

THE SHOPPING PATTERNS OF ETHNIC CONSUMER GROUPS IN THE UNITED STATES

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Overview

The United States is becoming more multicultural, with a growing presence of immigrants from Latin America and Asia in particular. An imminent shift is expected from a society dominated by Anglo Americans and rooted in Western culture to a world society characterized by three large ethnic groups: African Americans, Hispanic Americans, and Asian Americans. During the 1980s the number of African Americans increased 13.2% to a total of 30 million, Hispanic Americans grew 53% to 22.4 million, and Asian Americans increased 108% to 7.3 million. In contrast, the number of non-Hispanic American Whites grew just 4.4% to 188.1 million. The white majority will continue its relative decline, and it has been predicted that as early as 2060, no ethnic majority will exist in the U.S. (Dunn, 1992).

Consequently, retailers have been increasingly attracted to these three ethnic groups, which provide viable and profitable niches with a total retail purchasing power of more than \$250 billion a year (Dunn, 1992; Henricks, 1992). In his report on marketing to minorities, Henricks illustrated several benefits of ethnic marketing: (a) about one in five shoppers at regional malls, including those in the suburbs, is a member of a minority group; (b) African Americans make more shopping trips than any other consumers; (c) Hispanic Americans, at \$50.42 per store visit, outspend all groups, including Anglo Americans at \$44.10 per visit; and (d) Asian Americans are more affluent than any other ethnic group, including Anglo Americans.



■ Review of Literature

From the consumer behavior perspective, consumption has been largely understood as a cultural phenomenon because behavioral patterns and characteristics of a particular culture are often expressed through consumption of material objects such as dress, food, and housing (Royce, 1982). A survey of recently published articles indicated that the study of ethnicity related to consumption behavior has begun to receive more attention from researchers. However, only a few researchers have actually provided empirical support demonstrating the impact of ethnicity on buying behavior. In addition, the majority of these studies have focused on African American and Hispanic consumers rather than on Asian Americans, who constitute the fastest growing minority in the U.S. (De-lener & Neelankavil, 1990). Perhaps more critically, their findings often conflict (see Table 1).

Researchers have postulated that subcultures, while sharing the values and norms of the dominant culture, express certain significant differences of their own, which may warrant differential marketing efforts (Kim, Laroche, & Joy, 1990). Fisher (1993) stressed a tremendous amount of diversity among the major ethnic consumer groups and urged marketers to treat different ethnic consumer groups as distinct segments instead of broadly grouping them.

Besides the differences among ethnic consumer groups, evidence also exists of differences within ethnic groups regarding acculturation to the host country. This leads us to speculate that the strength of ethnic identification is an important variable in studying the shopping patterns of ethnic consumer groups in the U.S.

This study was organized to serve a threefold purpose: (a) to highlight the growing importance of ethnic consumer groups to the American shopping center industry, (b) to identify and compare each ethnic consumer group's shopping patterns, and (c) to contribute to niche marketing strategies by providing a framework within which ethnic consumer groups may be better understood and targeted by retailing practitioners.

Major Ethnic Consumer Markets

The explosive growth of ethnic consumer markets makes it imperative to reassess their economic importance. The three selected ethnic consumer markets (African American, Hispanic American, and Asian American) represent the most logical source of expansion and market share growth opportunity for shopping center retailers. The rapid growth and rising income of these consumer groups render lucrative markets, and furthermore, the geographic concentration of ethnic consumers provides rela-

tively easy and effective access to marketers (Henricks, 1992). Given the need for developing niche marketing strategies, it is useful to examine the distinctive features of each minority group.

African Americans. African Americans represent the largest minority group in the U.S., accounting for 12% of the total population, and their number is expected to double over the next 60 years. In terms of birth rate, the African American population is growing three times faster than the Anglo American population. With half their population between the ages of 18 and 34, African Americans are considerably younger than the population as a whole and are heavily concentrated in urban areas (Braun, 1991).

Furthermore, these consumers are increasingly prosperous. They earn \$262 billion a year, and the number of African American families with annual incomes of \$50,000 or more increased by 50% during the 1980s, growing to 1.6 million families (Miller, 1993). Spiegel found that the average African American woman spends \$1,100 a year on apparel compared with the Caucasian woman's \$700 (Underwood, 1993).

Hispanic Americans. Hispanic Americans are the second largest minority population in the U.S., and they could outnumber African Americans as the largest minority group around the year 2010 (Delener & Neelankavil, 1990). Hispanics are highly concentrated geographically with about 60% of them living in just three states: California, New York, and Texas (Andreasen, 1990). Webster (1992) stated that although Hispanics from these regions are politically different from each other, they exhibit more similarities than differences as a cultural group. Segal and Sosa (1983) also noticed similarities of consumer attitudes and practices among all Hispanic groups, such as close family ties, Roman catholic religion, Spanish language, and strong desire to preserve ethnic identity. The average Hispanic household has four or more persons, which is above the national average (Braun 1991). As Hispanics become more integrated into American culture, they hold higher status jobs and buy more and better goods than before (Delener & Neelankavil, 1990). Hispanic buying power has grown to \$172 billion from \$54.4 billion in 1980 (Webster, 1992).

Asian Americans. Asian Americans are the fastest growing population segment in the U.S., more than doubling over the past decade. The group currently represents 3.3% of the total population, and that number is expected to rise to 4.5% by 2000 and 6% by 2010. Today, nearly 40% of all new immigration to the U.S. is from Asia (Lee & Um, 1992).

The average age of recent Asian American immigrants is lower than that of the population as a whole, just 30 as compared with 36 for Anglo

TABLE 1. MAJOR FINDINGS ON SHOPPING BEHAVIOR OF ETHNIC CONSUMER GROUPS

Researcher (Date)	Research Method	Product Type	Sample Used	Ethnic Group	Major Findings		
					Media Usage/ Information	Store Attribute	Shopping Orientation
Saegert, Hoover, & Hilger (1985)	mail survey	general	N = 2000 N = 1000	Mexican, Non- Mexican		price easy access convenience	
Wilkes & Valencia (1986)	local church (non- border city)	general		Black Hispanic			enjoy shopping discount store discount store
Delener & Neelankavil (1990)	personal interview	general	N = 99 New York	Hispanic	TV, radio		
			N = 104 New York	Asian	TV, newspaper		
Braun (1991)	mail survey	general	N = 283,000 shoppers	Black	TV/cable radio	price	store loyalty(-) shop for relaxation convenience
				Hispanic	newspaper	price	store loyalty(-) higher loyalty to discount store

Fisher (1993)	personal & telephone interview	food, beverage, household items	N = 1000	Black	catalog/direct mail (-) TV (-)	quality	store loyalty(-) coupon user(-) grocery store bank card user
					sample coupon "buy one, get one, free"	quality	
					sample coupon "buy one, get one free"	quality	brand loyal
Miller (1993)	telephone & personal interview	financial security, food beverage, household products	N = 500	Asian	sample coupon "buy one, get one free"	price	
					sample coupon "buy one, get one free"	quality	made-in-USA brand loyal shop as leisure
					TV "buy one, get one free" coupon	quality	brand loyal
					TV "buy one, get one free" coupon sample	quality	shop as leisure
				Hispanic	"buy one, get one free" TV	quality	shop as leisure
				Asian	"buy one, get one free" TV	quality	

Note. (-) denotes a negative relationship.

Americans, and they are better educated than the average American. Delener and Neelankavil's (1990) study revealed that Asian American adults (32%) are twice as likely as American adults (16%) to have a college degree. Accordingly, they have a greater degree of representation in professional/managerial occupations. O'Hare (1990) projected that as Asian Americans age into their peak earning years, businesses can expect their already high incomes to increase further. Asian Americans tend to cluster in a few geographic areas, with 75% now living in five states: California, Hawaii, New York, Illinois, and Washington (Andreasen, 1990). They are highly urbanized, with 93% living in metropolitan areas. Among these about half live in central cities and half in suburbs. This contrasts with Anglo Americans, who are twice as likely to live in suburbs as in central cities (O'Hare 1990).

In terms of household income, Asian Americans also take the lead among all ethnic consumer groups in the U.S., with average annual household incomes of approximately \$37,300, which is higher than the total population average. Their buying power is also high, with \$38 billion spent on retail merchandise annually.

Despite their attractiveness as consumers, however, targeting Asian Americans has not been easy, mainly because of the group's cultural diversity in terms of language, custom, religion, and value system. Fost (1990) suggested the way to win the loyalty of Asian Americans is to segment them by nationality and not lump them together as a single group. Miller (1993) found that nearly two-thirds of all Asian Americans are foreign-born. Regardless of the country they came from or where they live, most Asian Americans maintain their native tongue after immigrating to the U.S. Burton (1993) pointed to the Asians' tendency to preserve their own culture: "No matter how much they admire Western civilization in their homeland, once they go abroad for good they tend to value their own culture and heritage more" (p. 40).

Ethnic Identification

As a major assimilation process for immigrants, cultural assimilation (also referred to as acculturation) involves changes in behavioral patterns including language, food, and dress as well as in consumption patterns including amount or types of products purchased (Wallendorf & Reilly, 1983). This acculturation process posits the assumption that varying levels of ethnic identification within the same ethnic group may result in fundamental consumption-related differences. For example, Deshpande et al. (1986) reported that Hispanic subcultural identification has a significant effect on consumption-related variables. Strong Hispanic Identifiers were more brand loyal and more likely to buy prestige brands and

brands advertised to their ethnic group than were Weak Hispanic Identifiers. Webster (1992) also saw a significant difference between Hispanics who identify closely with their subculture and Hispanics who do not, regarding various information search patterns, such as influence levels of various media, reference groups, printed material, and store-related information sources.

Marketers have experienced greater difficulty tapping into the Asian American market than into other ethnic markets because of the cultural diversity among Asian American groups. Research on the effect of ethnic identity on shopping behavior has been mainly limited to Hispanics and is almost nonexistent for Asian American consumers. As Fouke (1991) stated, Asians are characterized by generational differences. The first generation, representing a significant portion (70%) of today's Asian Americans, has arrived since 1970. Their children and grandchildren are increasingly bridging the U.S. culture and their culture of origin, which suggests the viability of studying their ethnic identity.

■ Research Questions and Hypotheses

The current study compared and contrasted the shopping patterns of six major ethnic consumer groups in the U.S.: Anglo Americans, African Americans, Hispanic Americans, and Asian Americans (Chinese, Japanese, and Koreans). This study also investigated the effects of ethnic identity on the shopping patterns of U.S. immigrants by focusing on Hispanics and Asians.

More specifically, the following null hypotheses were developed:

1. There is no difference in shopping patterns among the six consumer groups regarding (a) information source, (b) store patronage, (c) store attribute preference, and (d) shopping orientation.
2. There is no difference in shopping patterns (a) between Strong and Weak Ethnic Hispanic Americans, and (b) between Strong and Weak Ethnic Asian Americans (Chinese, Japanese, and Koreans).

■ Methodology

Sample

The sample for this study consisted of four ethnic groups in the United States: Anglo Americans, African Americans, Hispanic Americans, and Asian Americans. For Asian Americans, three of the five largest Asian population groups - Chinese Americans (first), Japanese Americans

(third), and Korean Americans (fifth) - were used. Filipino (second) and Asian Indian (fourth) were not chosen owing to their long-standing ties with Western culture and common use of English in their home country.

The survey was implemented in three large cities (Los Angeles, New York, and Chicago) where ethnic groups are highly concentrated. A residential mailing list of 5,000 names was purchased from a leading marketing firm with the following breakdown: 900 Anglo Americans which are selected from the geographic areas within each city known to include less than 25% African Americans in its population, 900 African Americans from the areas that include more than 75% African Americans, 800 Hispanic Americans, 800 Chinese Americans, 800 Japanese Americans, and 800 Korean Americans. Last names were used to identify ethnicity for Hispanic and Asian Americans.

Instrument and Data Collection

There were two sets of major variables in the study: shopping patterns and ethnicity. A total of four major variables comprised the shopping pattern scale: information source, store patronage behavior, store attribute importance, and shopping orientation. The information source measure was adapted from Webster (1992), and the shopping orientation measure was drawn from several studies (Bloch, Ridgway, & Dawson, 1994; Kwon, Paek, & Arzeni, 1991; Reynolds, 1974; Wells & Tigert, 1971; Westbrook & Black, 1985). Information source, store patronage, and store attribute preferences were measured for two product categories that represent frequently purchased product classes in shopping malls: social clothes and small electronics (e.g., cameras, radios, telephones, answering machines, and VCRs).

For Hispanic and Asian American respondents, the ethnicity measure, adapted from Lee and Um (1992), was also included in the questionnaire. Specific variables consisted of (a) the amount of time respondents spend on American television, radio, and newspapers; (b) language used at home, at work, and among friends; and (c) length of stay in the U.S. The last section of the questionnaire solicited demographic information: sex, age, marital status, household income, education, occupation, race, and household size.

For surveying Hispanics and Asians, two sets of the questionnaires were developed: an English version and a native language version. Translation and back-translation techniques were used to ensure the equivalence of the two instruments. The native language questionnaire was concurrently developed with the English. A bilingual expert first translated the questionnaire from English to the native language. Next, a second bilingual expert back-translated the native language version into English

(with no previous exposure to the original English version) until the versions in both languages were judged to be the same by a third bilingual expert. In this way, any problems with language equivalency could be identified and resolved. The questionnaire was pretested with Anglo American, African American, Hispanic, Chinese, Japanese, and Korean college students. Minor modifications were made on wordings for clarification.

In terms of its actual implementation, a two-stage follow-up procedure was adopted to increase the response rate: (a) one week after the questionnaire was mailed, a postcard reminder was sent to everyone, serving as both a "thank you" for those who had responded and a friendly and courteous reminder for those who had not; and (b) two weeks later a letter and replacement questionnaire were sent to nonrespondents, nearly the same in appearance as the original mailout but with a shorter cover letter informing nonrespondents that their questionnaire had not been received. The usable response rate for the entire sample was 16.8%, with each ethnic group showing the following response rate: Anglo Americans (10%), African Americans (17.2%), Hispanics (14.3%), Chinese (17.9%), Japanese (22.8%), and Koreans (19.5%).

■ Data Analyses

For the purpose of item reduction, factor analysis was run with a varimax rotation on a total of 25 shopping orientation items (see Table 2). After eliminating items that showed low loadings ($< .40$) or cross loadings, six factors were generated with reliabilities above the moderate level ($> .60$): Economic Shoppers (e.g., "I shop around till I find a real bargain"), Credit Card Users (e.g., "I buy many things with a credit and/or charge card"), Local Store Loyals (e.g., "Local stores offer good quality for the price"), Innovative Shoppers (e.g., "I like to try new and different products"), Mall Shoppers (e.g., "I enjoy going to big shopping malls."), and Shopping Enchanted (e.g., "I often go shopping for enjoyment even if I don't plan on buying anything.").

For the ethnicity measure, the score for each variable had to be standardized first because various questions were asked using different units of measurement. These standardized scores were then given equal weighting and summed together to form a composite score of ethnicity for each individual. Then, the median ethnicity score was used as a cutoff point to divide one ethnic consumer group into two groups. Those with scores the same as or above the median were classified as "Strong," whereas those with scores below the median were classified as "Weak," on level of ethnicity strength.

TABLE 2. SHOPPING ORIENTATION: RESULT OF FACTOR ANALYSIS

Factor Items	Rotated Factor Loading	α
<u>Economic Shoppers</u>		.72
I shop around until I find a real bargain.	.80	
I often shop for "special sales."	.77	
I wait till there is an advertised sale before going to shop.	.76	
<u>Credit Card Users</u>		.72
I buy many things with a credit or charge card.	.87	
It is convenient to have credit cards.	.84	
<u>Local Store Loyals</u>		.68
Local stores offer good selections.	.78	
Local stores offer good quality for the price.	.77	
<u>Innovative Shoppers</u>		.66
I often try new brands before my friends and neighbors do.	.69	
I like to try new and different products.	.68	
<u>Mall Shoppers</u>		.62
Shopping malls are the best place to shop.	.74	
I enjoy going to big shopping malls.	.74	
Shopping is not a good place to find out what's new.*	.69	
<u>Shopping Enchanted</u>		.60
I enjoy browsing in stores.	.68	
I often go shopping for enjoyment even if I don't plan on buying anything.	.63	
Shopping is not a pleasant activity for me.*	.54	

*Recoded in the analysis.

Throughout the analyses, two demographic variables, education and household income, were employed as covariates because previous researchers have cautioned that findings of subcultural differences can be caused by noncultural factors such as economic well-being (Faber, O'Guinn, & McCarty, 1987). Statistically significant differences among ethnic groups could then be interpreted as meaningful and not simply the results of educational or household income differences among subcultural groups.

To test hypotheses, Multivariate Analyses of Covariance (MANCOVA) were employed to investigate the differences among the six ethnic consumer groups. Responses on two product categories were analyzed separately with their respective shopping pattern variables serving as dependent measures.

■ Testing of Hypothesis 1

Hypothesis 1 was used to determine if there is any difference in shopping patterns among the six ethnic consumer groups regarding information

source, store patronage, store attribute importance, and shopping orientation. The results of the MANCOVA are presented in Tables 3 through 6.

Information Source. Table 3 shows the results of MANCOVA tests regarding ethnic group differences in use of various information sources (advertising, store-related sources, and reference group). All three types of information sources for both product categories revealed significant differences among the six groups in a multivariate analysis. However, univariate analyses revealed further details - newspaper, store display, and coworker did not influence to any significant degree the purchasing patterns for either category of products. In purchasing social clothes, Hispanics were most likely to be influenced by TV and radio advertising and African Americans were mostly likely to be influenced by salesperson's advice and friends. Chinese relied heavily on TV advertising and family/relatives compared to other ethnic groups.

For purchases of small electronics, newspaper, radio ads, store display, and coworkers were sources of information which were used to similar extents by all of the subjects in purchasing small electronics, not showing any statistically significant difference. TV advertising, salesperson's advice, family/relative, and friend were used to significantly different extents among the six groups.

TV advertising was most preferred by Koreans compared to other ethnic groups in purchasing of this product category. Family/relatives were the most important information source to Chinese, and African Americans and Anglo Americans were most likely to rely on friends. In addition, Anglo Americans were most likely rely on salesperson's advice, followed by African Americans and Chinese.

Store Patronage. Effects of ethnic groups on store patronage were apparent for purchasing both social clothes and small electronics (see Table 4). In purchasing social clothing, department stores were most frequented by Chinese compared to other ethnic groups; specialty stores and off-price stores, Koreans; and catalogs, African Americans. In purchasing small electronics, department stores were most frequented by Hispanics; specialty stores, Chinese and Koreans; catalogs, Koreans.

Store Attribute Importance. The six ethnic groups differed significantly on their evaluations of whether various store attributes were important in their purchases in the two product categories (Table 5). In purchasing social clothes, return/exchange was significantly more important to Koreans compared to other ethnic groups; helpful sales personnel, wide product selection, well-known brands, and well-known company to His-

TABLE 3. RESULTS OF MANCOVA ON INFORMATION SOURCE^a

Variables	n	Mean Scale Values								P		
		Whites 90	Blacks 155	Hispanics 114	Chinese 143	Japanese 182	Koreans 156	Ethnicity	Education	Income		
<i>Social Clothes</i>												
<i>Advertising</i>												
TV		1.89	2.29	2.44	2.44	2.06	2.32	.002	.121	.103		
Radio		1.64	2.07	2.14	1.76	1.70	1.98	.019	.001	.060		
Newspaper		2.54	2.97	2.96	2.91	2.85	2.80	.199	.712	.892		
<i>Wilks' Lambda</i>												
<i>Store-related Sources</i>												
Store display		3.05	3.21	3.46	3.40	3.35	3.36	.155	.892	.215		
Salesperson's advice		2.31	2.48	2.03	2.41	2.26	2.05	.001	.886	.020		
<i>Wilks' Lambda</i>												
								.000				

TABLE 4. RESULTS OF MANCOVA ON STORE PATRONAGE^a

Variables	n	Mean Scale Values						p		
		Whites 90	Blacks 155	Hispanics 114	Chinese 143	Japanese 182	Koreans 156	Ethnicity	Education	Income
Social Clothes										
Department store		2.99	2.78	3.14	3.29	2.80	2.97	.001	.136	.027
Specialty store		2.49	2.58	2.70	2.86	2.57	2.91	.015	.452	.002
Discount store		2.55	2.71	2.96	2.53	2.32	2.40	.093	.001	.001
Off-price store		2.14	2.47	2.36	2.33	1.93	2.55	.000	.116	.905
Catalogs		1.95	2.35	1.94	1.91	1.81	1.97	.002	.809	.743
<i>Wilks' Lambda</i>										
Small Electronics										
Department stores		1.99	2.20	2.30	2.00	1.76	2.18	.000	.028	.976
Specialty stores		2.61	2.35	2.56	2.74	2.48	2.74	.013	.974	.000
Discount stores		2.61	2.47	2.48	2.19	2.21	2.45	.090	.606	.180
Catalogs		1.66	1.91	1.65	1.63	1.48	2.03	.000	.740	.372
<i>Wilks' Lambda</i>										

^aItems were measured on a five-point scale where 1 = