AN ANALYSIS OF SELF-CONCEPT, STORE IMAGE AND STORE PATRONAGE

BEHAVIOR FROM A CROSS-CULTURAL PERSPECTIVE

by

CHEN LIN

(Under the Direction of Yoo-Kyoung Seock)

ABSTRACT

The purposes of the study were to (a) examine the influences of culture and gender on Generation Y consumers' self-concept, (b) examine the influences of culture and gender on the relative importance of apparel retail store image attributes among Generation Y consumers, (c) examine the influences of culture, gender, self-concept and the relative importance of store image attributes on Generation Y consumers' patronage behaviors and (d) examine the relationship between self-concept and the relative importance of apparel retail store image attributes. Results showed that self-concept, the relative importance of apparel retail store image attributes and patronage behavior significantly differed between male and female as well as American and Taiwanese Generation Y consumers. There were significant relationships between self-concepts, the relative importance of apparel retail store image attributes and patronage behavior among Generation Y consumers. Applications of the results were discussed.

INDEX WORDS: Cross-Culture, Gender, Self-Concept, Store Image, Store Patronage Behavior, Generation Y

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CHEN LIN

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CHEN LIN

Major Professor: Yoo-Kyoung Seock

Committee: Brenda Cude
Soyoung Kim

Electronic Version Approved:

Maureen Grasso
Dean of the Graduate School
The University of Georgia
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To My Family

TABLE OF CONTENTS

CHAPTER I

INTRODUCTION

Background

As levels of well-being and consumption among developing countries have increased in the the 20th and 21st century, so has the retail industry's realization that further profits require tapping into these countries (Kunz, 2007). More and more U.S. retailers are interested in entering global markets, and they thus have a sense of urgency about the need to understand other cultures (Winters, 1992). When a company decides to become involved in the global market, it has to decide whether to use a uniform marketing strategy or to adjust the marketing mix to take into account specific characteristics of each local market (Vrontis & Vronti, 2004; Mooij & Hofstede, 2002). Vrontis and Vronti suggested that international marketers should search for the right balance between standardization and adaptation. Similarly, Kawabata and Rabolt (1999) asserted that international marketers must improve their understanding of the cultural differences and consumer behavior of each trading partner; otherwise, limited understanding of cross-cultural differences will lead to problems with product offerings. All of these efforts to satisfy a target market with the right marketing mix aim to attract consumers' patronage and purchases.

Wulf and Odekerken-Schtoder (2003) found that similarities exist in consumers' attitudes toward retailers' relationship efforts across countries. In contrast, Mooij and Hofstede (2002) argued that factors such as the disappearing differences in national wealth between countries and new technologies such as the Internet will not lead to homogenization of consumer behavior. Instead, culture will replace income as a more useful predictor to explain heterogeneous consumer behavior. Dawar and Parker (1994) stated that some variances (e.g., brand name) as a

1

signal of quality are independent of culture and are likely to be driven by individual factors; however, differences exist in the weights that consumers assign to various signals in their assessments of quality. As culture has been considered to moderate the impact of consumers' perceptions on overall evaluations and affective reactions (Pons *et al.*, 2006), knowing the similarities and differences between different cultures will help international marketers to better understand their target market and therefore make more informed decisions on global marketing strategy.

Literature relating to psychology and social-psychology has provided evidence that females tend to perceive information, process information and behave differently from males (Rao & Wugayan, 2005). For example, Kim and Kim (2005) studied teenagers' mall shopping motivations and the results showed that female teen consumers were more bargaining- and diversion-oriented while male teen consumers were more social-oriented when they go shopping. Pan and Zinkhan (2006) investigated the determinants of store patronage and found that gender was a key predictor of shopping frequency among demographic variables. Moreover, Rao and Al-Wugayan identified two inquiries for cross-cultural studies when investigating gender differences: "(1) intra-cultural gender effect: to investigate gender differences with regard to the propensity to engage in an ethically questionable behavior in a customer-retailer interaction, and (2) cross-cultural gender differences: to investigate the cross-cultural differences between two contrasting cultures (e.g. USA and Taiwan) with regard to gender differences in the propensity to engage in an ethically questionable behavior as well as based on consumer ethical intentions and antecedents to such customer ethical behaviors" (p. 47). The present study follows the researchers' recommendations by investigating gender differences and providing empirical results for marketers.

Haynes *et al*. (1994) defined store patronage as the consumer's selection of a shopping outlet. Consumer patronage has long been considered as a key index for evaluating whether or not a marketing plan has achieved its strategic objectives or goals. For example, Luo (2005) reported that strategic philanthropy was a significant determinant of patronage loyalty. He pointed out that engaging in strategic philanthropy benefits stores by elevating the level of customer patronage loyalty, which in turn helps to build a successful, long-term relationship with the community. In previous literature, store patronage has been studied across different marketing fields, such as store attitude (Korgaonkar *et al*., 1985), in-store emotions (Mano, 1999), wait expectations and store atmosphere evaluations (Grewal *et al.*, 2003), and perceptions of store environment (Baker *et al*., 2002). Mano (1999) stated that improving customers' in-store emotions can lead to a higher willingness to purchase, longer stays or enhanced satisfaction. However, in order to keep customers with positive emotions during and after their shopping trip, retailers have to first understand customers' preferences toward stores' environmental and social elements, which influence whether or not they are satisfied with the store. All of these studies suggest that store patronage is strongly related to how a consumer perceives a store in terms of either its concrete or abstract attributes.

Several studies suggested that psychographic orientation factors should be taken into consideration to effectively examine consumers' patronage behavior (Blackwell *et al*., 2006; Sullivan & Savitt, 1997). Among the psychographic factors, self-concept was thought to be closely related to store image, and these two concepts, self-concept and store image, can maximize consumer satisfaction and retail sales (Domina & Koch, 1998). Grubb and Grathwohl (1967) stated that "self-concept is of values to the individual, and behavior will be directed toward the protection and enhancement of his self-concept; that the purchase, display and use of goods communicates symbolic meaning to the individual and to others and that the consumer

behaviour of individuals will be directed toward enhancing self-concept through the consumption of goods as symbols" (p. 26). In addition, Todd (2001) suggested that using self-concept as a psychological variable offers more clues in terms of appropriate promotional strategies. Also, according to Goldsmith *et al*. (1999), self-concept has been taken into consideration when studying fashion behavior because clothing is an important communication tool for the expression of self, and represents an important symbolic consumption area for consumers. On the other hand, the perception of store image toward a retail store is another evaluation index that can lead to consumers' patronage behavior. Darley and Lim (1993) noted that the formation of store image results in predispositions that generally lead to patronage (e.g., shopping trips, expenditure, and loyalty). In another study, which examined store attitude and store patronage behavior, Korgaonkar *et al*. (1985) suggested, "retailers interested in increasing store patronage could benefit by taking actions aimed at developing a positive attitude toward their stores" (p. 58). In order to maintain consumers' positive attitudes toward their stores and retain them at the store, retailers need to first understand which store attribute is more preferable and important for their consumers. In addition, Blackwell *et al*. (2006) postulated that consumers possess certain evaluative criteria for store selection. These criteria include location, assortment breadth and depth, price, advertising and sales promotion, store personnel, services, and proximity to work. Marketers benefit from recognizing what store attributes are important to consumers and understanding their consumers' priorities (Goldsmith *et al*, 1999; Slywotaky & Morrison, 1997). Furthermore, marketers also profit from knowing how to enhance consumers' positive store image and encourage frequent store patronage.

As noted previously, understanding the influence of cultural differences is a goal shared by many. In a review of Hofstede's work on the influence of culture on values, Kirkman *et al*. (2006) summarized three forms for examining the moderating effects of culture at the individual level:

"(1) testing whether people from various countries are significantly different on cultural values and then, on the basis of these differences, using country as a moderator; (2) testing the moderating effects of culture using actual assessments of cultural values; or (3) after testing the moderating effects of cultural values, determining whether or not country explains additional variance" (p. 303). The researchers also stated that among these three forms, the third approach is the most valuable because researchers can show that cultural values account for country variation. The present research follows the third form suggested by Kirkman *et al*. and intends to test the relationships between culture, gender, self-concept, store image and patronage behavior. This concept is based on the recognition that an individual's patronage behavior is affected not only by positive store image, but also by psychological factors such as gender, self-concept and cultural values. Furthermore, Dawar and Parker (1994) suggested researchers can investigate marketing universality on three levels: "(1) the existence of specific consumer behaviors, (2) the relative order of importance of behaviors across cultures, and (3) the absolute level of behavior across cultures, or the independence of behavior from cultures" (p. 83). Based on the second suggestion from Dawar and Parker, this research also intends to identify the relative importance of store image dimensions across cultures.

<u>The Problem</u>

Many researchers believe that the psychographic information of a target market can help retailers understand consumers' shopping behavior and implement marketing strategy more effectively. Sullivan and Savitt (1997) noted that psychographics has been used to classify consumers into groups and examine their store patronage behavior. They also suggested that researchers should classify shoppers into different groups to better understand consumer behavior.

An individual's psychological characteristics can be inter-affected by either external environment or internal values (e.g., self-concept, culture and gender). Gutman and Mills (1982) stated that investigation of the relationships between self-concept, fashion segments, shopping orientation and store patronage behavior is undoubtedly necessary. The congruence between self-concept and store image has been studied in various aspects, such as store loyalty (Osman, 1993; Bellenger *et al.*, 1976), store choice (Dornoff & Tatham, 1972), retail patronage (Sirgy *et al.*, 2000), reference groups and brand meaning (Escalas & Bettman, 2005). From previous studies, we can generalize that the more congruent the relationship is, the more likely consumers would be to patronize a store. Even though much congruence-related research exists, store image research to date has not examined how different self-concepts affect consumers' store image evaluations and how those evaluations, in turn, influence patronage behavior. Besides, previous studies on store image have tended to focus on how a specific or certain store image dimension affects consumers' patronage behavior.

Cultural differences also pose serious issues for global marketers as these differences often impede successful international marketing, particularly across different cultures. It has been suggested that global marketers must understand the extent to which behaviors vary from one culture to another. Grewal *et al.* (2003) established that cultural differences may have an impact on consumers' evaluations of store atmosphere. The researchers also mentioned that little attention has been paid to the relationship between gender and perceptions of store environment. Moreover, though researchers have paid much attention to how personal factors influence consumers' purchasing behavior, few studies focus specifically on comparing the differences between male and female shoppers. Even though there is evidence from the previous studies that men and women evaluate store environments differently (Grewal *et al.*, 2003; Otnes & McGrath, 2001), limited research on gender differences has been conducted. Given the importance of

gender for profiling the market, it is necessary to explore the effects of gender on self-concept, store image evaluations and store patronage behavior. Furthermore, according to Rao and Al-Wugayan (2005), cultural perceptions of the roles of men and women with respect to various dimensions of the marketing transaction could be more pronounced in some cultures, it is intriguing to investigate whether gender difference could be stronger in some cultures and weaker in others.

In the past few years, Generation Y consumers have been the largest group targeted by retailers. Although several studies show that Generation Y consumers possess a tremendous amount of disposable income and have potential purchasing power, there is limited research which focuses on this consumer segment. Moreover, little attention has been paid to older Generation Y consumers and their specific purchasing patterns. As the older Generation Y consumers represent a potential market for retailers, further examination of this market will help retailers exploit that market.

Previous literature has been limited in managerial implications due to a lack of knowledge of how gender, culture and self-concept integrally affect consumers' perceptions of the relative importance of store image attributes as well as patronage behaviors. In addition, several researchers (Doherty, 2000; Fernie *et al*., 1997; Wigley & Moore, 2007) stated that fashion companies have evolved to be the most prolific, dynamic and successful category of international retailers during the past two decades; however, despite the success of international fashion retailers, this particular sector has attracted little research attention. The present study aims to incorporate culture and gender differences into the research framework. An examination of the relationships between culture, gender, self-concept, relative importance of store image attributes and store patronage among different types of fashion retail stores will bring about more actionable marketing applications. Furthermore, the current study tries to further explore which

7

store image attributes are more important to certain groups of consumers, which may in turn influence consumers' patronage behavior.

Research Objectives

This study proposes a set of relationships between culture, gender, self-concept, and relative importance of store image attributes as these relate to patronage behavior among different types of apparel retail stores (department store, specialty store, specialty fashion discount store and general merchandise discount store). The study focuses on Generation Y consumers' differences in self-concepts as well as the relative importance of store image dimensions based on cultural differences and gender differences. These differences are important because self-concept can lead to specific behavior patterns while the patterns consumers use when evaluating a store can influence their overall image toward the store. Moreover, both self-concept and store image are key determinants of store patronage behavior. Another goal of this study is to segment Generation Y consumers into various self-concept oriented groups and to then develop a profile for each segment with respect to relative importance of store image attributes and patronage behaviors. The primary research objectives are:

(1) To examine the influences of culture and gender on Generation Y consumers' self-concept.

(2) To examine the influences of culture and gender on the relative importance of apparel retail store image attributes among Generation Y consumers.

(3) To examine the influences of culture, gender, self-concept and the relative importance of store image attributes on Generation Y consumers' patronage behaviors.

(4) To examine the relationship between self-concept and the relative importance of apparel retail store image attributes.

CHAPTER II

LITERATURE REVIEW

Individualism and Collectivism

Customers in different cultures are likely to have different shopping behaviors and perceptions of values (Ackerman & Tellis, 2001), reactions to crowded retail settings (Pons *et al*., 2006), expectations of service (Kim & Jin, 2002), and different evaluative criteria when buying clothing (Kawabata & Rabolt, 1999). Oyserman and Markus (1993) stated, "though individuals worldwide all appear to have a sense of self, its content, processes, and structures are bound to sociocultural context and thus are likely to differ" (p. 212). The researchers took American and Japanese families as examples and noted that whereas American families encourage children to stand up for themselves and not to be pushed around, Japanese families emphasize the value of working in cooperation with others; in contrast to Americans, Japanese do not perceive the yielding of personal autonomy as a depression of one's self-concept. Through differential socialization practices, social experiences establish different sets of criteria that one poses to judge his perception of self (Byrne, 2002).

Individuals from a collectivistic culture are more eager to create connections with their peers and more likely to seize opportunities that allow for proximate social interactions than individuals from individualistic cultures (Evans, 1989; Pons *et al*., 2006). Middle Eastern consumers perceive both a lower level of density and appreciate crowded retail settings more than North American consumers (Pons *et al*., 2006). According to Ackerman and Tellis (2001), Chinese raised in a collectivist society value price consciousness and sophistication in money handling differently than Americans raised in an individualistic society. In individualist cultures,

9

identity is in the person; in collectivist cultures, identity is based on the social network to which one belongs. The emphasis in collectivist cultures is on belonging to an in-group; the emphasis in individualistic cultures is on individual initiative and achievement (Noordin *et al*., 2002). Geert Hofstede (2001) compiled the individualist index scores for each country in the world. The United States had a score of 91 on the index, which means American society has a high degree of individualism, more social equality, a less rule-oriented culture, and a lower concern for uncertainty. At the other end of the spectrum, Taiwan possesses one of the least individualistic cultures with an index score of 17, and exhibits a high degree of collectivism, less social equality, a more rule-oriented culture, and a population less ready to accept change (Hofstede, 2001).

Several studies measured consumers' perceptions of service quality between Western (Individualism) and Eastern (Collectivism) samples and found that differences exist across countries (Kim *et al*., 2003; Mattila & Patterson, 2004). For example, Kim and Jin (2002) found that US and Korean customers assigned a different importance to three service quality dimensions of discount stores. Whereas Americans rated these stores first on physical aspects, second on personal attention and third on reliability, Korean customers rated these dimensions in the reverse order. Also, Kawabata and Rabolt (1999) conducted research comparing the clothing purchase behavior of American and Japanese female university students. The results showed that US students tended to pay more attention to fit, quality, fashion and brand/designer name while Japanese students were more economical, color- and style/design-oriented. In a study of service failures, Mattila and Patterson (2004) found that Western consumers tended to pay more attention to a situation as the cause of service failure; on the other hand, East Asians tended to be more aware of situational constraints, sought to maintain social harmony and avoided causing a loss of face.

<center>Gender Differences</center>

Gender is also another significant factor when studying consumer behavior. A number of gender differences have been identified by previous literature, such as technology usage, attitude toward risk, and decision-making styles. In general, males and females tend to differ in their actions due to social roles and expectations (Fisher & Arnold, 1994). Workman and Johnson (1993) pointed out that socialization agents, such as parents, peers, teachers and the mass media, convey the idea that certain items of clothing and certain ways of behaving toward clothing are masculine while others are feminine. The researchers also stated that women are expected to be more interested in their appearance than men. The importance of gender differences has been demonstrated in research in various fields of behavioral studies, influencing, for examples, the amount of expenditures and time spent shopping (Davies & Bell, 1991), attitudes toward shopping (Campbell, 1997), shopping motivations (Holbrook, 1986), and grocery store patronage behavior (Carpenter & Moore, 2006). Grewal *et al.* (2003) stated that men and women had different levels of tolerance in terms of wait expectation. In their study, the researchers found that men tended to react more negatively than women did when waiting and were therefore less likely to patronize the store that made them wait. Furthermore, the results showed that men tended to evaluate the store atmosphere less positively than did women.

Markus and Kitayama (1991) indicated that relationships between gendered aspects of self-concepts are culturally determined and vary over time. A previous study showed that men viewed themselves as more rugged, dominating, unpleasant, unorganized, rational, orthodox, and formal than women, who perceived themselves as more delicate, submissive, pleasant, emotional, informal, liberal, and colorful (Goldsmith & Flynn, 2000). Workman and Stulak (2005) found that men's fashion problem recognition style was based on utilitarian, need-based reasons while

<center>11</center>

women reflected a psychological, want-based approach. The researchers suggested that gender as well as fashion group membership were equally important as predictors of fashion problem recognition style.

Generation Y

The generation following Generation X, most commonly known as Generation Y or simply Gen Y, is refered to by various names including echo boomer, millennial and "N" Gen (for networked). Overall, Generation Y members were born between 1977 and 1994 (Paul, 2001) and are currently somewhere between the ages of thirteen and thirty. According to the US Census Bureau (2005), Generation Y was about 100 million people, the largest generation ever in the United States. When compared with previous generations, Generation Y consumers are more likely to have a different shopping style. They are more likely to respond to interactive ads, shop on-line and play on-line games. On the other hand, they are more skeptical and less brand-loyal (Weiss, 2003). For Generation Y, shopping is not regarded only as a simple act of purchasing, but as a form of recreation (Bakewell & Mitchell, 2003; Lehtonen & Maenpaa, 1997). They have a free spending style and they spend their cash as quickly as they acquire it (Martin & Turley, 2004). Furthermore, Bakewell and Mitchell (2003) also found almost one in two adult female Generation Y consumers pursue quality, even if the price is higher.

According to Martin and Turley (2004), Generation Y consumers spend an average of $30 dollars on every trip to the mall, and they influence $300 billion to $400 billion in family purchasing. The top three components of their spending are clothing (34%), entertainment (22%) and food (16%) (Alch, 2000). Previous studies showed that Generation Y consumers tend to be more utilitarian shoppers (Bakewell & Mitchell, 2003; Martin & Turley, 2004). This generation

12

is described as fashion hungry and has a passion for buying clothing (Frings, 2005; Phillips, 1997). They are more likely to keep up with trends (Blackwell *et al.*, 2006) and to have a desire to improve their self-esteem through clothing (Phelps, 1999). Moreover, Generation Y male consumers tend to be as invested in shopping as their fellow Generation Y female consumers (Weiss, 2003). The wealthiest members of Generation Y are the older segment consumers (18-30), who are either part-time or full-time college students or full-time employees. Interestingly, nearly 80 percent of Generation Y college students are employed (Martin & Turley, 2004).

