sample. Results were  $\chi^2 (8, N = 230) = 26.323, p < .001$ . Two participants did not respond to this question.

Table 7

Frequency Distribution of Participants  
by Number of Hours Worked Per Week

	Group I		Group II		Group III		Total	
Number of Hours Worked Per Week	N	%	N	%	N	%	N	%
0-20 Hours	0	0	4	11	4	5	8	3
21-30 Hours	6	5	0	0	5	6	11	5
31-40 Hours	63	56	23	61	24	31	110	48
41-50 Hours	36	32	10	26	39	50	86	37
Over 50 Hours	8	7	1	3	6	8	15	7

$\chi^2 = 26.323***$

\*\*\*Significant at the .001 level of probability.

Number of Children

The participants were asked to state the number of children presently living in their home and the number of children they had in each age group of 0-6, 7-12, 13-18, 19 and over. The frequency distribution of participants by number of children is shown in Table 8. The average number of children the respondents had is 1.4. In the 0-6 years age range, 77% of the women had no children, 19% had

one child, and 4% had two children. The test results,  $\chi^2 (4, N = 232) = 2.123, p > .05$ , showed no significant difference.

In the 7-12 years age group, 80% had no children, 15% had one child and 5% had two children. The test showed no significant differences at  $\chi^2 (4, N = 232) = 2.996, p > .05$ .

In the 13-18 years age group, 72% had no children, 19% had one child and 8% had two children. Test results showed  $\chi^2 (6 = N = 232) = 6.628, p > .05$  at no significant difference.

In the 19 and over age group, 87% had no children presently living in their home. Ten percent of the women had one child and 3% had two children. The results  $\chi^2 (4, N = 232) = 5.284, p > .05$  showed no significant difference. Forty percent stated they had no children. The test results showed  $\chi^2 (2, N = 232) = .846, p > .05$ . There was no significant difference between the groups.

### Shopping Behavior

Part I of the questionnaire examined the shopping behavior of the participants. The chi-square goodness-of-fit was performed on all data to determine whether the sample differed in responses due to occupation. Questions 1-8 investigated the following shopping behavior variables: (a) shopping frequency, (b) shopping time, (c) sale

Table 8

Frequency of Distribution of Participants  
by Number and Age of Children

Age of Children	Group I		Group II		Group III		Total	
	N	%	N	%	N	%	N	%
0-6 Years								
None	87	76	30	79	60	76	178	77
1 Child	24	21	6	16	14	18	44	19
2 Children	3	3	2	5	5	6	10	4
7-12 Years								
None	91	80	29	76	65	82	186	80
1 Child	15	13	7	18	12	15	34	15
2 Children	7	7	2	6	2	3	11	5
3 Children	1	0	0	0	0	0	1	0
13-18 Years								
None	85	75	26	68	57	72	168	72
1 Child	20	18	9	24	14	18	44	19
2 Children	9	7	2	5	8	10	19	8
3 Children	0	0	1	1	0	0	1	0
19 and Over								
None	100	88	33	87	68	86	202	87
1 Child	13	11	5	13	7	9	25	10
2 Children	1	1	0	0	4	5	5	3
No Children	45	49	13	14	34	37	92	40

0-6 Years -  $\chi^2 = 2.123$

7-12 Years -  $\chi^2 = 2.996$

13-18 Years -  $\chi^2 = 6.628$

19 and Over -  $\chi^2 = 5.284$

No Children -  $\chi^2 = .846$



shopping, (d) method of payment, (e) locality of shopping, (f) comparison shopping, (g) store loyalty, and (h) clothing factors influencing purchases.

### Shopping Frequency

Participants were asked to state how often they shopped for clothing for themselves. The largest percentage of participants, 39%, stated that they shopped for clothing for themselves every three months. Six percent of the participants reported shopping for clothing once a week and 1% shopped once a year (Table 9). The chi-square goodness-of-fit test revealed that no significant difference existed in the shopping frequency among the three groups within the sample. Results were  $\chi^2 (10, N = 232) = 6.422, p > .05$ .

### Shopping Time

Respondents were asked to state the time that they do most of their shopping for clothing. The majority of respondents, 57%, did most of their clothing shopping on Saturday or Sunday. Only 15% shopped at noon for most of their clothing while 28% shopped evenings or after work (Table 10). The chi-square test showed that a highly significant difference existed in the shopping time among the responses of the three groups within the sample. Results were  $\chi^2 (4, N = 232) = 19.020, p < .001$ .

Table 9

Frequency Distribution of Participants  
by Shopping Frequency

	Group I		Group II		Group III		Total	
Shopping Frequency	N	%	N	%	N	%	N	%
Once a Week	5	4	4	11	4	5	13	6
Twice a Month	17	15	6	16	7	9	30	13
Once a Month	31	27	9	24	27	34	68	29
Every Three Months	43	38	15	38	32	41	90	39
Every Six Months	17	15	4	11	8	10	29	13
Once a Year	1	1	0	0	1	1	2	1

$$\chi^2 = 6.422$$

Table 10

Frequency Distribution of Participants  
by Shopping Time

	Group I		Group II		Group III		Total	
Shopping Time	N	%	N	%	N	%	N	%
Noon	26	23	5	13	3	4	34	15
After Work or Evenings	26	23	9	23	31	39	66	28
Saturday/Sunday	62	54	25	64	45	57	132	57

$$\chi^2 = 19.020***$$

\*\*\*Significant at the .001 level of probability.

Sale Shopping

The participants were asked if they purchased the majority of their clothing at full price or on sale (marked down from retail price). The majority of the respondents, 53% purchased most of their clothing when on sale, while 47% purchased most of their clothing at full price (Table 11). Data revealed that there was no significant difference in sale shopping among the three groups within the sample. Results were  $\chi^2 (2, N = 232) = .298, p < .05$ .

Table 11

Frequency Distribution of Participants  
by Sale Shopping

	Group I		Group II		Group III		Total	
Sale Shopping	N	%	N	%	N	%	N	%
At Full Price	55	48	18	47	35	44	108	47
When on Sale	59	52	20	53	44	56	123	53

$$\chi^2 = .298$$

Method of Payment

The respondents were asked how they usually paid for their clothing purchases. The largest percentage of women, 39% stated that they usually paid for their clothing by a store credit card. The percentage of women who used a national credit card for their clothing purchases was 25%, while 36% paid with cash/check (Table 12). The chi-square test showed that there was no significant difference in the method of payment among the three groups. Results were  $\chi^2 (4, N = 232) = 1.376, p > .05$ .



Table 12

Frequency Distribution of Participants  
by Method of Payment

	Group I		Group II		Group III		Total	
Method of Payment	N	%	N	%	N	%	N	%
Store Credit Card	48	42	12	30	30	38	90	39
National Credit (Visa, Mastercard, American Express)	26	23	10	26	21	27	57	25
Cash/Check	40	35	17	44	28	35	85	36

$$\chi^2 = 1.376$$

Locality of Shopping

The participants were asked where the majority of their clothing was bought according to store locality. Results showed that 55% of the career women bought their clothing in a store in the city where they lived. Only 7% bought their clothing in a store outside of Louisiana (Table 13). Data revealed that a significant difference existed in the locality of shopping among the three groups. Results were  $\chi^2 (4, N = 232) = 10.340, p < .05$ .

Table 13

Frequency Distribution of Participants  
by Locality of Shopping

Locality of Shopping	Group I		Group II		Group III		Total	
	N	%	N	%	N	%	N	%
In the city where I live	69	61	22	56	37	47	128	55
In another city rather than where I live	39	34	17	44	31	39	87	38
In another state rather than Louisiana	6	5	0	0	11	14	17	7

$$\chi^2 = 10.340^*$$

\*Significant at the .05 level of probability.

Comparison Shopping

The participants were asked how often they used comparison shopping by visiting several stores for clothing before deciding to make a purchase. They were asked to state whether it was "often", "sometimes", "seldom", or "never". The percentage of women who used comparison shopping often or sometimes was 60%. Thirty-one percent indicated they seldom used comparison shopping by visiting several stores for clothing. Nine percent of the respondents stated that they never used comparison shopping (Table 14). Data revealed that there were no

significant differences in comparison shopping among the three groups within the sample. Results were  $\chi^2 (6, N = 232) = 1.087, p > .05$ .

Table 14

Frequency Distribution of Participants  
by Use of Comparison Shopping

Comparison Shopping	Group I		Group II		Group III		Total	
	N	%	N	%	N	%	N	%
Often	37	32	11	28	22	28	70	30
Sometimes	34	30	13	33	23	29	70	30
Seldom	32	28	12	31	27	34	71	31
Never	11	10	3	8	7	9	21	9

$$\chi^2 = 1.087$$

Store Loyalty

Career women were asked to state how often they felt loyal to one store over all the others. They were requested to state whether it was "often", "sometimes", "seldom", or "never". The largest percentage of participants, 31%, stated they sometimes felt loyal to one store, while 23% stated they never felt store loyal to one store (Table 15). The chi-square goodness-of-fit test showed that a significant difference existed in store loyalty

among the three groups within the sample. Results were  $\chi^2 (6, N = 232) = 13.362, p < .05$ .

Table 15

Frequency Distribution of Participants  
by Store Loyalty

	Group I		Group II		Group III		Total	
Store Loyalty	N	%	N	%	N	%	N	%
Often	20	18	6	15	21	26	47	20
Sometimes	45	39	7	18	19	24	71	31
Seldom	27	24	16	41	17	22	60	26
Never	22	19	10	26	22	28	54	23

$\chi^2 = 13.362^*$

\*Significant at the .05 level of probability.

Clothing Factors Influencing Purchase

Participants were asked to look at a list of 12 common factors which consumers use when making a decision to purchase clothing. These factors consisted of the following: (a) style of the garment, (b) the price of the garment, (c) the quality of construction, (d) the fiber content of the garment, (e) the ease of care or care label, (f) the designer label/brand name, (g) appropriate to wear to work, (h) color of garment, (i) versatility of the garment, (j) how well the garment fits, (k) how



flattering it is on me, and (1) made in USA label. The career women were asked to state the factor "most often" used, the factor "second most often", and the factor "third most often". The clothing factor that influenced the respondents most often to make a purchase was how flattering the garment was on them (28%). The factor indicated second most often was the price of the garment selected (21%). The price of the garment was also the third most often influencing factor selected by 18% (Table 16). The chi-square goodness-of-fit test revealed no significant differences in the distribution of responses for the factor that influenced the career women the most to purchase clothing. Results were  $\chi^2 (22, N = 232) = 23.979, p > .05$ .

Figure 1 shows the rank order of the importance of the clothing factors used most often when purchasing clothing. Figure 2 shows the rank order of the second most often used clothing factors when purchasing clothing. Figure 3 shows the rank order of the third most often used factors when purchasing clothing. Data revealed no significant differences in the distribution of responses in the second most often and the third most often factor that influences career women to purchase clothing. Results were  $\chi^2 (20, N = 232) = 22.144, p > .05$  and  $\chi^2 (22, N = 232) = 26.225, p > .05$  respectively.

Table 16

Frequency Distributions of Participants  
by Factors Influencing Purchases

		Most Often							
		Group I		Group II		Group III		Total	
Clothing Factors		N	%	N	%	N	%	N	%
How flattering it is on me		27	24	15	38	24	30	66	28
		Second Most Often							
		N	%	N	%	N	%	N	%
The price of the garment		27	24	6	15	15	19	48	21
		Third Most Often							
		N	%	N	%	N	%	N	%
The price of the garment		14	12	12	31	14	36	42	18

Most Often -  $\chi^2 = 23.979$

Second Most Often -  $\chi^2 = 22.144$

Third Most Often -  $\chi^2 = 26.225$

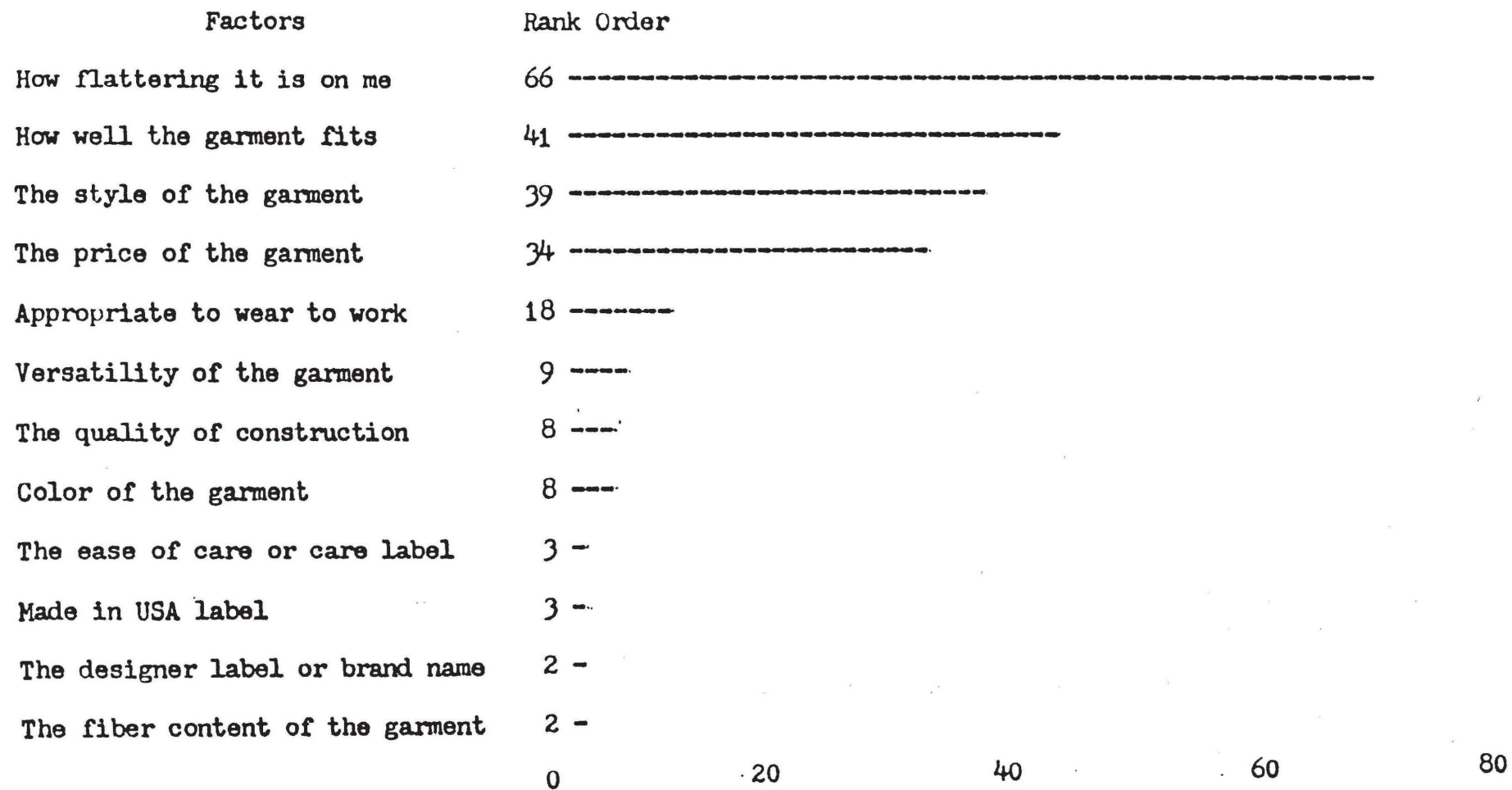


Figure 1. Rank Order Values of the Most Often Used Factors in the Decision to Purchase Clothing.

