



THE INFLUENCE OF LIKING TO SHOP ON HISPANIC AND ANGLO CONSUMERS' RETAIL PATRONAGE

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This study examined the influence of ethnicity and liking to shop (yes or no) on retail patronage. Hispanic (n=231) and Anglo (n= 129) women in a southwest state completed a mailed survey. Chi-square analysis indicated Hispanic women liked to shop more than Anglos. Responses on a 7-point scale (range: 1 = low to 7 = high) to "in the past year, I purchased my own casual clothing at" measured purchase frequency at 12 retail outlets. Descriptive statistics and two-way ANOVAs analyzed retail patronage by ethnicity and liking to shop.

The most frequent retail patronage was department stores for Hispanics (M = 3.9) and Anglos (M = 4.5) regardless of liking to shop. Two-way ANOVAs revealed no two-way interactions for ethnicity and liking to shop. A main effect existed for ethnicity for mass merchandisers (F = 7.76, df = 1.357, p < .01) with higher Hispanic (M = 3.21) than Anglo (M = 2.5) use. A second main effect for ethnicity was for mail-order catalogs (F = 3.21, df = 1/352, p < .05) with higher Anglo (M = 2.7) than Hispanic (M = 1.9) use. Main effects existed for liking to shop and department stores (F = 4.98, df = 1/358, p < .05) with consumers who like to shop (M = 4.2) having higher use than those who do not (M = 3.7).

Collectively, ethnicity and liking to shop do not seem to influence frequency of retail patronage; independently they may influence retail patronage. Consumers who like to shop may do so more at specific retail sources. Retailers need to identify new ways to entice consumers who do not like to shop into their stores.