<div align="center">Store Patronage</div>

An understanding of patronage behavior has been a major subject for retailers and marketers because it helps identify and target those consumers who are most likely to purchase (Sirgy *et al.*, 2000). Store patronage has been shown to be related to store attitude (Korgaonkar *et al.*, 1985), lifestyle (Gutman & Mills, 1982; Sullivan & Savitt, 1997), price perceptions (Moore & Carpenter, 2006), retailer reputation (Ou *et al.*, 2006), and marketing channel (Michaelidou *et al.*, 2005). For example, Moore and Carpenter (2006) found that retailers implementing low-cost strategies are positively impacted by consumers' price consciousness and sale proneness, while retailers implementing higher price strategies are positively impacted by consumers' prestige sensitivity and price/quality schema. In a study of retailer reputation and store patronage, Ou *et al.* (2006) concluded that overall retailer reputation does not have a significant influence on shopping frequency, expenditure per trip or travel time. Other indicators of patronage behavior were store environment and shopping orientation (Baker *et al.* 2002; Grewal *et al.*, 2003; Gutman & Mills, 1982; Mano, 1999; Osman, 1993;). For example, Grewal *et al.* (2003) indicated

that wait expectations and store atmosphere evaluations are key determinants of store patronage. The results showed that wait expectations have negative influences on patronage intentions; however, store atmospherics can make customers less aware of their wait if they are either distracted and/or entertained. Moye and Kincade (2003) found differences among shopping orientation segments in terms of store choice; however, there was no significant difference in terms of frequency of visit. Furthermore, Baker *et al*. (2002) found that perceptions of store environment (store employee, store design, store music), merchandise quality perceptions, and monetary price perceptions had significant influences on store patronage intentions. The researchers identified four determinants of store patronage intentions: interpersonal service quality, merchandise value, time/effort cost and psychic cost. They also found that consumers with higher interpersonal service quality and merchandise value perceptions had higher store patronage intentions. On the other hand, consumers with higher perceived time/effort costs and psychic costs had lower store patronage intentions.

Pan and Zinkham (2006) identified retail patronage as having two dimensions: (1) store choice (a consumer's choice to patronize a particular store) and (2) frequency of visit (how often a shopper patronizes that store). Moreover, the researchers categorized the antecedents of retail patronage into three groups in terms of organization product-relevant factors (i.e., product quality, price, product selection), market relevant factors (i.e., convenience, service quality) and demographic variables. The results showed that the following variables were especially important for explaining retail choice: production selection, service quality and product quality. Store image, on the other hand, was a major predictor for explaining shopping frequencies. Ou *et al*. (2006) classified the determinants of shopping destination choice into five main categories: characteristics of price, characteristics of accessibility, characteristics of atmosphere, demographic characteristics of the consumers, and the retailer's reputation. When studying store

patronage criteria, Gagliano and Hathcote (1994) found that the important determinants of where specialty store customers like to shop were merchandise, price, service, location and advertising.

Condensing past studies' findings, Osman (1993) delineated five variables that measure the degree of loyalty patronage: "(1) the percentage of purchases of a specified product category at a chosen store, (2) the frequency of visits to the store in relation to other stores during a certain period of time, (3) the ratio of ranking between stores, (4) the propensity to shop at the store in the future and (5) the extent of the customers' willingness to recommend the store to their friends" (p. 137). Moreover, Osman proposed that loyalty patronage is a result of customers' and management's store image congruity, customers' store image and their past positive purchase experiences.

Self-Concept

Self-concept has been studied for years by many psychologists and socialists. However, there is little consensus on a definition of self-concept (Byrne, 2002; Shavelson *et al.*, 1976; Todd, 2001; Yin & Fan, 2003). A generally accepted definition of self-concept has been proposed by Shavelson *et al.* (1976) in an effort to overcome this situation: self-concept is considered to be both one's self-perception and how these perceptions are formed through experiences and environment. As a result, self-concept is generally considered to be a multidimensional construct (Yin & Fan, 2003; Byrne, 2002; Onkvisit & Shaw, 1987). For example, Onkvisit and Shaw (1987) indicated that self-concept has been identified as at least four different selves: "(1) real self (actual or objective self) - the way the person actually is, (2) self-image (subjective self) - the way a person sees herself or himself, (3) ideal self (self-actualization) - the way she or he would like to be, and (4) looking glass self (social self) - the way she or he thinks others regard her or him" (p. 17).

15

Self-concept is related to the study of consumer behavior because an image that a person has about himself dictates specific behavior patterns (Costello, 2004; Goldsmith *et al.*, 2000; Grubb & Grathwohl, 1967; Onkvisit & Shaw, 1987; Todd, 2001). Or, as Evans (1989) stated, "fashion consumption is often a manifestation of self-image, and there is an increase in the desire for self-expression" (p. 14). Clothing can be considered as a cultural symbol and a means of self-expression. Since this concept has been generally accepted, many researchers have focused on examining the relationship between self-concept and consumer behavior. For example, Ekinci and Riley (2003) found that an individual's self-concept is related to his/her evaluation of services. It has been demonstrated that self-concept has a significant influence on the selection of retail store (Onkvisit & Shaw, 1987). Gutman and Mills (1982) studied fashion lifestyle, self-concept, and shopping orientation as related to store patronage and shopping behavior. They found significant differences in self-concept and shopping orientations between different fashion lifestyle segments. The results showed that each fashion lifestyle segment tended to achieve its desired fashion lifestyle through the shopping process. Grubb and Grathwohl (1967) suggested that identifying the segments of different self-concepts may be at the core of determining a marketing strategy. In a study of self-concept and tourism, Todd (2001) found that "holiday partners" who felt powerless and unimportant in the tourist role, tended to like relaxing activities and visited domestic destinations; on the other hand, "happy holidaymakers," described themselves as more active and confident, preferred socializing activities and were more likely to travel overseas.

Several researchers have found that congruence between self-concept and store/product image is a determinant of various shopping behaviors such as store selection behavior, customer satisfaction, store choice and patronage intention (Dornoff & Tatham, 1972; Sirgy *et al.*, 2000). For example, Ekinci and Riley (2003) found that actual and ideal self-congruence have an

influence on satisfaction, attitude, service quality and behavioral intention. Despite research showing that self-concept has an influence on shopping behavior, few studies have focused on specific shopping patterns among different self-concept segments, thus creating a deficiency in marketing implications. An understanding of these specific behavior patterns can provide a means for marketers to execute marketing strategies more effectively and accurately (Onkvisit & Shaw, 1987).

Store Image

Store image has long been shown to have a strong relationship with store patronage (Sirgy *et al.*, 2000; Thompson & Chen, 1998). Store image is an important marketing concept because it provides the retailer with an alternative method by which to deliver its product/brand value to target customers as well as to strengthen its competitive advantage in the market. A consumer's perception toward a store is assisted by his/her past experience and by his/her evaluation of the store's attributes (Chang & Tu, 2005; Osman, 1993). Martineau (1958) was one of the first to discuss "store personality or image." He defined "store personality or image" as the way the customer perceives the store through both "functional qualities" and "psychological attributes." Overall, store image has been defined as an attitude mix based upon consumers' perceptions of store attributes (James *et al.*, 1976; Lindquist, 1974-1975; Thompson & Chen, 1998).

The perception of store image has been identified as having many divergent components by numerous empirical studies (see Table 1).

Table 1

Store Image Identified Into Divergent Attributes

References	Store Image Attributes
Martineau (1958)	layout/architecture, symbol/color, advertising, sales personnel.
Lindquist (1974-1975)	merchandise, service, clientele, physical facilities, convenience, store atmosphere, promotion, institutional factors, post transaction satisfaction
Gagliano & Hathcote (1994)	merchandise, price, service, location, advertising
Dabholkar, *et al*. (1996)	physical aspects, personal interaction, policy, problem solving, reliability, overall quality ration
Domina & Koch (1998)	environment policy, comfort, price, brand/fashion, customer service, environment considerations, style and fashion, price, functional properties
Thompson & Chen (1998)	concrete attributes (price, location, quality, merchandise, layout), abstract attributes (reputation, atmosphere, impression)
Semeijn, *et al*. (2004)	physical facilities, store layout, ease of finding articles, merchandise availability, product quality, production assortment, knowledgeable employees, courteous employees, ease of return, wiliness of help, open hours
Chang & Tu (2005)	facilities, store service, store activities, convenience
Kim & Chen-Yu (2005)	store re-related attributes (e.g., store layout, salesperson), product-related attributes (e.g., product assortment, value for money), community/convenience-related attributes, (e.g., transportation, credit card acceptance) and reputation-related attributes (e.g., store reputation and advertising)
Pan & Zinkhan (2006)	product-relevant factors (low price, quality, selections), market-relevant factors (e.g., convenient parking facilities, friendliness of salespeople, service, store atmosphere), and personal factors (store attitude, gender, income, age)

Hu and Jasper (2006) found that consumers had a more favorable store image when highly-personalized service was provided; moreover, consumers were more likely to shop in a store that had more in-store displays of graphics with social meaning. From previous store image research, Lindquist (1974-1975) held that generalized merchandise (selection, quality, pricing and styling) was the key image factor. On the other hand, a past study showed that reputation, quality and price were key determinants of store image (Thompson & Chen, 1998).

Store image has been explored with consumers' perceptions of store tangible attributes (e.g., merchandise, assortment) and intangible attributes (e.g., store atmosphere, store reputation), and the perceptions are related to consumers' purchase behaviors. Researchers also studied dissonance between retailer and consumer perceptions of store image. Among these previous studies, the "gap" between the retailer's and the customer's image assessments has been highlighted. Burt and Carralero-Encinas (2000) noted that since retail internationalization has become a new trend in the fashion industry, a greater potential for misinterpretation of image may be aroused from cultural differences in international markets. The results presented in their study showed that consumer perceptions of store image revealed differences as well as similarities across countries.Store image has also been discussed with customer satisfaction and loyalty. Chang and Yu (2005) examined the relationship between store image, customer satisfaction and loyalty, and in the Taiwan hypermarket industry, and they suggested that maintaining the customer loyalty needs not only customer satisfaction but also good store image. Bellenger *et al*. (1976) found that consumers are less likely to be loyal to a store where they perceive highly objective store personnel and highly logical government operations, which lead to a feeling of rigidity and lack of warmth.

CHAPTER III

CONCEPTUAL FOUNDATION

Purpose of Study

The purpose of this study is to examine the relationships between culture, gender, self-concept, and the relative importance of store image attributes as they relate to patronage behavior in apparel retail stores (department store, specialty store, specialty fashion discount store and general merchandise discount store). To accomplish this, the present study postulates a conceptual framework to test these variables.

Conceptual Framework

This research develops a conceptual framework (presented in Figure 1), which is based on the recognition of integrative relationships of an individual's cultural values, gender, self-concept, store image evaluation and store patronage behavior. This conceptual framework is used to interpret and analyze the relationships of the proposed variables. Based on this framework, nine hypotheses are postulated to test the predicted relationships between the variables.

Culture and Related Variables

Issues regarding cultural differences have been addressed by much empirical research. Previous studies have found that customers in different cultures are likely to behave in different ways, such as their mode of shopping for food (Brunso & Grunert, 1998), on-line purchasing (Shiu & Dawson, 2004), criteria for purchasing (Kawabata & Rabolt, 1999), levels of service expectations (Kim & Jin, 2002), perceptions of values (Ackerman & Tellis, 2001) and so on.

Lindridge and Dibb (2002) investigated whether culture can be a justifiable variable to segment a market. They found significant difference between British Indians and British Caucasians and suggested "culture's manifestation within buyer behavior provides sufficient evidence to justify its use as a market segment variable" (p. 269). In addition to consumer behavior, culture has also been studied with psychology and social psychology. A number of researchers have reported that individuals from an individualistic culture behave as well as perceive differently than individuals from a collectivistic culture (Evans, 1989; Pons *et al*., 2006). For example, Bryne (2002) stated that the criteria that individuals possess to judge themselves are formed through differential socialization practices and experiences. Therefore, it can be further predicted that consumers who are culturally different to have different self-concepts, evaluate the relative importance of store image attributes differently and have different store patronage behaviors (Figure 1, relationships A, B and C).

<div align="center">Gender and Related Variables</div>

Researchers in various fields of consumer behavior have indicated that gender is a significant determinant of retail format choice (Carpenter, & Moore, 2006), decision making style (Bakewell & Mitchell, 2006), ethical judgments, moral intensity, religiosity and alienation from market place (Rao & Al-Wugayan, 2005), and wait length tolerance (Grewal *et al*., 2003). In addition, Goldsmith and Flynn (2000) found a significant difference between men's and women's perceptions of themselves. The research suggests that gender is an important predictor of consumer behaviors in both physical and psychological dimensions. Thus, it can be supposed that male and female consumers tend to have different self-concepts, evaluate the relative importance of store image attributes differently and have different store patronage behaviors. Furthermore, this present study will examine gender differences across cultures (Figure 1, relationships D, E and F).

Self-Concept and Store Image

Marketers have used psychological characteristics to segment the market. Self-concept is one of the most general means employed to segment consumers due to its significant relationship to their values, attitudes and lifestyles. A great number of previous studies have found that the more congruent the relationship between self-concept and store image is, the more likely a consumer will be to patronize a store. The present study aims to examine how different self-conceptions affect consumers' store image evaluations (Figure 1, relationship G). The results will produce useful market implications for retailers.

Self-Concept and Patronage Behavior

An individual's self-concepts have been shown to be related to his/her evaluation of services (Ekinci & Riley, 2003), and fashion lifestyle segments and shopping behaviors (Gutman & Mills, 1982). Moreover, several studies have found that an individual's self-concept is influential in several behaviors: tourism (Todd, 2001), fashion magazine readership and time spent shopping for clothing (Goldsmith *et al*., 1999), and self-enhancement (Onkvisit & Shaw, 1987; Grubb & Grathwohl, 1967). Generating the results from previous studies, it can be assumed that self-concept is a determinant of patronage behaviors (Figure 1, relationship H). Sirgy *et al.* (2000) mentioned that the activation of a particular dimension of self-concept is likely to have important implications for retail patronage. A further understanding of consumers' self-concept, which in turn lead to specific behavior patterns, can help retailers execute marketing strategies more effectively and accurately.

Store Image and Patronage Behavior

Many researchers have found a relationship between consumers' perceptions of store image and their store patronage behavior (Baker *et al*., 2002; Gilboa & Rafaeli, 2003; Kim & Chen-Yu, 2005; Stewart, 1997; Turley and Milliman, 2000) As consumers' patronage behavior is strongly

related to whether or not their needs and wants have been satisfied, it is important to investigate if certain store image attributes will evoke a higher level of store patronage (Figure 1, relationship I). The results of these findings will be of interest to retailers.

C
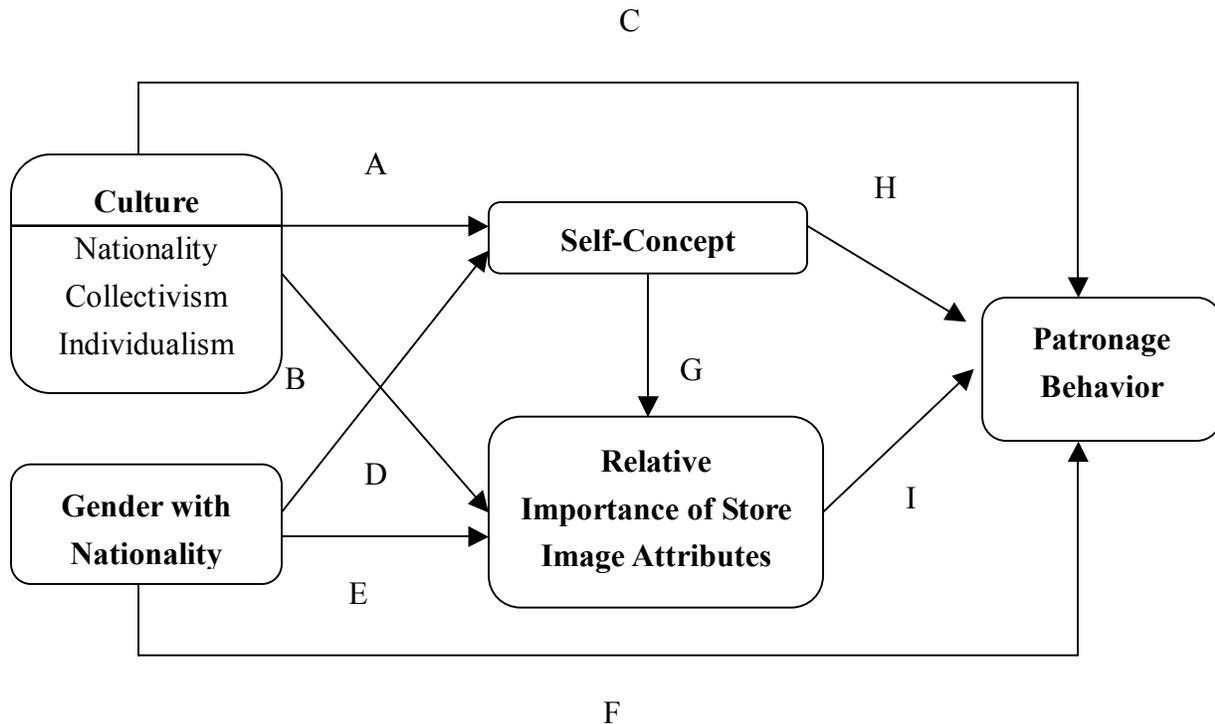
Figure 1. Conceptual Framework

Conceptual Definitions

1. Culture

   Hofstede (1980) defined culture as "the collective programming of the mind which distinguishes the members of one human group from another" (p. 25). In Blackwell et al. (2006)'s study of consumer behavior, culture is referred to as "a set of values, ideas, artifacts and other meaningful symbols that help individuals communicate, interpret, and evaluate as members of society" (p. 426).

2. Older Generation Y

Generally speaking, Generation Y members were born between 1977 and 1994 (Paul, 2001) and are currently between the ages of 13 and 30. The present study will focus on the older segment of Generation Y: those between the ages of 18 and 30.

3. Self-concept

Self-concept is defined as one's self-perceptions and how these perceptions are formed through experiences with the environment (Shavelson *et al.*, 1976).

4. Store Image

Store image is the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes (Martineau, 1958).

5. Store Patronage

In the present study, store patronage is defined as a consumer's assessment of the frequency of visiting a store, the likelihood that they will make an actual purchase in a store and the likelihood that they will recommend a store to others.

6. Apparel Retail Store

In the present study, apparel retail store is defined as a store in which consumers shop for clothes. Operational formats of apparel retail store include department store (e.g., Macy's, JC Penney, Sears), specialty store (e.g., Gap, American Eagles, Ralph Lauren), specialty fashion discount store (e.g., TJ Maxx, Big Lots) and general discount store (e.g., Wal-mart, Target, Kmart).