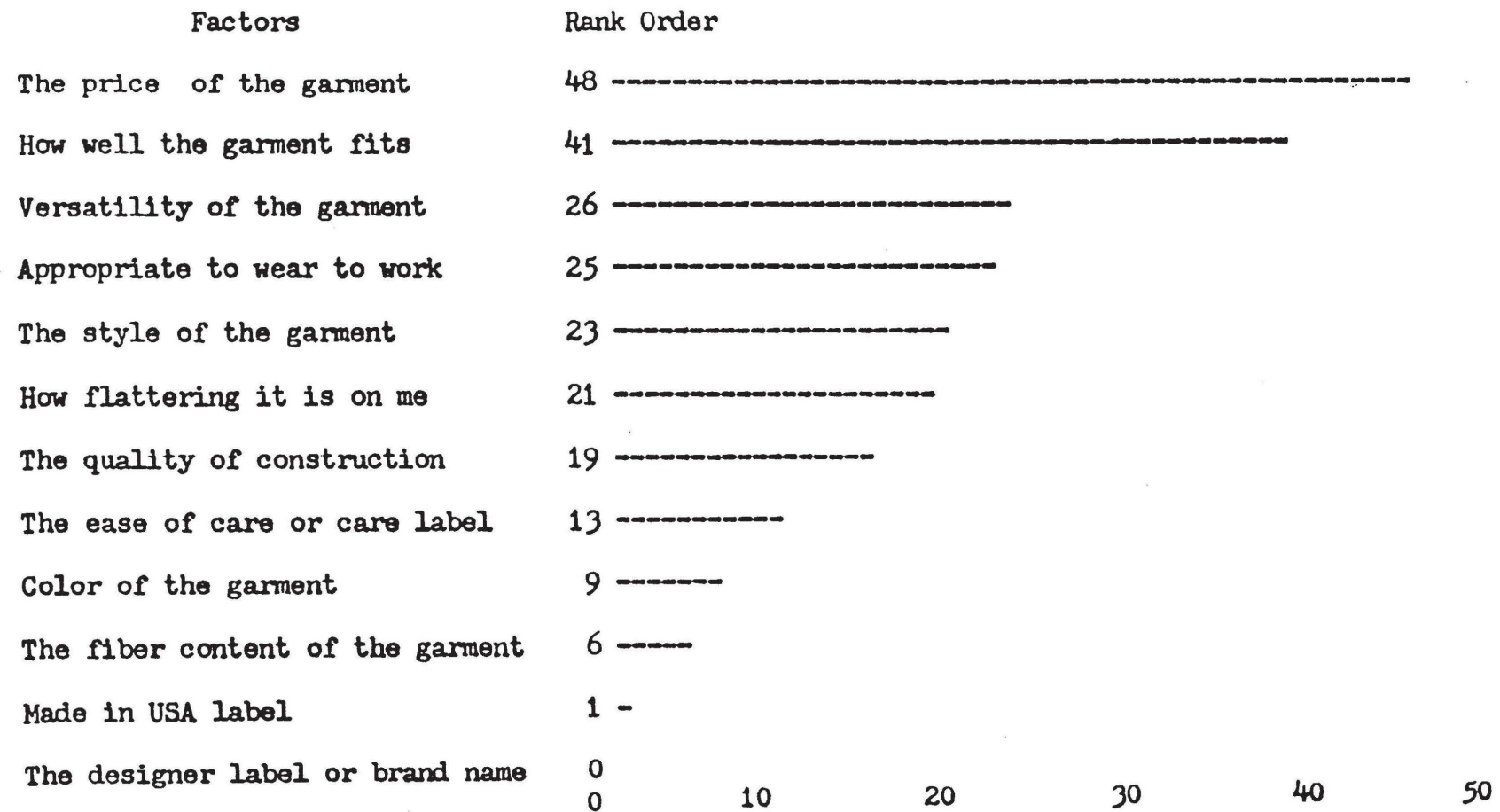


Figure 2. Rank Order Values of the Second Most Often Used Factors in the Decision to Purchase Clothing.



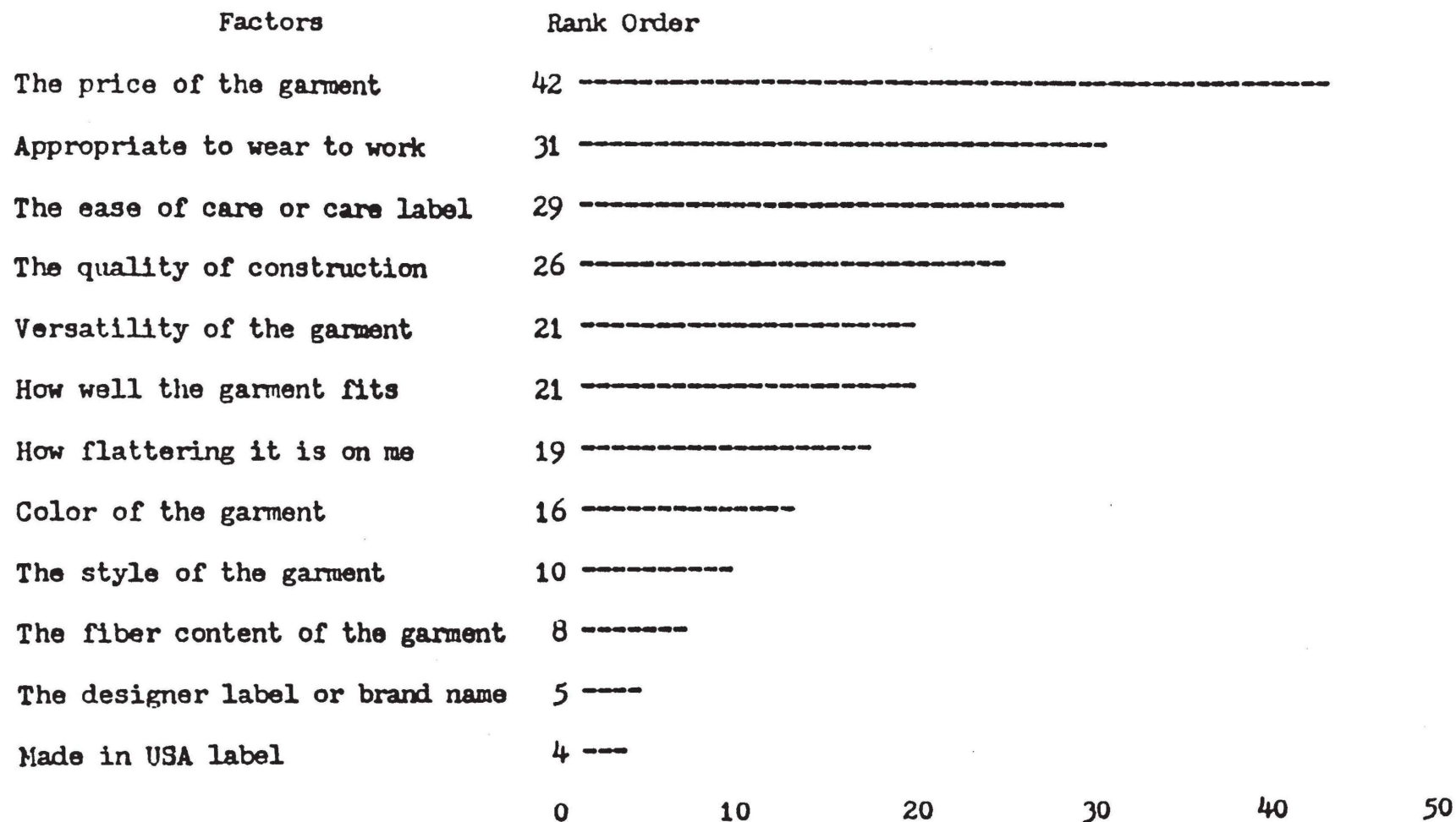


Figure 3. Rank Order Values of the Third Most Often Used Factors in the Decision to Purchase Clothing.

### Store Preferences

Part II of the questionnaire examined career women's store preferences when shopping for clothing. Questions 9-12 dealt with the following variables: (a) clothing store sources, (b) store attributes, (c) store inventory, and (d) special services for women. All questions were crosstabulated with the three occupational groups giving a  $\chi^2$  value to show whether the groups were independent. Data were subjected to the one sample chi-square goodness-of-fit to test for significant differences in the distribution of responses. Significant differences were tested at the .05 level of probability. Results are presented under the following headings: (a) store sources, (b) store attributes, (c) store inventory, and (d) special services for women.

#### Store Sources

Career women were asked to state the type of retail clothing source they shopped most often for clothing for themselves. They were asked to report the source they shopped "most often", "second most often", and "third most often". The list of different sources contained the following: (a) department store, (b) mass merchandise department store, (c) discount store, (d) specialty store/boutique, (e) off-price/factory outlet, (f) mail order catalog, and (g) resale/thrift/garage sale. A

majority, 65%, of the career women shopped most often in department stores. The second most often shopped source for career women was the specialty store/boutique at 30%. Mail order catalogs was the source shopped third most often at 23% (Table 17). The chi-square goodness-of-fit revealed no significant difference in the most often shopped source among the three groups of career women. Results were  $\chi^2 (10, N = 232) = 9.710, p > .05$ .

Figure 4 shows the rank order of the clothing source shopped most often. There was no significant difference for the second most often shopped source among the three groups. Four women did not respond. Results were  $\chi^2 (10, N = 228) = 8.377, p > .05$ .

Figure 5 shows the rank order of the clothing source shopped second most often. There was no significant difference for the third most often shopped source among the groups of career women. Results were  $\chi^2 (10, N = 221) = 17.154, p > .05$ . Eleven subjects did not respond. Figure 6 shows the rank order of the clothing source shopped third most often.

#### Store Attributes

Career women were asked to respond to a list of five features a store might offer its customers. The features included (a) store services (alterations, gift wrapping, phone orders, package mailing), (b) return policies (will

Table 17

Frequency Distribution of Participants  
by Choice of Clothing Source

		Most Often							
		Group I		Group II		Group III		Total	
Clothing Source		N	%	N	%	N	%	N	%
Department Store		80	70	25	64	45	57	149	65

		Second Most Often							
		N	%	N	%	N	%	N	%
Specialty Store/ Boutique		35	31	15	38	18	23	68	30

		Third Most Often							
		N	%	N	%	N	%	N	%
Mail Order Catalog		22	19	9	23	21	27	52	23

Most Often -  $\chi^2 = 9.710$

Second Most Often -  $\chi^2 = 8.377$

Third Most Often -  $\chi^2 = 17.154$



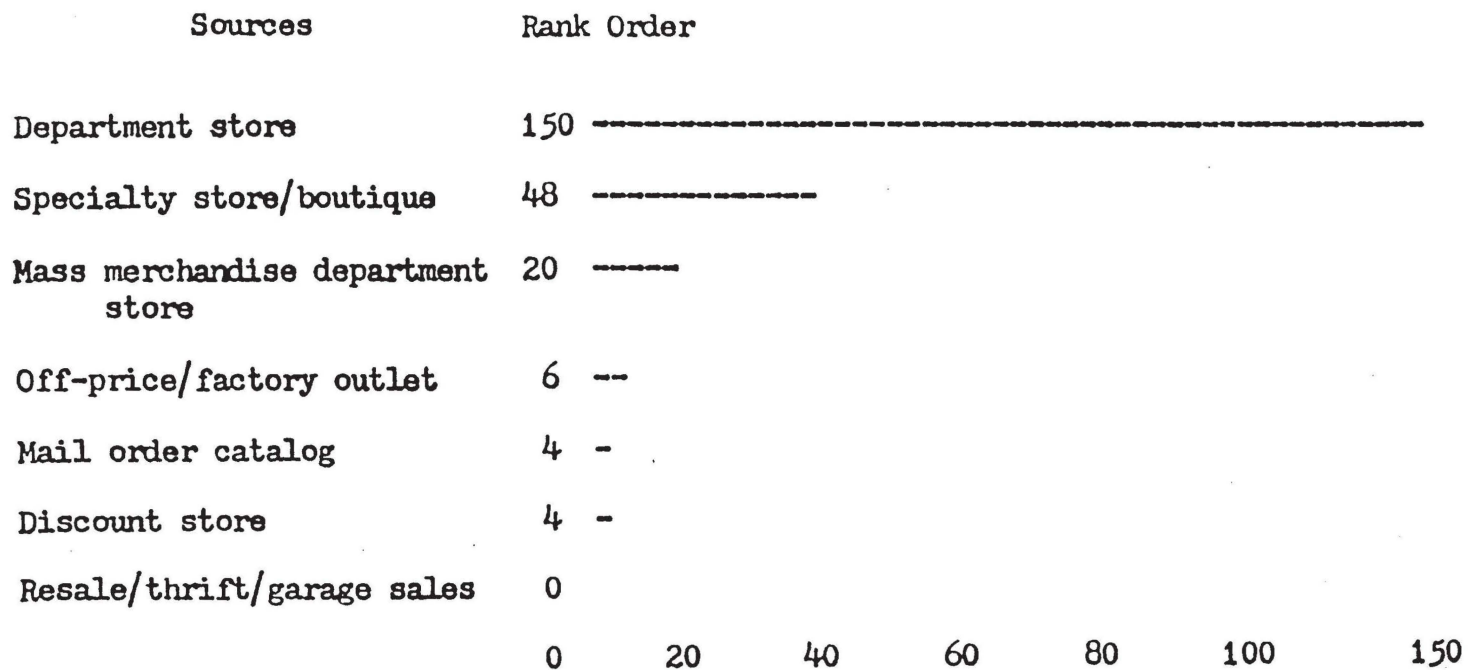


Figure 4. Rank Order Values of the Clothing Sources Most Often Shopped.

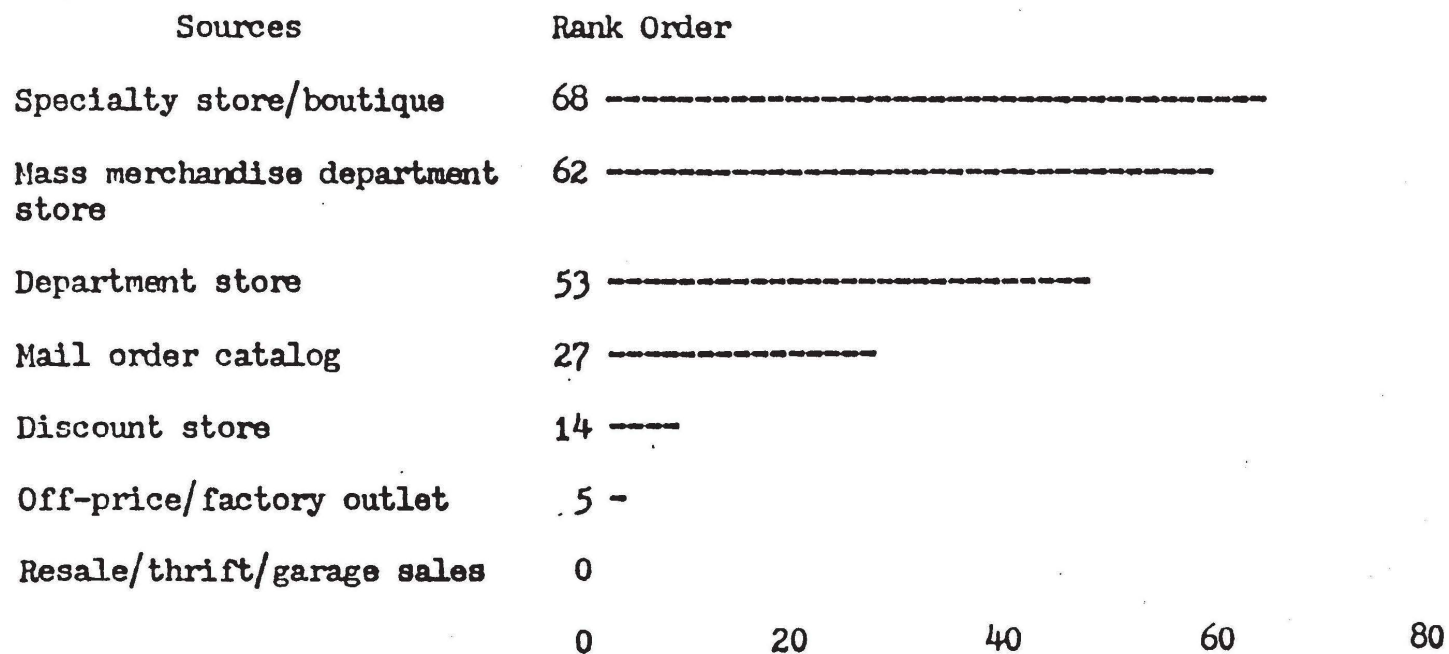


Figure 5. Rank Order Values of the Second Most Often Shopped Clothing Source.

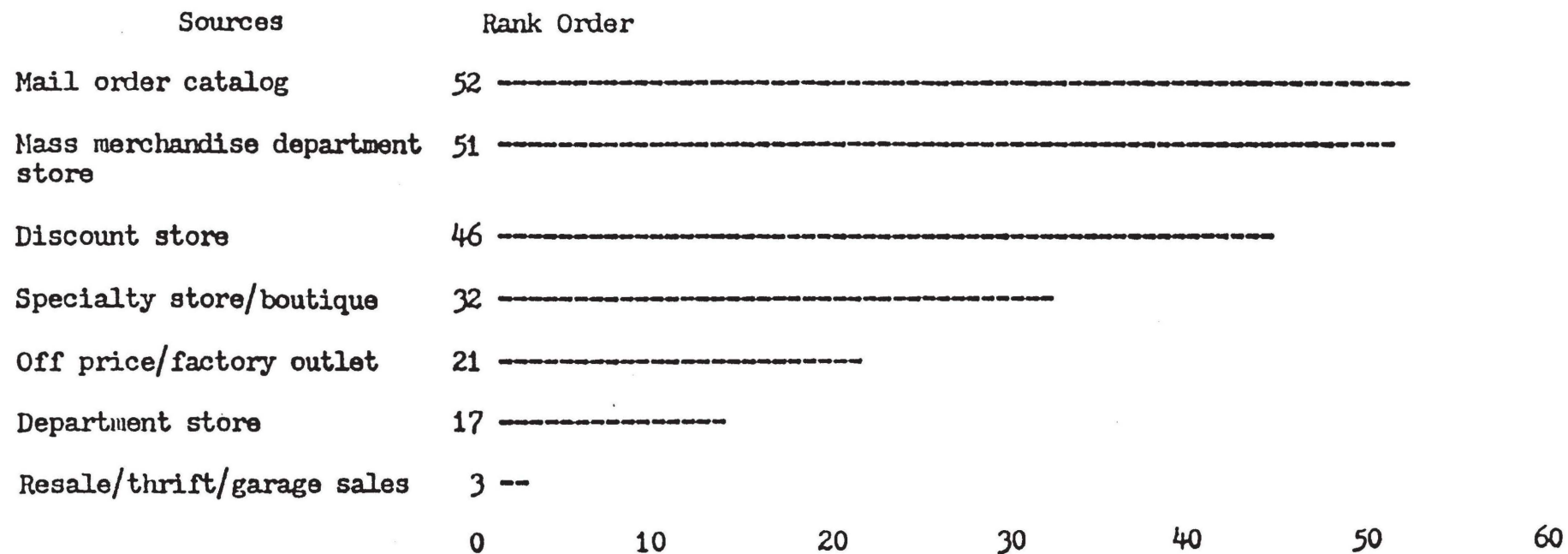


Figure 6. Rank Order Values of the Third Most Often Shopped Clothing Source.

take back merchandise with no questions), (c) credit availability, (d) layaway availability, (e) preferred customer services (services offered to credit card holders), and (f) other. When indicating "other", the subjects were asked to specify. The feature most often specified was friendly, helpful and courteous salespeople, followed by salespeople who help with coordination of wardrobe and accessories.

The subjects were asked to state which features they considered the "most important", "second most important", and the "third most important" when shopping in a store that sells clothing. The most important feature was return policies at 40%. The second most important feature was also return policies at 36%. The availability of credit was the third most important feature at 29% (Table 18). Results of the chi-square goodness-of-fit indicated that no significant difference existed for the most important store feature among the three groups of career women. Results were  $X^2 (10, N = 232) = 3.391, p > .05$ .

Figure 7 shows the rank order of the most important store attributes. There is no significant difference for the second most important feature among the groups of career women. Results were  $X^2 (10, N = 223) = 5.19, p > .05$ .

Figure 8 shows the rank order of the second most important store attributes. Nine women did not respond.



Table 18

Frequency Distribution of Participants  
by Choice of Store Attributes

	Most Important							
	Group I		Group II		Group III		Total	
Store Attributes	N	%	N	%	N	%	N	%
Return Policies	47	41	15	38	29	37	91	40

	Second Most Important							
	N	%	N	%	N	%	N	%
Return Policies	36	32	17	44	28	35	81	36

	Third Most Important							
	N	%	N	%	N	%	N	%
Credit Availability	34	30	7	18	20	25	61	29

Most Important -  $\chi^2 = 3.391$

Second Most Important -  $\chi^2 = 5.193$

Third Most Important -  $\chi^2 = 8.591$

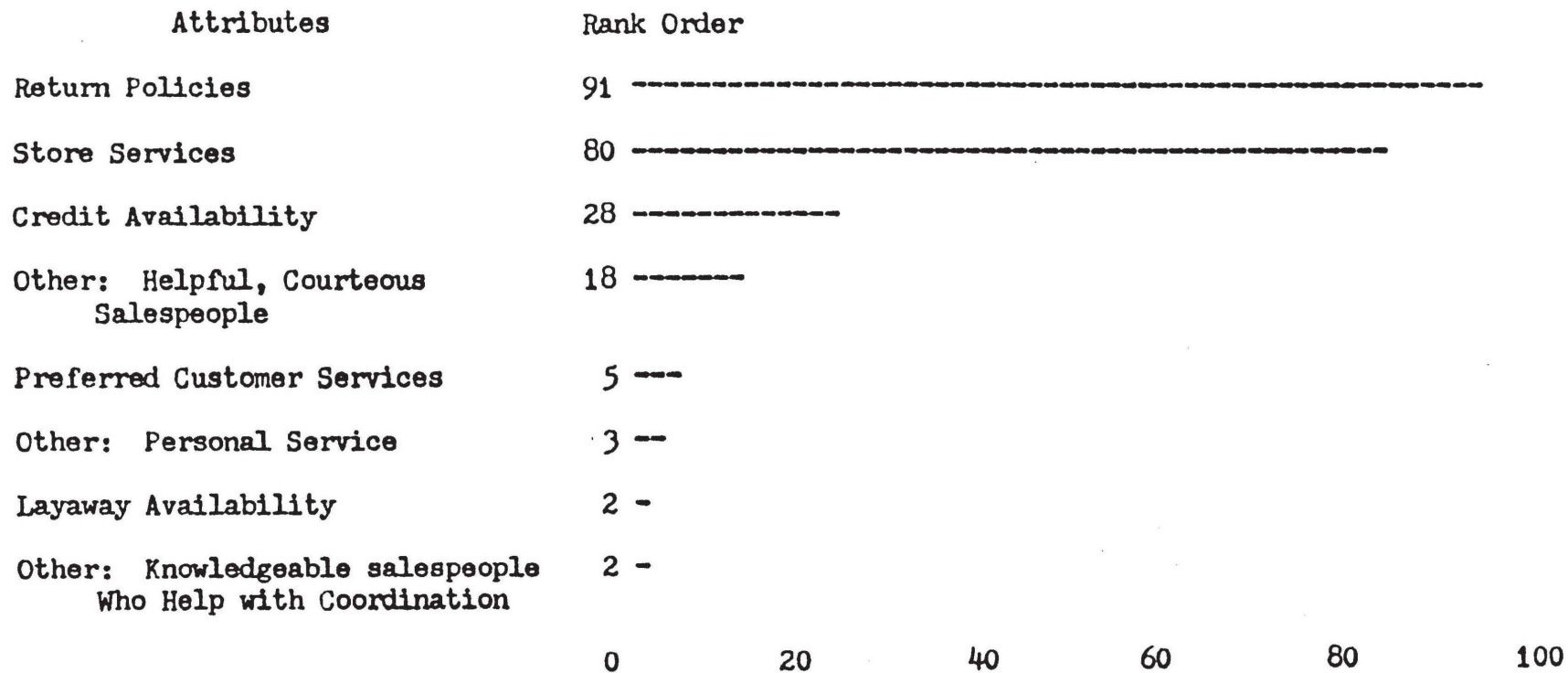


Figure 7. Rank Order Values of the Most Important Store Attributes.

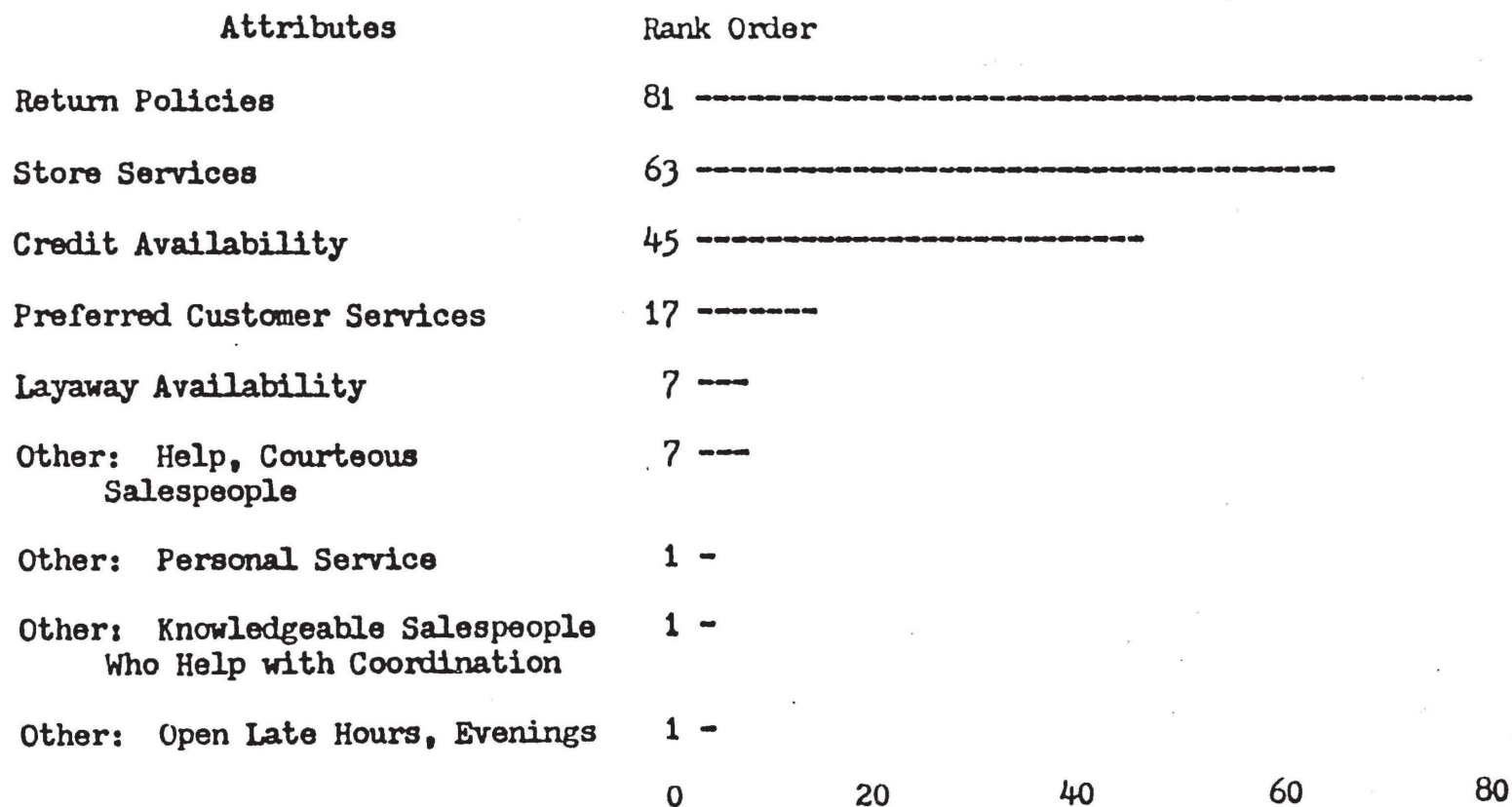


Figure 8. Rank Order Values of the Second Most Important Store Attributes.

No significant difference existed for the third most important feature among the three groups of participants. Results were  $\chi^2 (10, N = 209) = 8.591, p > .05$ . Twenty-three subjects did not respond. Figure 9 shows the rank order of the third most important store attributes.

### Store Inventory

Respondents were asked to state the factors which might attract shoppers to shop in a certain store for clothing. The factors included (a) store decor, layout and attractive merchandise display, (b) merchandise prices, (c) number and quality or the brand of merchandise carried, (d) good selection of merchandise in my size, (e) good selection of merchandise to wear to work, and (f) other. Comments specified by respondents included variety of styles, uniqueness of clothing, fitting room policies and personal service.

Participants were requested to state the "most important" factor, the "second most important" factor, and the "third most important" factor which attracted them to shop a certain store for clothing. The greatest number respondents, (42%), stated that the most important store inventory factor was a good selection of merchandise carried in their size. Merchandise prices was the second most important store inventory factor at 29%. Merchandise prices was also selected as the third most important

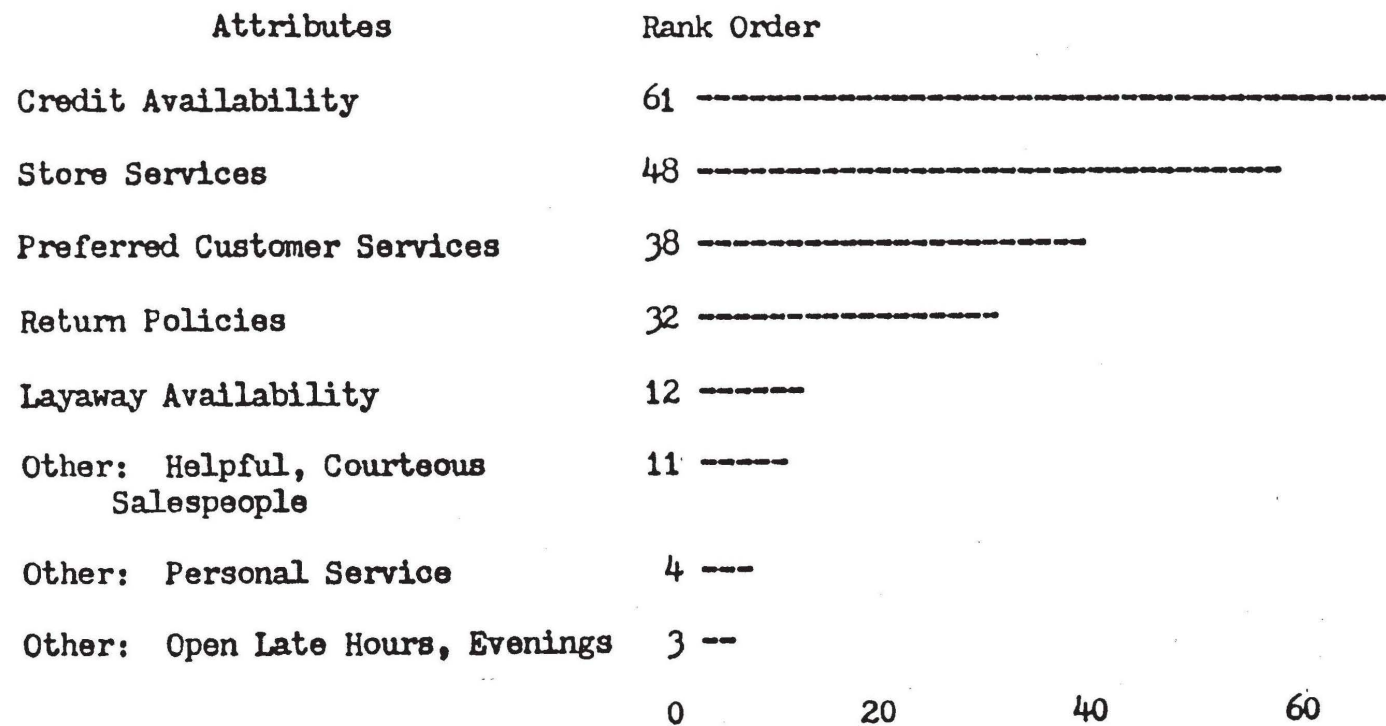


Figure 9. Rank Order Values of the Third Most Important Attributes.



factor at 33% (Table 19). Results of the data revealed that there was a significant difference in the most important choice of store inventory factor among the career women groups. Results were  $\chi^2 (10, N = 232) = 18.981, p < .05$ .

Figure 10 shows the rank order of the most important store inventory factors. There is no significant difference for the second most important choice of store inventory factor among the groups of respondents. Results were  $\chi^2 (10, N = 230) = 17.144, p > .05$ . Two women did not respond.

Figure 11 shows the rank order of the second most important store inventory factors. Data revealed no significant difference for the third most important choice of store inventory factor among the groups of career women. Results were  $\chi^2 (10, N = 230) = 10.172, p > .05$ . Two women did not respond.

The frequency distribution of participants by choice of store inventory is shown in Table 19. Figure 12 shows the rank order of the third most important store inventory factors.

#### Special Services for Women

Many retail stores offer special services or store sponsored events for women. Respondents were asked how often they used or attended the following services offered

Table 19

Frequency Distribution of Participants  
by Choice of Store Inventory

		Most Important							
		Group I		Group II		Group III		Total	
Store Inventory Factors		N	%	N	%	N	%	N	%
Good Selection of Merchandise in My Size		41	36	25	64	32	41	98	42
		Second Most Important							
		N	%	N	%	N	%	N	%
Merchandise Prices		22	19	18	46	26	33	66	29
		Third Most Important							
		N	%	N	%	N	%	N	%
Merchandise Prices		37	32	10	26	30	38	77	33

Most Important -  $\chi^2 = 18.981^*$

Second Most Important -  $\chi^2 = 17.144$

Third Most Important -  $\chi^2 = 10.172$

\*Significant at the .05 level of probability.

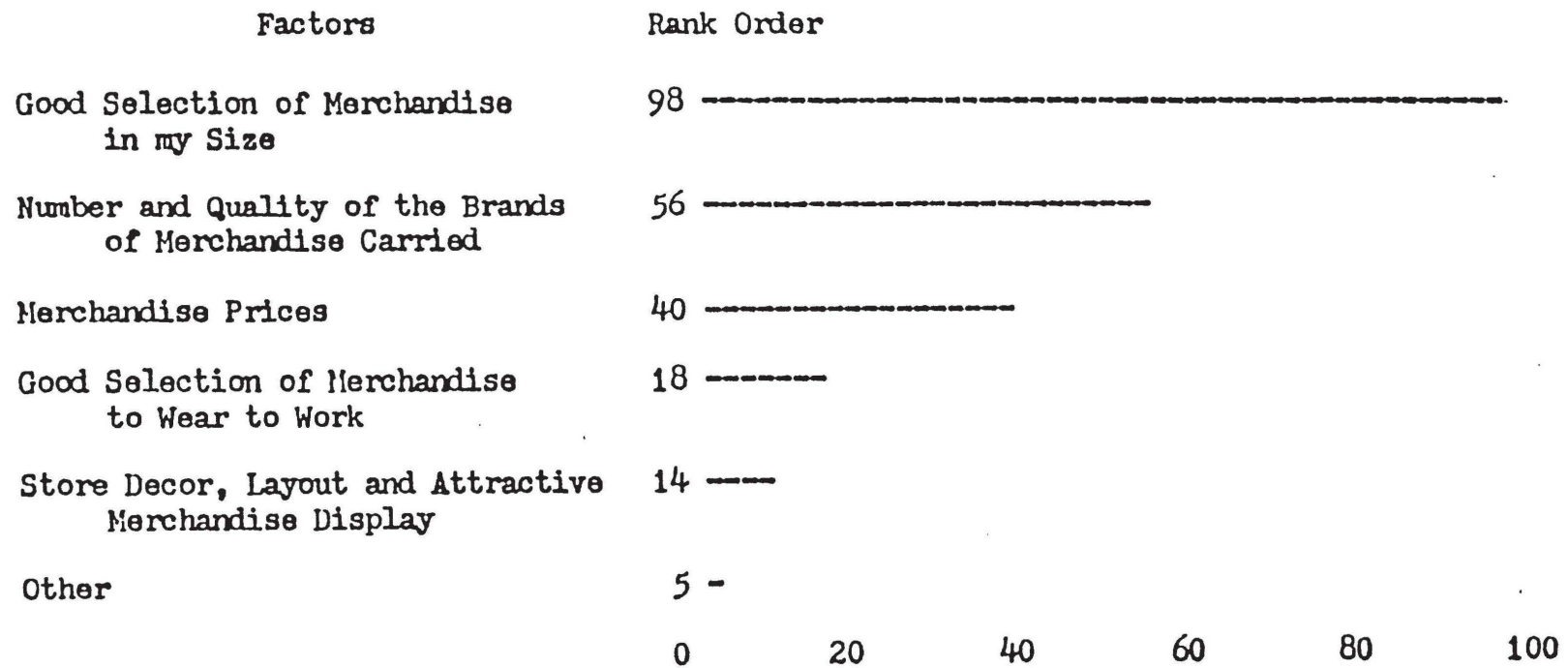


Figure 10. Rank Order Values of the Most Important Store Inventory Factors.

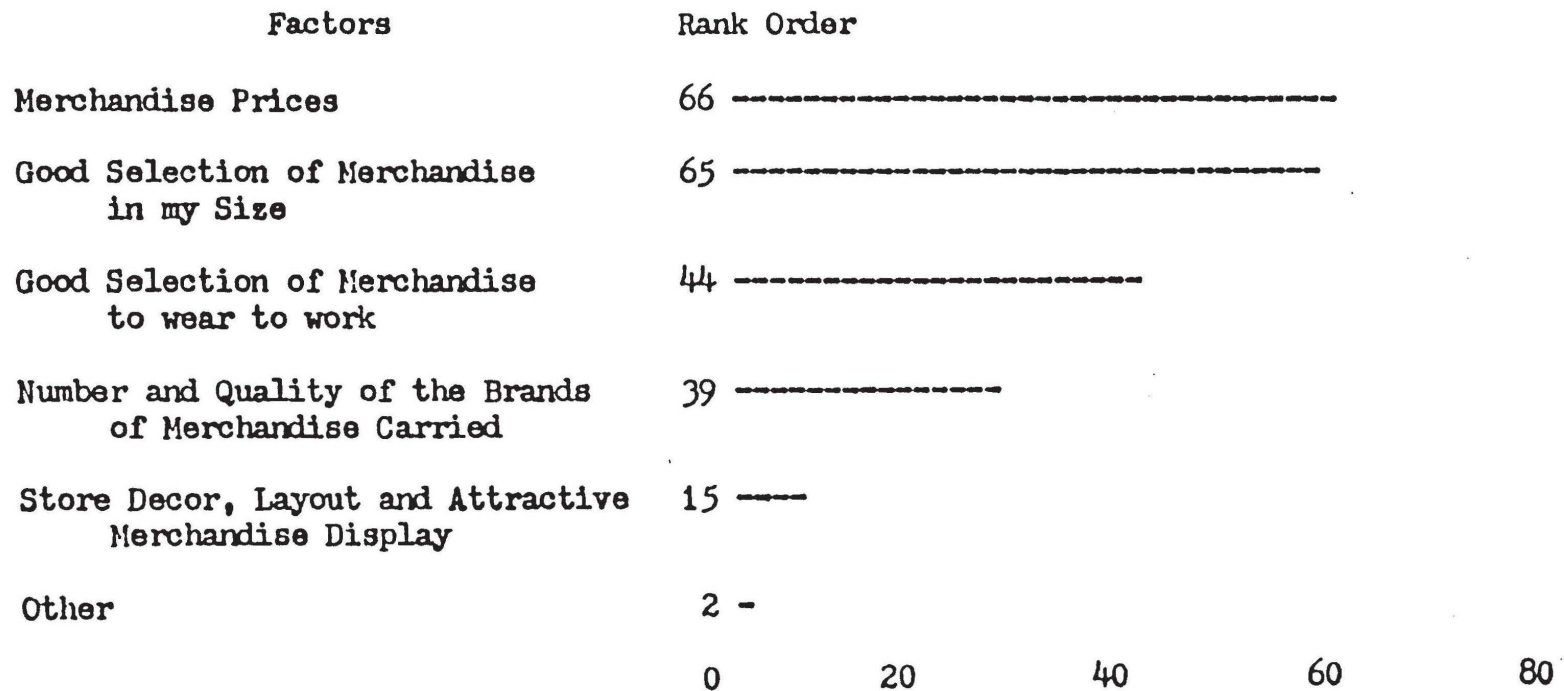


Figure 11. Rank Order Values of the Second Most Important Store Inventory Factors.

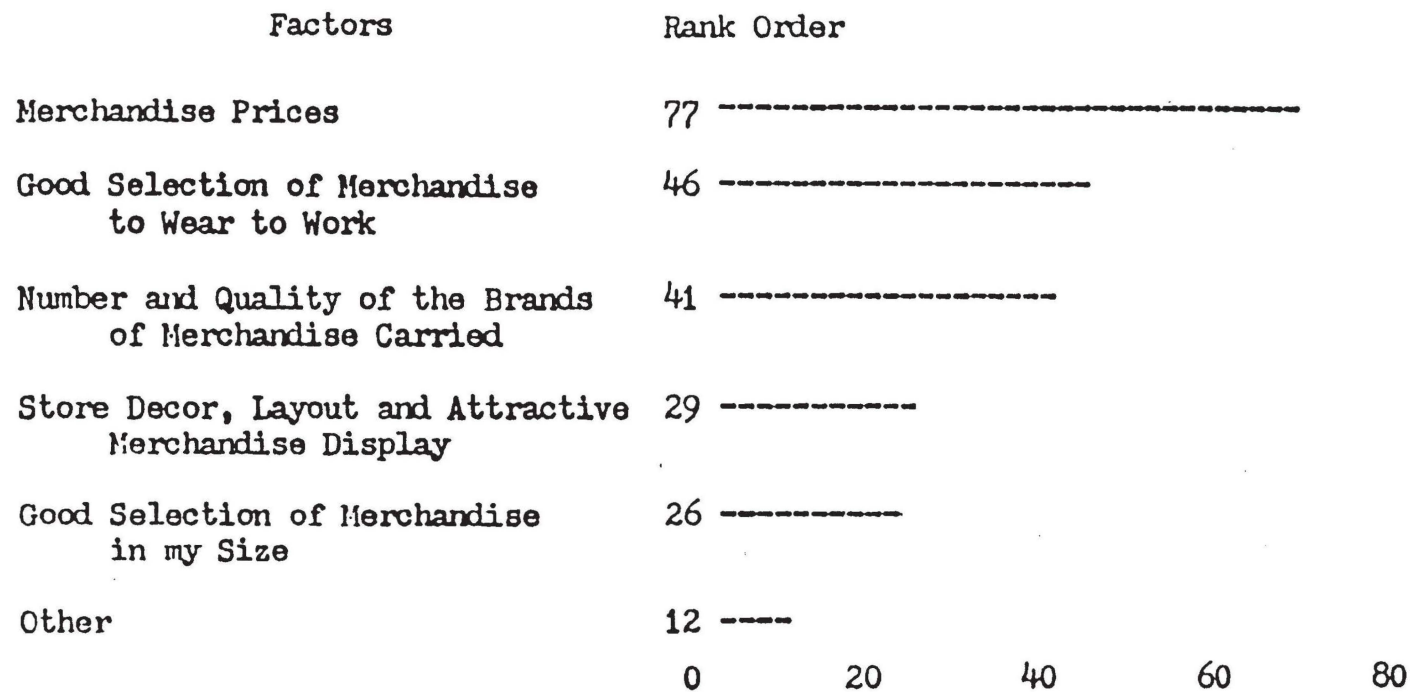


Figure 12. Rank Order Values of the Third Most Important Store Inventory Factors.



by some retailers: (a) private wardrobe consultation, (b) fashion show luncheons, (c) seminars on wardrobe planning, beauty and fitness, and (d) personal shopper service. The respondents were asked to state whether they used or attended each service "often", "sometimes", "seldom", or "never". The data are presented for each separate service.

Table 20 shows the frequency distribution of participants using private wardrobe consultations. A majority, 78%, stated they never used this service. Only 1% said they used this service often. The chi-square goodness-of-fit indicated no significant difference existed in the number of responses among the groups of career women. Results were  $X^2 (6, N = 232) = 10.508, p > .05$ .

The frequency distribution of participants attending fashion show luncheons is shown in Table 21. The percentage of participants that stated they never attended fashion show luncheons was 45%. Only 7% reported that they attended fashion show luncheons often. The data revealed a highly significant difference among the groups of career women. Results were  $X^2 (6, N = 232) = 21.906, p < .001$ .

Table 22 shows the frequency distribution of participants attending seminars. A majority, 63%, stated that they never attended seminars held at retail stores. Only 3% indicated that they attended store seminars often.

Table 20

Frequency Distribution of Participants  
Using Private Wardrobe Consultations

	Group I		Group II		Group III		Total	
Frequency	N	%	N	%	N	%	N	%
Often	1	1	0	0	2	3	3	1
Sometimes	13	11	2	5	5	6	20	9
Seldom	20	18	2	5	5	6	27	12
Never	80	70	35	90	67	85	182	78

$$\chi^2 = 10.508$$

Table 21

Frequency Distribution of Participants  
Attending Fashion Show Luncheons

	Group I		Group II		Group III		Total	
Frequency	N	%	N	%	N	%	N	%
Often	12	11	2	5	1	1	15	7
Sometimes	30	26	9	23	7	9	48	20
Seldom	27	24	7	18	31	39	64	28
Never	45	39	21	54	40	51	106	45

$$\chi^2 = 21.906***$$

\*\*\*Significant at the .001 level of probability.

Table 22

Frequency Distribution of Participants  
Attending Seminars

	Group I		Group II		Group III		Total	
Frequency	N	%	N	%	N	%	N	%
Often	6	5	0	0	0	0	6	3
Sometimes	21	18	0	0	8	10	29	13
Seldom	24	21	12	31	13	16	49	21
Never	63	55	27	69	58	74	148	63

$\chi^2 = 19.590^{**}$

**\*\*Significant at the .01 level of probability**

Data from the chi-square goodness-of-fit test revealed a highly significant difference in the distribution of responses among the groups of career women. Results are  $\chi^2 (6, N = 232) = 19.590, p < .01$ .

The majority, 80%, stated that they never used personal shopper service. Only 3% of the respondents indicated that they used personal shopper service often. The chi-square goodness-of-fit test showed that there was no significant difference in the use of personal shopper service and the responses among the women. Results are  $\chi^2 (6, N = 232) = 6.242, p > .05$ . Table 23 shows the frequency distribution of participants using personal shopper services.

#### Summary

The chi-square goodness-of-fit was used to determine significant differences among the three groups of women based on occupation. Group I consisted of executive, managerial and administrative personnel and included all women employed in public administration, educational administration and management related occupations. Group II consisted of the professional specialty group and included librarians, counselors, accountants, and health diagnosing assessment and treating occupations. Group III consisted of women employed in the teaching profession. A summary of findings is presented under the following



Table 23

Frequency Distribution of Participants  
Using Personal Shopper Service

	Group I		Group II		Group III		Total	
Frequency	N	%	N	%	N	%	N	%
Often	4	4	2	5	1	1	7	3
Sometimes	13	11	1	3	7	9	21	9
Seldom	14	12	4	10	5	6	23	8
Never	83	73	32	82	66	84	181	80

$$\chi^2 = 6.242$$

headings: (a) demographics, (b) shopping behavior, and (c) store preferences.

Demographics

The chi-square test found no significant differences existed in marital status, household income, age, or number and age of children. A significant difference existed in salary ranges among the three groups. Forty-seven percent of Group III had a salary range of \$25,000 to \$34,999. Sixteen percent of Group I and 16% of Group II reported a salary range of \$10,000 to \$14,999. Ten percent of Group I had a salary over \$45,000.

A highly significant difference was indicated in the distribution responses on education level among the groups. Ninety-two percent of Group III had a graduate degree, while only 11% stated they had only completed high school. Five percent of Group II had completed a college degree, and 66% had completed a graduate degree.

Findings indicated a highly significant difference in the number of hours worked per week among the three groups. Test results showed that 50% of Group III worked 41 to 50 hours and 61% of Group II worked 31 to 40 hours. Three percent of Group II worked over 50 hours per week. Only 5% of Group I worked 21 to 30 hours per week.

#### Shopping Behavior

The chi-square goodness-of-fit test found no significant differences in shopping frequency, sale shopping, method of payment, comparison shopping, and the factors used when purchasing clothing. A highly significant difference was found in the shopping time among the three groups. Results showed that 64 % of the women in Group II shopped on Saturday or Sunday. Four percent of the women in Group III shopped at noon. The preferred shopping time for all three groups was Saturday or Sunday as indicated by the majority of the women (57%). The findings indicated that there was a significant difference in the locality of shopping among the three groups.

Sixty-one percent of the women in Group I did most of their clothing shopping in the city where they lived. Results showed that 14% of Group III shopped in another state rather than Louisiana. Only 5% of Group I shopped out of state. The majority of career women (55%) shopped in the city where they live.

A significant difference was revealed in store loyalty among the women in the three groups. Sixty-seven percent of Group II stated that they were "seldom" or "never" loyal to one store. Findings showed that 18% of the women in Group I were often loyal to one store. Fifty percent of Group III stated that they were seldom or never loyal to one store.

#### Store Preferences

The chi-square goodness-of-fit test revealed that no significant differences existed among the groups of women and their choices of store sources. Data also revealed no significant differences in the choices of store attributes among the three groups of women.

A significant difference was found in the most important choice of store inventory (selection of merchandise in the career woman's size) among the three groups. No significant differences existed in the second and third most important choice of store inventory. Sixty-four percent of the women in Group II, 41% of the women in

Group III, and 36% of the women in Group I indicated that the selection of merchandise in their size was the most important store inventory feature.

No significant difference was indicated in the use of private wardrobe consultations among the three groups of women. Ninety percent of Group II, 85% of Group III, and 70% of Group I never used private wardrobe consultations. Only 1% of Group I and 3% of Group III used private wardrobe consultations often.

A highly significant difference existed in the women in the groups who attended fashion show luncheons. Fifty-four percent of Group II, 51% of Group III, and 39% of Group I indicated that they never attended fashion show luncheons. Eleven percent of Group I, 5% of Group II, and 1% of Group III stated that they attended fashion show luncheons often.

A highly significant difference existed among the groups attending seminars. Seventy-four percent of Group III, 69% of Group II and 55% of Group I indicated they never attended seminars. Only 5% of Group I attended seminars often, and none of Group II or Group III attended seminars often.

No significant difference was found among the three groups who used personal shopper service. Eighty-four percent of Group III, 82% of Group II, and 73% of Group I reported that they never used personal shopper service.



Four percent of Group I, 5% of Group II, and 1% of Group III stated they used personal shopper service often.

### Examination of Hypotheses

Twenty null hypotheses were tested in this study. The results of the statistical analysis were the basis for rejecting or supporting the null hypotheses. The .05 level of significance was the criterion for rejecting or supporting the null hypotheses. Table 24 shows a summary of the null hypotheses. The dependent variable store patronage is the act of shopping in one particular store over other stores.

#### Hypothesis 1

There is no significant difference in shopping frequency and store patronage.

Results of Kendall's coefficient of concordance  $W$  .4174,  $\chi^2 (1, N = 231) = 96.428$ ,  $p < .001$  revealed a highly significant difference in shopping frequency and shopping in a department store. Data  $W$  .036,  $\chi^2 (1, N = 228) = 8.363$ ,  $p < .01$  showed a highly significant difference in shopping frequency and shopping in a specialty store/boutique. Results of Kendall's  $W$  .0016,  $\chi^2 (1, N = 221) = .351$ ,  $p > .05$  indicated no significant difference in shopping frequency and shopping by mail order catalog. Based on these results, Hypothesis 1 was partially supported.



Table 24

Summary of Null Hypotheses

Null Hypotheses	Results
<b>Shopping Behavior and Store Patronage</b>	
Ho 1. shopping frequency department store specialty store/boutique mail order catalog	Partially supported highly significant highly significant no significance
Ho 2. sale shopping	Rejected
Ho 3. choice of shopping time department store specialty store/boutique mail order catalog	Partially supported no significance highly significant highly significant
Ho 4. use of credit	Rejected
Ho 5. choice of location department store specialty store/boutique mail order catalog	Partially supported no significance highly significant highly significant
Ho 6. comparison shopping	Rejected
Ho 7. store loyalty department store specialty store/boutique mail order catalog	Partially supported highly significant no significance highly significant
Ho 8. choice of factors used when purchasing clothing	Rejected
<b>Store Preference and Store Patronage</b>	
Ho 9. type of clothing sources most often shopped	Supported
Ho 10. choice of store attributes Most Important return policies/ department store	Partially supported  highly significant

Table 24

Summary of Null Hypotheses (Continued)

Null Hypotheses	Results
Store Preference and Store Patronage	
return policies/ mail order catalog	highly significant
Second Most Important	
return policies/ department store	highly significant
return policies/ specialty store/ boutique	highly significant
return policies/ mail order catalog	highly significant
Third Most Important	
credit availability/ department store	highly significant
credit availability/ specialty store/ boutique	no significance
credit availability/ mail order catalog	highly significant
Ho 11. choice of store inventory	Partially supported
Most Important	
selection of merchandise in the career woman's size/department store	highly significant
selection of merchandise in the career woman's size/specialty store/ boutique	highly significant
selection of merchandise in the career woman's size/mail order catalog	no significance

Table 24

Summary of Null Hypotheses (Continued)

Null Hypotheses	Results
Store Preference and Store Patronage	
Second Most Important merchandise prices/ department store	highly significant
merchandise prices/ department store	significant
merchandise prices/ mail order catalog	significant
Third Most Important merchandise prices/ department store	highly significant
merchandise prices/ specialty store/ boutique	no significance
merchandise prices/ mail order catalog	significant
Ho 12. use of special services private wardrobe consultations/department store	Partially supported
private wardrobe consultations/specialty store/boutique	highly significant
private wardrobe consultations/mail order catalog	no significance
fashion show luncheons/ department store	highly significant

Table 24

Summary of Null Hypotheses (Continued)

Null Hypotheses	Results
Store Preference and Store Patronage	
fashion show luncheons/ specialty store/boutique	no significance
fashion show luncheons/ mail order catalog	significant
store seminars/department store	highly significant
store seminars/specialty store/boutique	highly significant
store seminars/mail order catalog	no significance
personal shopper service/ department store	highly significant
personal shopper service/ specialty store/boutique	highly significant
personal shopper service/ mail order catalog	no significance
Demographics and Store Patronage	
Ho 13. marital status	Rejected
Ho 14. age	Rejected
Ho 15. salary	Partially supported
department store	highly significant
specialty store/ boutique	highly significant
mail order catalog	no significance
Ho 16. household income	Rejected

Table 24

Summary of Null Hypotheses (Continued)

Null Hypotheses	Results
Demographics and Store Patronage	
Ho 17. level of education	Rejected
Ho 18. number of hours worked per week department store specialty store/boutique mail order catalog	Partially supported highly significant highly significant no significance
Ho 19. number of children	Rejected
Ho 20. occupation department store specialty store/boutique mail order catalog	Partially supported no significance highly significant highly significant



### Hypothesis 2

There is no significant difference in sale shopping and store patronage.

Data results of the Kendall's coefficient of concordance  $W = .1356$ ,  $\chi^2 (1, N = 229) = 31.049$ ,  $p < .001$  indicated a highly significant difference in sale shopping and department store shopping. Kendall's  $W = .0220$ ,  $\chi^2 (1, N = 226) = 4.979$ ,  $p < .05$  found a significant difference in sale shopping and shopping in a specialty store/boutique. Data  $W = .1706$ ,  $\chi^2 (1, N = 219) = 37.355$ ,  $p < .001$  showed a highly significant difference in sale shopping and shopping by mail order catalog. Therefore, Hypothesis 2 is rejected.

### Hypothesis 3

There is no significant difference in choice of shopping time and store patronage.

The results of Kendall's  $W = .0031$ ,  $\chi^2 (1, N = 232) = .724$ ,  $p > .05$  indicated no significant difference in choice of shopping time and shopping in a department store. Data  $W = .3070$ ,  $\chi^2 (1, N = 229) = 70.301$ ,  $p < .001$  revealed a highly significant difference in choice of shopping time and shopping in specialty store/boutiques. Results of  $W = .6941$ ,  $\chi^2 (1, N = 222) = 154.083$ ,  $p < .001$  showed a highly significant difference in choice of shopping time and shopping by mail order catalog. Hypothesis 3 is partially supported.

#### Hypothesis 4

There is no significant difference in use of credit and store patronage.

The Kendall's  $W$  .0178,  $\chi^2$  (1,  $N$  = 230) = 4.085,  $p$  < .05 revealed a significant difference in use of credit and department store shopping. Data results  $W$  .1084,  $\chi^2$  (1,  $N$  = 227) = 24.595,  $p$  < .001 showed a highly significant difference in use of credit and shopping in specialty stores/boutiques. Kendall's  $W$  .4050,  $\chi^2$  (1,  $N$  = 220) = 89.110,  $p$  < .001 produced a highly significant difference in use of credit and shopping by mail order catalog. Hypothesis 4 is rejected based on these results.

#### Hypothesis 5

There is no significant difference in choice of location and store patronage.

The Kendall's  $W$  .0026,  $\chi^2$  (1,  $N$  = 232) = .600,  $p$  > .05 revealed no significant difference existed in choice of location and shopping in a department store. Data  $W$  .3339,  $\chi^2$  (1,  $N$  = 229) = 76.454,  $p$  < .001 a highly significant difference existed in choice of location and shopping in a specialty store/boutique. Results of  $W$  .6924,  $\chi^2$  (1,  $N$  = 222) = 153.723,  $p$  < .001 revealed a highly significant difference in choice of location and shopping by mail order catalog. Hypothesis 5 was partially supported.

### Hypothesis 6

There is no significant difference in the use of comparison shopping and store patronage.

Results of Kendall's coefficient of concordance  $W$  .0620,  $\chi^2$  (1,  $N$  = 232) = 14.377,  $p$  < .001 showed a highly significant difference in the use of comparison shopping and shopping in a department store. Kendall's  $W$  .1034,  $\chi^2$  (1,  $N$  = 229) = 23.673,  $p$  < .001 produced a highly significant difference in the use of comparison shopping and specialty store/boutique shopping. Data  $W$  .2773,  $\chi^2$  (1,  $N$  = 222) = 61.559,  $p$  < .001 resulted in a highly significant difference in use of comparison shopping and shopping by mail order catalog. Hypothesis 6 was rejected.

### Hypothesis 7

There is no significant difference in store loyalty and store patronage.

The Kendall's  $W$  .1597,  $\chi^2$  (1,  $N$  = 232) = 37.051,  $p$  < .001 revealed that a highly significant difference existed in store loyalty and shopping in department stores. Results of data  $W$  .004,  $\chi^2$  (1,  $N$  = 229) = .976,  $p$  = > .05 showed no significant difference in store loyalty and shopping in specialty stores/boutiques. Test results of data  $W$  .2297,  $\chi^2$  (1,  $N$  = 222) = 50.988,  $p$  < .001 indicated a highly significant difference in store loyalty and shopping by mail order catalog. Hypothesis 7 is partially supported.

### Hypothesis 8

There is no significant difference in choice of factors used when purchasing and store patronage.

Results of the Kendall's coefficient of concordance  $W$  .5559,  $\chi^2$  (1,  $N$  = 232) = 128.960,  $p$  < .001 produced a highly significant difference in the clothing factor used most often (how flattering the garment is on the career woman) and shopping in a department store. Data  $W$  .2099,  $\chi^2$  (1,  $N$  = 229) = 48.076,  $p$  < .001 revealed a highly significant difference in the clothing factor used most often and shopping in a specialty store/boutique. Results of  $W$  .1332,  $\chi^2$  (1,  $N$  = 222) = 29.578,  $p$  < .001 showed a highly significant difference in the clothing factor used most often and shopping by mail order catalog.

The Kendall's coefficient of concordance  $W$  .4742,  $\chi^2$  (1,  $N$  = 232) = 110.019,  $p$  < .001 produced a highly significant difference in the clothing factor used second most often (the price of the garment) and shopping in a department store. Data  $W$  .3287,  $\chi^2$  (1,  $N$  = 229) = 75.268,  $p$  < .001 showed a highly significant difference in the clothing factor used second most often and shopping in a specialty store/ boutique. Results of  $W$  .0855,  $\chi^2$  (1,  $N$  = 222) = 18.990,  $p$  < .001 produced a highly significant difference in the clothing factor used second most often and shopping by mail order catalog.



Kendall's coefficient of concordance  $W .5581$ ,  $\chi^2 (1, N = 232) = 129.467$ ,  $p < .001$  showed a highly significant difference in the clothing factor used third most often (the price of the garment) and shopping in a department store. Data  $W .2911$ ,  $\chi^2 (1, N = 229) = 66.666$ ,  $p < .001$  indicated a highly significant difference in the clothing factor used third most often and specialty store/boutique shopping. Results of  $W .1806$ ,  $\chi^2 (1, N = 222) = 40.099$ ,  $p < .001$  showed a highly significant difference existed in the factor used third most often and shopping by mail order catalog. Based on these results hypothesis 8 is rejected.

#### Hypothesis 9

There is no significant difference in the type of clothing sources most often shopped and store patronage.

The chi-square goodness-of-fit revealed no significant difference existed for the most often shopped clothing source. Results are  $\chi^2 (10, N = 232) = 9.710$ ,  $p > .05$ . There was no significant difference for the second most often shopped source among the three groups and results were  $\chi^2 (10, N = 228) = 8.377$ ,  $p > .05$ . Four women did not respond. No significant difference existed for the third most often shopped source with results at  $\chi^2 (10, N = 221) = 17.154$ ,  $p > .05$ . Eleven subjects did not respond. Hypothesis 9 was supported.



### Hypothesis 10

There is no significant difference in shopper's choice of store attributes and store patronage.

Results of the Kendall's coefficient of concordance  $W$  .0985,  $\chi^2$  (1,  $N$  = 229) = 22.551  $<.001$  revealed a highly significant difference in the most important store attribute (return policies) chosen by the career women and shopping in a department store. Data  $W$  .0978,  $\chi^2$  (1,  $N$  = 226) = 22.019,  $p$   $<.001$  indicated a highly significant difference in the most important store attribute and shopping in a specialty store/boutique. Results of data  $W$  .3261,  $\chi^2$  (1,  $N$  = 229) = 71.406,  $p$   $<.001$  revealed a highly significant difference in the most important store attribute chosen and shopping by mail order catalog.

Results of Kendall's  $W$  .1177,  $\chi^2$  (1,  $N$  = 223) = 26.251,  $p$   $<.001$  exhibited a highly significant difference in the second most important store attribute (return policies) and shopping in a department store. Data of  $W$  .0357,  $\chi^2$  (1,  $N$  = 220) = 7.847,  $p$   $<.01$  revealed a highly significant difference in the second most important store attribute and specialty store/boutique shopping. Kendall's  $W$  .2115,  $\chi^2$  (1,  $N$  = 214) = 45.262,  $p$   $<.001$  showed a highly significant difference in the second most important store attribute and shopping by mail order catalog.

Results of Kendall's  $W$  .2057,  $\chi^2$  (1,  $N$  = 209) = 43.000,  $p$  < .001 found a highly significant difference in the third most important store attribute (credit availability) and in a department store. Data  $W$  .0052,  $\chi^2$  (1,  $N$  = 206) = 1.076,  $p$  > .05 found no significant difference in the third most important store attribute and shopping in a specialty store/ boutique. Results of  $W$  .0369,  $\chi^2$  (1,  $N$  = 202) = 7.448 < .01 revealed a highly significant difference in the third most important store attribute and shopping by mail order catalog. Hypothesis 10 was partially supported.

#### Hypothesis 11

There is no significant difference in choice of store inventory and store patronage.

Kendall's  $W$  .3541,  $\chi^2$  (1,  $N$  = 231) = 81.787,  $p$  < .001 found a highly significant difference in the most important choice of store inventory (selection of merchandise in the career woman's size) and shopping in a department store. Data  $W$  .0417,  $\chi^2$  (1,  $N$  = 228) = 9.497,  $p$  < .01 revealed a highly significant difference in the most important choice of inventory and shopping in a specialty store/boutique. Results of the data  $W$  .0154,  $\chi^2$  (1,  $N$  = 221) = 3.414,  $p$  > .05 indicated no significant difference in the most important choice of store inventory and shopping by mail order catalog.

The Kendall's  $W$  .3926,  $\chi^2 (1, \underline{N} = 231) = 90.686$ ,  $p < .001$  exhibited a highly significant difference in the second most important choice of store inventory (merchandise prices) and shopping in a department store. Data  $W$  .0202,  $\chi^2 (1, \underline{N} = 228) = 4.595$ ,  $p < .05$  indicated a significant difference in the second most important choice of store inventory and shopping in a specialty store/boutique. Results of  $W$  .0303,  $\chi^2 (1, \underline{N} = 221) = 6.694$ ,  $p < .01$  revealed a significant difference in the second most important choice of store inventory and shopping by mail order catalog.

Results of  $W$  .2534,  $\chi^2 (1, \underline{N} = 231) = 58.527$ ,  $p < .001$  produced a highly significant difference in the third most important choice of store inventory (merchandise prices) and shopping in a department store. Data  $W$  .0044,  $\chi^2 (1, \underline{N} = 228) = 1.010$ ,  $p > .05$  revealed no significant difference in the third most important choice of store inventory and shopping in a specialty store/boutique. Test results of  $W$  .0398,  $\chi^2 (1, \underline{N} = 221) = 8.791$ ,  $p < .01$  indicated a significant difference in the third most important choice of store inventory and shopping by mail order catalog. Based on these results, Hypothesis 11 was partially supported.

### Hypothesis 12

There is no significant difference in the use of special services and store patronage.

Results of Kendall's  $W$  .4668,  $\chi^2$  (1,  $N$  = 229) = 106.886,  $p$  < .001 revealed a highly significant difference in career women using private wardrobe consultations and shopping in a department store. Data  $W$  .1590,  $\chi^2$  (1,  $N$  = 226) = 35.933 indicated a highly significant difference in women using private wardrobe consultations and shopping in a specialty store/boutique. Results of  $W$  .006,  $\chi^2$  (1,  $N$  = 219) = .1397,  $p$  > .05 revealed no significant difference in using private wardrobe consultations and shopping by mail order catalogs.

The Kendall's  $W$  .3047,  $\chi^2$  (1,  $N$  = 230) = 70.083,  $p$  < .001 showed a highly significant difference in career women attending fashion show luncheons and shopping in a department store. Data  $W$  .0168,  $\chi^2$  (1,  $N$  = 227) = 3.816,  $p$  > .05 indicated no significant difference in attending fashion show luncheons and shopping in specialty stores/boutiques. Results of  $W$  .0395,  $\chi^2$  (1,  $N$  = 220) = 8.695,  $p$  < .01 produced a significant difference in attending fashion show luncheons and shopping by mail order catalogs.

Kendall's  $W$  .4167,  $\chi^2$  (1,  $N$  = 229) = 95.418,  $p$  < .001 revealed a highly significant difference in career women attending store seminars and department store



shopping. Results of  $W .0721$ ,  $\chi^2 (1, N = 226) = 16.289$ ,  $p < .001$  showed a highly significant difference in attending store seminars and shopping in a specialty store/boutique. Data  $W .0041$ ,  $\chi^2 (1, N = 219) = .903$ ,  $p > .05$  found no significant difference in attending seminars and shopping by mail order catalogs.

The results of Kendall's  $W .4002$ ,  $\chi^2 (1, N = 229) = 91.652$ ,  $p < .001$  showed a highly significant difference in career women using personal shopper service and shopping in department stores. Data revealed  $W .1558$ ,  $\chi^2 (1, N = 226) = 35.219$ ,  $p < .001$  in using personal shopper service and shopping in a specialty store/boutique. Results of  $W .0001$ ,  $\chi^2 (2, N = 219) = .021$ ,  $p > .05$  showed no significant difference existed in using personal shopper service and shopping by mail order catalogs. Based on these results, Hypothesis 12 was partially supported.

### Hypothesis 13

There is no significant difference in marital status and store patronage.

The Kendall's  $W .0613$ ,  $\chi^2 (1, N = 232) = 14.231$ ,  $p < .01$  revealed a significant difference in marital status and shopping in a department store. Data  $W .2303$ ,  $\chi^2 (1, N = 229) = 52.745$ ,  $p < .001$  showed a highly significant difference in marital status and specialty store/boutique shopping. Test results of Kendall's  $W .6046$ ,  $\chi^2 (1, N = 222) = 134.217$ ,  $p = < .001$  indicated a highly significant



difference in marital status and shopping by mail order catalog. Hypothesis 13 was rejected.

#### Hypothesis 14

There is no significant difference in age and store patronage.

Kendall's  $W$  .3091,  $\chi^2$  (1,  $N$  = 232) = 71.701,  $p$  <.001 produced a highly significant difference in age and department store shopping. Data  $W$  .0217,  $\chi^2$  (1,  $N$  = 229) = 4.979,  $p$  <.05 indicated a significant difference in age and shopping in a specialty store/boutique. Results of  $W$  .0450,  $\chi^2$  (1,  $N$  = 222) = 9.994,  $p$  <.01 showed a significant difference in age and shopping by mail order catalog. Based on these results, Hypothesis 14 was rejected.

#### Hypothesis 15

There is no significant difference in salary and store patronage.

Kendall's  $W$  .3664,  $\chi^2$  (1,  $N$  = 231) = 84.636,  $p$  <.001 produced a highly significant difference in salary and shopping in a department store. Data  $W$  .0758,  $\chi^2$  (1,  $N$  = 228) = 17.285,  $p$  <.001 showed a highly significant difference in salary and shopping in a specialty store/-boutique. Results of  $W$  .0037,  $\chi^2$  (1,  $N$  = 221) = .809,  $p$  >.05 showed no significant difference in salary and shopping by mail order catalog. Hypothesis 15 was partially supported.

### Hypothesis 16

There is no significant difference in household income and store patronage.

The results of Kendall's  $W$  .8017,  $\chi^2$  (1,  $N$  = 230) = 186.466,  $p$  < .001 showed a highly significant difference in household income and shopping in department stores. Data  $W$  .6020,  $\chi^2$  (1,  $N$  = 227) = 136.655,  $p$  < .001 revealed a highly significant difference in household income and shopping in specialty stores/boutiques. Test results  $W$  .3324, (1,  $N$  = 220) = 73.130,  $p$  < .001 produced a highly significant difference in household income and shopping by mail order catalogs. Based on these results, Hypothesis 16 was rejected.

### Hypothesis 17

There is no significant difference in level of education and store patronage.

The Kendall's  $W$  .7752,  $\chi^2$  (1,  $N$  = 232) = 179.834,  $p$  < .001 revealed a highly significant difference in level of education and shopping in department stores. Data results  $W$  .3612,  $\chi^2$  (1,  $N$  = 229) = 82.712,  $p$  < .001 showed a highly significant difference in level of education and shopping in a specialty store/boutique. Results of  $W$  .1716,  $\chi^2$  (1,  $N$  = 222) = 38.095,  $p$  < .001 produced a highly significant difference in level of education and shopping by mail order catalogs. Hypothesis 17 was rejected.

### Hypothesis 18

There is no significant difference in the number of hours worked per week and store patronage.

Kendall's coefficient of concordance  $W = .3277$ ,  $\chi^2 (1, N = 230) = 75.372$ ,  $p < .001$  showed a highly significant difference in number of hours worked per week and department store shopping. Data  $W = .0698$ ,  $\chi^2 (1, N = 227) = 15.847$ ,  $p < .001$  indicated a highly significant difference in number of hours worked per week and shopping in specialty stores/boutiques. Results of  $W = .0038$ ,  $\chi^2 (1, N = 220) = .827$ ,  $p > .05$  indicated no significant differences existed in number of hours worked per week and shopping by mail order catalog. Hypothesis 18 was partially supported.

### Hypothesis 19

There is no significant difference in the number of children and store patronage.

Kendall's  $W = .8004$ ,  $\chi^2 (1, N = 232) = 185.689$ ,  $p < .001$  revealed that a highly significant difference existed in the number of children career women have 0-6 years of age and shopping in a department store. Data  $W = .8828$ ,  $\chi^2 (1, N = 229) = 202.168$ ,  $p < .001$  indicated a highly significant difference in the number of children career women have ages 0-6 years and shopping in a specialty stores/boutiques. Results of  $W = .9460$ ,  $\chi^2 (1, N = 222) = 210.018$ ,  $p < .001$  revealed a highly significant

difference in the number of children career women have ages 0-6 years and shopping by mail order catalog.

The Kendall's  $W$  .7695,  $\chi^2$  (1,  $N$  = 232) = 178.521,  $p$  <.001 showed a highly significant difference in the number of children the career women have ages 7-12 years and shopping in a department store. The test results of  $W$  .9043,  $\chi^2$  (1,  $N$  = 229) = 207.074,  $p$  <.001 revealed a highly significant difference in the number of children career women have ages 7-12 years and shopping in a specialty store/boutique. Data  $W$  .9550,  $\chi^2$  (1,  $N$  = 222) = 212.018,  $p$  <.001 produced a highly significant difference in the number of children career women have ages 7-12 years and shopping by mail order catalog.

Results of Kendall's  $W$  .6503,  $\chi^2$  (1,  $N$  = 232) = 150.862,  $p$  <.001 indicated a highly significant difference in the number of children career women have ages 13-18 years and shopping in a department store. Data  $W$  .8231,  $\chi^2$  (1,  $N$  = 229) = 188.480,  $p$  <.001 resulted in a highly significant difference in the number of children career women have ages 13-18 years and shopping in a specialty store/boutique. Kendall's  $W$  .9685,  $\chi^2$  (1,  $N$  = 222) = 215.000,  $p$  <.001 produced a highly significant difference in the number of children the career women have ages 13-18 years and shopping by mail order catalog.

The Kendall's  $W$  .8969,  $\chi^2$  (1,  $N$  = 232) = 208.074,  $p$  <.001 revealed a highly significant difference in the



number of children career women have ages 19 and over and shopping in a department store. Highly significant differences as shown by  $W .9520, \chi^2 (1, N = 229) = 218.018, p < .001$  existed in the number of children career women have ages 19 and over and shopping in a specialty store/boutique. Results of  $W .9910, \chi^2 (1, N = 222) = 220.000, p < .001$  indicated a highly significant difference existed in the number of children career women have ages 19 and over and shopping by mail order catalog.

Results of Kendall's  $W .7284, \chi^2 (1, N = 232) = 169.000, p < .001$  showed highly significant differences existed between the career women who have no children and shopping in a department store. A highly significant difference as shown by Kendall's  $W .9083, \chi^2 (1, N = 229) = 208.000, p < .001$ , existed between the career women who have no children and shopping in specialty stores/-boutiques. Results of  $W .9775, \chi^2 (1, N = 222) = 217.000, p < .001$  revealed a highly significant difference existed between the career women who have no children and shopping by mail order catalog. Based on these results, Hypothesis 19 was rejected.

#### Hypothesis 20

There is no significant difference in occupation and store patronage.

Kendall's  $W .0019, \chi^2 (1, N = 231) = .4444, p > .05$  revealed no significant differences in occupation and



shopping in department stores. Data  $W = .1902$ ,  $\chi^2 (1, N = 228) = 43.356$ ,  $p < .001$  showed a highly significant difference in occupation and shopping in a specialty store/boutique. Results of  $W = .4655$ ,  $\chi^2 (1, N = 221) = 102.877$ ,  $p < .001$  produced a highly significant difference in occupation and shopping by mail order catalog. Based on these results, Hypothesis 20 was partially supported.

### Summary

This chapter dealt with the interpretation of the findings from each of the variables as shown in the conceptual framework (See Appendix F). The significant differences between the variables were discussed under each hypotheses. Table 24 shows a summary of the null hypotheses. A summary of the hypotheses is presented under the following headings: a) shopping behavior, b) store preference, and c) demographics.

### Shopping Behavior

Data revealed that a highly significant difference existed in shopping frequency and shopping in a department store and a specialty store/boutique. Significant differences were also found in sale shopping and shopping in a department store, a specialty store/boutique and a mail order catalog.

The choice of shopping time was found to be highly significant when shopping in a specialty store/boutique and by mail order catalog, but was not found significant when shopping in a department store. A significant difference was found in the use of credit and shopping in a department store. Highly significant differences were found in the use of credit and shopping in a specialty store/boutique and by mail order catalog.

No significant difference existed in the choice of location of the store and shopping in a department store, but highly significant differences were found in shopping in a specialty store/boutique and by mail order catalog. The use of comparison shopping was found to be highly significant when shopping in a department store, a specialty store/boutique and by mail order catalog.

Store loyalty was found to be highly significant when shopping in a department store and by mail order catalog, but was not significant when shopping in a specialty store/boutique. The data indicated that a highly significant difference existed in the clothing factor most often used (how flattering the garment is on the career woman) and shopping in a department store, a specialty store/boutique and shopping by mail order catalog. Highly significant differences were also found in the second and third most often used clothing factor (merchandise prices) and shopping in a specialty store/boutique.

### Store Preference

Results of the data indicated that highly significant differences existed in the most important store attribute (return policies) and the second most important store attribute (return policies) and shopping in a department store, a specialty store/boutique and by mail order catalog. Highly significant differences were also found in the third most important store attribute (credit availability) and shopping in a department store and by mail order catalog. No significant difference was found in credit availability and shopping in a specialty store/boutique.

Highly significant differences were found in the most important choice of store inventory (selection of merchandise in the career woman's size) and shopping in a department store and a specialty store/boutique. Results indicated a highly significant difference in the second most important choice of store inventory (merchandise prices) and shopping in a department store. Significant differences were noted in merchandise prices and shopping in a specialty store/boutique and by mail order catalog. A highly significant difference in the third most important choice of store inventory (also merchandise prices) and shopping in a department store. A significant difference was found in the third most important choice of store inventory and shopping by mail order catalog.

A highly significant difference was found in career women using private wardrobe consultations and shopping in a department store and a specialty store/boutique. A highly significant difference was also indicated in career women attending fashion show luncheons and shopping in a department store. A significant difference was found in career women attending fashion show luncheons and shopping by mail order catalog.

Highly significant differences were found in career women attending store seminars and shopping in a department store and a specialty store/boutique. Career women using personal shopper service was indicated to be highly significant when shopping in department stores and specialty stores/boutiques.

#### Demographics

A significant difference was found in marital status and shopping in a department store. Highly significant differences were found in shopping in a specialty store/boutique and by mail order catalog.

The data showed a highly significant difference in the ages of the career women shopping in a department store. Significant differences were found in the ages of the career women and shopping in a specialty store/boutique and by mail order catalog.



Highly significant differences were found in the salary ranges of the career women and their shopping in a department store and in a specialty store/boutique. The test results indicated highly significant differences existed in household income and shopping in a department store, a specialty store/boutique and by mail order catalog.

The results of the data found highly significant differences in the level of education and shopping in a department store, a specialty store/boutique and by mail order catalog. Highly significant differences were also found in the number of hours worked per week by the career women and department store shopping and shopping in a specialty store/boutique.

Highly significant differences were found in the number of children career women have in age ranges of 0-6 years, 7-12 years, 13-18 years, 19 years and over, and no children and shopping in a department store, a specialty store/boutique and by mail order catalog. No significant difference was found in the occupation of the career women and shopping in a department store, but



highly significant differences were found in occupation and shopping in specialty store/boutique and by mail order catalog.

## CHAPTER V

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This study was designed to examine the clothing store patronage motives of career women employed in managerial and professional specialty occupations. Career women's demographic characteristics, shopping behaviors and store preferences were investigated in order to develop a shopper profile. Included in this chapter are a summary of the research procedure, summary of findings, conclusions and recommendations.

#### Summary of Research Procedure

The main objective of the study was to determine the type of retail clothing source most often shopped by career women. Specific objectives of the study were to (a) identify the demographics of career women, (b) identify which store attributes are the most important in attracting career women to patronize a store, (c) identify the factors used most often by career women when purchasing clothing, and (d) identify the types of special services or store sponsored events attended or used by career women.

The sample consisted of 232 career women employed in managerial and professional specialty occupations in northern Louisiana. Data were obtained through a questionnaire developed by the researcher. The respondents were asked to answer 20 questions that pertained to the women's shopping behaviors, store preferences and demographic characteristics. The questionnaire was evaluated by a panel of judges consisting of four professional women employed in fashion education and retailing. The instrument was pilot tested by a group of 45 women employed in managerial and administrative positions in Shreveport, Louisiana. Following the pilot test, 500 questionnaires were mailed to career women. A total of 236 questionnaires was returned during the month of May, 1987. Four questionnaires were deleted because respondents did not meet the study's occupational requirements.

The data collected by the questionnaire were analyzed for testing the null hypotheses. Frequency and percentage distribution analysis was used for descriptive purposes. Question 20 on the questionnaire was used to group the women into three occupational groups. The first occupational group consisted of executive, managerial and administrative personnel and included all women employed in public administration, educational administration and management related occupations. The second occupational group consisted of the professional specialty group and

included librarians, counselors, accountants, and health diagnosing assessment and treating occupations. The third occupational group consisted of women employed in the teaching profession. All questions were crosstabulated with the three occupational groups giving a chi-square value to test for significant differences between the number of responses falling in each category and the occupational groups. The Kendall's coefficient of concordance  $W$  was used to test each hypothesis except for Hypothesis 9 which was tested by the chi-square goodness-of-fit test. Each hypothesis was rejected or supported based on an alpha level of  $<.05$ .

#### Summary of Findings

The first objective of the study was to determine the type of retail clothing source most often shopped by career women. The respondents were asked to state which clothing source they shopped "most often", "second most often", and "third most often". The majority of the women shopped in department stores. This finding concurs with previous research done by Albertson (1981), Celanese Fibers Marketing Compnay (1980), Fortenberry (1976), Krebs (1975), McCall (1977), Spence (1969), and Stemm (1980). The second most often shopped source was the specialty store/boutique by all groups of women. The source that was shopped third most often by the career women was mail



order catalogs. The chi-square goodness-of-fit test revealed no differences between the groups of women in their choice of store sources when they shop for clothing. Data results showed that career women shopped in the same type of store, but were influenced by different factors.

The second objective was to identify the demographic characteristics of the participants. The largest percentage of women were employed in executive, managerial and administrative occupations at 49%. No significant differences were found in occupation and shopping in a department store, but highly significant differences were found in occupation and shopping in a specialty store/boutique and by mail order catalog. The largest percentage, 39%, reported that their salary was in the range of \$15,000 to \$24,999. Six percent indicated that their salaries were over \$45,000. Women employed in the teaching profession had the highest salary range. Highly significant differences were found in the salary range of the career women and shopping in a department store and in a specialty store/boutique. No significant difference was noted in salary range and shopping by mail order catalog.

Results showed that 26% of the career women had household incomes over \$55,000. Twenty-four percent had a household income in the range of \$45,000 to \$54,999. Highly significant differences were found in household income and shopping in a department store, a specialty



store/boutique and by mail order catalog. This finding supports the literature concerning dual career families.

Most of the women, 41%, were 36 to 45 years. The data showed a highly significant difference in the ages of the career women and shopping in a department store. Significant differences were found in the ages of the career women and shopping in a specialty store/boutique and by mail order catalog.

This was a highly educated sample. The majority of the career women, 51%, stated they had completed a graduate degree. The occupational group with the highest level of education was the teachers, followed by the professional specialty group. Only 6% of the career women stated that they had only a high school education. Highly significant differences were found in the career women's level of education and shopping in a department store, a specialty store/boutique and by mail order catalog.

Most of the women, 48%, stated they worked 31-40 hours per week. Fifty percent of the teachers stated that they worked 41-50 hours per week. Highly significant differences were found in the number of hours worked per week by the career women and department store shopping, and specialty store/boutique shopping.

Women with no children totaled 40% of the total sample. The largest percentage, 27%, had children in the 13-18 years of age category. Of the career women who had

children (139), the average number of children per career woman was 1.4. Highly significant differences were found in the number and age of children and shopping in a department store, a specialty store/boutique and by mail order catalog.

The third objective of the study was to identify which store attributes are most important in attracting career women to patronize a store. A store's return policy was stated as the most important feature influencing the career women to patronize a store. Return policies was also the second most important store attribute. Credit availability was stated as the third most important reason a career woman might choose to shop in a certain store.

The lowest ranking store attributes were layaway availability and preferred customer services. Highly significant differences were found in the most important and the second most important attribute and shopping in a department store, a specialty store/boutique and by mail order catalog. Highly significant differences were also found in credit availability and shopping in a department store and by mail order catalog. Because of the reported importance of a store's return policy, retailers should be aware of how their employees handle merchandise returns.

The fourth objective was to identify the factors used most often by career women when purchasing clothing. The

factor used most often by career women was how flattering the garment was on them, followed by how well the garment fits. This finding coincides with previous studies done by Celanese Fibers Marketing Company (1980), Chain Store Age Executive (1978), and McCall (1977). The price of the garment was stated as the second and third most often used factors when purchasing clothing.

The lowest ranking factors were the fiber content of the garment, the designer label or brand name, and made in USA label. The data indicated that a highly significant difference existed in the clothing factor most often used and shopping in a department store, a specialty store/boutique, and shopping by mail order catalog. Highly significant differences were also found in the second and third most often used clothing factor and shopping in a department store, a specialty store/boutique, and by mail order catalog.

The fifth objective was to identify the types of special services or store sponsored events attended or used by career women. Only 3% of the career women indicated they often attended store sponsored seminars. Highly significant differences were found in career women attending store sponsored seminars and shopping in a department store and a specialty store/boutique.

A majority of the career women, 80%, never used a personal shopper service. Only 3% of the respondents



indicated they used personal shopper service often. Career women using personal shopper service was indicated to be highly significant when shopping in department stores and specialty stores/boutiques.

Only 1% of the career women stated that they used a private wardrobe consultant "often". The majority, 78% stated they never used this service. A highly significant difference was found in career women using private wardrobe consultations and shopping in a department store and a specialty store/boutique.

Women who indicated they attended fashion show luncheons often were 7%. The largest percentage of career women, 45%, stated they never attended fashion show luncheons. A highly significant difference was indicated in career women attending fashion show luncheons and shopping in a department store. A significant difference was found in career women attending fashion show luncheons and shopping by mail order catalogs.

These findings indicate that a low percentage of women were attending special events or using special services offered by retailers. This could be because retailers are not offering these services in northern Louisiana. Most career women have limited time to attend events. They may be unaware of services such as personal shoppers and wardrobe consultants. Retailers may not be advertising available services. Further investigation is

needed to identify special services and events for career women offered by retail stores in northern Louisiana.

### Conclusions

The following conclusions are based on the data from the study of career women employed in managerial and professional specialty occupations in northern Louisiana. The conclusions are limited to career women in northern Louisiana and are not intended to describe any other population.

1. The majority of the career women in northern Louisiana shop for clothes every three months. Most of their shopping is done on Saturday or Sunday. The majority of their clothing is purchased on sale. The price of the merchandise was considered to be an important influencing factor in the decision to purchase clothing. Clothing purchases are usually paid for by a store credit card, although many of their purchases are paid for by cash or check.

2. Most of the career women shop for clothing in a store in the city where they live. Only a small percentage shop in another state for clothing. These career women often use comparison shopping by visiting several stores before making the decision to purchase clothing. These women are not loyal to one store. Only 20% stated they felt loyalty to one store.



3. It is important to the career women to shop in a store that has a good selection of merchandise in their size. The designer label or brand name of the garment, the fiber content and the made in USA label are not considered important factors used when purchasing clothing. Important factors used when purchasing clothing are how flattering the garment is on them, how well the garment fits, the price of the garment and the style of the garment. Also important to them is that the garment be appropriate to wear to work.

4. The return policies of a store is the most important factor considered when patronizing a store. The most often shopped clothing source was the department store followed by the specialty store/boutique and mail order catalogs. They rarely use or attend special services offered by retail stores which could be due to the lack of offering these services in this particular area or to their limited time.

#### Recommendations for Further Study

As a result of this investigation, the following recommendations are suggested:

1. A study could be done to examine career women's use of mail order catalogs when purchasing clothing, accessories and shoes.

2. A study could be done to investigate the amount of sales help career women want versus self help in retail clothing stores.

3. This study could be replicated in a different geographical location to compare similarities and differences in career women's store patronage motives due to geographical area.

4. A study could be done to identify types of special services or store events which would attract career women to a store.

#### Recommendations for Retailers

1. Retailers should examine what they offer the career woman in the way of service, selection of merchandise and value. This study found that most career women used comparison shopping and were not loyal to one store. Retailers should work toward developing store loyal customers by offering what career women want or need in a clothing store.

2. A store's return policy was found to be the most important feature influencing career women to patronize a store. Retailers should be aware of their store's return policy and handle all returns with courtesy and fairness to their customers.

3. Career women do most of their shopping on Saturday or Sunday. This should be significant to

retailers when planning special events or promotional activities for this market segment.

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## APPENDIX A

## LETTER TO CLUB PRESIDENTS

I am an instructor at Louisiana Tech in the Fashion and Textiles Department in the College of Home Economics. I am currently a doctoral candidate at Texas Women's University in Denton, Texas. I am in the process of doing research for my dissertation to complete my Phd degree.

My dissertation involves a study of merchandising, store facilities and services which influence the clothing purchases of career women in retail stores. I need to locate women who are employed in career positions such as managers, executive secretaries, administrators, personnel managers, accountants, store owners, and any other upper-level positions you feel might fit into this category. There are many too numerous to mention.

I am in the process of compiling a list of the names and addresses of career women in your area and I need your help. In order to collect the data for my study, I will be sending out a questionnaire to these women to fill out and send back to me. All envelopes will be pre-stamped. The questionnaire will take approximately 10 minutes to complete. You can be assured of complete confidentiality. Your name will never be on the questionnaire.

At your next meeting, could you please ask your members if they would be willing to participate in my study. If they agree, could you please send me their names and addresses. If this is not convenient, I would be more than willing to send the questionnaires to you so that you could distribute them at your meeting and then mail them back to me. All of the postage will be paid for by me.

I would like very much to have your members be a part of this important study. This study will give the career women of North Louisiana a chance to inform the retailers in our area just what the clothing purchasing needs of career women are. If you agree to participate, I would be happy to send you the results of the study.

If you have any questions, please feel free to call me collect after 5:00 p.m. at 251-0220. I appreciate your time and your help.

Sincerely yours,

Charlene Hagan, BA, MS  
2200 Winchester  
Ruston, LA 71270

## APPENDIX B

## LIST OF PARTICIPATING ORGANIZATIONS AND UNIVERSITIES

ORGANIZATIONS

American Business Women's Association  
American Institute of Banking  
Business and Professional Women's Club  
Dixie Gem Chapter of Professional Secretaries  
Desk and Derrick (Women of the Petroleum and Allied  
Industries)  
Mayor's Commission on the Need of Women (Monroe)  
National Association of Bank Women  
Professional Secretaries Association  
Public Relations Society  
Society of Architectural Administrators

UNIVERSITIES

Grambling State University  
Louisiana Tech University  
Northeast Louisiana University

## APPENDIX C



## COVER LETTER TO PANEL OF JUDGES

TO: Panel of Judges  
FROM: Charlene Hagan  
RE: Questionnaire for Dissertation  
DATE: January 22, 1987

Please read the attached questionnaire and feel free to make any comments you may have. I would especially appreciate your suggestions regarding the following:

1. appropriateness of reading level for a large sample of professional career women in Northern Louisiana
2. title
3. opening comments
4. format
5. comprehension of instructions

The following information about the study should help you to evaluate the questionnaire.

TITLE : Factors Influencing the Store Patronage of a Selected Group of Career Women in Northern Louisiana

Objective :

The purpose of this study will be to examine the patronage motives of career women by investigating their demographic characteristics, shopping behaviors and store preferences in order to develop a shopper profile. The main objective of the study will be to determine the type of retail source most often shopped by career women for clothing. Specific objectives will include the following: 1) to identify the demographic characteristics of career women; 2) to identify which store attributes are most important to career women; 3) to identify which store inventory variable is most important in attracting career women to patronize a store; 4) to identify the factors used most often by career women when purchasing clothing; 5) to identify the types of special services or store sponsored events used by career women.

If you have any questions about the study as you read the questionnaire please call me at my office (257--2607). I would like to have your comments by February 10.

Thanks for your help,

Charlene Hagan

## APPENDIX D



Texas Woman's University

P.O. Box 23975, Denton, Texas 76204 (817) 898-2661

DEPARTMENT OF FASHION AND TEXTILES  
COLLEGE OF NUTRITION, TEXTILES, AND HUMAN DEVELOPMENT

156

Dear Career Woman:

As a career woman, you are part of a vital and ever changing group of consumers. As consumers, career women have distinctive shopping needs and limited time to satisfy these needs. An understanding of the merchandise, store facilities, and store services that influence career women's patronage in retail stores should help retailers to better satisfy shopping needs. As a graduate student in Fashion and Textiles, I am conducting research for my dissertation on the shopping behaviors and store preferences of career women employed in managerial and professional specialty occupations.

You are a part of a carefully selected sample of career women residing in northern Louisiana. In order that the results will truly represent the shopping behavior of this group of career women, it is important that each questionnaire be completed and returned. I would greatly appreciate you taking a few minutes out of your busy day and complete the enclosed questionnaire and return it in the self-addressed envelope.

You may be assured of complete confidentiality. The questionnaire has an identification number for mailing purposes only. This is so that we may check your name off the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire.

It will be helpful if you would return the completed survey by May 22, 1987. I would be glad to send you a summary of the results. You may receive this by writing "copy of results requested" on the back of the return envelope, and printing your name and address below it.

I would be most happy to answer any questions you might have. Please write or call. The telephone number is (318) 251-0220.

Thank you for your help with this important survey.

Sincerely,

Charlene H. Hagan  
Ph.D. Candidate

## APPENDIX E

## SHOPPING BEHAVIOR QUESTIONNAIRE

Career women are considered to be a valued customer of many retail stores. We need to know more about your shopping preferences when you shop for clothing for yourself. Simply circle the one number of your choice.

Q-1 How often do you shop for clothes for yourself?

- 1 ONCE A WEEK
- 2 TWICE A MONTH
- 3 ONCE A MONTH
- 4 EVERY THREE MONTHS
- 5 EVERY SIX MONTHS
- 6 ONCE A YEAR

Q-2 When do you do most of your shopping for clothes?

- 1 NOON
- 2 AFTER WORK OR EVENINGS
- 3 SATURDAY/SUNDAY

Q-3 The majority of my clothes are purchased:

- 1 AT FULL PRICE
- 2 WHEN ON SALE (MARKED DOWN FROM RETAIL PRICE)

Q-4 How do you usually pay for your clothing purchases?

- 1 STORE CREDIT CARD
- 2 NATIONAL CREDIT (VISA, MASTERCARD, AMERICAN EXPRESS)
- 3 CASH/CHECK

Q-5 Which of the following best describes where the majority of your clothes are bought?

- 1 I BUY THE MAJORITY OF MY CLOTHES IN THE CITY WHERE I LIVE.
- 2 THE MAJORITY OF MY CLOTHES ARE BOUGHT IN ANOTHER CITY RATHER THAN WHERE I LIVE.
- 3 THE MAJORITY OF MY CLOTHES ARE BOUGHT IN ANOTHER STATE RATHER THAN LOUISIANA.



Q-6 How often do you use comparison shopping by visiting several stores for clothing before you decide to make a purchase?

- 1 OFTEN
- 2 SOMETIMES
- 3 SELDOM
- 4 NEVER

Q-7 How often do you feel loyal to one store over all the others?

- 1 OFTEN
- 2 SOMETIMES
- 3 SELDOM
- 4 NEVER

Q-8 Factors used when purchasing clothing

Listed below are common factors that consumers use in their decision to purchase clothing.

- 1. THE STYLE OF THE GARMENT
- 2. THE PRICE OF THE GARMENT
- 3. THE QUALITY OF CONSTRUCTION
- 4. THE FIBER CONTENT OF THE GARMENT
- 5. THE EASE OF CARE OR CARE LABEL
- 6. THE DESIGNER LABEL OR BRAND NAME
- 7. APPROPRIATE TO WEAR TO WORK
- 8. COLOR OF THE GARMENT
- 9. VERSATILITY OF THE GARMENT
- 10. HOW WELL THE GARMENT FITS
- 11. HOW FLATTERING IT IS ON ME
- 12. MADE IN USA LABEL

Which of the above purchasing factors do you use most often when making a decision to purchase clothing? (Put the number of the 3 most important factors in the boxes below.)

MOST OFTEN

SECOND MOST OFTEN

THIRD MOST OFTEN

Another important purpose of this study is to learn more about your clothing store preferences when you purchase your clothing.

Q-9 Below is a list of different sources where clothing can be purchased

- |  |                                     |
|--|-------------------------------------|
| 1 DEPARTMENT STORES                    | DILLARD'S, BEALL-LADYMON, LEWIS'    |
| 2 MASS MERCHANDISE<br>DEPARTMENT STORE | SEARS, J.C. PENNEY, MONTGOMERY WARD |
| 3 DISCOUNT STORE                       | K-MART, WAL-MART                    |
| 4 SPECIALTY STORE/BOUTIQUE             | CASUAL CORNER, THE LIMITED          |
| 5 OFF-PRICE/FACTORY OUTLET             | MARSHALL'S, LOEHMANN'S, J. BRANNAM  |
| 6 MAIL ORDER CATALOGS                  |                                     |
| 7 RESALE/THRIFT/GARAGE SALES           |                                     |

Which of the above type of retail clothing sources do you shop most often for clothing for yourself? (Put the number of the retail source in appropriate box.)

☐ MOST OFTEN     
 ☐ SECOND MOST OFTEN     
 ☐ THIRD MOST OFTEN

Q-10 Store Attributes

Listed below are 5 features a store might offer its customers.

- 1 STORE SERVICES (ALTERATIONS, GIFT WRAPPING, PHONE-ORDERS, PACKAGE MAILING)
- 2 RETURN POLICIES (WILL TAKE BACK MERCHANDISING WITH NO HASSLES)
- 3 CREDIT AVAILABILITY
- 4 LAYAWAY AVAILABILITY
- 5 PREFERRED CUSTOMER SERVICES (SERVICES OFFERED TO CREDIT CARD HOLDERS, SUCH AS MYSTERY DISCOUNTS)
- 6 OTHER: SPECIFY \_\_\_\_\_

Which of the above features do you consider the most important when shopping in a store that sells clothing. (Put the number of item in appropriate box.)

☐ MOST IMPORTANT     
 ☐ SECOND MOST IMPORTANT     
 ☐ THIRD MOST IMPORTANT

Q-11 Store Inventory

Listed below # common factors which might attract shoppers to shop in a certain store for clothing.

- 1 STORE DECOR, LAYOUT, AND ATTRACTIVE MERCHANDISE DISPLAY
- 2 MERCHANDISE PRICES
- 3 NUMBER AND QUALITY OF THE BRAND OF MERCHANDISE CARRIED
- 4 GOOD SELECTION OF MERCHANDISE IN MY SIZE
- 5 GOOD SELECTION OF MERCHANDISE TO WEAR TO WORK
- 6 OTHER: SPECIFY: \_\_\_\_\_

Which of the above factors do you consider the most important when you shop in a store for clothing?

☐ MOST IMPORTANT    ☐ SECOND MOST IMPORTANT    ☐ THIRD MOST IMPORTANT

Q-12 Special Services for Women

Many retail stores are offering special services or store sponsored events for women. How often do you use or attend the following services offered for women by some retailers?

CIRCLE YOUR ANSWER

- |  |       |           |        |       |
|--|-------|-----------|--------|-------|
| 1 PRIVATE WARDROBE CONSULTATIONS                             | OFTEN | SOMETIMES | SELDOM | NEVER |
| 2 FASHION SHOW LUNCHEONS                                     | OFTEN | SOMETIMES | SELDOM | NEVER |
| 3 SEMINARS ON WARDROBE PLANNING,<br>BEAUTY, FITNESS, OR ETC. | OFTEN | SOMETIMES | SELDOM | NEVER |
| 4 PERSONAL SHOPPER SERVICE                                   | OFTEN | SOMETIMES | SELDOM | NEVER |

Finally, we would like to ask a few questions about yourself for statistical purposes.

Q-13 Your present marital status:

- 1 SINGLE
- 2 MARRIED

Q-14 Your present age:

- 1 UNDER 25 YEARS
- 2 26 TO 35 YEARS
- 3 36 TO 45 YEARS
- 4 46 TO 55 YEARS
- 5 56 TO 65 YEARS
- 6 OVER 65 YEARS

Q-15 Which one of the following ranges include your salary?

- 1 LESS THAN \$10,000
- 2 \$10,000 TO \$14,999
- 3 \$15,000 TO \$24,999
- 4 \$25,000 TO \$34,999
- 5 \$35,000 TO \$44,999
- 6 OVER \$45,000

Q-16 Which of the following ranges best describes the approximate household income, before taxes in 1986?

- 1 LESS THAN \$10,000
- 2 \$10,000 TO \$14,999
- 3 \$15,000 TO \$24,999
- 4 \$25,000 TO \$34,999
- 5 \$35,000 TO \$44,999
- 6 \$45,000 TO \$54,999
- 7 OVER \$55,000

Q-17 Which is the highest level of education that you have completed?

- 1 LESS THAN HIGH SCHOOL
- 2 COMPLETED HIGH SCHOOL OR GED
- 3 SOME COLLEGE
- 4 COMPLETED COLLEGE DEGREE
- 5 SOME GRADUATE WORK
- 6 A GRADUATE DEGREE

Q-18 Which of the following ranges best describes the number of hours worked per week?

- 1 0 - 20 HOURS PER WEEK
- 2 21 - 30 HOURS PER WEEK
- 3 31 - 40 HOURS PER WEEK
- 4 41 - 50 HOURS PER WEEK
- 5 OVER 50 HOURS PER WEEK

Q-19 Please indicate the number of children presently living at your home in the following age ranges:

- 1 \_\_\_\_\_ 0 - 6 YEARS
- 2 \_\_\_\_\_ 7 - 12 YEARS
- 3 \_\_\_\_\_ 13 - 18 YEARS
- 4 \_\_\_\_\_ 19 AND OVER
- 5 \_\_\_\_\_ NO CHILDREN AT ALL

Q-20 Please describe your present occupation.

TITLE: \_\_\_\_\_

KIND OF WORK YOU DO: \_\_\_\_\_

KIND OF COMPANY OR BUSINESS: \_\_\_\_\_



## APPENDIX F

RELATIONSHIP OF QUESTIONNAIRE TO  
CONCEPTUAL FRAMEWORK

<u>Category</u>	<u>Variable</u>	<u>Question</u>
Shopping Behavior	Shopping frequency	1
	Choice of shopping time	2
	Sale shopping	3
	Use of credit	4
	Shopping loyalty	5
	Comparison shopping	6
	Store loyalty	7
	Factors influencing purchases	8
Store Preferences	Clothing sources	9
	Store attributes	10
	Store inventory	11
	Special services for women	12
Demographics	Marital status	13
	Age	14
	Salary	15
	Household income	16
	Level of education	17
	Number of hours worked per week	18
	Number of children	19
	Occupation	20

## APPENDIX G

## CONCEPTUAL FRAMEWORK

### Store Patronage

#### Shopping Behavior

1. Shopping frequency
2. Choice of shopping time
3. Sale shopping
4. Use of credit
5. Shopping locality
6. Comparison shopping
7. Store loyalty
8. Factors influencing purchases

#### Store Preferences

1. Clothing sources
2. Store attributes
3. Store inventory
4. Special services  
for women

#### Demographics

1. Marital Status
2. Age
3. Salary
4. Household Income
5. Level of Education
6. Number of hours  
worked per week
7. Number of children
8. Occupation