OFF-PRICE RETAILING: A CONSUMER PROFILE

A THESIS

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CHERYL MOSELEY HUCKABEE, B.S.

DENTON, TEXAS

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The Graduate School

Texas Woman's University

Denton, Texas

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We hereby recommend that the Master's Thesis prepared under our supervision by Cheryl Moseley Huckabee entitled Off-Price Retailing: A Consumer Profile

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CHAPTER I

INTRODUCTION

December 1974 was a low point in consumer confidence. The recovery since then has been unusually slow because, though willingness to buy has improved, people still want to save. The trauma caused by the recession, an overriding lack of confidence in the government's ability to achieve economic recovery and the constant worries of inflation are the main reasons for this slow recovery process. The result has been that impulse buying, so necessary to the health of retailing, has been affected adversely. Consumers are much more careful about ways they spend their money today (4).

Due to consumer awareness, off-price retailing is flourishing in this country. While other types of retailers are facing financial difficulties through the recession off-price retailers are prospering. Management Horizons, a retail consulting firm based in Ohio, places 1979 off-price retail apparel sales at approximately three billion dollars, roughly four to five percent of total apparel sales. Byron Carter, the firm's president, projected an annual growth rate of 25 percent to 30 percent for off-price retailing. He also predicted that by 1985, off-price retailing will account for fully 10 to 13 percent of apparel retail sales (19).

There are basically two types of off-price retailing establishments found in the United States today: discount houses, both chain and independent (such as Target and K-Mart), and factory and independent outlet stores. A discount store is a limited-service, mass-merchandise retail firm that sells goods below usual retail prices (20). A true outlet store is a retail store where one buys products directly from the manufacturer at prices that are close to wholesale (8). Discount houses take small markups to hold prices down, whereas the off-price retailers take full markups on exceptional market buys of brand-name apparel (14). Concerning fashion, there is a fine line drawn between discount houses and off-price apparel stores. Discount stores often offer good buys on "hard goods" such as small appliances, books and records. They often can be distinguished from outlets by the quality of clothes they sell. Discount houses most often stock low-quality apparel, while off-price retailers tend to merchandise moderate-to-better-quality lines, including designer apparel (14).

Off-price retailing is a twentieth century development. Originally, the term "discounter" applied only to retailers who stocked durable goods and sold this merchandise below manufacturer's list prices. At that time, the procedure was considered illegal, although the Fair Trade laws in most states have since been changed (20).

These discount operations offered few customer services. The stores were situated in out-of-the-way locations where rent and real estate taxes were low. A minimum of fixtures were used. Sales were managed by a central cashier, eliminating the need for a sales staff. These retailers' advertising depended mainly on word-of-mouth promotion. As a result, the low overhead allowed these retailers to offer their goods at less than usual retail prices.

During the late 1950's, many of the early hard goods discounters began adding limited lines of soft goods and fashion goods to their durable goods offerings. In the last two decades, many of the old line discount organizations have expanded their fashion assortments substantially, improved housekeeping and services, modernized facilities and fixturing, and upgraded advertising and display in an effort to establish a definite fashion image (20).

While the organization of buying and merchandising in discount stores is generally centralized, the organization in off-price apparel stores is quite different. A true factory outlet offers goods directly from the manufacturer who sponsors the retail store. Some manufacturers operate outlets that sell their own products, as well as similar major-brand products at varying discounts. Independent off-price apparel stores -- those not associated with any particular manufacturer -- buy overruns; canceled orders; last years' leftovers; and millends from many different companies (8). Sometimes the independent off-price apparel stores operate in chains such as Loehmann's, Margie's, and Marshall's.

Because off-price apparel stores often buy odd-lots of merchandise, their assortments are often quite shallow, while outlet stores generally carry better-quality clothes. Many outlets stock strictly designer label clothes, while many carry both designer and lower quality merchandise. Off-price apparel stores often remove the original labels from garments, causing difficulty in determining the brand.

Customer service in off-price apparel stores is often pratically non-existent. Most of these stores do not accept major credit cards and some require that one buy goods in bulk. Generally, returns are not accepted and frills such as dressing rooms and saleshelp are often eliminated altogether. Other consumer inconveniences are: off-price apparel stores are often located in inconvenient, faraway places, sometimes have unconventional shopping hours, and shopping conditions are often crowded (8). Nevertheless, off-price apparel stores are havens for wary customers because goods are offered at 25 percent to 75 percent below department store prices (13).

The promotional activities of off-price apparel stores are limited. Most rely on word-of-mouth for advertising, however, the larger off-price apparel store chains use some newspaper and direct mail advertising.

Some new trends in off-price retailing include factory outlet malls and mail order catalogues. Real estate developers are developing the nearly 10,000 factory outlets in the United States into shopping malls. The malls are built strictly with no frills and cost only 15 percent to 20 percent more to build than pure industrial space and produce gross income 35 percent higher than pure industrial space (13).

Consumers are also finding some mail order catalogues, especially in the area of cosmetics (American Boutique, Inc. and Beauty Visions, Inc. for example) that offer nationally advertised goods for less than usual retail. Another indicator of the growing strength of the off-price retail business is the growing number of guide books published that focus on these outlets to help consumers in their search for a bargain.

Off-price retailing is on the upswing in this country with the ever-tightening economic conditions. Consumers must be better educated in order to find a "true" bargain, but with a little effort there are many wise buys to be found.

Statement of the Problem

The purpose of this study was to investigate the patronage and buying practices of female shoppers in off-price apparel stores in order to develop a consumer profile. Also, relationships between social status, the age of the respondents, and whether the respondents have children and selected buying practices were examined.

Significance of the Problem

The phenomenal growth of the off-price apparel retail business is too great to ignore. More and more off-price retailing is being recognized as legitimate competition by increasing numbers of traditional retailers. A search of literature has revealed limited research conducted in this area. The results of this study could aid off-price apparel retailers in planning market strategy.

Objectives

In order to profile the female shoppers in off-price apparel stores, the following objectives were established:

1. To determine the social status of female shoppers who patronize off-price apparel stores

2. To determine the buying practices of shoppers who patronize off-price apparel stores

3. To determine shoppers' satisfaction and/or

dissatisfaction with merchandise available in off-price apparel stores

4. To determine the brand name awareness of female shoppers who patronize off-price apparel stores

5. To determine the price consciousness of female shoppers who patronize off-price apparel stores

6. To determine shoppers' satisfaction and/or dissatisfaction with the service available in off-price apparel stores

Limitations

This study was inherently limited by the following:

1. The instrument used in investigating this research was a limiting factor because the survey was conducted on a personal interview basis.

2. The type of stores (off-price apparel stores) used in this study was a limiting factor.

Delimitations

The author limited the study to the following:

1. The sample consisted of women only between the ages of 18 and 65.

2. The participants resided in the Dallas Metropolitan area [1].

3. The participants have patronized off-price apparel stores.

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[1] Dallas Metropolitan area: defined as the cities of Dallas, Garland, Irving, Richardson, Addison, Carrollton, Farmers Branch, and Plano.

Assumptions

In this study the following assumptions were made:

1. A questionnaire can be developed to elicit information relative to the objectives.

2. Social status is a recognizable phenomenon in American society.

3. Social status can be measured.

Definitions

The following terms are used throughout the study:

1. Social status -- refers to the position the individual occupies in the status structure of our society.

2. Buying practices -- refers to the consumers' behavior in the market place.

3. Off-price apparel stores -- factory and independent outlet stores selling brand-name apparel below usual retail prices.

CHAPTER II

REVIEW OF LITERATURE

Off-price retailing is a new phenomenon in retailing today. A search of literature has revealed that research in this area is extremely limited.

A study was conducted by Henry (10) to determine whether a significant relationship exists between the level of expenditure for selected items of women's clothing and the selected socioeconomic variables of income, husband's occupation, husband's self-employed status, wife's level of education, and number and ages of children. A relationship was also sought between the type of clothing worn by an employed woman and the level of spending for the clothing items chosen for study in this research. The author collected information on women's expenditures for daytime and dressy blouses; daytime skirts; daytime and dressy dresses; daytime, dressy, and sporty shoes; and winter coats. The survey method was used to collect the desired information from 311 women in Centre County, Pennsylvania. Results revealed that the number of children a woman had was the most significant variable in explaining the variance in the amount of money a woman spent on selected clothing items for herself for three of five income levels and the second most significant in the other two categories. The more children the respondent has, the less she spends on clothing for herself. Based on the data gathered, the author concluded, also, that adolescent children do not significantly affect the total amount of money a woman spends on herself for selected clothing items. A significant relationship was found between the type of husband's occupation within the same income group and total amount spent for selected items of women's clothing. The higher the husband's occupation level within a given income, the more money the woman was likely to spend on her clothing.

Results also revealed that the more urban the respondent's dwelling location, the more the woman was likely to spend for her clothing. Urban dwellers tended to shop more widely, that is, in more than one location and travel greater distances to make purchases. The hypothesis that the respondent's age level is related to her clothing expenditures when husband's occupation and income level are held constant was confirmed based on highly significant relationships. The results indicated, as predicted by the author, that the more highly educated the woman, the more money she was likely to spend for selected clothing items.

A study was conducted by Doran (6) to obtain information concerning discount store customers' shopping patterns for apparel and household soft goods. The sample, limited to females 18 years of age or over who were shopping in the discount stores at the time of sampling, was drawn from two selected discount stores in Syracuse, New York. Results revealed that the educational background of the customers surveyed was quite high. Eighty percent of the respondents had completed high school, while 10 percent were college graduates. Twenty-five percent of the respondents' husbands were professionals, executives or medium-to-large business owners while 37 percent were classified as skilled, semi-skilled, or unskilled employees using the occupational scale developed by Hollingshead. Social class of the respondents was determined using the Hollingshead Two-Factor Index of Social Position. Results revealed that one-half of the respondents were classified in the two lower classes, close to one-fourth of the families were classified in the middle class, and the remainder of the families were in the upper class. Only five percent of the respondents had no children and a substantial number had large families -- 22 percent or more had five or more children. The majority of the respondents had at least one child under six years of age.

Concerning the type of saleshelp shoppers wanted when purchasing various soft goods items, results indicated a significant relationship between the item and the type of saleshelp desired. The majority wanted some form of salesclerk service for coats, suits, and dresses, sportswear, women's undergarments and infants' and children's wear. For hosiery and household soft goods, the respondents indicated a preference for self-service. Respondents were asked to indicate which soft goods they usually purchased on sale and which they purchased as the need arose. Fifty-two percent of the respondents indicated they usually purchased household soft goods on sale, while more than half generally purchased undergarments, hosiery, and men's shirts, socks, and underwear as they needed them and did not wait for sales. Sportswear and infants' and childrens' clothes were purchased both during sales and as the need arose.

Respondents were also asked to rank the advantages of shopping in discount stores. Results indicated that the respondents felt that price was the main advantage of shopping in discount stores, while convenient hours and convenient parking ranked next, followed by large variety of merchandise. Self-service ranked fifth. When asked to compare prices and quality of discount store soft goods with similar merchandise sold in department stores, the majority of the respondents indicated that discount stores offered lower prices in all categories of soft goods, but not necessarily for the same quality. More than half of the sample felt that discount stores offered a wide selection in all soft goods categories except undergarments.

In determining the shopping behavior of customers of discount stores, results revealed that close to three-fourths of the respondents shop in their favorite discount store at least several times a month. There was a tendency for the most frequent shoppers to be among the younger age groups. Results revealed a significant relationship between the type of item and the amount purchased in discount stores. Seventy-four percent of the respondents purchased half or more of their infants' and childrens' wear in discount stores. Approximately 60 percent purchased half or more of their sportswear and household soft goods, while almost 50 percent bought half or more of their undergarments and men's shirts, socks, and underwear in discount stores. When compared with the middle and upper social classes, a greater proportion of the lower-class respondents purchased half or more of all soft goods items in discount stores.

Rich (16) conducted a study of women shoppers in a large metropolitan area. Results indicated that downtown shopping tended to increase as income rose. Women 40 years old or over did more downtown shopping than the younger women. However, regardless of age, the women without children did more downtown shopping than those with children.

Those women who did one-half or more of their shopping at the discount stores were in the low and middle income groups. However, more than one-half of the high income group of women did shopping in discount stores. A large proportion of low income women did not shop at the discount stores, which may be due to the poor, less mobile shoppers going to the smaller low-priced neighborhood stores.

The younger women patronized discount stores more than did older women. The women with children, both old and young, did more discount shopping than did those without children.

The effect of income level on types of items bought in discount stores was quite evident. Purchases of all soft goods lines decreased as income increased. Ladies coats and better dresses, where style and quality were important were among the items purchased least often in the discount stores. Price and self-service were the major attractions of the discount stores when compared with quality of merchandise, shopping convenience, and service of the department stores.

In a similar study of women shoppers conducted by Rich and Jain (15) the frequency with which women shopped during the year was significantly associated with social class. Compared with 24 percent of the women in the lower class, 38 percent in the upper class and 34 percent in the middle class shopped 52 or more times a year. Although the presence of children was not significant, the results showed that younger women shopped more often than older women.

The importance of shopping quickly increased as did social class. Thirty-nine percent of upper class women regarded shopping quickly as always important although 30 percent in the lower class and 34 percent in the middle class regarded shopping quickly as always important. Women with children, regardless of age, put more stress on quick shopping than did those without children.

A study of college women's buying practices by Denton (5) revealed that there were no significant relationships between clothing interest and type of preferred store or the location of the store and reason for selecting the store patronized. The quality of merchandise and the selection or amount of merchandise were checked by the majority for the specific store most often patronized.

According to <u>Standard and Poor's Industry Surveys</u> (14) off-price apparel stores cater most often to middle-to-upper income shoppers, well versed in brand names, who are customers of the traditional department stores. Results of the 1972-1973 U.S. Consumer Expenditure Survey conducted by the Bureau of the Census (10) revealed that the annual average expenditures per consumer unit for clothing were $466.56.

Eccher (7) examined the influence of brand names on the perception of product values. The perceived value of shirts influenced by brand name identification was studied. One hundred students in two sections of a marriage course taught in the Department of Family Relations and Child Development at Oklahoma State University were chosen as the sample for the actual test situation. The research design was in the form of a survey. The measurement of the influence of brand name on the perception of product value was achieved through the use of a semantic differential. The results showed that the perceived value of a product varies directly with brand name identification. For example, the "Arrow" brand was always rated highest, while the "Penney's" brand ranked in the middle range, and the "Medalist" brand consistently received the lowest rating of the differential. The Wilcoxin Matched Pairs Signed-Ranks Test was used to determine if two shirts of different values were similarly perceived when identified with the same brand name. The results of this test revealed that the shirts of different value, identified with the "Arrow" and "Medalist" brand names, were similarly perceived by the entire sample. When the shirts were identified with "Penney's" brand name, the value ratings differed.

Bogart and Lehman (2) conducted a study of unaided brand recall by female household heads and examined some factors related to brand salience. The respondents were asked to name all the brand names they could recall in a four-minute period. The respondents named 1,860 brand names, an average of 28 each. The researchers found a high relationship between purchase frequency and brand mentions in a product class. They also found a strong correlation between the number of product mentions and the size of the product category's advertising investment: products whose brands were familiar usually had a lot of advertising behind them.

A study conducted by Bail (1) examined the effect of labels on apparel selection. Findings indicated that 80 percent of the participants listed prices as the primary factor which influenced them in purchasing garments. Fifty-nine percent were influenced by brand.

A study by Ramirez (12) involved the knowledge and use of designer brand names in apparel selection. Findings indicated that more than half of the respondents specified that they "seldom" or "never" placed emphasis on the designer label when purchasing such apparel on sale. In a sale situation emphasis was placed on obtaining a bargain.

Concerning the relationship between socioeconomic status and designer knowledge results revealed a negative relationship between knowledge of designer names as linked to locality and socioeconomic status. Implications were that an individual's preference of name brands in apparel selection is by no means influenced by socioeconomic status. Results of Friedman's Rank Order Test showed that usefulness, and cost were ranked as the most important reasons for selecting apparel.

Chance, French, and Williams (3) conducted a study to determine price-quality relationships. The subjects were midwest housewives and the products studied were food products and convenience goods. The researchers found that housewives' perceptions of quality differences among brands in a product category appear to be related to their income level. The researchers also found that when housewives perceive wide variations in the quality differentials among a product category they tend to choose the higher priced brand. Results revealed that when there was a high perceived quality difference among brands the housewives from the higher income group tended to take advantage of the price cue more than did those from the lower income group.

In a review of research on price, Monroe (9) cited a study conducted by Gabor and Granger on price consciousness. The researchers surveyed 640 housewives to determine their awareness of grocery prices last paid. Eighty-two percent of grocery prices were remembered (regardless of correctness) by the respondents. The researchers also found that price consciousness was inversely correlated with social class with the exception of the poor, and that price consciousness was lower for branded items. In the second measure, 57 percent of the prices were named correctly. In the subsample of 184 incorrectly named prices, 52 percent of the prices differed from the correct price by not more than 10 percent.

Shapiro (18) investigated the effect of price on purchase behavior for unbranded goods. Prices of actual items were evaluated relative to various attributes: quality, durability, "worth-the-money", likelihood of purchase for personal use, and likelihood of purchase for gift giving.

Results showed that likelihood of purchase was primarily influenced by the "worth-the-money" variable for all product categories. Perceived quality and attitude toward price also contributed to likelihood of purchase. The likelihood of purchase for gift giving differed from the likelihood of purchase for personal use. When buying a gift, the respondents viewed the quality of the product as more important and the price as less important than when buying a product for personal use.

Results of experiments conducted in consumer classes revealed that there was extreme difficulty in judging the exact prices of expensive garments as contrasted with those in the moderately priced range. The great variety of apparel available in mass markets gives consumers the opportunity to find attractive clothes in almost any price range and with a desired brand name (17).

Summary

The review of literature shows that there is a need for research in the area of off-price retailing. Off-price retailing is fast becoming a viable part of the retailing business. Research would provide off-price retailers with the information they need to better serve their customers.

CHAPTER III

PROCEDURE

Selection of Sample

The sample consisted of 55 women in the Dallas Metropolitan area who patronize off-price apparel stores. The survey was conducted in three off-price apparel stores in this area with approximately 20 shoppers interviewed in two stores, and 15 interviewed in the third store. A judgmental sample was selected dependent upon the researcher to obtain a representative sample of women patrons of off-price apparel stores.

Data Gathering Technique

A questionnaire, developed by the author, was used to obtain the necessary data from the female shoppers. The questionnaire consisted of two parts. The first part elicited socioeconomic and personal data. The second part elicited information relative to the shopper's buying practices, satisfaction and/or dissatisfaction with merchandise, brand name awareness, price consciousness, and attitudes regarding the services and store policies of off-price apparel stores.

Administration

The questionnaire was administered to selected female shoppers in off-price apparel stores in the Dallas Metropolitan area. The questionnaire, conducted on a personal interview basis, was administered in the late spring of 1981.

Analysis of Data

This research was an exploratory study limited to the Dallas Metropolitan area. Social status was determined by classifying occupation by Alba Edward's socioeconomic status scale, by classifying education, source of income, and annual household income into five categories. Spearman and Pearson correlation analysis, and Kruskal-Wallis one-way analysis of variance were used to determine relationships between variables at the .05 level of significance. Frequency and percentage distribution for each answer were calculated to show descriptive data.

CHAPTER IV

PRESENTATION AND DISCUSSION OF RESULTS

The purpose of this study was to investigate the patronage and buying practices of female shoppers in off-price apparel stores in order to develop a consumer profile. Relationships between social status, age of the respondents, respondents with or without children, and selected shopping habits were also examined. Results are presented under the major headings of: personal data; shopping habits; off-price apparel store consumer profile; and relationships of social status, age, and children with selected shopping habits.

Personal Data

Information concerning age, marital status, and number and ages of children was obtained. Information obtained concerning occupation of the main wage earner, source of income, level of education attained, and annual household income was used to determine social status.

Age

Table 1 shows the percentage distribution of the participants by age, which ranged from 18 to 65 years. Slightly more than one-third (36.3 percent) of the sample were 26 to 35 years of age. The next largest age category (29.1 percent) were 46 to 55 years of age.

TABLE 1. -- Percentage Distribution of Participants by Age Category

Age	Number	Percent
18 - 25	9	16.4
26 - 35	20	36.3
36 - 45	9	16.4
46 - 55	16	29.1
56 - 65	1	1.8
TOTAL	55	100.0

Marital Status

Information concerning the marital status of the participants was obtained. Slightly over two-thirds were married; 21.8 percent were single; and 10.9 percent were divorced.

Number and Ages of Children

Table 2 shows the percentage distribution of the sample by the number and ages of children. The majority of the participants (63.6 percent) had children; while 36.3

percent had no children.

TABLE 2. -- Percentage Distribution of Participants by Number and Ages of Children

Number of Children	Number	Ages of Children	Number	Percent
0	20	0-5	12	14.5
1	10	6-12	9	10.8
2	10	13-18	19	22.9
3	10	over 18	43	51.8
4	3			
5	1			
6	1			
TOTAL	55	TOTAL	83	100.0

Social Status

The social status of each respondent was determined using information obtained from part I of the questionnaire. Table 3 shows the percentage distribution of the participants by social status groups.

For discussion purposes these groups were classified according to low, middle, and high social status. Participants in the high social status classification were those in Groups I and II; those in the middle social status classification included Groups III and IV; and those classified as having a low social status standing were Group V. Data for determining social status were incomplete for 13 respondents. As may be noted, the social status of this sample was comprised of the middle and lower-upper social status groups. More than one-half of the sample comprised the high social status standing of Group II; while none of the participants were classified into the highest and lowest social status Groups of I and V. Slightly over one-third of the respondents (35.7 percent) comprised the middle social status Group III and 9.5 percent comprised the lower-middle social status Group IV.

TABLE 3. -- Percentage Distribution of Participants by Social Status Groups

Socioeconomic Status Group	Score Range	Number	Percent
Group I	(15 - 27)	0	0.0
Group II	(28 - 39)	23	54.8
Group III	(40 - 51)	15	35.7
Group IV	(52 - 63)	4	9.5
Group V	(64 - 75)	0	0.0
TOTAL		42	100.0

Shopping Habits

Information was obtained concerning selected shopping habits of females in off-price apparel stores from part II of the questionnaire. Results are presented under designated headings.

Dollars Spent Annually on Personal Wardrobe

The percentage distribution of participants by the dollars spent annually on their personal wardrobe is shown in table 4. Approximately one-quarter (25.9 percent) of the participants indicated they spent $250 to $400 annually on their personal wardrobe. As may be noted, 22.2 percent indicated they spent $550 to $700 annually; while only 3.7 percent indicated they spent $100 to $250 annually on their personal wardrobe.

Percentage of Clothing Obtained from Five Sources

Information was obtained concerning the percentage of clothing the participants obtained from each of five sources: off-price apparel stores, department stores, specialty shops, discount houses, and other sources. The percentage distribution is shown in table 5.

For discussion purposes, this information was classified into two groups: participants who purchased one-half or more of their clothing in a specified store, and those who purchased less than one-half of their clothing in a specified store. As may be noted, 65.4 percent of the sample purchased one-half or more of their personal wardrobe in off-price apparel stores; while 41.7 percent purchased one-half or more of their personal wardrobe in department stores. Only 9.0 percent stated they purchased one-half or more of their personal wardrobe in specialty shops; and 1.8 percent purchased one-half or more of their clothing in discount houses. Two participants (3.6 percent) obtained one-half or more of their clothing from other sources; both participants indicated this clothing was home sewn.

TABLE 4. -- Percentage Distribution of Participants by Dollars Spent Annually on Personal Wardrobe

Annual Dollars	Number	Percent
less than $100	3	5.6
$100 to $250	2	3.7
$250 to $400	14	25.9
$400 to $550	7	13.0
$550 to $700	12	22.2
$700 to $850	3	5.6
$850 to $1000	8	14.8
over $1000	5	9.2
TOTAL	54*	100.0

*one respondent did not answer

TABLE 5. -- Percentage Distribution of Participants by Percentage of Clothing Obtained from Five Sources

Percent Purchased	Number	Percent
Off-Price Apparel Stores		
less than 50%	19	34.6
50% or more	36	65.4
TOTAL	55	100.0
Department Stores		
less than 50%	32	58.3
50% or more	23	41.7
TOTAL	55	100.0
Specialty Shops		
less than 50%	50	91.0
50% or more	5	9.0
TOTAL	55	100.0

TABLE 5. -- Continued

Percent Purchased	Number	Percent
	Discount Houses	
less than 50%	54	98.2
50% or more	1	1.8
TOTAL	55	100.0
	Other Sources	
less than 50%	53	96.4
50% or more	2	3.6
TOTAL	55	100.0

Types of Off-Price Retail Stores Shopped In

Table 6 shows the percentage distribution of participants by the types of off-price retail stores shopped in. The majority of the sample (83.6 percent) indicated that they had shopped in an off-price shoe store; 70.9 percent had shopped in an off-price designer clothing store; 69.1 percent had shopped in an off-price store that stocked some combination of women's designer clothing, dresses, sportswear, and shoes.

TABLE 6. -- Percentage Distribution of Participants by Types of Off-Price Retail Stores Shopped In

Type of Off-Price Store	Number	Percent
Designer Clothing Store	39	70.9
Dress Shop	26	47.2
Sportswear Store	22	40.0
Shoe Store	46	83.6
Dept. Store with some combination of above	38	69.1
Children's Clothing Store	17	30.9
Men's Clothing Store	16	29.1
Dept. Store that stocks men's, women's, and children's clothing and/or shoes	26	47.3
Dept. Store that stocks men's, women's, children's clothing, shoes, and household items	29	52.7
Furniture Store	19	34.5
Appliance Store	12	21.8
Grocery Store	22	40.0
Others	3	5.5

Frequency of Shopping in Off-Price Apparel Stores

The percentage distribution of participants by the frequency in which they shopped in off-price apparel stores is shown in table 7. As may be noted, 37.3 percent shopped "once a month" in such stores; 29.6 percent of the sample shopped "once every two weeks," while only 7.4 percent shopped in an off-price apparel store "more than once a week."

TABLE 7. -- Percentage Distribution of Participants by Frequency of Shopping in Off-Price Apparel Stores

Frequency of Shopping	Number	Percent
More than once a week	4	7.4
Once every two weeks	16	29.6
Once a month	20	37.3
Once every two or three months	9	16.6
Once every six months	3	5.5
Once a year	1	1.8
Other	1	1.8
TOTAL	55	100.0

Popular Off-Price Apparel Stores Aware Of and Shopped In

Information was obtained concerning eight popular off-price apparel stores in the Dallas Metropolitan area the participants were aware of or had shopped in. The percentage distribution is shown in table 8.

The majority of the participants (83.6 percent) had shopped in Margie's; 52.7 percent had shopped in other off-price apparel stores not listed on the questionnaire; while 21.8 percent had shopped in Marshall's. As may be noted, most of the respondents were aware of the off-price apparel stores listed in the questionnaire. Ninety-eight percent were aware of Margie's; 81.8 percent were aware of J. Brannam; and 40.0 percent of the participants were aware of Fashion Sense.

Other than Personal Purchases

Information was obtained concerning other than personal purchases of the participants in off-price apparel stores. Forty percent of the participants with children had purchased clothing in off-price apparel stores for their children; while 35.5 percent had purchased clothing for their husband or boyfriend. Thirteen participants (23.6 percent) had purchased other types of clothing in off-price apparel stores; all 13 indicated these purchases were gifts.

TABLE 8. -- Percentage Distribution of Participants by Popular Off-Price Apparel Stores Shopped In and Aware Of

Stores	Number		Percent	
	Shopped In	Aware Of	Shopped In	Aware Of
Loehman's	20	31	36.4	56.4
Margie's	46	54	83.6	98.2
St. Denise	23	35	41.8	63.6
Fashion Sense	13	22	23.6	40.0
Designer's Den	23	35	41.8	63.6
Designer Shocase	22	30	40.0	54.5
Marshall's	12	27	21.8	49.1
J. Brannam	24	45	43.6	81.8
Others	29	30	52.7	54.5

Dollars Spent Per Visit in Off-Price Apparel Stores

Table 9 shows the percentage distribution of the participants by the average dollars spent per visit in an off-price apparel store. Slightly over two-thirds (69.1 percent) of the sample indicated they spent an average of $20 to $50 per visit and 14.5 percent spent an average of less than $20 per visit. As may be noted, none of the participants indicated they spent more than an average of $150 per visit in such stores.

TABLE 9. -- Percentage Distribution of Participants by Average Dollars Spent Per Visit

Average Dollars Spent	Number	Percent
Less than $20	8	14.5
$20 to $50	38	69.1
$51 to $100	7	12.8
$101 to $150	2	3.6
$151 to $200	0	0.0
$201 to $250	0	0.0
$251 to $300	0	0.0
over $300	0	0.0
TOTAL	55	100.0

Average Distance Willing to Travel

The percentage distribution of participants by the average distance they were willing to travel to reach an off-price apparel store appears in table 10. As may be noted, 32.6 percent of the participants were willing to travel an average of 11 to 15 miles to reach an off-price apparel store; 25.5 percent were willing to travel an average of 5 to 10 miles; while only 7.3 percent were willing to travel an average of over 40 miles.

TABLE 10. -- Percentage Distribution of Participants by Average Distance Willing to Travel

Average Distance Traveled	Number	Percent
less than 5 miles	6	10.9
5 to 10 miles	14	25.5
11 to 15 miles	18	32.6
16 to 20 miles	9	16.4
21 to 30 miles	4	7.3
31 to 40 miles	0	0.0
over 40 miles	4	7.3
TOTAL	55	100.0

Farthest Distance Traveled

Information concerning the farthest distance the participants had traveled to reach an off-price apparel store was obtained. The miles traveled by the sample ranged from 3 miles to 100 miles. Fifteen percent of the participants indicated the farthest they had traveled was 10 miles and 20 miles to reach an off-price apparel store; 13.0 percent had traveled 15 miles; and 11.2 percent had traveled 40 miles.

Importance of Distance from Home

The majority of the participants (22.7 percent) said that distance from their home was an important factor in deciding to shop in an off-price apparel store. The participants who indicated distance from their home was important indicated "the price of gasoline," and "convenience" as the major reasons. The participants who indicated that distance from their home was not an important factor in deciding to shop in an off-price apparel store (27.3 percent) indicated "bargains" as the major reason.

Type of Clothing Purchased Most Frequently

Information was gathered concerning the type of clothing the participants purchased most frequently in off-price apparel stores. The percentage distribution shown in table 11 reveals slightly over two-thirds of the participants (69.1 percent) purchased sportswear most frequently; and 23.6 percent purchased dresses most frequently. Dresses represented the largest category (40.7 percent) as the type of clothing the participants purchased next most frequently; almost one-fourth of the sample (24.0 percent) purchased shoes next most frequently; while only 1.9 percent purchased lingerie next most frequently.

TABLE 11. -- Percentage Distribution of Participants by Type Clothing Purchased Most Frequently

Type of Clothing Purchased	Number		Percent	
	Most Frequent	Next Most Frequent	Most Frequent	Next Most Frequent
Sportswear	38	11	69.1	20.4
Dresses	13	22	23.6	40.7
Lingerie	0	1	0.0	1.9
Shoes	3	13	5.5	24.0
Accessories	1	4	1.8	7.5
Outerwear	0	3	0.0	5.5
Other	0	0	0.0	0.0
TOTAL	55	54*	100.0	100.0

*one participant did not indicate a "next most frequent" response.

Type of Sportswear Purchased Most Frequently

The type of sportswear the respondents purchased most frequently in off-price apparel stores appears in table 12 by percentage. The majority of the participants (61.8 percent) purchased slacks most frequently; 20.0 percent purchased tops most frequently; while only 3.6 percent purchased skirts most frequently. Approximately one-half of the sample (49.2 percent purchased blouses next most frequently;

21.8 percent purchased tops next most frequently.

TABLE 12. -- Percentage Distribution of Participants by Type of Sportswear Purchased Most Frequently

Type of Sportswear Purchased	Number		Percent	
	Most Frequent	Next Most Frequent	Most Frequent	Next Most Frequent
Skirts	2	7	3.6	12.7
Slacks	34	7	61.8	12.7
Blouses	8	27	14.6	49.2
Blazers	0	2	0.0	3.6
Tops	11	12	20.0	21.8
Others	0	0	0.0	0.0
TOTAL	55	55	100.0	100.0

Most Frequent Purpose of Wearing Purchase

Table 13 presents the data concerning the most frequent purpose of wearing the purchases of the participants in off-price apparel stores. Slightly over 60 percent (61.8 percent) of the sample wore their purchases most frequently at work; 32.7 percent wore their purchases most frequently during leisure time; while none of the participants purchased clothing for wearing to formal events.

TABLE 13. -- Percentage Distribution of Participants by Most Frequent Purpose of Wearing Purchase

Purpose of Wearing	Number	Percent
At Work	34	61.8
During leisure time	18	32.7
For formal events	0	0.0
Other times	3	5.5
TOTAL	55	100.0

Brand Name Comparison

Table 14 shows the percentage distribution of participants by brand name comparison of off-price apparel stores with department stores and specialty shops. Slightly over two-thirds (67.3 percent) of the sample indicated they found some brand names they recognized from department stores and specialty shops in off-price apparel stores and some they did not recognize. None of the respondents indicated they found more designer clothes in off-price apparel stores than in department stores and specialty shops; 27.3 percent indicated they found the same brand names in off-price apparel stores as in department stores and specialty shops.

TABLE 14. -- Percentage Distribution of Participants by Brand Name Comparison of Off-Price Stores with Department Stores and Specialty Shops

Statement Choices	Number	Percent
I find more designer clothes than in dept. stores or specialty shops.	0	0.0
I find the same brand names I see in dept. stores or specialty shops.	15	27.3
I find some brand names I recognize from dept. stores and specialty shops and some I don't recognize.	37	67.3
I find few if any brand names I recognize from dept. stores or specialty shops.	3	5.4
TOTAL	55	100.0

Quality Comparison

Information was gathered concerning the quality of clothing found in off-price apparel stores compared with the quality of clothing found in department stores and specialty shops. The majority of the sample (92.7 percent) indicated the quality of clothing in off-price apparel stores was "as good as" the quality of clothing in department stores and specialty shops. Only 3.6 percent indicated the quality of the clothing in off-price apparel stores was "poorer than" of "better than" the quality of clothing in department stores or specialty shops.

Rating of Merchandise Selection

The participants were asked to indicate whether they agreed with each of ten statements concerning the selection of merchandise available in off-price apparel stores. The following ratings were used to indicate the degree of agreement with each statement:

1. strongly disagree
2. disagree somewhat
3. agree somewhat
4. strongly agree

The percentage distribution appears in table 15. Less than one-half of the sample strongly agreed with the statement "off-price apparel stores carry a broad range of sizes;" 25.5 percent agreed somewhat, and 9.1 percent strongly disagreed. Approximately 30 percent agreed somewhat with the statement "off-price apparel stores stock all parts that belong with an outfit such as sashes and belts;" 27.3 percent of the participants strongly agreed with the statement; 20 percent disagreed somewhat; and 18.2 percent strongly disagreed with the statement. Sixty percent strongly agreed with the statement "off-price apparel stores stock a good selection of slacks;" 32.7 percent agreed somewhat with the statement; while none strongly disagreed with the statement. Approximately one-half (49.1 percent) of the sample strongly agreed with the statement "off-price apparel stores stock a good selection of skirts;" 36.4 percent agreed somewhat; while only 3.6 percent strongly disagreed with the statement. Slightly over one-third of the participants strongly agreed with the statement "off-price apparel stores stock a good selection of jackets;" 30.9 percent agreed somewhat, and 7.3 percent strongly disagreed with the statement. Seventy-eight percent strongly agreed with the statement "off-price apparel stores stock a good selection of tops;" 16.4 percent agreed somewhat; while none strongly disagreed with the statement. Forty percent strongly agreed with the statement "off-price apparel stores stock a good selection of dresses;" 30.9 percent agreed somewhat; and 12.7 percent strongly disagreed with the statement. Almost 42 percent of the sample strongly disagreed with the statement "off-price apparel stores stock a good selection of accessories;" 25.5 percent disagreed somewhat; while 10.9 percent strongly agreed with the statement. Slightly over 40 percent of the participants agreed somewhat with the statement "off-price apparel stores stock a good selection of coordinating outfits;" and 32.7 percent strongly agreed with the statement. Almost two-thirds (65.5 percent) of the respondents strongly agreed with the statement "off-price apparel stores stock clothes that match the season;" 21.8 percent agreed somewhat and only 5.5 percent strongly disagreed with the statement.

TABLE 15. -- Percentage Distribution of Participants by Rating of Merchandise Selection*

Selection Statements	Rating Number				Rating Percent			
	1	2	3	4	1	2	3	4
Broad Range of Sizes	5	10	14	26	9.1	18.2	25.5	47.3
Have all parts to an outfit	10	11	17	15	18.2	20.0	30.9	27.3
Good Selection Of:								
Slacks	0	4	18	33	0.0	7.3	32.7	60.0
Skirts	2	6	20	27	3.6	10.9	36.4	49.1
Jackets	4	14	17	20	7.3	25.5	30.9	36.4
Tops	0	3	9	43	0.0	5.5	16.4	78.2
Dresses	7	9	17	22	12.7	16.4	30.9	40.0
Accessories	23	14	12	6	41.8	25.5	21.8	10.9
Coordinate Outfits	8	5	24	18	14.5	9.1	43.6	32.7
Stock clothes that match season	3	4	12	36	5.5	7.3	21.8	65.5

*all respondents rated each statement.

KEY -- 1. strongly disagree
2. disagree somewhat
3. agree somewhat
4. strongly agree

Participants Shopping in Stores Where Labels are Removed

Information was gathered concerning the number of participants who had shopped in an off-price apparel store where the labels were removed from the garments. Those participants who had shopped in such stores were also asked to indicate whether they could recognize the brand names of clothing with no labels. The largest number (85.5 percent) of the participants had shopped stores where the labels were removed from the garments. Of this number, over one-half (52.7 percent) said they could recognize the brand names of the garments with the labels removed. Reasons for being able to recognize the brand names indicated by the sample were "recognize the clothing from other stores," and "can recognize the brand name because of the style and quality of the clothes."

Ticketing Policies

Information was obtained concerning the percentage of off-price apparel stores the participants had shopped in that showed the suggested retail price and the discounted price on the same price ticket. Less than 90 percent of the sample indicated over one-half of the stores they had shopped in showed both prices on the price ticket.

Savings in an Off-Price Apparel Store

Participants were asked whether they could recognize a true saving from full retail price in an off-price apparel store. Fifty-four of the 55 respondents indicated they could recognize a true saving in such a store. The participant who indicated otherwise did not give a valid response to the question.

Rating of Store Policies and Customer Services

The participants were asked to rate each of three store policies and eight customer services they might find in an off-price apparel store. One was the lowest rating a policy or service could receive, three a neutral rating, and five the highest rating. The participants could use any number between one and five as well.

Table 16 shows the percentage distribution of the ratings. Fifty percent of the sample rated the store policy the highest rating (5). The majority (74.1 percent) of the sample rated the store policy "accepted personal checks" the highest rating (5); while none rated the policy the lowest rating (1). Almost three-fourths (72.2 percent) of the sample rated the store policy "accept major credit cards" the highest rating (5); while no one rated the store policy the lowest rating (1).

Almost two-thirds (65.5 percent) of the sample rated the customer service "individual fitting rooms" the highest rating (5); 21.8 percent rated the service a neutral rating (3); while only 1.8 percent rated the service the lowest rating (1). Almost two-thirds (65.5 percent) of the sample rated the customer service "community fitting rooms" the lowest rating (1). The largest number (69.1 percent) of the participants rated the customer service "having mirrors" the highest rating (5); while only 3.6 percent rated the service the lowest rating (1). More than one-half of theparticipants rated the customer services "gift wrapping" and "delivery service" the neutral rating (3) indicating they did not feel these were important customer services. The largest number (46.3 percent) of the participants rated the customer service "personal saleshelp" the neutral rating (3); while 31.5 percent rated the service "cashier only" the neutral rating (3). More than 20 percent rated the customer service "personal saleshelp" the highest rating (5); while 16.7 percent rated the service "cashier only" the highest rating (5). Indications are the customer service "personal saleshelp" was slightly favored by the respondents over the service "cashier only." Slightly less than one-half (46.3 percent) of the participants rated the customer service "having sacks or paper bags for purchases" the highest rating (5).

TABLE 16. -- Percentage Distribution of Participants by Rating Store Policies and Customer Services*

Statement Choices	Rating Number					Rating Percent				
	1	2	3	4	5	1	2	3	4	5
Cash Only	27	7	16	1	3	50.0	13.0	29.6	1.9	5.6
Accept Personal Checks	0	1	9	4	40	0.0	1.9	16.7	7.4	74.1
Accept Major Credit Cards	0	0	10	5	40	0.0	0.0	18.2	9.1	72.7
Individual Fitting Rooms	1	2	12	4	36	1.8	3.6	21.8	7.3	65.5
Community Fitting Rooms	36	9	9	0	1	65.5	16.4	16.4	0.0	1.8
Mirrors	2	2	10	3	38	3.6	3.6	18.2	5.5	69.1
Gift Wrapping	12	6	29	0	7	22.2	11.1	53.7	0.0	13.0
Delivery Service	14	3	32	0	5	25.9	5.6	59.3	0.0	9.3
Personal Sales Help	10	3	25	4	12	18.5	5.6	46.3	7.4	22.2
Cashier Only	13	7	17	8	9	24.1	13.0	31.5	14.8	16.7
Sacks or Paper Bags	5	0	17	7	25	9.3	0.0	31.5	13.0	46.3

*all respondents rated each statement.

KEY -- 1. Low
3. Neutral
5. High

Ranking of Reasons for Shopping in Off-Price Apparel Stores

The participants were asked to rank the following five reasons for shopping in off-price apparel stores in the order of importance: price, selection of merchandise available, convenience of the stores' locations to home, services offered, and saleshelp available. The percentage distribution of the participants appears in table 17.

"Price" was ranked as the most important reason for shopping in an off-price apparel store by 89.1 percent of the sample. The "selection available" was ranked second; "convenience of the stores' locations to home" was ranked third; "services offered" was ranked fourth; and "saleshelp available" was ranked fifth by the largest number of the participants.

TABLE 17. -- Percentage Distribution of Participants by Ranking of Reasons for Shopping in Off-Price Apparel Stores

Reasons	Ranking Number					Ranking Percent				
	1	2	3	4	5	1	2	3	4	5
Price	49	6	0	0	0	89.1	10.9	0.0	0.0	0.0
Selection	4	32	13	6	0	7.3	58.2	23.7	10.9	0.0
Convenience to Home	1	13	28	8	5	1.8	23.6	50.9	14.6	9.1
Services Offered	0	1	8	28	18	0.0	1.8	14.5	50.9	32.7
Saleshelp	1	3	6	13	32	1.8	5.5	10.9	23.6	58.2
TOTAL	55	55	55	55	55	100.0	100.0	100.0	100.0	100.0

KEY -- 1. most important reason
2. second most important reason
3. third most important reason
4. fourth most important reason
5. fifth most important reason

Off-Price Apparel Store Consumer Profile

A profile of female shoppers in off-price apparel stores was determined using the mean and mode scores of each response. Results of the consumer profile are:

26 to 35 years of age;

married;

had an average of 1.5 children;

high social status standing;

spent an average of $250 to $400 annually on wardrobe;

purchased 49.3 percent of personal clothing in off-price apparel stores, 32.5 percent in department stores, 10.4 percent in specialty shops, 3.0 percent in discount houses, and 4.8 percent from other sources;

shopped in off-price shoe stores, designer clothing stores, and stores with a combination of designer clothing, sportswear, dresses, and shoes most frequently;

shopped in off-price apparel stores an average of once a month;

had shopped most often in Margie's and was aware of J. Brannam;

most often purchase, other than personal, was for gifts;

spent an average of $20 to $50 per visit in an off-price apparel store;

drove an average of 10 to 15 miles to reach an off-price apparel store;

felt that distance from home was an important factor in deciding to shop in such stores;

purchased sportswear most frequently and dresses next most frequently;

purchased slacks most frequently and blouses next most frequently;

wore the purchases from off-price apparel stores at work most frequently;

indicated that off-price stores stock some recognizable brand names from department stores and specialty shops and some brand names that were not recognizable;

indicated the quality of clothing in off-price apparel stores was as good as the quality of clothing in department stores and specialty shops;

indicated off-price apparel stores
stocked a broad range of sizes,
stocked, most of the time, all parts that belong

with an outfit;
stocked a good selection of slacks, skirts, jackets, tops, dresses, and coordinating outfits,
did not stock a good selection of accessories,
stocked clothes that match the season;

had shopped in an off-price apparel store where the labels were removed from the garments, and indicated they could recognize the brand name because they had seen the garment with the label in another store;

an average of 75 percent of the off-price apparel stores they had shopped in showed the suggested retail price and the discounted price on the same price ticket;

indicated they could recognize a true saving in such stores;

rated the store policies and customer services "accept major credit cards," "accept personal checks," "individual fitting rooms," "having mirrors," and "having sacks or paper bags for purchases" the highest rating; rated "cash only" and "community fitting rooms" the lowest rating; rated "gift wrapping," "delivery service," "personal saleshelp," and "cashier only" the neutral rating;

and ranked "price" as the most important reason for shopping in an off-price apparel store, "selection available" second, "convenience of stores' locations to home" third, "services offered" fourth, and "saleshelp available" as the fifth most important reason.

Relationship of Social Status, Age, and Children with Selected Shopping Habits

Pearson correlation analysis, Spearman correlation analysis, and Kruskal-Wallis one-way analysis of variance were performed to determine the relationship of social status, age, and having children with selected shopping habits. Results appear under the designated headings.

Relationship of Social Status, Age, and Children with Dollars Spent Annually on Personal Wardrobe

The Pearson correlation analysis of the relationship of social status, age of respondents, and having children appears in table 18. Results revealed an inverse relationship existed between social status and the dollars spent annually on a personal wardrobe. Participants with low scores for social status, indicating a high social status standing, would have a high score for dollars spent annually on personal wardrobe, indicating a large amount of dollars spent annually. A direct relationship was revealed between having children and dollars spent annually on a personal wardrobe indicating those participants with children would spend more annually on a personal wardrobe than those without children. No significance was revealed between the age of the respondent and the dollars spent annually on a personal wardrobe.

Relationship of Social Status, Age, and Children with Percentage of Clothing Obtained from Five Sources

Spearman correlation analysis was performed to determine the relationship of social status, age of respondents, and having children with the type of store shopped in most frequently. Results of the correlation analysis appear in table 19. An inverse relationship was revealed between the age of the respondents and the percentage of clothing purchased in off-price apparel stores. Indications are young participants would purchase a high percentage of their clothing in off-price apparel stores. An inverse relationship was also revealed between social status and the percentage of clothing purchased in specialty shops. Indications are as social status rose the probability of purchasing a high percentage of clothing in specialty shops also rose.

TABLE 18. -- Pearson Correlation Analysis of the Relationship of Social Status, Age, and Children with Dollars Spent Annually on Personal Wardrobe

Variables	Pearson Correlation	Significance
Social Status	-0.4106*	.004
Age	0.1085	.218
Children	0.2370*	.042

*Significant at the 0.05 level of probability.

TABLE 19. -- Spearman Correlation Analysis of the Relationship of Social Status, Age, and Children with Percentage of Clothing Obtained from Five Sources

Variables	Spearman Correlation	Significance
Off-Price Apparel Stores		
Social Status	0.2345	.067
Age	-0.2520*	.032
Children	-0.1123	.207
Department Stores		
Social Status	0.0039	.490
Age	0.1858	.087
Children	0.1625	.118
Specialty Shops		
Social Status	-0.2635*	.046
Age	0.1173	.197
Children	0.0422	.380

TABLE 19. -- Continued

Variables	Spearman Correlation	Significance
Discount Houses		
Social Status	-0.2361	.066
Age	-0.0311	.411
Children	-0.0665	.315
Other Sources		
Social Status	-0.1114	.241
Age	-0.1982	.073
Children	-0.1417	.151

*Significant at the 0.05 level of probability.

Relationship of Social Status, Age, and Children with Types of Off-Price Stores Shopped In

Spearman correlation analysis was performed to determine the relationship of social status with the types of off-price retail stores shopped in. Results revealed no significant relationship between social status of the participants and types of off-price retail stores shopped in.

Pearson correlation analysis was performed to determine the relationship of the age of the respondents and having children with the types of off-price apparel stores shopped in. Results of the correlation analysis appear in table 20. A direct relationship was revealed between age and having shopped in an off-price designer clothing store, indicating as age rose the probability of having shopped in an off-price designer clothing store also rose. An inverse relationship was revealed between age and having shopped in an off-price children's clothing store, an off-price departmant store which stocks men's, women's, children's clothing and shoes, and an off-price department store which stocks men's, women's, children's clothing, shoes and household items. Indications are as age of the participants decreased the probability of having shopped in this type of store increased.

Only two significant relationships existed between having children and the types of off-price retail stores shopped in. As might be expected, a direct relationship was revealed between having children and having shopped in an off-price children's clothing store. Results revealed an inverse relationship between having children and having shopped in an off-price department store that stocks men's, women's, children's clothing, shoes, and household items. Indications are as the probability of the participants having children decreased, the probability of shopping in an off-price store of this type increased.

TABLE 20. -- Pearson Correlation Analysis of the Relationship of Age with Types of Off-Price Retail Stores Shopped In

Type of Off-Price Store	Pearson Correlation	Significance
Designer clothing store	0.3288*	.007
Dress shop	0.0800	.281
Sportswear store	0.0996	.235
Shoe store	0.1639	.116
Dept. store with some combination of above	-0.1472	.142
Children's clothing store	-0.2400*	.039
Men's clothing store	0.0293	.416
Dept. store that stocks men's, women's, and children's clothing and/or shoes	-0.2458*	.035
Dept. store that stocks men's, women's, children's clothing, shoes and household items	-0.4058*	.001
Furniture store	-0.1399	.154
Appliance store	-0.1826	.091
Grocery store	-0.1992	.072

*Significant at the 0.05 level of probability.

Relationship of Social Status, Age, and Children with Frequency of Shopping In Off-Price Apparel Stores

Spearman correlation analysis was performed to determine the relationship of social status, age of the respondents, and having children with the frequency in which the participants shopped in off-price apparel stores. Results revealed no significant relationships between these variables.

Relationship of Social Status, Age, and Children with Popular Off-Price Apparel Stores Shopped In and Aware Of

The Spearman correlation analysis of social status and eight popular off-price apparel stores in the Dallas Metropolitan area the participants had shopped in or were aware of appears in table 21. Results revealed an inverse relationship between having shopped in Loehman's and "other" off-price apparel stores and social status indicating as social status rose the probability of having shopped in these stores increased. An inverse relationship also existed between being aware of other popular off-price apparel stores and social status.

Pearson correlation analysis was performed to determine the relationship of the age of the respondents and having children with having shopped in or being aware of eight popular off-price apparel stores in the Dallas Metropolitan area. A direct relationship existed between age of the respondents and having shopped in or being aware of

Loehman's and Designer's Den. Indications are as the age of the respondents increased, the probability of having shopped in or being aware of these stores increased as well. As may be noted, a direct relationship was revealed between having children and having shopped in Designer's Shocase or "other" popular off-price apparel stores. These results revealed an inverse relationship between having children and being aware of Marshall's.

TABLE 21. -- Spearman Correlation Analysis of the Relationship of Social Status with Popular Off-Price Apparel Stores Shopped In and Aware Of

Stores	Spearman Correlation		Significance	
	Shopped In	Aware Of	Shopped In	Aware Of
Loehman's	-0.3313*	-0.1455	.016	.179
Margie's	0.0745	-0.0776	.320	.313
St. Denise	-0.2376	-0.1594	.065	.157
Fashion Sense	-0.0449	-0.0984	.389	.268
Designer's Den	-0.0438	-0.0345	.391	.414
Designer's Shocase	0.0241	0.0790	.440	.310
Marshall's	-0.1874	-0.2445	.117	.059
J. Brannam	-0.0118	0.2037	.470	.098
Others	-0.2646*	-0.3209*	.045	.019

*Significant at the 0.05 level of probability.

TABLE 22. -- Pearson Correlation Analysis of the Relationship of Age and Children with Popular Off-Price Apparel Stores Shopped In and Aware Of

Stores	Pearson Correlation		Significance	
	Shopped In	Aware Of	Shopped In	Aware Of
	Age			
Loehman's	0.2121*	0.3041*	.060	.012
Margie's	-0.2758	-0.1660	.021	.113
St. Denise	0.0120	-0.0092	.465	.473
Fashion Sense	0.1427	-0.0664	.149	.315
Designer's Den	0.2758*	0.3965*	.021	.001
Designer's Shocase	0.2324	0.0624	.044	.326
Marshall's	0.0537	0.0917	.348	.253
J. Brannam	0.0089	0.1418	.474	.151
Others	0.2132	0.1930	.059	.079
	Children			
Loehman's	-0.1357	-0.0554	.162	.344
Margie's	-0.1300	-0.1029	.172	.227
St. Denise	-0.2020	-0.1000	.070	.234
Fashion Sense	0.0647	-0.0772	.319	.288
Designer's Den	0.1045	0.0571	.224	.339
Designer's Shocase	0.5401*	0.1449	.000	.146

TABLE 22. -- Continued

Stores	Pearson Correlation		Significance	
	Shopped In	Aware Of	Shopped In	Aware Of
Children				
Marshall's	-0.1498	-0.2406*	.138	.038
J. Brannam	-0.0208	0.0356	.440	.398
Others	0.2684	0.2208	.024	.053

*Significant at the 0.05 level of probability.

Relationship of Social Status, Age, and Children with other than Personal Purchases

Spearman correlation analysis was performed to determine the relationship of social status with other than personal purchases of participants in off-price apparel stores. Results revealed no significant relationship between these variables.

Pearson correlation analysis was performed to determine the relationship of the age of the respondent and having children with other than personal purchases of participants in off-price apparel stores. An inverse relationship was revealed between age of the respondents and having purchased clothing for a husband or boyfriend in such stores. Indications are as the age of the respondents increased the probability of having purchased clothing for a husband or boyfriend in off-price apparel stores decreased. These results revealed a positive correlation coefficient significant at the 0.05 level of probability between having children and having purchased children's clothing in off-price apparel stores. Results also revealed an inverse relationship between having purchased gifts in off-price apparel stores and having children. Indications are the more likely the participants were to have children the less likely they were to have purchased gifts in off-price apparel stores.

Relationship of Social Status, Age, and Children with Average Distance Willing to Travel

Spearman correlation analysis was performed to determine the relationship of social status, the age of the respondents, and children with the average distance the participants were willing to travel to reach an off-price apparel store. An inverse relationship was revealed between social status and the average distance willing to travel. Indications are as social status rose, the distance participants were willing to travel to reach an off-price apparel store decreased. No significant relationships were revealed between the age of the respondents or having children and the average distance willing to travel.

Relationship of Social Status, Age, and Children with the Importance of Distance from Home

Spearman and Pearson correlation analyses were performed to determine the relationship of social status, the age of the respondents, and having children with the importance of the distance from the participants' homes in deciding to shop in an off-price apparel store. No significant relationships were revealed between these variables.

Relationship of Social Status, Age, and Children with the Type of Clothing Purchased in Off-Price Apparel Stores

The results of the Spearman correlation analysis of the relationship of social status, the age of the respondents, and having children appear in table 23. Results revealed a negative correlation coefficient existed between having purchased shoes in off-price apparel stores and social status. Indications are the higher the social status standing, the more likely the participants were to have purchased shoes next most frequently. A direct relationship existed between a high social status standing and having purchased outerwear most frequently in such stores. Only one significant relationship existed between the age of the respondents and the type of clothing purchased. As may be noted, an inverse relationship was revealed between the age of the respondents and having purchased dresses indicating as the age increased the likelihood of purchasing dresses most frequently increased. No significant relationship was revealed between having children and the type of clothing purchased in off-price apparel stores.

TABLE 23. -- Spearman Correlation Analysis of Relationship of Social Status, Age, and Children with Type of Clothing Purchased in Off-Price Apparel Stores

Type of Clothing	Spearman Correlation	Significance
	Social Status	
Sportswear	-0.0838	.299
Dresses	0.1435	.182
Lingerie	0.0065	.484
Shoes	-0.3545*	.011
Accessories	0.1493	.173
Outerwear	0.2948*	.029
	Age	
Sportswear	0.0688	.309
Dresses	-0.4211*	.001
Lingerie	0.1654	.114
Shoes	0.2049	.067
Accessories	-0.1182	.195
Outerwear	0.1500	.137

TABLE 23. -- Continued

Type of Clothing	Spearman Correlation	Significance
	Children	
Sportswear	-0.1552	.129
Dresses	-0.0980	.238
Lingerie	0.1029	.227
Shoes	0.0060	.483
Accessories	0.1170	.197
Outerwear	0.0151	.456

*Significant at the 0.05 level of probability.

Relationship of Social Status, Age, and Children with Type of Sportswear Purchased in Off-Price Apparel Stores

Table 24 shows the results of the Spearman correlation analysis of the relationship of social status, the age of the respondents, and having children with the type of sportswear purchased most frequently in off-price apparel stores. As may be observed, only one significant relationship existed between the variables. An inverse relationship existed between having children and purchasing blazers, indicating the participants with no children were more likely to purchase blazers next most frequently.

TABLE 24. -- Spearman Correlation Analysis of the Relationship of Social Status, Age, and Children with Type of Sportswear Purchased in Off-Price Apparel Stores

Type of Sportswear Purchased	Spearman Correlation	Significance
	Social Status	
Skirts	-0.2248	.076
Slacks	0.1153	.234
Blouses	0.1368	.194
Blazers	0.2130	.088
Tops	-0.1469	.177
	Age	
Skirts	-0.0738	.296
Slacks	0.1237	.184
Blouses	-0.1275	.177
Blazers	-0.0160	.454
Tops	0.0694	.307

TABLE 24. -- Continued

Type of Sportswear Purchased	Spearman Correlation	Significance
	Children	
Skirts	0.1223	.187
Slacks	0.1668	.112
Blouses	-0.1006	.233
Blazers	-0.2570*	.029
Tops	-0.0215	.438

*Significant at the 0.05 level of probability.

Relationship of Social Status, Age, and Children with Most Frequent Purpose of Wearing Purchases

Kruskal-Wallis one-way analysis of variance was performed to determine the relationship of social status, the age of the respondents, and having children with the most frequent purpose of wearing the purchases of the participants in off-price apparel stores. The purposes of wearing included wearing purchases most frequently at work, during leisure time, at formal events, and at other times. No significant relationship was revealed between these variables.

Relationship of Social Status, Age, and Children with Brand Name Comparison

Kruskal-Wallis one-way analysis of variance was performed to determine the relationship of social status, the age of the respondents, and having children with the brand name comparison of the clothing in off-price apparel stores with the clothing in department stores and specialty shops. Only one significant relationship existed between these variables -- the relationship between social status and the brand name comparison by the participants.

Relationship of Social Status, Age, and Children with Quality Comparison

Spearman correlation analysis was performed to determine the relationship of social status, the age of the respondents, and having children with the quality comparison of clothing in off-price apparel stores with the quality of clothing in department stores and specialty shops. No significant relationship existed between the variables and the quality comparison by the participants.

Relationship of Social Status, Age, and Children with Rating of Merchandise Selection

Table 25 shows the results of the Spearman correlation analysis of the relationship of social status, the age of the respondents, and having children with the rating of agreement with statements concerning the merchandise selection available in off-price apparel stores. A direct relationship existed between participants agreeing with the statements "off-price stores stock a broad range of sizes," and "off-price apparel stores stock a good selection of tops," and a low social status standing. No significant relationship existed between the rating of the statements concerning merchandise selection and the age of the respondents. Only one significant relationship was revealed between the statements concerning merchandise selection and having children. As may be note, an inverse relationship existed between the rating of the statement "off-price apparel stores stock a good selection of accessories" and having children. Indications are that those respondents with children would not agree with the statement.

TABLE 25. -- Spearman Correlation Analysis of the Relationship of Social Status, Age, and Children with Rating of Merchandise Selection

Selection Statements	Spearman Correlation	Significance
	Social Status	
Broad range of sizes	0.3430*	.013
Have all parts to outfit	0.2129	.094
Good selection of: slacks	0.1921	.111

TABLE 25. -- Continued

Selection Statements	Spearman Correlation	Significance
	Social Status	
Good selection of:		
skirts	-0.1863	.119
jackets	-0.0880	.290
tops	0.2606*	.048
dresses	0.0513	.373
accessories	0.0048	.488
coordinate outfits	0.1866	.118
stock clothes that match season	0.2413	.062
	Age	
Broad range of sizes	-0.1358	.161
Have all parts to outfit	-0.0254	.428
Good selection of:		
slacks	0.2002	.071
skirts	0.1203	.191
jackets	0.1906	.082
tops	-0.0567	.340
dresses	-0.0461	.369

TABLE 25. -- Continued

Selection Statements	Spearman Correlation	Significance
	Age	
Good selection of:		
accessories	0.0690	.308
coordinate outfits	0.1182	.195
Stock clothes that match season	-0.1397	.155
	Children	
Broad range of sizes	-0.0689	.309
Have all parts to outfit	-0.0647	.323
Good selection of:		
slacks	0.1266	.179
skirts	-0.1722	.104
jackets	0.2189	.054
tops	-0.0331	.405
dresses	0.0678	.312
accessories	-0.2875*	.017
coordinate outfits	0.0940	.247
stock clothes that match season	-0.0170	.451

*Significant at the 0.05 level of probability.

Relationship of Social Status, Age, and Children with Rating of Store Policies and Customer Services

Results of the Spearman correlation analysis of the relationship of social status, the age of the respondents, and having children with the rating of store policies and customer services in off-price apparel stores appear in table 26. A direct relationship existed between a high social status standing and a low rating of the policy "cash only." Results revealed an inverse relationship between social status and the service "personal saleshelp" indicating as social status rose the participants were more likely to highly rate this service.

Only one significant relationship existed between the rating of store policies and customer services and the age of the respondents. A highly significant inverse relationship existed between age and the rating of the service "community fitting rooms." Indications are as the age of the respondents increased the rating of this customer service decreased.

Three significant relationships existed between having children and the rating of store policies and customer services. A highly significant inverse relationship existed between the rating of the service "community fitting rooms" and having children. Indications are those participants with children were more likely to lowly rate this service. A direct relationship existed between the rating of the services "gift wrapping" and "delivery" and having children.

TABLE 26. -- Spearman Correlation Analysis of the Relationship of Social Status, Age, and Children with Rating of Store Policies and Customer Services

Statement Choices	Spearman Correlation	Significance
Social Status		
Cash only	0.3144*	.023
Accept personal checks	-0.0394	.403
Accept major credit cards	0.0172	.457
Individual fitting rooms	0.0195	.451
Community fitting rooms	-0.2252	.076
Mirrors	-0.0239	.440
Gift wrapping	0.1683	.146
Delivery service	0.1387	.194
Personal saleshelp	-0.2728*	.042
Cashier only	-0.1630	.154
Sacks or paper bags	0.0954	.277
Age		
Cash only	0.2107	.063
Accept personal checks	0.0260	.426
Accept major credit cards	0.0673	.313
Individual fitting rooms	-0.0600	.332

TABLE 26. -- Continued

Statement Choices	Spearman Correlation	Significance
	Age	
Community fitting rooms	-0.3991*	.001
Mirrors	0.0159	.454
Gift wrapping	0.0638	.323
Delivery Service	0.0892	.261
Personal saleshelp	-0.0300	.415
Cashier only	0.1643	.118
Sacks or paper bags	-0.1652	.116
	Children	
Cash only	0.0013	.496
Accept personal checks	-0.0545	.348
Accept major credit cards	0.0229	.434
Individual fitting rooms	0.0238	.419
Community fitting rooms	-0.5704*	.001
Mirrors	-0.0424	.379
Gift wrapping	0.3185*	.009
Delivery service	0.3412*	.006
Personal saleshelp	0.2108	.063
Cashier only	0.1379	.160
sacks or paper bags	-0.0529	.352

*Significant at the 0.05 level of probability.

Relationship of Social Status, Age, and Children with Ranking of Reasons for Shopping in Off-Price Apparel Stores

Spearman correlation analysis was performed to determine the relationship of social status, the age of the respondents and having children with the ranking in the order of importance of five reasons for shopping in off-price apparel stores. Results of the correlation analysis appear in table 27.

As may be noted, an inverse relationship existed between social status and the rank of the reason services offered. Indications are as social status rose the reason services offered decreased in importance. A direct relationship existed between a high social status standing and the reason saleshelp receiving a rank of high importance.

Only one significant relationship existed between the rank of the five reasons for shopping in off-price apparel stores and the age of the respondents. A direct relationship existed between the older participants and the low rank for services offered.

A direct relationship also existed between having children and services offered. Indications are those participants with children were more likely to rank services offered as an unimportant reason for shopping in off-price apparel stores.

TABLE 27. -- Spearman Correlation Analysis of the Relationship of Social Status, Age, and Children with Ranking of Reasons for Shopping in Off-Price Apparel Stores

Reasons	Spearman Correlation	Significance
	Social Status	
Price	0.0183	.454
Selection	0.0358	.411
Convenience to home	0.0357	.411
Services offered	-0.4248*	.003
Saleshelp	0.3005*	.027
	Age	
Price	0.1150	.202
Selection	0.0127	.463
Convenience to home	-0.1582	.124
Services offered	0.2911*	.016
Saleshelp	-0.0300	.414
	Children	
Price	0.0220	.437
Selection	0.0630	.324
Convenience to home	-0.0194	.444
Services offered	0.2300*	.046
Saleshelp	-0.1434	.148

*Significant at the 0.05 level of probability.

CHAPTER V

SUMMARY AND RECOMMENDATIONS

Summary

The purpose of this study was to investigate the patronage and buying practices of female shoppers in off-price apparel stores in order to develop a consumer profile. Also, relationship between social status, the age of the respondents, and having children with selected shopping habits was examined. The following objectives were formulated:

1. To determine the social status of female shoppers who patronize off-price apparel stores in the Dallas Metropolitan area

2. To determine the buying practices of female shoppers who patronize off-price apparel stores in the Dallas Metropolitan area

3. To determine shoppers' satisfaction and/or dissatisfaction with merchandise available in off-price apparel stores in the Dallas Metropolitan area

4. To determine the brand name awareness of female shoppers who patronize off-price apparel stores in the Dallas Metropolitan area

5. To determine the shoppers' satisfaction and/or dissatisfaction with the service available in off-price apparel stores in the Dallas Metropolitan area

6. To determine the price consciousness of female shoppers who patronize off-price apparel stores in the Dallas Metropolitan area

Data were collected through the use of a questionnaire which was divided into two parts. Part I elicited personal data. Part II obtained information relative to the participants' shopping habits.

Participant responses were statistically analyzed and descriptive statistics (frequency counts and percentages) were calculated. Social status was determined by classifying occupation using Alba Edward's socioeconomic status scale, by classifying the education level of the respondents into five categories, by classifying the major source of household income into five categories, and by classifying annual household income into five categories. Spearman correlation analysis, Pearson correlation analysis, and Kruskal-Wallis one-way analysis of variance were used to show relationship between variables at the 0.05 level of significance.

Resutls revealed the largest number of participants were in the upper social status group, were 26 to 35 years of age, were married and had an average of 1.5 children. The mean scores indicated that the participants spent an average of $250 to $400 annually on their personal wardrobe, purchased the largest percentage of their clothing in off-price apparel stores, and shopped in off-price apparel stores an average of onece a month. The participants indicated they felt the distance from their home was an important factor in deciding to shop in an off-price apparel store.

The largest number of the participants purchased sportswear and slacks most frequently. The participants indicated the off-price apparel stores they shopped in stock some of the same brand names as department stores and specialty shops; and, indicated the quality of the clothing was as good as in department stores and specialty shops. Results revealed the participants felt the off-price apparel stores they shopped in stocked a broad range of sizes and a good selection of slacks, skirts, jackets, tops, dresses, and coordinating outfits. Fifty-four of the 55 respondents indicated they could recognize a true saving in an off-price apparel store. The largest number of participants ranked "price" as the most important reason and "merchandise selection available" as the second most important reason for shopping in off-price apparel stores.

Findings revealed the relationship of social status with the following variables were significant: the dollars spent annually on a personal wardrobe; the percentage of clothing purchased in specialty shops; the average distance the participants were willing to travel to reach an off-price apparel store; popular off-price apparel stores shopped in and aware of; the type of clothing purchased in off-price apparel stores; the rating of policies and customer services of off-price apparel stores; and the ranking of reasons for shopping in such stores. The relationship of age of the respondents with the following variables were significant: the percentage of clothing purchased in off-price apparel stores; having shopped in five different such stores; having made other than personal purchases in off-price apparel stores; popular off-price apparel stores shopped in and aware of; the rating of store policies and customer services of off-price apparel stores; and the ranking of reasons for shopping in off-price apparel stores. Results revealed significant relationships existed between having children and the following variables: having shopped in two different off-price retail stores; popular off-price apparel stores shopped in or aware of; having made other than personal purchases in off-price apparel stores; type of sportswear purchased in an off-price apparel store; the rating of merchandise selection in off-price apparel stores; the rating of store policies and customer services; and the ranking of reasons for shopping in off-price apparel stores.

Recommendations for Further Research

Based on the results of this investigation the following recommendations for further research of off-price apparel stores are suggested:

1. Further research should be conducted to develop a consumer profile of male shoppers in off-price apparel stores

2. Further research is needed to investigate the influence of competition provided by off-price apparel stores on department and specialty stores

3. Additional research is recommended with a large cross section of participants and various localities in order to expand the knowledge of consumer behavior of patrons in off-price apparel stores

APPENDIX

QUESTIONNAIRE

This questionnaire was developed to determine the buying practices of women who shop in off-price apparel stores. This study is being done for a master's thesis at Texas Woman's University. The results from this survey will be used to help off-price apparel stores better meet the needs of their customers. It will require only a few minutes of your time and your help with this study will be greatly appreciated.

In compliance with the Human Subjects Review Committee at Texas Woman's University, the following statements are required:

I UNDERSTAND THAT MY RESPONSE TO THIS QUESTIONNAIRE CONSTITUTES MY INFORMED CONSENT TO ACT AS A SUBJECT IN THIS RESEARCH.

No medical service of compensation is provided to subjects by the University as a result of injury from participation in this research. I undrestand that I may withdraw from this study at any time.

1. What age category does you age fall into?
   .18-25__ .36-45__ .56-65__
   .26-35__ .46-55__

2. What is your marital status?
   .single__ .married__ .divorced__

3. What was the last level of education you completed?
   .less than 12 years__ .college degree__
   .high school diploma__ .post graduate__
   .some college__

4. How many children do you have?__What are their ages?____

5. Do you .own your own home or buying__
   .rent an apartment__or house__
   .other________

6. What is your occupation?____________________
   Are you self-employed__,an employee__
   What is your husbands occupation?___________
   Is he self-employed__, an employee__
   (If lives with parents) What is your father's/mother's occupation?____________. Self employed__, employee__

7. What is the source of the majority of your household income?
.earnings__ .dividends__ .annuities__
.social security__ .public welfare__ .other__

8. There is no requirement to answer the following question. What category does your annual household income fall into?
.below $7,000__ .$30,001 to 40,000__
.$7,001 to 15,000__ .$40,001 to 50,000__
.$10,001 to 15,000__ .$50,001 to 60,000__
.$15,001 to 20,000__ .$60,001 to 70,000__
.$20,001 to 30,000__ .over $70,000__

9. What is the block number and street where you live?______
________________________________. City__________.

10. Approximately how much do you spend annually on your personal wardrobe?
.less than $100__ .$550 to $700__
.$100 to $250__ .$700 to $850__
.$250 to $400__ .$850 to $1000__
.$400 to $550__ .over $1000__

11. Of the clothing items you purchase for yourself, what percentage would you say you purchase from:
.off-price apparel stores___%
.department stores ___%
.specialty shops ___%
.discount houses ___%
.other__________ ___%
total 100%

12. From the following list, please check the type of off-price retail stores you've shopped in:
.designer clothing store__
.dress shop__
.sportswear store__
.shoe store__
.a dept. store that has all or some combination of these__
.children's clothing store__
.men's clothing store__
.dept.store that stocks men's, women's, and children's clothing and/or shoes__
.dept. store that stocks men's, women's,children's clothing, shoes, and household items__
.furniture store__
.appliance store__
.grocery store__
.others__________
____

13. On an average, how often do you shop in off-price apparel stores?
.more than once a week__ .once every six months__
.once every two weeks__ .once a year__
.once every two or three months__ .other______________

14. Following is a list of some popular off-price apparel stores in the Dallas Metropolitan area. Which ones have you shopped in? Heard of?

SHOPPED IN	HEARD OF	
____	____	.Loehman's
____	____	.Margie's
____	____	.St. Denise
____	____	.Fashion Sense
____	____	.Designer's Den
____	____	.Designer's Shocase
____	____	.Marshall's
____	____	.J. Brannam
____	____	.others__________

15. Have you ever made purchases at an off-price apparel store other than for yourself for:
.your children__ .your husband/boyfriend__
.others__________

16. On an average, how much would you say you spend per visit in an off-price apparel store?
.less than $20__ .$150 to $200__
.$20 to $50__ .$200 to $250__
.$50 to $100__ .$250 to $300__
.$100 to $150__ .over $300__

17. On an average, how far are you willing to travel to reach an off-price apparel store?
.less than 5 miles__ .20 to 30 miles__
.5 to 10 miles__ .30 to 40 miles__
.10 to 15 miles__ .over 40 miles__
.15 to 20 miles__

18. What is the farthest you've ever traveled to shop in an off-price retail store?__________

19. Do you feel that distance from your home is an important factor in deciding whether to shop in off-price apparel stores? Yes__ No__ Why?______________________
____

20. Of the clothing items you purchase for yourself from off-price apparel stores, which would you say you purchase most frequently, the next most frequently?
.sportswear__ .accessories__
.dresses__ .outerwear__
.lingerie__ .other________
.shoes__ ________

21. Of the sportswear items you purchase for yourself from off-price apparel stores, which would you say you purchase most frequently, the next most frequently?
.skirts__ .blazers__
.slacks__ .tops__
.blouses__ .other________

22. Of the personal clothing items you purchase at off-price apparel stores, do you purchase them most frequently for wearing:
.at work__ .during leisure time__ .for formal events__ .or other times____________________

23. Which of the following statements would you say best characterizes the clothes you find in the off-price apparel stores you shop in:
__I find more designer clothes than in department stores or specialty shops.
__I find the same brand names that I see in department stores or specialty shops.
__I find some brand names that I recognize from department stores or specialty shops and some brand names I don't recognize.
__I find few if any brand names I recognize from department stores or specialty shops.

24. Do you feel that the quality of the clothes found in off-price apparel stores is:
__poorer than __as good as __better than
similar clothes found in full price department stores or specialty stores? Why?____________________

25. Which number statement best describes your feelings about the selection of clothes in the off-price apparel stores you shop in?

1. strongly disagree 2. disagree somewhat
3. agree somewhat 4. strongly agree

.a broad range of sizes__
.have all parts that go with an outfit; such as sashes__

.good selection of:
slacks__ skirts__ jackets__ tops__ dresses__
accessories__ coordinate outfits__
.stock clothes that match the season (i.e. sweaters in winter, swimwear in summer)__

26. Do any of the off-price apparel stores you shop in remove or cut the labels from the garments? Yes__ No__ IF YES ASK:
Do you feel you can recognize brand names anyway? Yes__ No__ Why?______________________________

27. Of the off-price apparel stores you shop in, what percentage show suggested retail prices and their discount price on the price tickets?____%

28. Do you feel you can recognize a true saving from full retail prices in an off-price apparel store? Yes__ No__ Why?______________________________

29. On a 1 to 5 scale with 1 being the poorest rating, 3 being a neutral rating, and 5 being the best, how would you rate these store policies in the off-price apparel stores you shop in?
.cash only__ .accept personal checks__
.accept major credit cards__

30. Using the same scale, how would you rate these customer services in the off-price apparel stores you shop in?
.individual fitting rooms__ .delivery service__
.community fitting rooms__ .personal saleshelp__
.mirrors__ .cashier only__
.gift wrapping__ .sacks or paper bags__

31. On a 1 to 5 scale, with 5 being the lowest rating and 1 being the highest rating, rank the following five reasons for shopping in off-price apparel stores in the order of importance to you. Use each number only once.
.price__ .selection__ .convenience to home__
.services offered__ .saleshelp__

TIME________AM/PM
DAY________
STORE________

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