Consumers with different cultural backgrounds tend to have different shopping behaviors (e.g., Ackerman & Tellis, 2001; Kawabata & Rabolt, 1999; Kim & Jin, 2002; Oyserman & Markus, 1993; Pons *et al*., 2006; Winsted, 1997). Each culture has its own social values that help individuals shape their sense of identity and provide an understanding of acceptable behavior within society. Some important characteristics within a society are influenced by culture, including sense of self, relationships, values, dress and appearance, habits, time and time consciousness, mental process and learning, and attitudes (Blackwell *et al*., 2006). Although it is known that a company should consider cultural differences when identifying global marketing strategies, little attention has been paid to understanding consumers' self-concept across cultures. For instance, individualists, who are self-reliant and less concerned about uncertainty, may have different self-concepts than collectivists, who are more group-conscious and seek societal conformity. Furthermore, consumers perceive store image partly by psychological attributes (e.g., self-esteem, and personal characteristics), which are related to their values and attitudes. During alternative evaluation, some consumers pay more attention to certain product/store attributes than others, often due to the consumer's culture (Blackwell *et al*., 2006).

In an integrative study of retail patronage, Sirgy *et al*. (2000) proposed that knowledge, prior experience, involvement and time pressure are moderators to retail patronage. As knowledge and time pressure are related to learning process and time consciousness, we can assume that culture also has an influence on patronage behavior. Based on the previous literature, the following hypotheses are developed:

- **H1**: There is a significant difference between different cultural groups in terms of self-concept.

  - **H1a**: There is a significant difference between groups with different degrees of individualism and collectivism in terms of self-concept.

  - **H1b**: There is a significant difference between Americans and Taiwanese in terms of self-concept.

- **H2**: There is a significant difference between different cultural groups in terms of the relative importance of apparel retail store image attributes.

  - **H2a**: There is a significant difference between groups with different degrees of individualism and collectivism in terms of the relative importance of apparel retail store image attributes.

  - **H2b**: There is a significant difference between Americans and Taiwanese in terms of the relative importance of apparel retail store image attributes.

- **H3**: There is a significant difference between different cultural groups in terms of patronage behavior in apparel retail stores.

  - **H3a**: There is a significant difference between groups with different degrees of individualism and collectivism in terms of patronage behavior in apparel retail stores.

  - **H3b**: There is a significant difference between Americans and Taiwanese in terms of patronage behavior in apparel retail stores.

Pan and Zinkhan (2006) mentioned that gender was a key predictor of shopping frequency among demographic variables. Previous reports also showed that males and females tend to differ in store patronage behavior. For example men tend to stop patronizing a particular store because of long lines (Nelson, 2000). In addition, Korgaonkar *et al.* (1985) found that gender is a significant predictor of store patronage behavior. In their study, the researchers found that female

H3
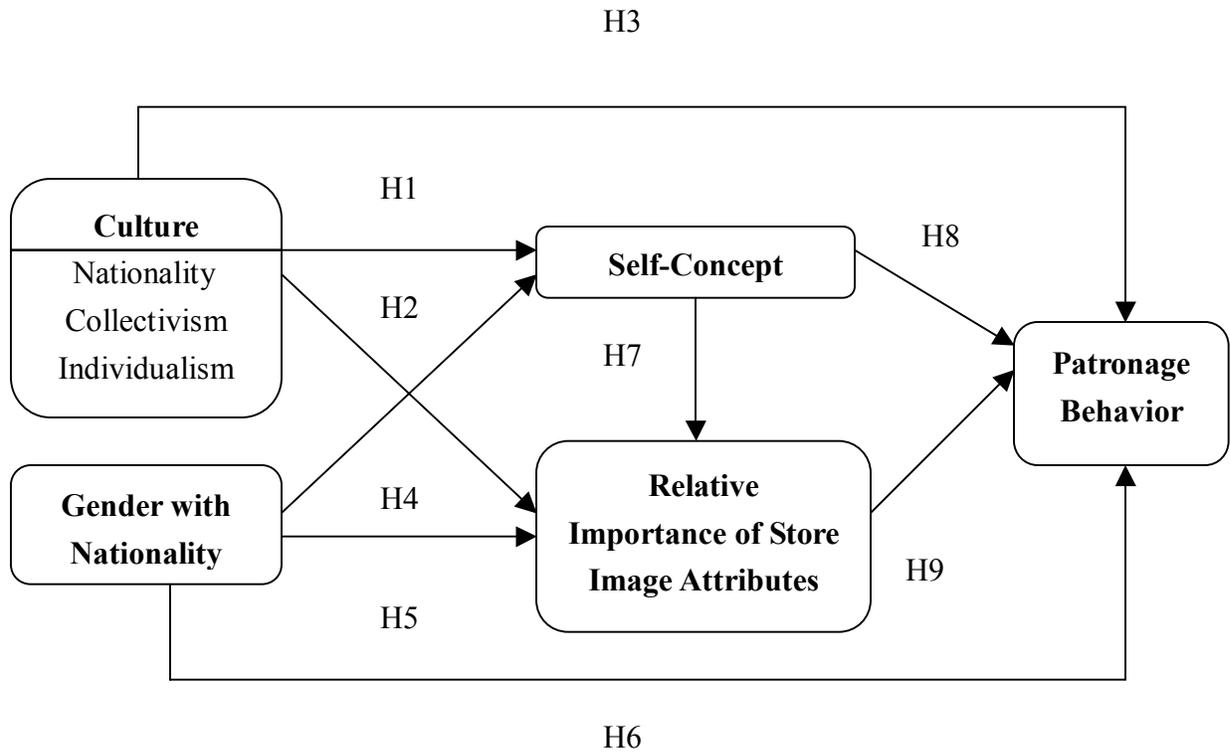
Figure 2. Proposed Research Hypotheses

shoppers made more shopping visits than male shoppers did. Workman and Stulak (2005) stated that men and women are socialized differently with regard to clothing, appearance and shopping. They suggested that gender as well as fashion group membership were equally important as predictors of fashion problem recognition style. Thus, the literature on gender differences indicates that males and females tend to differ in both physical and psychological aspects. Also, as mentioned previously, the present study intends to examine gender differences across cultures. As a result, the following hypotheses are composed from the findings of the previous studies.

- **H4**: There is a significant difference between American males/females and Taiwanese males/females in terms of self-concept.

- **H5:** There is a significant difference between American males/females and Taiwanese males/females in terms of relative importance of apparel retail store image attributes.

- **H6**: There is a significant difference between American males/females and Taiwanese males/females in terms of patronage behavior in apparel retail stores.

Self-concept and store image have been thought to maximize consumer satisfaction and retail sales (Domina & Koch, 1998). An individual's self-concept is related to his/her evaluation of services (Ekinci & Riley, 2003). Turley and Milliman (2000) found that different categories of consumers responsd differently to the same environmental stimuli. Therefore, retail store environments should be designed with specific consumers or groups of consumers in mind. Grubb and Grathwohl (1967) also suggested that identifying the segments of different self-concepts may be a major contribution in the determination of marketing strategy. Hence, this study intends to identify the relative importance of store image attributes among different self-concept segments and postulates the following hypothesis:

- **H7:** There is a significant relationship between self-concept and the relative importance of apparel retail store image attributes.

How a person perceives himself/herself dictates specific behavior patterns (Costello, 2004; Goldsmith *et al*., 1999; Grubb & Grathwohl, 1967; Onkvisit & Shaw, 1987; Todd, 2001). Gutman and Mills (1982) found that each fashion lifestyle segment has different self-concepts, which in turn have influences on how the segment achieves its desired fashion lifestyle through the shopping process. The activation of a particular dimension of self-concept is likely to have important implications for retail patronage (Sirgy *et al*., 2000). Based on these conclusions, the following hypothesis is established.

- **H8**: There is a significant relationship between self-concept and patronage behavior in apparel retail stores.

Several previous studies indicated that product and store related attributes played important roles in consumers' patronage behavior (Baker *et al*., 2002; Kim & Chen-Yu, 2005; Stewart,

1997). Turley and Milliman (2000) reported a statistically significant relationship between store atmospherics and buyer behavior in a review of several empirical studies. Hu and Jasper (2006) found that consumers perceived that they would be more likely to shop in a store that had more in-store displays of graphics with social meaning. Gilboa and Rafaeli (2003) found that store environment predicted approach behavior tendencies. The previous studies suggest that the more positively consumers evaluate a store, the more likely they will be to patronize the store. As a result, the following hypothesis is proposed:

- **H9**: There is a significant relationship between the relative importance of apparel retail store-image attributes and patronage behavior in apparel retail stores.

CHAPTER IV

METHODOLOGY

Sample and Population

The population for the present study was Generation Y consumers aged 18 to 30 in the US and Taiwan. According to the US Census Bureau, the population between ages 18 and 30 in the US was 51,322,814 in the year 2000. Among this population, 50.36% of the people were male. In Taiwan, the population between the ages of 18 and 30 by 2005 was 6,765,651, with 51.14% males (National Statistics, Taiwan, 2006). Data were collected in both the US and Taiwan.

Data for this study were collected by a self-report questionnaire distributed to two convenience samples of students from the University of Georgia (UGA) in the US and National Cheng-Chi University (NCCU) in Taiwan. The two universities have a comparable number of students and both schools are located near a major city. (UGA is about one and half hours away from downtown Atlanta, while NCCU is about one hour away from downtown Taipei.) The two samples were comprised of comparable homogeneous populations. According to Whiddon (1999), college students are pegged to develop significant earning potential as they enter the workforce, and they have a tendency to select brands while in school and remain loyal to them once they have graduated. The use of students should enhance sampling equivalence, and the reliability and validity of measures (Mattila & Patterson, 2004; Kim & Jin, 2002).

Instrument Development

Data were collected by means of a structured questionnaire. The questionnaire had five sections. In Section A, individualism-collectivism was measured using the 16-items scale

developed by Triandis and Gelfand (1998). The scale was divided into four dimensions: vertical individualism, horizontal individualism, vertical collectivism and horizontal collectivism. Each dimension was measured using four items answered on a five point Likert response points from strongly disagree (1) to strongly agree (5). Section B of the survey was used to measure respondents' self-concepts. Malhotra's (1981) self-concept scale consisting of 15 bipolar adjectives was adapted to test self-concept in this study. Malhotra's scale was used because it was developed as a valid and reliable method to measure self-concepts, person concepts, and images of products (Goldsmith *et al,* 1999; Goldsmith & Flynn, 2000). Respondents used a five-point scale to indicate whether 15 self-concept adjectives described or did not describe themselves. Section C of the survey required respondents to evaluate the relative importance of apparel retail store image dimensions. The present study adapted a scale modified from previous studies (Dabholkar *et al.*, 1996; Finn & Kayande, 2004;). Respondents' perceptions of the important store image dimensions were measured using 28 items on a five point Likert scale with response choices from very unimportant (1) to very important (5). Respondents were asked to indicate how important each store image dimension was when they evaluated an apparel retail store. Section D of the survey contained questions pertaining to respondents' patronage behavior. In this section, four questions were asked: (1) which type of apparel retail store did you visit most often for purchasing clothing items over the past six months; (2) how often did you visit that type of apparel retail store over the past six months; (3) how often did you make actual purchases on each shopping trip to that store over the past six months, and (4) have you ever recommended that type of apparel retail store to your family members or friends. In question 1, respondents were asked to choose from one of five types of apparel retail stores: department store, specialty store, specialty fashion discount store, general merchandise discount store, and others according to Dunne & Lusch's (2005) classification. In questions 2 to 4, respondents were

31

asked to answer on a five-point scale from never (1) to always (5). Section E requested respondents' gender, age and how long they have lived in the US or Taiwan.

<center>Questionnaire Translation</center>

According to Byrne (2002), when converting a measurment instrument from one language to another, more than linguistic translation is involved. In adapting any instrument to another language, it is more important to find metaphorical terms that most closely reflect the essence of the construct in the target language rather than to simply translate word for word. Therefore, rather than a linguistic translation of the dimensions on the questionnaire, the researcher personally adapted the questions so as to best interpret the purpose of the study. Since the scale items were developed in English, translation and back translation were conducted to ensure that the instrument in Taiwanese was equivalent in meaning to the original (Li & Aksoy, 2007).

A pilot test was conducted with five participants for both language versions to ensure the validity of the items and the scales in the questionnaire as well as to detect any unsuitable wording that might exist in the survey instructions and questions. These participants were college students who lived in the US and Taiwan. Ten participants were asked to answer all questions in the questionnaire and then to point out any inappropriate wording in questions as well as any unclear statement that was hard to understand. On the basis of the pilot results, the preliminary questionnaires for both versions were revised and the contents finalized (See Appendix A and B).

The final questionnaire was approved by Institutional Review Board on the date of April 18[th,] 2007 (see Appendix C). The questionnaires were then handed out by the researchers during classes over two weeks in the United States and two weeks in Taiwan. The questionnaires were given to 234 students from family and consumer science and communication colleges at the University of Georgia in the United States and 251 students from business and communication colleges at National Cheng-Chi University in Taiwan. Among the 485 questionnaires returned,

<center>32</center>

28 were discarded as unqualified, including 3 from the participants who were above the required age, 3 from Georgia participants who were not American citizens, 12 from participants who did not finish all questions as required, and 10 from participants who finished the questionnaire incorrectly. Altogether, 459 qualified questionnaires were used for the data analysis.

Table 2

Responses for the Survey

Sample	Respondents	Qualified Questionnaires	Unqualified Questionnaires
UGA Students	234	221	13
NCCU Students	251	238	15
Total	485	459	28

Data Analysis

Data gathered from the survey were analyzed using the Statistical Package for Social Science (SPSS) program. The data analysis consisted of exploratory factor analysis, cluster analysis, analysis of variance (ANOVA), univariate analysis of variance (Two-way ANOVA), multivariate analysis of variance (MANOVA), multiple regression and descriptive statistics including means, frequencies and percentiles.

In preparation for hypotheses testing, the Individualism-Collectivism scale was first used in a cluster analysis to group the respondents. Self-concept and the relative importance of store image attribute scales were transformed to fewer dimensions by an exploratory factor analysis.

MANOVA was employed to test Hypotheses 1, 2, 4 and 5 and to examine the influences of Individualism-Collectivism, nationality and gender on self-concept and the relative importance of apparel retail store image attributes. Two-way ANOVA was employed to test Hypothesis 3 and to examine the influences of Individualism-Collectivism and nationality on store patronage behavior. ANOVA was employed to test Hypothesis 6 and to examine the influences of gender with different nationalities on store patronage behavior.

Multiple regression analysis was conducted to test Hypotheses 7, 8 and 9, and to examine (1) the relationship between self-concept and the relative importance of apparel retail store image attributes, (2) the influence of self-concept on patronage behaviors, (3) the influence of the relative importance of apparel retail store image attributes on patronage behaviors.

CHAPTER V

RESEARCH RSULTS AND DISCUSSION

Respondent Demographics

A summary of the respondents' characteristics is shown in Table 3. Overall, 65.40% of the respondents were female and 34.60 % were male. The 459 respondents were 18 to 30 years old and included both graduate and undergraduate students. The mean age of the respondents in this study was 21.33 (see Table 3). The largest proportion of the respondents was 21 years old (23.1%), followed by 20 years old (17.4%) and 22 years old (16.1%). The majority (84.8%) were undergraduate students.

Table 3

Profile of Respondents

Demographics		Frequency		
Total		UGA students (%)	NCCU students (%)	Overall Sample (%)
Gender	Male	64 (29.0)	95 (39.9)	159 (34.6)
	Female	157 (71.0)	143 (60.1)	200 (65.4)
	Total	221 (100)	238 (100)	459 (100)
Age	18	12 (5.4)	14 (5.9)	26 (5.7)
	19	34 (15.4)	32 (13.4)	66 (14.4)
	20	53 (24.0)	27 (11.3)	80 (17.4)
	21	61 (27.6)	45 (18.9)	106 (23.1)
	22	42 (19.0)	32 (13.4)	74 (16.1)
	23	7 (3.2)	30 (12.6)	37 (8.1)
	24	2 (0.9)	25 (10.5)	27 (5.7)
	25	4 (1.8)	22 (9.2)	26 (5.7)
	26 or more	6 (2.8)	11 (4.5)	17 (3.7)
	Total	221 (100)	238 (100)	459 (100)
	Mean	20.81	21.82	21.33

Table 4 demonstrates the information of the types of apparel retail stores that respondents visited most often when shopping for clothing items over the past six months. Among the UGA respondents, 61.1% of them reported that they visited specialty stores most often, 14.0% reported that they visited department stores most often, 11.3% said that they went to general merchandise discount stores most often, and 7.2% of the respondents went to specialty fashion discount stores most frequently. Only 4.1% of the respondents reported that they often went to other types of apparel store including boutiques, thrift stores and outlet malls.

Among the NCCU respondents, the largest proportion of respondents most often visited department stores (40.3%), followed by specialty store (24.4%), general merchandise discount stores (15.1%), specialty fashion discount stores (9.7%) and others (8.4%). Other types of stores the respondents frequented for their clothes included boutiques and auction websites, such as ebay.com.

Table 4

Frequency of the Types of Apparel Retail Store Respondents Visited Most Often

	UGA students			NCCU students		
Types of Apparel Retail Store	Male	Female	Total (%)	Male	Female	Total (%)
Department Store	7	24	31 (14.0)	30	66	96 (40.3)
Specialty Store	42	93	135 (61.1)	22	36	58 (24.4)
Specialty Fashion Discount Store	3	13	16 (7.2)	14	9	23 (9.7)
General Merchandise Discount Store	8	17	25 (11.3)	23	13	36 (15.1)
Others	4	5	9 (4.1)	5	15	20 (8.4)

Instrument Reliability

Before conducting cluster analysis and factor analysis, Cronbach's alpha values were computed for the internal consistency aspect of reliability of the multi-item scales measuring individualism-collectivism and importance placed on store image attributes. The individualism-collectivism measure, consisting of 16 items, had an alpha value of 0.62. The store image attribute measure, consisting of 28 items, has an alpha value of 0.86. Schuessler (1971) and Hair *et al.* (1998) suggested that the scale could be considered to have good reliability if the Cronbach's alpha value is higher than 0.60. As a result, the Cronbach's alpha value in this study indicated that the individualism-collectivism scales and the store image attribute scales had high reliability.

Preliminary Analyses

Cluster Analysis

Before conducting cluster analysis, the 16 Individualism-Collectivism items were first computed to two new variables: individualism and collectivism. The Individualism variable was computed from 8 items related to horizontal and vertical individualism in the questionnaire, and the Collectivism variable was computed from 8 items related to horizontal and vertical collectivism in the questionnaire (see Table 5). Table 6 shows the overall mean scores for Individualism and Collectivism of the American and Taiwanese respondents. Surprisingly, there is no significant difference between the Americans and Taiwanese in terms of the mean scores of Individualism. Moreover, the American respondents possess a higher degree of Collectivism than the Taiwanese respondents.

Table 5

Items of Individualism and Collectivism Variables

Variable	Items
Individualism	I'd rather depend on myself than others.
	I rely on myself most of the time; I rarely rely on others.
	I often do "my own thing."
	My personal identity, independent of others, is very important to me.
	It is important that I do my job better than others.
	Winning is everything.
	Competition is the law of nature.
	When another person does better than I do, I get tense and aroused.
Collectivism	If a coworker gets a prize, I would feel proud.
	The well-being of my coworkers is important to me.
	To me, pleasure is spending time with others.
	I feel good when I cooperate with others.
	Parents and children must stay together as much as possible.
	It is my duty to take care of my family, even when I have to sacrifice what I want.
	Family members should stick together, no matter what sacrifices are required.
	It is important to me that I respect the decisions made by my groups.

Table 6

ANOVA Table for Individualism and Collectivism of American and Taiwanese

	Independent Variables		
	American	Taiwanese	F-value
Individualism	3.5552	3.5596	0.009
Collectivism	3.9106	3.7336	18.165***

*p<.05. **p<.01. ***p<.001

The Individualism-Collectivism scale was used in a cluster analysis to segment the respondents according to different degrees of individualism and collectivism. By identifying the specific degree of individualism and collectivism, marketers can better understand the culture characteristics of their target market and how the degrees of Individualism-Collectivism are related to shopping behavior. Since there were only two variables (Individualism and Collectivism) in the scale and the purpose of this analysis was to segment the respondents by degree of individualism and collectivism, the number of the cluster was then assigned to be three and sorted as higher individualism, higher collectivism and those remaining on both individualism and collectivism. Thus, a *k*-means cluster analysis was used because the number of clusters to be formed was specified in advance (Ross, 2007) and the study used few groups (Bayne *et al.*, 1980). In addition, according to Lleti *et al.* (2004), *k*-means is a partitioning method that segments observations in data into *k* mutually exclusive clusters. The researchers stated that "it treats each observation in data as an object having a location in space and finds a partition in which objects within each cluster are as close as each other as possible, and as far from objects in other clusters as possible" (p. 88).

Hair *et al.* (1998) suggested that a non-hierarchical procedure begins with examining the levels of significance for the differences across clusters. The ANOVA table for the k-means cluster analysis, a non-hierarchical procedure, shows that both individualism and collectivism variables are significantly different across the three clusters. This implies that the differences of each cluster are distinctive in forming a profile of the clusters (see Table 7). The mean scores of the Individualism and Collectivism within each cluster were examined and used to characterize and name the features of each cluster.

Table 7

K-means Cluster Analysis Results: ANOVA Table of Individualism-Collectivism Clusters

| | Cluster | | Error | | |
	Mean Square	df	Mean Square	df	F-value
Individualism	7.541	2	.189	446	39.970***
Collectivism	10.420	2	.157	446	66.276***

*p<.05. **p<.01. ***p<.001

According to the mean scores for Individualism and Collectivism (see Table 8), Cluster 1 has the highest mean scores for both Individualism and Collectivism. Also, the two mean scores for their Individualism and Collectivism are not significantly different from each other. This means that this segment posed both Individualism-oriented and Collectivism-oriented cultural values. Therefore, Cluster 1 named *Two-Sided Consumers* had 118 (26.3%) participants were in this cluster. The mean score for Individualism in cluster 2 was significantly higher than its mean score for Collectivism. This means that the respondents belonged to this segment were more likely to, for example, do their own thing and depend on themselves. Also, they tended to think that their personal identity, independent of others, is very important. Therefore, Cluster 2, which included 31 (6.9%) participants, was named *Individualism-Oriented Consumers*. The mean Collectivism score for cluster 3 significantly higher than its mean score for Individualism. This means that this segment was more likely to, for example, enjoy spending time and cooperating with others. Also, they tended to pay attention to family and relationships with others in their life. As a result, Cluster 3, which included 300 (66.8%) participants, was named *Collectivism-Oriented Consumers.* Finally, the three clusters were used for hypotheses testing. In both countries, most participants were collectivism-oriented (US 68.3%, TW 65.8%), and the

proportions of two-sided and individualism-oriented consumers were also similar (Two-Sided - US 26.0%, TW 26.0%; Individualism-Oriented – US 5.8%, TW 8.2%).

Table 8

Name		Number (%)			Individualism Mean	Collectivism Mean
		US	Taiwan	Total		
Cluster 1	Two-Sided	54 (26.0%)	60 (26.0%)	118 (26.3%)	3.8591	3.8994
Cluster 2	Individualism-Oriented	12 (5.8%)	19 (8.2%)	31 (6.9%)	3.6210	3.0282
Cluster 3	Collectivism-Oriented	142 (68.3%)	152 (65.8%)	300 (66.8%)	3.4388	3.8671
Total		208 (100%)	231 (100%)	449 (100%)	3.5618	3.8177

Means of Individualism and Collectivism for the 3 Clusters
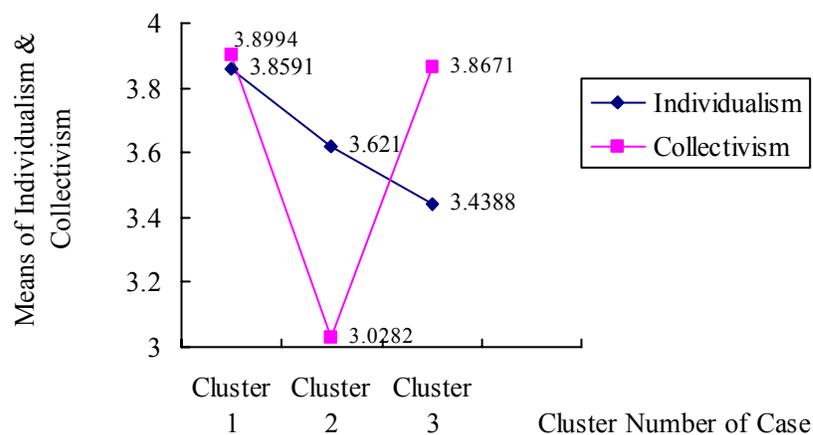
Note: Cluster 1: Two-Sided Consumers, Cluster 2: Individualism-Oriented Consumers, Cluster 3: Collectivism-Oriented Consumers

Factor Analysis

An exploratory factor analysis (EFA) with principle components was performed on self-concept, and importance placed on store image attributes. The analysis included a series of preliminary tests to determine the appropriateness of factor analysis: the anti-image correlation, Barlett's test of sphericity and the Kaiser-Meyer-Olkin measure of sampling (MSA). To ensure that each item only loaded on one factor, items that did not load greater than 0.50 and loaded on more than one factor with a loading score equal to or greater than 0.40 on each factor were eliminated from the analysis (Chen & Hsu, 2001). Also, factors, which only included one item, were excluded from the analysis. According to Hair *et al*. (1998), the communality of a variable represents the amount of variance in the factor solution explained by the variable; therefore variables with communalities less than 0.40 were deleted as they insufficiently contributed to explanation of variance.

Self-Concept

The Kaiser-Meyer-Olkin measure of sampling adequacy test (0.621) and Bartlett's test of sphericity ($p<0.001$) indicated that the data on self-concept were appropriate for factor analysis. Communalities of self-concept scales were calculated, which ranged from 0.49 to 0.73. However, item 10 (*Youthful/Mature)* had a communality value of 0.35 and was subsequently deleted because the communality value was lower than 0.40. Also, *Domination/Submissive* (Item 4) was eliminated from the analysis because none of its loadings were greater than 0.50.

The EFA employed a principal component analysis with quartimax rotation. The remaining 13 items formed five factors, indicating that 57.98% of the total variance was explained by five self-concept dimensions. Factor 1, labeled *General-Activity*, included four items, comfortable/uncomfortable, pleasant/unpleasant, contemporary/noncontemporary and colorful/colorless, with a Cronbach's Alpha reliability coefficient of 0.62 and an eigenvalue of

2.20, explaining 15.69% of the total variance in this construct. Factor 2, labeled *Socio-Activity* and encompassing three items: formal/informal, orthodox/liberal and complex and simple, had a Cronbach's Alpha reliability coefficient of 0.48 and an eigenvalue of 1.58, explaining 11.31% of the total variance in this construct. Factor 3, *Affection*, contained two items, rugged/delicate and excited/calm, and had a Cronbach's Alpha reliability coefficient of 0.43 and an eigenvalue of 1.48, explaining 10.57% of the total variance in this construct. Factor 4, *Organization,* also consisted of two items: organized/unorganized and rational/emotional. Factor 4 had a Cronbach's Alpha reliability coefficient of 0.44 and an eigenvalue of 1.45, explaining 10.36% of the total variance in this construct. Finally, Factor 5, labeled *Manner,* incorporated two items, thrifty/indulgent and modest/vain, and had a Cronbach's Alpha reliability coefficient of 0.29 and an eigenvalue of 1.41, explaining 10.04% of the total variance in this construct (see Table 9).

The Relative Importance of Store Image Attributes

The Kaiser-Meyer-Olkin measure of sampling adequacy test (0.881) and Bartlett's test of sphericity ($p < 0.001$) indicated that the data on the relative importance of store image attributes were appropriate for factor analysis. Communalities of store-image scales were from 0.42 to 0.78. No item was deleted because of low communality value. However, *Ease of finding products* (Item 5) was deleted because none of its loadings was greater than 0.50. *Willingness of help* (Item 9) was also deleted because it loaded on more than one factor with a loading score greater than 0.40. Also, *Promptness of service* (Item 8) and *Value for the price* (Item 25) were excluded from the analysis because the factors only included one item.

Table 9

Factor Analysis Results: Self-Concept

Factor	No.	Item	Eigen Value	Factor Loading	Variance Explained (%)	Cronbach Alpha
Factor 1: General- Activity	03	Comfortable/Uncomfortable		0.62		
	06	Pleasant/Unpleasant	2.20	0.66	15.69%	0.62
	07	Contemporary/Noncontemporary		0.68		
	14	Colorful/Colorless		0.69		
Factor 2: Socio-Activity	11	Formal/Informal		0.75		
	12	Orthodox/Liberal	1.58	0.59	11.31%	0.48
	13	Complex/Simple		0.63		
Factor 3: Affection	01	Rugged / Delicate	1.48	0.76	10.57%	0.43
	02	Excited/Calm		0.72		
Factor 4: Organization	08	Organized/Unorganized	1.45	0.53	10.36%	0.44
	09	Rational/Emotional		0.82		
Factor 5: Manner	05	Thrifty/Indulgent	1.41	0.65	10.04%	0.29
	15	Modest/Vain		0.68		
Kaiser-Meyer Olkin MSA				.621		
Bartlett's Test of Sphericity				.000		

The EFA employed a principal component analysis with quartimax rotation. The remaining 24 items formed five factors, indicating that 50.47% of the total variance was explained by five store image dimensions. Factor 1 consisted of twelve items, with a Cronbach's Alpha coefficient of 0.89 and an eigenvalue of 6.42, explaining 22.94% of the total variance in this construct. Factor 2 consisted of four items, with a Cronbach's Alpha coefficient of 0.74 and an eigenvalue of 2.67, explaining 8.01% of the total variance in this construct. Factor 3 consisted of three items, with Cronbach's Alpha coefficient of 0.73 and an eigenvalue of 2.05, explaining 7.31% of the total variance in this construct. Factor 4 also consisted of three items, Cronbach's Alpha

coefficient of 0.67 and an eigenvalue of 1.86, explaining 6.64% of the total variance in this construct. Factor 5 consisted of two items, Cronbach's Alpha coefficient of 0.55 and an eigenvalue of 1.54, explaining 5.48% of the total variance in this construct.

Factor 1 was labeled *Customer Service,* and it included twelve items: responsiveness to requests, trustworthiness of staff, confidence instilled in customers, courteousness of staff, product knowledge of staff, delivering on promises, dependability of service provided, accuracy of service delivered, individualized customer attention, care about customers, respect the customer's interests and understand each customer's needs. This store image factor is similar to Gagliano and Hathcote's (1994) personal attention dimension, Dabholkar *et al*'s (1996) personal interaction dimension and Kaul's (2007) personal interaction dimension. Factor 2 was labeled *Store Atmosphere,*, and it encompassed four items: attractiveness of physical facilities, staff neatness and professional look, attractive communication materials and cleanliness and convenience of physical facilities (restrooms, fitting rooms). These factors are similar to Gagliano and Hathcote's (1994) tangibles dimension, Finn and Kayande's (2004), tangibles dimension, Vahie and Paswan's (2006) atmosphere dimension and Kaul's (2007) appearance dimension. Factor 3, *Convenience, incorporated* three items: waiting time, convenient shopping hours and locational convenience. This factor is similar to Moye and Kincade's (2002) convenience factor and Dabholkar *et al*'s (1996) policy dimension. Factor 4 was labeled *Product*, and it included three items: quality of products carried, selection of products carried and range of brands offered. This factor is similar to Pan and Zinkhan's (2006) product-relevant factors, Finn and Kayande's (2004) product dimension and Semeijn *et al.*'s (2004) merchandise factor. Factor 5 was labeled *Information Communication*, including two items: Advertising/ Store display and keeping customers informed. This factor is similar to Semeijn *et al.*'s (2004) layout factor (see Table 10).

Table 10

Factor Analysis Results: The Relative Importance of Store Image Attributes

Factor	No.	Item	Eigen Value	Factor Loading	Variance Explained (%)	Cronbach Alpha
	10	Responsiveness to requests		0.65		
	11	Trustworthiness of staff		0.76		
	12	Confidence instilled in customers		0.65		
	13	Courteousness of staff		0.65		
Factor 1:	14	Product knowledge of staff		0.60		
Customer	15	Delivering on promises	6.42	0.76	22.94%	0.89
Service	16	Dependability of service provided		0.81		
	17	Accuracy of service delivered		0.72		
	18	Individualized customer attention		0.54		
	19	Care about customers		0.60		
	20	Respect the customer's interests		0.68		
	21	Understand each customer's needs		0.52		
	01	Attractiveness of physical facilities		0.79		
Factor 2:	02	Staff neatness and professional look		0.70		
Store	03	Attractive communication materials	2.67	0.53	8.01%	0.74
Atmosphere	04	Cleanliness and convenience of physical facilities (restrooms, fitting rooms)		0.72		
Factor 3:	26	Waiting time		0.62		
Convenience	27	Convenient shopping hours	2.05	0.85	7.31%	0.73
	28	Locational convenience		0.80		
Factor 4:	22	Quality of products carried		0.64		
Product	23	Selection of products carried	1.86	0.72	6.64%	0.67
	24	Range of brands offered		0.73		
Factor 5:	06	Advertising/ Store display		0.68		
Information	07	Keeping customers informed	1.54	0.61	5.48%	0.55
Communication						
	Kaiser-Meyer Olkin MSA				0.881	
	Bartlett's Test of Sphericity				0.000	

Hypothesis Testing

The hypothesis testing was based on the responses of the 221 participants who attended the University of Georgia in the United States and the 238 participants who attended National Cheng-Chi University in Taiwan. A series of analysis of variance (ANOVA), multivariate analysis of variance (MANOVA), and multiple regression analysis were then conducted to test the nine hypotheses at the designed significance level (alpha = 0.5) (see Table 11).

Table 11

Variables for Hypothesis Testing

Hypothesis	Analysis	Independent Variable	Dependent Variable
Hypothesis 1	MANOVA	Individualism-Collectivism & Nationality	Self-Concept
Hypothesis 2	MANOVA	Individualism-Collectivism & Nationality	Store Image Attributes
Hypothesis 3	Two-way ANOVA	Individualism-Collectivism & Nationality	Patronage Behavior
Hypothesis 4	MANOVA	Gender with Nationality	Self-Concept
Hypothesis 5	MANOVA	Gender with Nationality	Store Image Attributes
Hypothesis 6	ANOVA	Gender with Nationality	Patronage Behavior
Hypothesis 7	Multiple Regression Analysis	Self-concept	Store Image Attributes
Hypothesis 8	Multiple Regression Analysis	Self-concept	Patronage Behavior
Hypothesis 9	Multiple Regression Analysis	Store Image Attributes	Patronage Behavior

- **H1: There is a significant difference between different cultural groups in terms of self-concept.**

  - **H1a: There is a significant difference between groups with different degrees of individualism and collectivism in terms of self-concept.**

  - **H1b: There is a significant difference between Americans and Taiwanese in terms of self-concept.**

Hypothesis 1 was concerned with the relationship between culture characteristics (nationality and individualism vs. collectivism) and self-concept. Previous studies found that consumers with different cultural backgrounds tend to have different social values that help them shape their sense of self-perception (Blackwell *et al*., 2006; Bryne 2002; Evans, 1989; Pons *et al*., 2006;). Malhotra's (1981) self-concept scale was used to test self-concept in this study. The three clusters with different degrees of individualism and collectivism identified in the cluster analysis (*Two-Sided Consumers, Individualism-Oriented Consumers* and *Collectivism-Oriented Consumers*), nationality (*American* and *Taiwanese*) and the five self-concept factors identified in the exploratory factor analysis (*General-activity, Socio-activity, Affection, Organization and Manner*) were used in the hypothesis testing.

A factorial MANOVA was conducted to test Hypothesis 1, testing the significance of the main and interaction effects of the two independent variables, the Individualism-Collectivism clusters and nationality, the dependent variable, and the five self-concept factors. The first step was to examine the interaction effect and determine whether it was statistically significant. The multivariate tests under Pillai's Trace criterion revealed that the interaction effect was not significant, indicated by a non-significant F-value under Pillai's Trace criterion, $F_{(5, 433)} = 1.907$, p=0.442. Given the non-significant interaction effects, the main effects of the two

independent variables were interpreted directly.

Table 12 shows the MANOVA results for the main and the interaction effects of the two independent variables on the set of dependent variables. The multivariate tests under Pillai's Trace criterion revealed that the main effect of different degrees of individualism and collectivism on the dependent variables was significant, $F (5, 433) =2.808$, $p<0.01$. MANOVAs revealed significant effects for one self-concept factor: *General-Activity* ($p<0.001$). As a result, Post-hoc tests using Tukey HSD as multiple comparisons were conducted to examine the self-concept differences among the three clusters.

The post-hoc pairwise comparisons for the three clusters showed significant differences between them with regard to *General–Activity* (Factor 1). With respect to *General–Activity*, *Collectivism-Oriented Consumers* were significantly different from both *Two-Sided Consumers* ($p<0.01$) and *Individualism-Oriented Consumers* ($p<0.001$) (see Table 12). Overall, *Collectivism-Oriented Consumers* perceived themselves as more comfortable, pleasant, contemporary and colorful than both *Two-Sided Consumers* and *Individualism-Oriented Consumers*. In addition, *Individualism-Oriented Consumers* perceived themselves as the most uncomfortable, unpleasant, non-contemporary and colorless out of the three clusters.

The multivariate tests under Pillai's Trace criterion revealed that the main effect of nationality on the dependent variables was significant, $F (5, 433) =21.096$, $p<0.001$. MANOVAs revealed significant effects for two self-concept factors: *General-Activity* ($p<0.001$) and *Socio-Activity* ($p<0.001$). As a result, Post-hoc tests using Tukey HSD as multiple comparisons were conducted to examine the self-concept differences among the three clusters.

The post hoc pairwise comparisons for Americans and Taiwanese showed significant differences between the American and Taiwanese regarding *General–Activity* (Factor 1) and *Socio-Activity* (Factor 2). With respect to *General–Activity*, Americans perceived themselves

more comfortable, pleasant, contemporary and colorful than Taiwanese. Also, Taiwanese perceived themselves more informal, liberal and simple than Americans did with respect to *Socio-Activity* (see Table 13).

Based on the mean scores for self-concept factors, *Individualism-Oriented Consumers* perceived themselves as more uncomfortable, unpleasant, non-contemporary, colorless, formal, orthodox, complex, rugged, excited, thrifty and modest than the other two groups. *Collectivism-Oriented Consumers* perceived themselves as more comfortable, pleasant contemporary, colorful, informal, liberal, simple, delicate, calm, organized and rational than the remaining consumers. *Two-Sided Consumers* perceived themselves as more unorganized, emotional, indulgent and vain than the other two groups. On the other hand, Americans perceived themselves as more comfortable, pleasant, contemporary, colorful, formal, orthodox, complex, rugged, excited, organized, rational, thrifty, and modest when compared with Taiwanese.

Given the results of testing Hypothesis 1, both Individualism-Collectivism and nationality appear to affect self-concept; therefore, Hypothesis 1a and Hypothesis 1b were supported.

Table 12

MANOVA Results: Differences Between the Independent Variables Groups in Self Concept Factors

Independent Variables	Group Means for Self-Concept Factors				
	General -Activity	Socio -Activity	Affection	Organization	Manner
Degree of Individualism-Collectivism					
Two-Sided Respondents	2.407	2.8957	3.070	2.557	2.817
Individualism-Oriented Respondents	2.629	2.8817	2.984	2.500	2.548
Collectivism-Oriented Respondents	2.188	3.0705	3.133	2.440	2.633
F-values	8.231***	2.806	0.736	0.621	3.172
Nationality					
American	1.9509	2.8782	3.0068	2.4155	2.6545
Taiwanese	2.5705	3.1554	3.1709	2.5232	2.6835
F-values	79.356***	4.664*	2.865	0.197	0.910
Individualism-Collectivism X Nationality					
F-value	3.387*	0.369	0.273	1.271	0.095

*p<.05. **p<.01. ***p<.001

Table 13

Post Hoc Test Results: Multiple Comparisons Between Groups with Different Degrees of Individualism-Collectivism in Self Concept Factors

| Comparison of Individualism-Collectivism Groups		Mean Differences for Self-Concept Factor
		General-Activity
Two-Sided	Individualism-Oriented	-0.223
	Collectivism-Oriented	0.219**
Individualism-Oriented	Two-Sided	0.223
	Collectivism-Oriented	0.441***
Collectivism-Oriented	Two-Sided	-0.219
	Individualism-Oriented	-0.441***

*p<.05. **p<.01. ***p<.001
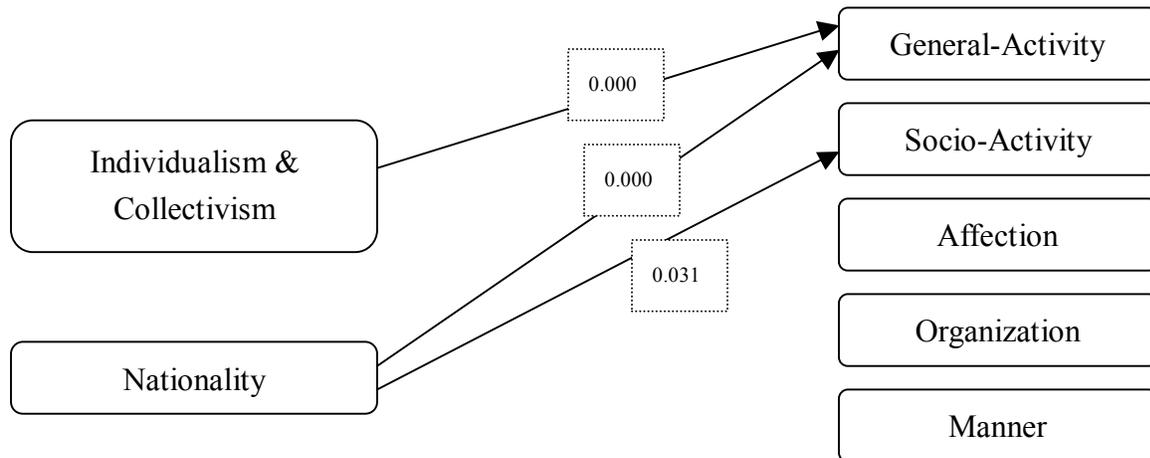
Figure 3. The MANOVA Results in Hypothesis 1a: Relationship Between the Degree of Individualism-Collectivism and Self-Concept Factors; and Hypothesis 1b: Relationship Between Nationality and Self-Concept Factors.

Hypothesis 2

- ***H2: There is a significant difference between different cultural groups in terms of the relative importance of apparel retail store image attributes.***

  - ***H2a: There is a significant difference between groups with different degrees of individualism and collectivism in terms of the relative importance of apparel retail store image attributes.***

  - ***H2b: There is a significant difference between Americans and Taiwanese in terms of the relative importance of apparel retail store image attributes.***

Hypothesis 2 queried the relationship between culture characteristics (nationality, individualism and collectivism) and the importance placed on apparel retail store image attributes. Previous studies have found that consumers in different cultures are likely to have different perceptions of store image attributes (Ackerman & Tellis, 2001; Kawabata & Rabolt,

1999; Kim & Jin, 2002). A scale with 28 items modified from Finn and Kayande (2004) and Dabholkar *et al.* (1996) was used to test the importance respondents placed on store image attributes on a five-point scale. The three Individualism and Collectivism clusters (*Two-Sided Consumers, Individualism-Oriented Consumers* and *Collectivism-Oriented Consumers*), nationality (*American* and *Taiwanese*) and the five store image factors identified in the exploratory factor analysis (*Customer Service, Store Atmosphere, Convenience, Product and Information Communication*) were used in the hypothesis testing.

A factorial MANOVA was conducted to test Hypothesis 2, analyzing the significance of the main and interaction effects of the two independent variables, the Individualism-Collectivism clusters and nationality, on the dependent variable, the five store image factors. First, the examination of the interaction effect of the two independent variables was conducted to determine whether it was statistically significant. The multivariate tests under Pillai's Trace criterion revealed that the interaction effect was not significant, as indicated by a non-significant F-value under Pillai's Trace criterion, $F_{(5, 433)} = 0.319$, $p=0.976$. Given the non-significant interaction effects, the main effects of the two independent variables were interpreted directly.

Table 14 shows the MANOVA results for the main and interaction effects of the two independent variables on the set of dependent variables. The multivariate tests under Pillai's Trace criterion revealed that the main effect of different degrees of Individualism and Collectivism on the dependent variables was not significant, $F_{(2, 426)} =1.714$, $p=0.073$, indicating that the relative importance the respondents placed on apparel retail store image attributes did not vary across the Individualism-Collectivism clusters.

The multivariate tests under Pillai's Trace criterion revealed that the main effect of nationality on the dependent variables was significant, $F_{(1, 435)} =2.189$, $p<0.001$. MANOVAs revealed significant effects for three store image factors: *Convenience* ($p<0.01$), *Product* ($p<0.01$)

and *Information Communication* (p<0.01). Therefore, Post-hoc tests using Tukey HSD, as multiple comparisons, were conducted to examine the self-concept differences between Americans and Taiwanese.

The post-hoc pairwise comparisons for Americans and Taiwanese showed significant differences between Americans and Taiwanese in regards to *Convenience* (Factor 3), *Product* (Factor 4), and *Information Communication* (Factor 5). With respect to *Convenience*, Americans placed more importance on waiting time, convenient shopping hours and location than did Taiwanese. With respect to *Product*, Taiwanese placed more importance on the quality and selection of products a store carried and the range of brands a store offered than Americans did. Also, Taiwanese placed more importance on advertising, store display and how a store kept customers informed than Americans as displayed in *Information Communication* responses.

Based on the mean score for store image factors, all of the *Two-Sided Consumers*, *Individualism-Oriented Consumers* and *Collectivism-Oriented Consumers* paid the most attention to *Product*. Both *Individualism-Oriented Consumer* and *Collectivism-Oriented Consumers* placed the least importance on *Information Communication*. Unlike the other two groups, *Two-Sided Consumers* placed the least importance on *Store Atmosphere*. In addition, both Americans and Taiwanese placed the most importance on *Product* and the least importance on *Information Communication*.

Given the results of testing Hypothesis 2, only nationality appears to affect the relative importance of apparel retail store image attributes; therefore, Hypothesis 2a was rejected and Hypothesis 2b was supported.

Table 14

MANOVA Results: Differences Between the Independent Variables Groups in Store Image Factors

| Independent Variables	Group Means for Store Image Factors				
	Customer Service	Store Atmosphere	Convenience	Product	Information Communication
Degree of Individualism-Collectivism					
Two-Sided Respondents	4.231	3.930	4.161	4.399	3.742
Individualism-Oriented Respondents	3.922	3.621	3.954	3.979	3.467
Collectivism-Oriented Respondents	4.232	3.840	4.119	4.352	3.680
F-value	3.915*	2.392	0.965	6.463**	1.304
Nationality					
American	4.2308	3.8591	4.2049	4.2428	3.5679
Taiwanese	4.1967	3.8424	4.0424	4.4266	3.7806
F-value	.554	.087	7.617**	11.437**	11.023**
Individualism-Collectivism X Nationality					
F-value	0.164	0.046	0.219	0.170	0.403

*$p<.05$. **$p<.01$. ***$p<.001$
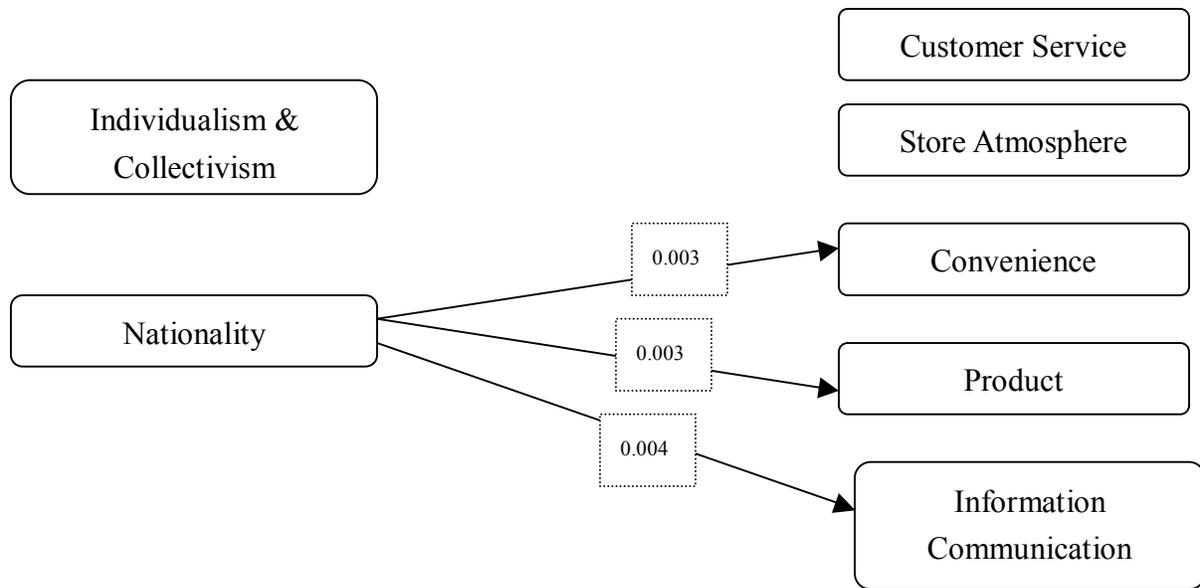
Figure 4. The MANOVA results in Hypothesis 2a: Relationship Between the Degree of Individualism-Collectivism and Store Image Factors; and Hypothesis 2b: Relationship Between Nationality and Store Image Factors.

Hypothesis 3

- **H3: There is a significant difference between different cultural groups in terms of patronage behavior in apparel retail stores.**

    - **H3a: There is a significant difference between groups with different degrees of individualism and collectivism in terms of patronage behavior in apparel retail stores.**

    - **H3b: There is a significant difference between Americans and Taiwanese in terms of patronage behavior in apparel retail stores.**

Hypothesis 3 was concerned with the relationship between culture characteristics (nationality, individualism and collectivism) and patronage behavior in apparel retail stores. Patronage behavior has been investigated by previous studies and has been proven to have a relationship with culture characteristics (Kim & Chen-Yu, 2005; Sirgy *et al*. 2000). The

respondents' degrees of Individualism-Collectivism, nationality and patronage behavior, which is equivalent to the sum of the scores of the three patronage questions (how often did you visit that type of apparel retail store over the past six months; how often did you make actual purchases on each shopping trip to that store over the past six months, and have you ever recommended that type of apparel retail store to your family members or friends) were used in the hypothesis testing.

A Two-way ANOVA was conducted to test hypothesis 2, testing the significance of the main and interaction effects of the two independent variables, the Individualism-Collectivism clusters and nationality, on the dependent variable, patronage behavior. The interaction effect of the two independent variables was examined to determine whether it was statistically significant. The univariate tests revealed that the interaction effect was not significant, indicated by a non-significant F-value, $F_{(5, 447)} = 1.380$, p=0.253. Given the non-significant interaction effects, the main effects of the two independent variables were interpreted directly.

Table 15 shows the main and interaction effects of the two independent variables on patronage behavior. The univariate tests revealed that the main effect of the degrees of Individualism-Collectivism on the dependent variables was significant, $F_{(2, 447)} = 3.467$, p<0.05. A two-way ANOVA revealed significant effects for patronage behavior. Therefore, post-hoc tests using Tukey HSD as multiple comparisons were conducted to examine the differences of patronage behavior among the three Individualism-Collectivism clusters.

The post-hoc pairwise comparisons for the three clusters showed significant differences regarding patronage behavior. *Individualism-Oriented Consumers* were significantly different from *Collectivism-Oriented Consumers* in their patronage behavior. *Collectivism-Oriented Consumers* showed the highest mean in patronage behavior among the three clusters. On the contrary, *Individualism-Oriented Consumers* had the lowest mean in patronage behavior among

the three clusters (see Table 16).

The univariate tests revealed that the main effect of nationality on the dependent variables was significant, F (1, 447) =32.42, p<0.001. A two-way ANOVA revealed significant effects for patronage behavior. Therefore, multiple comparisons were conducted to examine the differences in patronage behavior between American and Taiwanese consumers.

The post-hoc pairwise comparisons for Americans and Taiwanese showed significant differences with respect to patronage behavior. Americans had significantly higher tendencies in their patronage behavior than the Taiwanese did.

Given the results of testing Hypothesis 3, both Individualism-Collectivism and nationality appear to affect patronage behavior; thus, Hypothesis 3a and Hypothesis 3b were supported.

Table 15

Two-way ANOVA Results: Differences between the Independent Variables Groups in Patronage Behavior

Independent Variables	Group Means for Patronage Behavior
Degree of Individualism-Collectivism	
Two-Sided Respondents	9.365
Individualism-Oriented Respondents	8.664
Collectivism-Oriented Respondents	9.637
F-value	3.467*
Nationality	
American	10.039
Taiwanese	8.405
F-value	32.042***
Individualism-Collectivism X Nationality	
F-value	1.380

*p<.05. **p<.01. ***p<.001

Table 16

Post Hoc Test Results: Multiple Comparisons Between Groups with Different Degrees of Individualism-Collectivism in Self Concept Factors

Comparison of Individualism-Collectivism Groups		Mean Differences for Patronage Behavior
Two-Sided	Individualism-Oriented	0.914
	Collectivism-Oriented	-0.279
Individualism-Oriented	Two-Sided	-0.914
	Collectivism-Oriented	-1.193*
Collectivism-Oriented	Two-Sided	0.279
	Individualism-Oriented	1.193*

*$p<.05$. **$p<.01$. ***$p<.001$
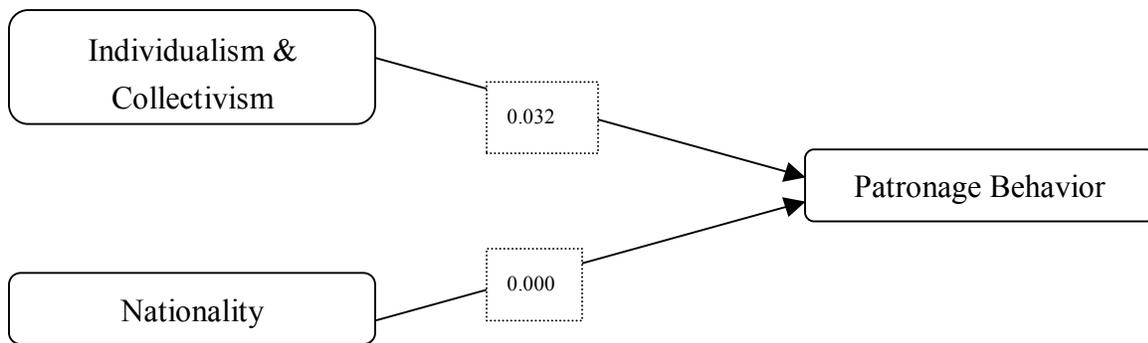
Figure 5. The Two-way ANOVA Results in Hypothesis 3a: Relationship Between the Degrees of Individualism-Collectivism and Patronage Behavior; and Hypothesis 3b: Relationship Between Nationality and Patronage Behavior.

Hypothesis 4

• *H4: There is a significant difference between American males/females and Taiwanese males/females in terms of self-concept.*

Hypothesis 4 examined the relationship between genders of different nationalities and their relationships to self-concept. In previous studies (Goldsmith & Flynn, 2000; Markus & Kitayama, 1991), gender was viewed as an antecedent to self-concept.

A MANOVA was conducted to test Hypothesis 4, testing the influences of the independent variable, gender with nationality, on the dependent variable, the five self-concept factors, *General-activity, Socio-activity, Affection, Organization and Manner*. The multivariate tests under Pillai's trace criterion revealed that the influence of gender and nationality on the dependent variables was significant, $F (3, 444) = 2.910$, $p < 0.001$. MANOVAs revealed significant influences on three self-concept factors: *General-activity* ($p < 0.001$), *Socio-activity* ($p < 0.01$) and *Affection* ($p < 0.01$) (see Table 17). Therefore, post-hoc tests using Tukey HSD were conducted to compare self-concept means between groups. There were statistically significant differences in American males, American females, Taiwanese males and Taiwanese females on *General-activity* (Factor 1), *Socio-activity* (Factor 2) and *Affection* (Factor 3) (see Table 18).

First, with regard to *General-Activity*, American females perceived themselves most comfortable, pleasant, contemporary and colorful. Significant differences existed between American females and Taiwanese males ($p < 0.001$), and American females and Taiwanese females ($p < 0.001$); however, there was no distinct difference between American females and American males ($p = 0.147$). Also, little distinction existed between Taiwanese males and Taiwanese females ($p = 0.165$).

In addition, with regard to *Socio-Activity*, there were significant differences between American females and Taiwanese males ($p < 0.05$), and American females and Taiwanese females ($p < 0.05$). However, there was no significant difference among American males, Taiwanese males and Taiwanese females. American females perceived themselves as the most formal, orthodox and complex among the four groups.

With respect to *Affection*, there were significant differences between American males and American females ($p = <0.01$), American males and Taiwanese males ($p < 0.001$), and American females and Taiwanese females ($p < 0.05$). Taiwanese males perceived themselves to be the most

delicate and calm among the four groups. On the contrary, American males perceived themselves as the most rugged and excited among the four groups.

Based on the mean scores for self-concept factors, American females perceived themselves as the most comfortable, pleasant, contemporary, colorful, formal, orthodox and complex among the four groups. American males perceived themselves as the most rugged, excited, organized, rational, thrifty and modest out of the four groups.

Given the results of testing Hypothesis 4, *Affection* scores varied significantly among the four groups. Although there were significant differences among the four groups in terms of *General-Activity* and *Socio-Activity*, there was no significant difference between males and females both in the U.S. and Taiwan. Thus, Hypothesis 4 was partly supported.

Table 17

MANOVA Results: Differences between the Independent Variables Groups in Self-concept factors

Independent Variables	Group Means for Self-Concept Factors				
	General-Activity	Socio-Activity	Affection	Organization	Manner
Gender with Nationality					
American Males	2.087	2.884	2.698	2.349	2.643
American Females	1.900	2.868	3.141	2.447	2.655
Taiwanese Males	2.664	3.163	3.271	2.383	2.676
Taiwanese Females	2.502	3.016	3.104	2.475	2.694
F-value	43.193***	4.942**	5.783**	0.105	0.958
Gender					
Males	2.4331	3.0524	3.0377	2.3648	2.6635
Females	2.1850	3.0056	3.1212	2.5286	2.6728
F-value	15.510***	0.378	0.930	3.412	0.017

*p<.05. **p<.01. ***p<.001

Table 18

Post Hoc Test Results: Multiple Comparisons Between Gender Groups in Self Concept Factors

| Comparison of Gender Groups		Mean Differences for Self-Concept Factor		
		General-Activity	Socio-Activity	Affection
American Males	American Females	0.187	0.152	-0.443**
	Taiwanese Males	-0.577***	-0.279	-0.572***
	Taiwanese Females	-0.414***	-0.255	-0.405*
American Females	American Males	-0.187	-0.152	0.443**
	Taiwanese Males	-0.765***	-0.294*	-0.129
	Taiwanese Females	-0.602	-0.270*	0.037
Taiwanese Males	American Males	0.577	0.279	0.572***
	American Females	0.765***	0.294*	0.129
	Taiwanese Females	0.163	0.024	0.167
Taiwanese Females	American Males	0.414***	0.255	0.405*
	American Females	0.602***	0.270*	-0.037
	Taiwanese Males	-0.163	-0.024	-0.167

*p<.05. **p<.01. ***p<.001
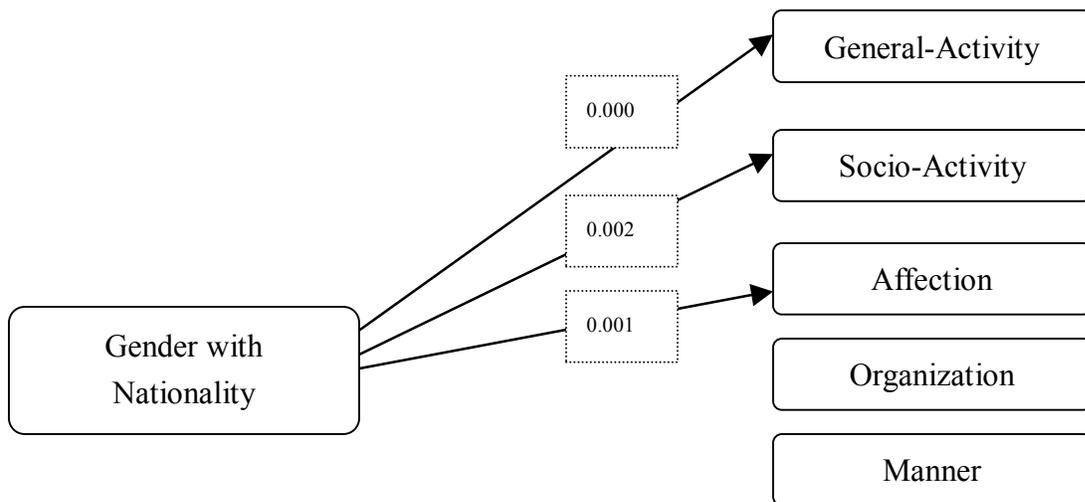
Figure 6. The MANOVA Analysis Results in Hypothesis 4: Relationship Between Gender with Different Nationalities and Self-Concept Factors.

Hypothesis 5

- ***H5: There is a significant difference between American males/females and Taiwanese males/females in terms of relative importance of apparel retail store image attributes.***

Hypothesis 5 investigated the relationship between gender with different nationalities in terms of the importance placed on the retail apparel store image attributes. Many studies indicated a significant relationship between gender and perception of store environment (Foster, 2004; Goldsmith & Flynn, 2000; Grewal *et al.*, 2003; Workman & Stulak, 2005).

A MANOVA was also conducted to test Hypothesis 5, testing the influences of the independent variable, gender with nationality, on the dependent variable, the five store-image factors *Customer Service, Store Atmosphere, Convenience, Product and Information Communication*. The multivariate tests under Pillai's trace criterion revealed that the influence of gender and nationality on the dependent variables was significant, $F_{(3, 433)} = 1.935$, $p < 0.001$. MANOVAs showed significant differences between the four groups in three store-image factors: *Convenience* ($p < 0.05$), *Product* ($p < 0.01$) and *Information Communication* ($p < 0.05$) (see Table 19). Then, Post-hoc tests using Tukey HSD were conducted to compare the means of importance placed on store image attributes between groups. There were statistically significant differences in American males, American females, Taiwanese males and Taiwanese females on *Convenience, Product* and *Information Communication* (see Table 20).

With respect to the importance placed on *Convenience* (waiting time, convenient shopping hours and location convenience), there was a significant difference between American females and Taiwanese males ($p < 0.05$). American females placed more importance on convenience than Taiwanese males did. When examining the *Product* factor (quality of products carried, selection of products carried and range of brands offered), there were significant differences between American males and Taiwanese males ($p < 0.05$) and American males and Taiwanese females

(p<0.01). American males placed less importance on quality of products carried, selection of products carried and range of brands offered in a apparel retail store than did Taiwanese males and Taiwanese females. Taiwanese females paid more attention to quality of products carried, selection of products carried and range of brands than the other three groups.

The multivariate data analysis also showed that there was a significant difference between American males and Taiwanese females (p<0.05), and American females and Taiwanese females (p<0.05) regarding the importance they placed on *Information Communication*. Taiwanese females placed paid more attention to a store's advertisement/store display to see if a store kept customers informed than American males and American females. American males paid less attention to *Information Communication* than the other three groups did.

As seen from the mean score for store image factors, all four groups placed the least importance on an apparel retail store's *Information Communication* among the five store image factors. American females, Taiwanese males and Taiwanese females placed the most importance on *Product*. Different from the other three groups, American males placed the most importance on *Customer Service*. In addition, compared with males, females paid more attention to apparel retail store image attributes. As a result, Hypothesis 5 was supported.

Table 19

MANOVA Results: Differences Between the Independent Variable Groups in Store Image Factors

Independent Variables	Group Means for Store Image Factors				
	Customer Service	Store Atmosphere	Convenience	Product	Information Communication
Gender with Nationality					
American Males	4.179	3.717	4.156	4.133	3.567
American Females	4.271	3.927	4.239	4.324	3.601
Taiwanese Males	4.200	3.840	4.011	4.380	3.707
Taiwanese Females	4.196	3.856	4.059	4.468	3.826
F-value	0.820	1.756	3.309*	5.016**	3.401*
Gender					
Males	4.1730	3.7706	4.0602	4.2595	3.6329
Females	4.2342	3.8925	4.1492	4.3790	3.7017
F-value	1.613	4.243*	2.066	4.319*	1.020

Table 20

Post Hoc Test Results: Multiple Comparisons Between Gender Groups in Store Image Factors

| Comparison of Gender Groups		Mean Differences for Store Image Factor		
		Convenience	Product	Information Communication
American Males	American Females	-0.082	-0.190	-0.034
	Taiwanese Males	0.144	-0.247*	-0.139
	Taiwanese Females	0.096	-0.334**	-0.259
American Females	American Males	0.082	0.190	0.034
	Taiwanese Males	0.227*	-0.056	-0.105
	Taiwanese Females	0.179	-0.144	-0.225*
Taiwanese Males	American Males	-0.144	0.247*	0.139
	American Females	-0.227*	0.056	0.105
	Taiwanese Females	-0.048	-0.087	-0.119
Taiwanese Females	American Males	-0.096	0.334**	0.259
	American Females	-0.179	0.144	0.225*
	Taiwanese Males	0.048	0.087	0.119

p<.05. **p<.01. ***p<.001
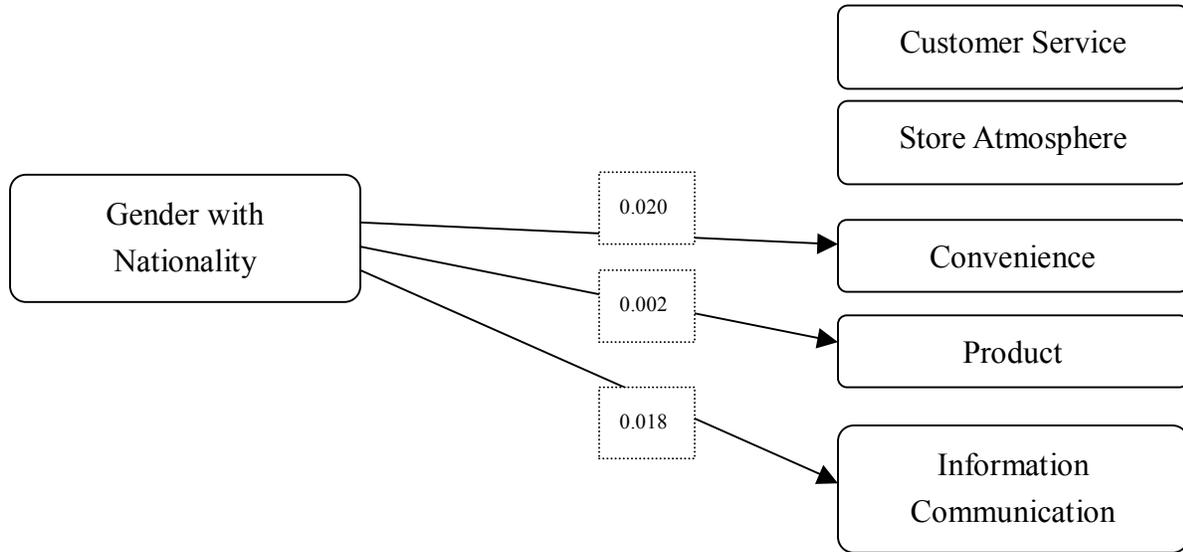
Figure 7. The MANOVA Analysis Results in Hypothesis 5: Relationship Between Gender with Different Nationalities and Store Image Factors

Hypothesis 6

◆ *H6: There is a significant difference between American males/females and Taiwanese males/females in terms of patronage behavior in apparel retail stores.*

Hypothesis 6 concerned the relationship between gender with different nationalities and patronage behavior in apparel retail stores. As explained earlier, gender is a significant predictor of store patronage behavior. Carpenter and Moore (2006) indicated that gender is a significant determinant of retail format choice.

To test significant differences in respondents' patronage behavior among four groups, a one-way analysis of variance (ANOVA) was conducted. The results indicated significant differences existed within four groups, F (3, 453) = 45.922, p<0.001(see Table 21). American females were significantly different from the other three groups (p<0.001) in their patronage behavior. They showed higher tendencies to visit their favorite type of apparel retail store, make actual purchases on each shopping trip and recommend the store to their family and friends than

the other three groups. In addition, Taiwanese males and females are significantly different from each other in their patronage behavior. Taiwanese males were the least likely to patronize their favorite type of apparel retail store among the four groups (see Table 22).

Given the results of testing Hypothesis 6, gender appears to affect patronage behavior. Females were more likely to patronize their favorite type of apparel retail store than males did regardless of their nationalities. Thus, Hypothesis 6 was supported.

Table 21

ANOVA Results: Differences Between the Independent Variables Groups in Patronage Behavior

Independent Variables	Group Means for Patronage Behavior
Gender with Nationality	
American Males	8.793
American Females	10.866
Taiwanese Males	8.232
Taiwanese Females	9.028
F-value	45.922***
Gender	
Males	8.4557
Females	9.9933
F-value	57.464***

*p<.05. **p<.01. ***p<.001

Table 22

Post Hoc Test Results: Multiple Comparisons Between Gender Groups in Patronage Behavior

Comparison of Gender Groups		Mean Differences for Patronage Behavior
American Males	American Females	-2.072***
	Taiwanese Males	0.562
	Taiwanese Females	-0.234
American Females	American Males	2.072***
	Taiwanese Males	2.634***
	Taiwanese Females	1.838***
Taiwanese Males	American Males	-0.562
	American Females	-2.634***
	Taiwanese Females	-0.796**
Taiwanese Females	American Males	0.234
	American Females	-1.838***
	Taiwanese Males	0.796**

*$p<.05$. **$p<.01$. ***$p<.001$
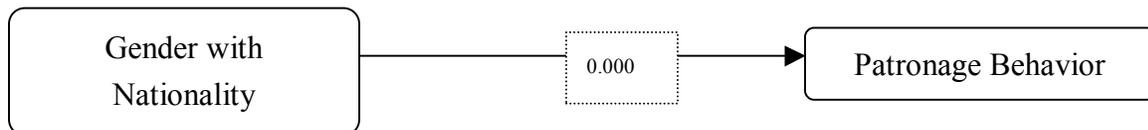
Figure 8. The ANOVA Analysis Results in Hypothesis 6: Relationship Between Gender with Different Nationalities and Patronage Behavior.

Hypothesis 7

- *H7: There is a significant relationship between self-concept and the relative importance of apparel retail store image attributes.*

Hypothesis 7 highlighted the relationship between self-concept and the relative importance of apparel retail store image attributes. According to previous studies (Ekinci & Riley, 2003;

Turley & Milliman, 2000), an individual's self-concept is related to his/her perception of store image. Thus, multiple regression analysis was conducted to examine the relationship between self-concept and the relative importance of apparel retail store image attributes. In this analysis, the independent variables were the five self-concept factors, and the dependent variables were the five store image factors.

Table 22 and 23 report the regression analysis results for the relationship between the respondents' self-concept and the relative importance they placed on the store image attributes. With respect to *Store Atmosphere,* store image factor 2: attractiveness of physical facilities, staff neatness and professional look, attractive communication materials and cleanliness and convenience of physical facilities, the multiple regression analysis reported that 6.5% of the variance of *Store Atmosphere* was explained by the five self-concept factors (R^2=0.065). The regression model was significant in explaining the relative importance that Generation Y consumers placed on store atmosphere, with $F_{(5, 441)} = 6.113$, $p<0.001$. The test of the relative contributions of the independent variables to explain this importance showed significant t values for *Organization* and *Manner*. The results showed that *Organization* (Factor 4) was the strongest predictor of *Store Atmosphere*, with the highest standardized coefficient of –0.174 at a 0.001 level, which indicated that *Organization* was negatively related to *Store Atmosphere*. *Manner* had a standardized coefficient of 0.115 for *Store Atmosphere* at a 0.05 level, which indicated that *Manner* was positively related to *Store Atmosphere*. That is, the more a customer perceived himself or herself organized, rational, indulgent or vain, the more he or she placed importance on attractiveness of physical facilities, staff neatness and projected professional image, attractive communication materials and cleanliness and convenience of physical facilities.

With respect to *Convenience*, store-image factor 3, the multiple regression analysis reported that 2.8% of the variance of *Convenience* was explained by the five self-concept factors

($R^2=0.028$). The regression model was significant in explaining the relative importance Generation Y consumers placed on *Convenience*, with $F_{(5, 425)} = 2.486$, $p<0.031$. The test of the relative contributions of independent variables to explain Generation Y consumers' relative importance placed on *Convenience* showed that *Organization* was the strongest predictor of *Convenience*, with a standardized coefficient of −0.113. The t-value for *Organization* was significant at a 0.05 level, which indicated that *Organization* was significantly related to *Convenience*. That is, the more a customer perceived himself or herself as organized or rational, the more he or she placed importance on waiting time, convenient shopping hours and convenience of location.

With respect to *Customer Service* (Factor 1), the multiple regression analysis reported that 0.7% of the variance of *Customer Service* was explained by the five self-concept factors ($R^2=0.007$). With respect to *Product* (Factor 4), the multiple regression analysis reported that 0.4% of the variance of *Product* was explained by the five self-concept factors ($R^2=0.004$). With respect to *Information Communication* (Factor 5), the multiple regression analysis reported that 1% of the variance of *Information Communication* was explained by the five self-concept factors ($R^2=0.010$). The regression model showed that self-concept factors were not significant in explaining the relative importance Generation Y consumers placed on *Customer Service* ($F_{(5, 440)} = 0.623$, $p=0.683$), Product ($F_{(5, 440)} = 0.352$, $p=0.881$) and *Information Communication* ($F_{(5, 441)} = 0.874$, $p=0.498$). The low R^2 values for *Customer Service, Product* and *Information Communication* implied that self-concept was not a strong predictor for these three store image factors.

Given the results of testing Hypothesis 7, it is concluded that two store image factors: *Store Atmosphere* and *Convenience,* can be explained by self-concept. Thus, Hypothesis 7 was partly supported.

Table 22 & 23

Multiple Regression Analysis Results for Hypothesis 7

Variables	t-value for Store Image Factors				
Self-concept Factors	Customer Service	Store Atmosphere	Convenience	Product	Information Communication
General-Activity	-1.049	-1.614	-1.651	-0.308	0.519
Socio-Activity	-1.325	-1.772	-0.313	0.267	1.355
Affection	0.103	1.713	-1.167	1.243	1.189
Organization	0.918	-3.649***	-2.278***	-0.148	-1.011
Manner	0.401	2.464*	1.563	0.237	0.862

Dependent Variable: Store Atmosphere

Independent Variable: Organization, Manner

Analysis of Variance: F $(5, 441)$=6.113, $p<0.0001$ R-Square:0. 065

Variables	df	Parameter Estimate	Standardized Estimate	t-value
Intercept	5	3.758	0	84.104***
Organization	5	-0.116	-0.174	-3.649***
Manner	5	0.095	0.115	2.464*

Dependent Variable: Convenience

Independent Variable: Organization

Analysis of Variance: F $(5, 425)$ = 2.486, $p<0.05$ R-Square:0. 028

Intercept	5	4.056	0	86.132
Organization	5	-0.076	-0.113	-2.278*

*$p<.05$. **$p<.01$. ***$p<.001$
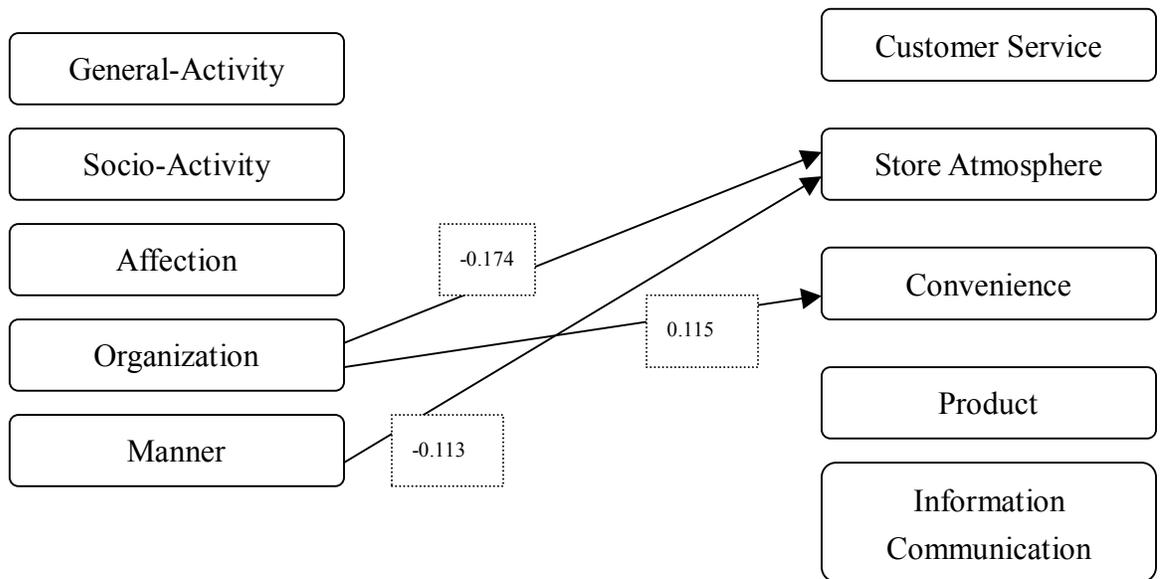
Figure 9. The Multiple Regression Model in Hypothesis 7: Relationship Between Self-Concept Factors and Store Image Factors.

Hypothesis 8

- *H8: There is a significant relationship between self-concept and patronage behavior in apparel retail stores.*

Hypothesis 8 was concerned with the relationship between self-concept and patronage behavior in apparel retail stores. Many previous studies found a relationship between consumers' perceptions of store image and their store patronage behavior (Kim & Chen-Yu, 2005; Gilboa & Rafaeli, 2003; Baker et al., 2002; Turley and Milliman, 2000; Stewart, 1997). Multiple regression analysis was hence conducted to examine the relationship between self-concept and patronage behavior in apparel retail stores. In this analysis, the independent variables were the five

self-concept factors, and the dependent variable was patronage behavior, which was equal to the sum of the scores of the three questions regarding patronage behaviors (see Appendix A, Section IV, Question 2-4).

Table 24 and 25 show the regression analysis results for the relationship between the respondents' self-concept and their patronage behavior. The multiple regression analysis showed that 21.60% of the variance of patronage behavior was explained by the five self-concept factors ($R^2=0.216$). The regression model was significant in explaining Generation Y consumers' patronage behavior, with $F (5, 441) = 24.256$, $p<0.001$. The test of the relative contributions of independent variables to explain Generation Y consumers' patronage behavior showed significant t values for *General-Activity* and *Manner*.

The test of the relative contributions of independent variables to explain Generation Y consumers' patronage behavior showed that *General-Activity* was the strongest predictor of patronage behavior, with a standardized coefficient of –0.434. The t-value for *General-Activity* was significant at the 0.001 level, which indicated that *General-Activity* was negatively related to patronage behavior. The test showed that *Manner* was also a significant predictor of patronage behavior, with a standardized coefficient of 0.164. The t-value for *Manner* was significant at the 0.001 level, which indicated that *Manner* was positively related to patronage behavior. That is, the more a customer perceived himself or herself to be comfortable, pleasant, contemporary or colorful, the more he or she tended to patronize his or her favorite type of apparel retail store. In addition, the more a customer perceived himself or herself to be indulgent and vain, the higher the tendency he or she showed to patronize the store.

Given the results of testing Hypothesis 8, patronage behavior can be explained by two self-concept factors: *General-Activity* and *Manner*. Thus, Hypothesis 8 was supported.

Table 24 & 25

Multiple Regression Analysis Results for Hypothesis 8

Self-concept Factors	t-value for Patronage Behavior
General-Activity	-10.072***
Socio-Activity	-1.156
Affection	0.354
Organization	0.761
Manner	3.816***

Dependent Variable: Patronage Behavior

Independent Variable: General-Activity, Manner

Analysis of Variance: F (5, 441)=24.256, p<0.0001 R-Square:0. 216

Variables	df	Parameter Estimate	Standardized Estimate	t-value
Intercept	5	8.606	0	57.999***
General-Activity	5	-1.422	-0.434	-10.072***
Manner	5	0.489	0.164	3.816***

*p<.05. **p<.01. ***p<.001
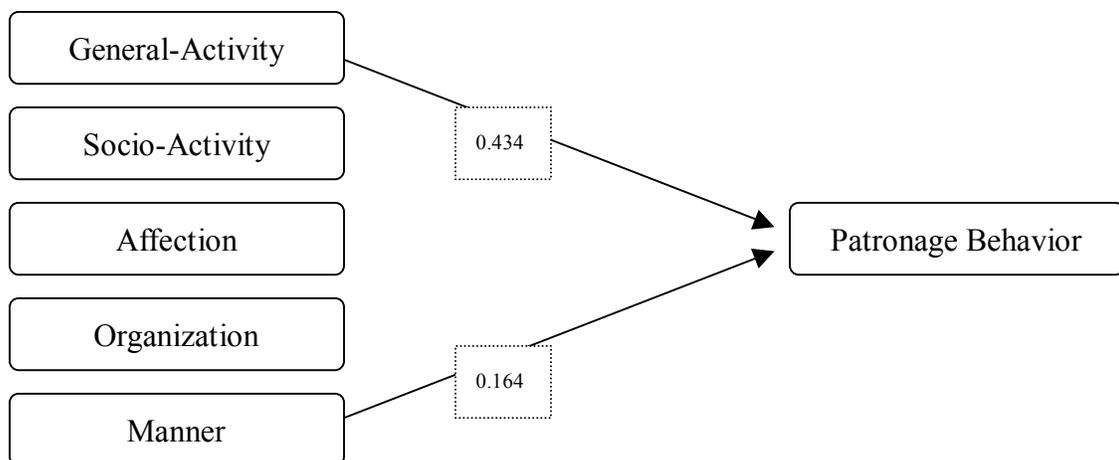

Figure 10. The Multiple Regression Model in Hypothesis 8: Relationship Between Self-Concept Factors and Patronage Behavior.

Hypothesis 9

* ***H9: There is a significant relationship between the relative importance of store-image attributes and patronage behavior***

Hypothesis 9 queried the relationship between the relative importance of store-image attributes and patronage behavior in apparel retail stores. Several previous studies indicated that product and store related attributes played important roles in consumers' patronage behavior (Baker *et al.*, 2002; Kim & Chen-Yu, 2005; Stewart, 1997).

Multiple regression analysis was conducted to examine the relationship between the relative importance of store-image attributes and patronage behavior in apparel retail stores. In this analysis, the independent variables were the five store image factors, and the dependent variable was patronage behavior.

Table 26 and 27 report the regression analysis results for the relationship between the relative importance respondents placed on store image attributes and their patronage behavior. The multiple regression analysis showed that 2.90% of the variance of patronage behavior was explained by the five self-concept factors (R^2=0.029). The regression model was significant in explaining Generation Y consumers' patronage behavior, with F (5, 429) = 2.578, p=0.026. The test of the relative contributions of independent variables to explain Generation Y consumers' patronage behavior showed significant t values for *Convenience* at a level of 0.05, with a standardized coefficient of 0.115. The test indicated that *Convenience* was also a significant predictor of patronage behavior; that is, the more importance a customer placed on waiting time, convenient shopping hours and convenience of location, the more tendency he or she had to patronize a store.

Given the results of testing Hypothesis 9, patronage behavior can be explained by one store image factor: *Convenience*; thus, Hypothesis 9 was partly supported.

Table 26 & 27

Multiple Regression Analysis Results for Hypothesis 9

Store Image Factors	t-value for Store Image Factors
Customer Service	1.387
Store Atmosphere	0.970
Convenience	2.245*
Product	-1.109
Information Communication	0.043

Dependent Variable: Patronage Behavior

Independent Variable: Convenience

Analysis of Variance: F (5, 429)=2.578, p<0.05 R-Square:0. 029

| Variables	df	Parameter Estimate	Standardized Estimate	t-value
Intercept	5	6.455	0	5.879***
Convenience	5	0.410	0.115	2.245*

*p<.05. **p<.01. ***p<.001
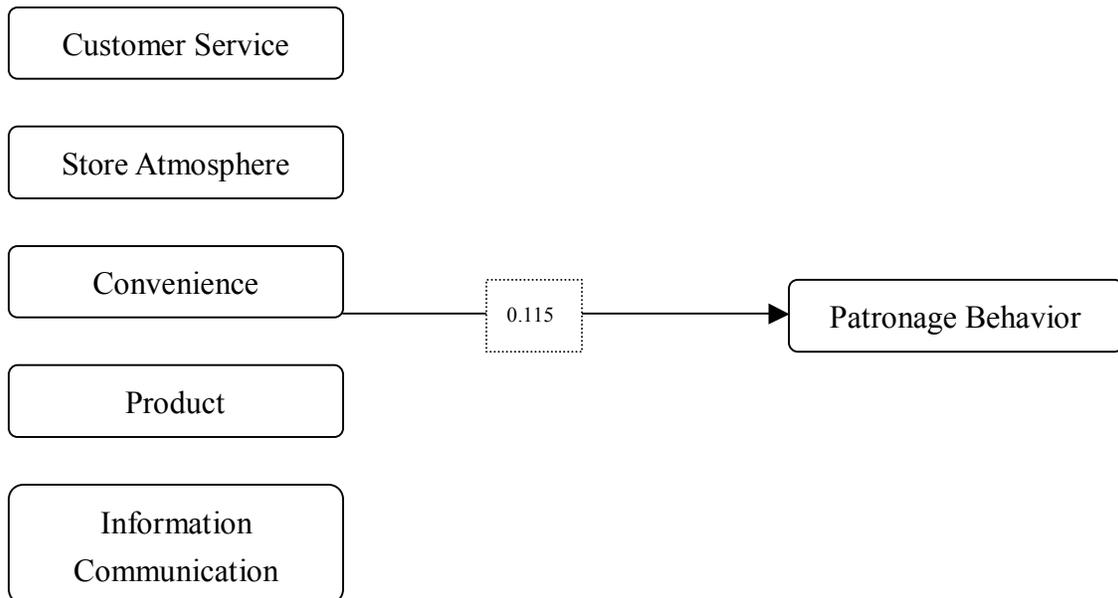
Figure 11. The Multiple Regression Model in Hypothesis 9: Relationship Between Store Image Factors and Patronage Behavior.

CHAPTER VI

CONCLUSIONS

Conclusions and Implications

Research attention to cross-cultural differences has been growing in recent years. The increasing trends toward international retailing have strongly encouraged multinational corporations in both the product and service sectors to further study and understand the cultural context of consumer behavior (Maheswaran & Shavitt, 2000; Rao & Al-Wugayan, 2005). In this context, research dealing with cross-cultural and gender differences with respect to consumer behavior becomes very important. From these perspectives, this study was conducted to examine gender and culture differences with respect to self-concept, the relative importance placed on apparel retail store image and patronage behavior, and to provide global retailers with marketing implications.

The preliminary analysis of the data included a cluster analysis to segment the respondents into different degrees of Individualism-Collectivism groups and an exploratory factor analysis to extract the self-concept factors and the importance of apparel retail store image attributes factors. The cluster analysis of the degree of Individualism-Collectivism grouped the respondents into three clusters: *Two-Sided Consumers*, *Individualism-Oriented Consumers* and *Collectivism-Oriented Consumers*. Factor analysis on both self-concept and the importance of apparel retail store image attributes were conducted. The five self-concept factors identified in the factor analysis were: *General-Activity*, *Socio-Activity, Affection*, *Organization* and *Manner*. The five store-image factors identified in the factor analysis were: *Customer Service, Store Atmosphere*, *Convenience*, *Product* and *Information Communication*.

77

Table 28

Testing Results for Hypotheses

Hypothesis	Hypothesis	Results
Hypothesis 1a	There is a significant difference between groups with different degrees of individualism and collectivism in terms of self-concept.	Supported
Hypothesis 1b	There is a significant difference between Americans and Taiwanese in terms of self-concept.	Supported
Hypothesis 2a	There is a significant difference between groups with different degrees of individualism and collectivism in terms of the relative importance of apparel retail store image attributes.	Rejected
Hypothesis 2b	There is a significant difference between Americans and Taiwanese in terms of the relative importance of apparel retail store image attributes.	Supported
Hypothesis 3a	There is a significant difference between groups with different degrees of individualism and collectivism in terms of patronage behavior in apparel retail stores.	Supported
Hypothesis 3b	There is a significant difference between Americans and Taiwanese in terms of patronage behavior in apparel retail stores.	Supported
Hypothesis 4	There is a significant difference between American males/females and Taiwanese males/females in terms of self-concept.	Supported
Hypothesis 5	There is a significant difference between American males/females and Taiwanese males/females in terms of relative importance of apparel retail store image attributes.	Supported
Hypothesis 6	There is a significant difference between American males/females and Taiwanese males/females in terms of patronage behavior in apparel retail stores.	Supported
Hypothesis 7	There is a significant relationship between self-concept and the relative importance of apparel retail store image attributes.	Supported
Hypothesis 8	There is a significant relationship between self-concept and patronage behavior in apparel retail stores.	Supported
Hypothesis 9	There is a significant relationship between the relative importance of store-image attributes and patronage behavior.	Supported

Table 28 shows the testing results for each proposed hypothesis. The findings in this study indicated that the Generation Y consumers' self-concept was affected by both culture characteristics (nationality, individualism vs. collectivism) and gender. *Collectivism-Oriented Consumers* perceived themselves as more comfortable, pleasant, contemporary and colorful, while *Individualism-Oriented Consumers* perceived themselves as more uncomfortable, unpleasant, non-contemporary and colorless. In terms of nationality, Americans perceived themselves as more comfortable, pleasant, contemporary and colorful than Taiwanese did. In addition, Americans perceived themselves as more formal, orthodox and complex than Taiwanese did.

With respect to gender and different nationalities, Taiwanese males perceived themselves as the most delicate and calm among the four groups. On the contrary, American males perceived themselves as the most rugged and excited among the four groups. Although there were significant differences among the four groups with respect to *General-Activity* and *Socio-Activity* self-concepts, there was no significant difference between males and females both in the U.S. and Taiwan. As a result, nationality seemed to be a more pronounced predictor of self-concept than gender. Overall, regardless of nationality, the results showed that females perceived themselves to be more pleasant, colorful, delicate, unorganized and emotional than males, who viewed themselves as more unpleasant, colorless, rugged, organized and rational. The results are consistent with a previous study by Goldsmith and Flynn (2000).

As mentioned earlier, it can be generalized from previous conclusions (Bellenger *et al.*, 1976, Dornoff & Tatham, 1972; Escalas & Bettman, 2005; Osman, 1993; Sirgy *et al.*, 2000) that the more congruent the relationship between self-concept and store image is, the more likely consumers would be to patronize a store. Therefore, the findings may help apparel retailers develop targeting and marketing strategies. In order to attract Generation Y consumers to visit

their stores, international apparel retailers need to take into account the self-concepts of their customers and adapt their marketing strategies to fit in with different markets' characteristics. For example, elements of customer self-concept could be used to create a preferable store environment. For apparel retailers targeting American customers, their store environment should give their customers comfortable, contemporary, pleasant, and colorful images. For those targeting Taiwanese, their strategy should aim to provide customers with informal, liberal and simple images. Alternatively, these traits could help apparel retailers to better position their stores in the global market.

On the basis of this study aimed at Generation Y consumers, it appears that nationality is a more pronounced predictor of the importance placed on apparel retail store image attributes than is the degree of Individualism-Collectivism. The results revealed that nationality affected the respondent's evaluation toward apparel retail store-image attributes in terms of *Convenience*, *Product* and *Information Communication*. With respect to convenience-related attributes, American placed more importance on waiting time, convenient store hours and convenient location than did Taiwanese. However, Taiwanese consumers paid more attention to the quality and selection of products a store carried as well as the range of brands offered than Americans did. In addition, Taiwanese paid more attention to advertising, store display and how a store kept customers informed than did Americans. Also, the importance placed by Taiwanese on range of brands offered may be an explanation as to why Taiwanese consumers visited department stores most often when shopping for clothing.

Gender within the different nationalities was another significant predictor of the relative importance placed on the apparel store image attributes. First, as seen from the overall sample, women evaluated the store image attributes more positively than did men, which is consistent with Grewal *et al*.'s (2003) finding. The results revealed that the importance placed on

Convenience, *Product* and *Information Communication* varied across the four groups in accordance with their different genders and nationalities. American females paid more attention to convenience-related attributes than Taiwanese males. Taiwanese females paid more attention to product-related attributes than the other three groups. On the contrary, American males placed less importance on *Product* than the other three groups. Moreover, Taiwanese females paid more attention to information-communication-related attributes than both American males and females. American males paid less attention to information-communication-related attributes than the other three groups did. Overall, American females, Taiwanese males and Taiwanese females placed relatively more importance on *Product* among the five store-image factors. Different from the other three groups, American males placed the most importance on an apparel retail store's *Customer Service*.

Based on the mean scores of store-image factors for the overall sample, *Customer Service*, *Convenience* and *Product* were most important issues in comparison with the other aspects of store images in apparel retail stores. The three top store image factors where Americans placed importance were: *Product*, *Customer Service* and *Convenience*. The mean scores of all three were similar to one another. Likewise, Taiwanese placed importance on *Product*, *Customer Service,* and *Convenience*; moreover, the mean scores for *Product* were much higher than *Convenience* and *Customer Service*. It can be concluded that when comparing the visual aspects of apparel retail stores, Generation Y consumers tend to place more importance on service quality, merchandise and convenience. The results support the studies by Bakewell and Mitchell (2003) and Martin and Turley (2004) that Generation Y consumers pursue quality and tend to be utilitarian shoppers.

The present research revealed limited support to gender difference with respect to importance placed on store image attributes, especially among Taiwanese. Gender differences

were more pronounced in the case of the US. However, comparisons between cultural contexts (nationality) revealed more pronounced and significant differences between these contrasting cultures. From the research reported in this study, it may be concluded that marketers should utilize different approaches to promote their store in industrially advanced countries as compared to industrially less advanced countries. In the case of the Taiwan market, retailers need not consider gender difference in implementing retailing strategies aimed at Generation Y consumers. However, the result implies that gender differences need to be considered when implementing retailing strategies aimed at Generation Y consumers in the US.

As can be seen from the above description, it appears that for apparel retail stores, cultural segmentation (nationality) may be justified based on the importance of store image attributes. However, similarities as well as differences exist between American and Taiwanese consumers. These findings give additional support to previous conclusions that some consumer behaviors are likely to be universal, whereas others are not (Dawar & Parker, 1994; Kawabata & Rabolt, 1999; Vrontis & Vronti, 2004). International apparel retail stores attempting to target Generation Y consumers can utilize uniform cross-cultural marketing strategies which focus on a store's customer service, convenient shopping hours and location, and quality and selection of products. However, in addition to using uniform strategies, apparel retailers should also take regional preferences into account. For example, apparel retail stores should put more emphasis on improving quality and selection of their products, providing attractive store display and advertisement when tapping Taiwanese consumers. On the other hand, apparel retail stores should put more emphasis on providing customers with convenient shopping hours and store location and keeping customers from waiting. All of these efforts combine to create a pleasant store environment and shopping experience, which eventually brings more customer patronage.

This study's findings showed that Generation Y consumers' patronage behavior in apparel retail stores was affected by both culture characteristics (nationality, individualism and collectivism) and gender. Among the three different degrees of Individualism-Collectivism clusters, *Individualism-Oriented Consumers* showed the smallest tendency to patronize their favorite type of apparel retail store, while *Collectivism-Oriented Consumers* showed the greatest tendency toward patronage behavior. This result supports those of previous studies (Evans, 1989; Kim & Farrell-Beck; Noordin *et al*., 2002; Pons *et al*., 2006) that collectivists are more eager to create connections, make social interactions and share information with others than individualists. In addition, American females significantly showed the greatest tendency toward patronage behavior with respect to their favorite type of apparel retail stores, while Taiwanese males showed the least tendency toward patronage behavior. As seen from the mean scores, women were more likely to patronize their favorite type of apparel retail store than men; this reflects the previous conclusion that women are more likely than men to be active shoppers (Rao & Al-Wugayan, 2005). This result also is consistent with previous findings that women spend more time on shopping than men (Miller, 2001), are more interested in clothing and fashion (Cox & Dittmar, 1995), and show a stronger sensitivity to the opinions of their friends (Shoaf *et al*, 1995). From the above results, it can be concluded that Americans have higher tendencies toward patronage behavior when shopping for clothing than do Taiwanese. In addition, women tend to patronize their favorite type of apparel retail stores more than men do, which is consistent with previous studies (Fischer *et al*., 1998) that posit that gender stereotypes exist and influence how customers interact with employees and choose among various service providers.

The results indicated that American Generation Y consumers showed more intention to shop for clothing in specialty stores than other types of apparel retail stores. On the other hand, Taiwanese Generation Y consumers preferred to shop at department stores. As a result,

international retailers should also take store format into consideration. For example, those international retailers who aim at the Taiwanese market should place items or brand names in department stores to best expose products to the target market.

Another main objective of this study was to investigate the relationships between self-concept, the importance of apparel retail store image attributes, and patronage behavior. The results revealed that *Organization* was a significant contributor to *Store Atmosphere and Convenience*. That is, the more a customer perceived himself or herself to be organized and rational, the more he or she placed importance on attractiveness of physical facilities, staff neatness and professional look, attractive communication materials, cleanliness and convenience of physical facilities, waiting time, shopping hours, and location. This finding is intuitively understandable because consumers who are organized/rational-oriented are generally thought to be more pragmatic than those who are not. As a result, it is more likely for them to pay attention to concrete matters, such as physical facilities, staff, waiting time, operation hours and location. Interestingly, there is a relationship between *Manner* and *Store Atmosphere*. The results showed that consumers who were more thrifty and modest paid less attention to store atmosphere related attributes than those who were not. The findings can be suggestions for apparel retailers targeting consumers with these specific traits. For example, retailers targeting consumers who perceive themselves as organized and rational should put particular emphasis on their store's physical facilities, sales personnel, waiting time, shopping hours and store location.

The test results also showed that Generation Y consumers' patronage behavior was significantly explained by two self-concept factors: *General-Activity* and *Manner*. The more a consumer perceived himself or herself to be comfortable, pleasant, contemporary or colorful, the more often he or she tended to visit his or her favorite type of apparel retail store. On the other hand, the more a consumer perceived himself or herself as modest and thrifty, the less likely he

or she was to patronize the store. The results were reasonable because consumers who perceived themselves as more comfortable, pleasant, contemporary or colorful are more likely to pay attention to their outfits and self-image than those consumers who are not; as a result, they may spend more time on shopping for clothing as clothing is a symbol of personal value and identity. For those consumers who are thrifty and modest, clothing may not be viewed as a living essential; in turn, they showed lower tendencies toward their clothing patronage behavior than those consumers who were not thrifty or modest.

In addition, Generation Y consumers' patronage behavior was positively related to one store-image factor: *Convenience*; that is, the more importance a customer placed on waiting time, convenient shopping hours and convenience of location, the more tendency he or she had to patronize a store. Interestingly, the results showed that *Customer Service* and *Product* were not major elements that affect respondents' patronage behavior, although these two factors had higher mean values of importance placed on apparel store image attributes than the other three factors. Although Generation Y consumers did not consider convenience related attributes to be the most important for apparel retail stores, they used convenience related attributes as criteria to decide if they wanted to patronize a store or not. This result further supports the previous statement that Generation Y consumers tend to be utilitarian shoppers (Bakewell & Mitchell, 2003; Martin & Turley, 2004). The result also reflected Grewal *et al.* (2003)'s conclusion that wait expectations are a significant determinant of store patronage behavior.

The findings of this study suggest that to increase store patronage apparel retail stores targeting Generation Y consumers need to emphasize convenience-related attributes, such as waiting time, convenient shopping hours and location in addition to providing good products and quality service. By offering actual shopping experiences and designing messages to draw Generation Y consumers' attention, retailers can be more successful in increasing consumers'

patronage behaviors and making profits.

This research offers apparel retailers an understanding of Generation Y consumers' characteristics and behaviors in the US and Taiwan. This study segments the respondents into different culture groups, which provides marketers more specific clues for understanding Generation Y consumers' shopping behaviors. The findings of this study imply that Americans are not necessarily individualists, and Taiwanese are not necessarily collectivists. A possible explanation may lie in the advances of technology and the Internet, which homogenize consumer values and attitudes, especially among younger generations such as Generation Y. It is therefore suggested that international marketers should take into account other characteristics of target markets such as gender and self-concept, when devising marketing strategies.

Limitation and Future Study

Based on the results of this study, the following limitations as well as suggestions for future research are proposed.

First, the present study was conducted at two universities in the US and Taiwan, which limits the generalizability of the results. Although the respondents were from two different major universities with comparable numbers of students and geographic location, the results cannot be generalized to all college students. Future study could be expanded to include students at different colleges in the US and Taiwan.

Second, this study did not investigate the differences between the measured variables with respect to the subjects' demographic characteristics other than gender. Since subjects who have different demographic and socio-economic characteristics may have different perceptions of self and purchasing behavior, future study could measure variables with other demographic or

socio-economic characteristics, such as age, income/allowances and student status.

Third, two-thirds of the samples from both American and Taiwanese were female and only one-third was male. Since the sample sizes of male and female respondents were not equal, the comparisons in the analysis results might be impacted.

Forth, purchasing by the Internet has been on of the most rapidly growing form of in-home shopping. This present study excluded on-line shopping from the types of apparel retail store may limit in marketing implications. Future studies can include on-line shopping into the types of apparel retail stores to investigate on-line shoppers' self-concept, evaluations for store image attributes and patronage behavior.

Last, since two convenience samples from each university were used, the results were not representative of the population from which it was drawn. Replications with a random sample from the general population of both countries are recommended.

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APPENDICES

APPENDIX A
QUESTIONNAIRE

SECTION A

For each statement below, please circle the number that best describes how you feel.

Items	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
1. I'd rather depend on myself than others.	1	2	3	4	5
2. I rely on myself most of the time; I rarely rely on others.	1	2	3	4	5
3. I often do "my own thing."	1	2	3	4	5
4. My personal identity, independent of others, is very important to me.	1	2	3	4	5
5. It is important that I do my job better than others.	1	2	3	4	5
6. Winning is everything.	1	2	3	4	5
7. Competition is the law of nature.	1	2	3	4	5
8. When another person does better than I do, I get tense and aroused.	1	2	3	4	5
9. If a coworker gets a prize, I would feel proud.	1	2	3	4	5
10. The well-being of my coworkers is important to me.	1	2	3	4	5
11. To me, pleasure is spending time with others.	1	2	3	4	5
12. I feel good when I cooperate with others.	1	2	3	4	5
13. Parents and children must stay together as much as possible.	1	2	3	4	5
14. It is my duty to take care of my family, even when I have to sacrifice what I want.	1	2	3	4	5
15. Family members should stick together, no matter what sacrifices are required.	1	2	3	4	5
16. It is important to me that I respect the decisions made by my groups.	1	2	3	4	5

SECTION B

How do you perceive yourself? Please check the box that best describes yourself.

Items	Very Much	Somewhat	Neither	Somewhat	Very Much	
1. Rugged						Delicate
2. Excited						Calm
3. Uncomfortable						Comfortable
4. Domination						Submissive
5. Thrifty						Indulgent
6. Pleasant						Unpleasant
7. Contemporary						Noncontemporary
8. Organized						Unorganized
9. Rational						Emotional
10. Youthful						Mature
11. Formal						Informal
12. Orthodox						Liberal
13. Complex						Simple
14. Colorless						Colorful
15. Modest						Vain

SECTION C

Which characteristics are important to you in making your decision to shop in a particular apparel store? Please circle the number that says how important you think an apparel store characteristic is for you.

Items	Very Unimportant	Un-Important	Neutral	Important	Very Important
1. Attractiveness of physical facilities	1	2	3	4	5
2. Staff neatness and professional look	1	2	3	4	5
3. Attractive communication materials	1	2	3	4	5
4. Cleanliness and convenience of physical facilities (restrooms, fitting rooms)	1	2	3	4	5

		1	2	3	4	5
5.	Ease of finding products	1	2	3	4	5
6.	Advertising/ Store Display	1	2	3	4	5
7.	Keeping customers informed	1	2	3	4	5
8.	Promptness of service	1	2	3	4	5
9.	Willingness of help	1	2	3	4	5
10.	Responsiveness to requests	1	2	3	4	5
11.	Trustworthiness of staff	1	2	3	4	5
12.	Confidence instilled in customers	1	2	3	4	5
13.	Courteousness of staff	1	2	3	4	5
14.	Product knowledge of staff	1	2	3	4	5
15.	Delivering on promises	1	2	3	4	5
16.	Dependability of service provided	1	2	3	4	5
17.	Accuracy of service delivered	1	2	3	4	5
18.	Individualized customer attention	1	2	3	4	5
19.	Care about customers	1	2	3	4	5
20.	Respect the customer's interests	1	2	3	4	5
21.	Understand each customer's needs	1	2	3	4	5
22.	Quality of products carried	1	2	3	4	5
23.	Selection of products carried	1	2	3	4	5
24.	Range of brands offered	1	2	3	4	5
25.	Value for the price	1	2	3	4	5
26.	Waiting time	1	2	3	4	5
27.	Convenient shopping hours	1	2	3	4	5
28.	Locational convenience	1	2	3	4	5

SECTION D

1. Which type of apparel retail store did you visit most often for shopping clothing item over the past six months? (Single answer)

_____ (1) Department store (e.g., Macy's, JC Penney, Sears)

_____ (2) Specialty store (e.g., Gap, American Eagles, Ralph Lauren)

_____ (3) Specialty fashion discount store (e.g., TJ Maxx, Big Lots)

_____ (4) General merchandise discount store (e.g., Wal-mart, Target, Kmart)

_____ (5) Others, please specify: _____

2. (Continued) How often did you visit that type of apparel retail store over the past six months?

_____ Never   _____ Seldom   _____ Sometimes   _____ Often   _____ Always

3. (Continued) How often did you make actual purchases on each shopping trip to that store over the past six months?

_____ Never   _____ Seldom   _____ Sometimes   _____ Often   _____ Always

4. (Continued) Have you ever recommended that type of apparel retail store to your family members or friends?

_____ Never   _____ Seldom   _____ Sometimes   _____ Often   _____ Always

SECTION E

1. Gender: Male _____ Female _____

2. Age: _____

3. How long have you lived in the US? _____ years

APPENDIX B
QUESTIONNAIRE-CHINESE VERSION

SECTION I 文化特質

請在下列 16 個問題項目中，<u>圈選出最能表達你看法的數字</u>。(單選)

問題項目	非常 不同意	不同意	中立	同意	非常 同意
1. 比起依靠其他人，我寧可依靠自己。	1	2	3	4	5
2. 我大部分都是靠自己，很少依靠別人。	1	2	3	4	5
3. 我時常只管我自己的事。	1	2	3	4	5
4. 對我而言，我的個人特質非常重要。	1	2	3	4	5
5. 把工作做的比別人更好是很重要的事。	1	2	3	4	5
6. 贏得勝利比什麼都重要。	1	2	3	4	5
7. 競爭是人的本性。	1	2	3	4	5
8. 當別人做的比我好，我會感到壓力並有所警覺。	1	2	3	4	5
9. 如果同事(同學)得到獎勵，我會感到與有榮焉。	1	2	3	4	5
10. 同事(同學)的身心愉悅對我而言很重要。	1	2	3	4	5
11. 對我而言，快樂就是與人相處。	1	2	3	4	5
12. 當與別人合作的時候，我感到愉快。	1	2	3	4	5
13. 父母親與小孩越常相處越好。	1	2	3	4	5
14. 照顧我的家庭是我的責任，即使我必須因此犧牲我想要的東西。	1	2	3	4	5
15. 無論要做什麼犧牲，家人都應該要在一起。	1	2	3	4	5
16. .對我而言，尊重團體做的決定是重要的。	1	2	3	4	5

SECTION II 自我形象

你覺得自己是什麼樣的人? 請於下列 15 的項目裡，<u>勾選出最能代表你自己的選項</u>。(單選)

項目	非常	有一點	兩者皆不	有一點	非常	項目
1. 粗魯的						文雅的
2. 浮躁的						沉穩的
3. 不自在的						自在的
4. 領導的						順從的
5. 節儉的						揮霍的
6. 易相處的						不易相處的
7. 跟得上潮流的						不趕潮流的
8. 有條理的						沒有條理的
9. 理性的						感性的
10. 童心未泯的						成熟的
11. 拘謹的						隨性的
12. 保守的						開放的
13. 複雜的						簡單的
14. 平淡的						多彩多姿的
15. 謙遜的						自負的

SECTION III : 服飾零售店的店內形象

下列 28 項<u>服飾零售店</u>的店內特質 哪些對於您<u>決定是否消費是重要的</u>? 請圈選出最能代表你意見的數字。(單選)

項目	非常不重要	不重要	無意見	重要	非常重要
1. 吸引人的店內設備 (例如：更衣室、洗手間)	1	2	3	4	5
2. 店員具整潔與專業的外表	1	2	3	4	5
3. 吸引人的宣傳物	1	2	3	4	5
4. 乾淨與方便的店內設備 (例如：更衣室、洗手間)	1	2	3	4	5

項目	非常不重要	不重要	無意見	重要	非常重要
5. 容易找尋到所需的商品	1	2	3	4	5
6. 店頭廣告/店內陳設	1	2	3	4	5
7. 提供店內資訊給顧客	1	2	3	4	5
8. 即時的服務	1	2	3	4	5
9. 店員樂於服務	1	2	3	4	5
10. 回應顧客要需求	1	2	3	4	5
11. 值得信賴的店員	1	2	3	4	5
12. 使顧客對店家具有信心	1	2	3	4	5
13. 有禮貌的店員	1	2	3	4	5
14. 店員對於商品資訊的了解	1	2	3	4	5
15. 對承諾的兌現	1	2	3	4	5
16. 提供可靠的服務	1	2	3	4	5
17. 提供精準的服務	1	2	3	4	5
18. 提供個人化的服務	1	2	3	4	5
19. 關心顧客	1	2	3	4	5
20. 尊重顧客的偏好	1	2	3	4	5
21. 了解每位顧客的需求	1	2	3	4	5
22. 商品的品質	1	2	3	4	5
23. 商品樣式的選擇性	1	2	3	4	5
24. 商品價格符合價值	1	2	3	4	5
25. 不同品牌/專櫃的選擇性	1	2	3	4	5
26. 等待(排隊)的時間	1	2	3	4	5
27. 便利的營業時間	1	2	3	4	5
28. 地點的方便性	1	2	3	4	5

SECTION IV 服飾零售店的光顧行爲

1. 在過去六個月內，您最常到哪個種類的<u>服飾零售店</u>購物? (單選)

＿＿＿＿ (1) 百貨公司 (例如: 新光三越百貨公司、SOGO 百貨公司)

＿＿＿＿ (2) 品牌旗艦店(專門店) (例如: Mango、NET，JoJo Jeans, NET)

＿＿＿＿ (3) 過季/換季出淸特賣會

＿＿＿＿ (4) 一般商場 (例如: 家樂福、愛買)

＿＿＿＿ (5) 其他，請說明: ＿＿＿＿＿＿＿＿

2. (承上) 過去的六個月內，您<u>多常</u>光顧那個種類的服飾零售店?

＿＿＿＿ 從未　　＿＿＿＿ 很少　　＿＿＿＿ 有時　　＿＿＿＿ 時常　　＿＿＿＿ 總是

＿＿＿＿ 從未　　＿＿＿＿ 很少　　＿＿＿＿ 有時　　＿＿＿＿ 時常　　＿＿＿＿ 總是

4. (承上) 您曾經向您的家人或是朋友<u>推薦</u>那個種類的服飾零售店嗎?

＿＿＿＿ 從未　　＿＿＿＿ 很少　　＿＿＿＿ 有時　　＿＿＿＿ 時常　　＿＿＿＿ 總是

SECTION V 基本資訊

2. 性別: 男 ＿＿＿＿　　女 ＿＿＿＿＿

2. 年齡: ＿＿＿＿＿

3. 您已住在台灣多久時間? ＿＿＿＿＿ 年

APPENDIX C
HUMAN SUBJECTS APPROVAL

The University of Georgia

Office of The Vice President for Research
DHHS Assurance ID No. : FWA00003901

APPROVAL FORM

Date Proposal Received: 2007-03-30   **Project Number:** 2007-10685-0

Name	Title	Dept/Phone	Address	Email
Ms. Chen Lin	PI	Dept of Textile, Merchandising and Interiors Dawson Hall 304	912-695-0554	finstar@uga.edu
Dr. Yoo-Kyoung Seock	CO	Textiles, Merchandising, and Interiors 307 Dawson Hall 706-542-4892		yseock@fcs.uga.edu

Title of Study: An Analysis of Self-Concept, Store Image and Store Patronage Behavior from a Cross-Cultural Perspective

45 CFR 46 Category: Administrative 2   **Change(s) Required for Approval:**
Parameters: Revised Application;
None;   Revised Consent Document(s);

Approved : 2007-04-18   Begin date : 2007-04-18   Expiration date : 2012-04-17

NOTE: Any research conducted before the approval date or after the end data collection date shown above is not covered by IRB approval, and cannot be retroactively approved.

Number Assigned by Sponsored Programs: **Funding Agency:**

Form 310 Provided: No

Your human subjects study has been approved.

Please be aware that it is your responsibility to inform the IRB:
. . . of any adverse events or unanticipated risks to the subjects or others within 24 to 72 hours;
. . . of any significant changes or additions to your study and obtain approval of them before they are put into effect;
. . . that you need to extend the approval period beyond the expiration date shown above;
. . . that you have completed your data collection as approved, within the approval period shown above, so that your file may be closed

For additional information regarding your responsibilities as an investigtor refer to the IRB Guidelines.
Use the attached Researcher Request Form for requesting renewals, changes, or closures.
Keep this original approval form for your records.

Chairperson or Designee,
Institutional Review Board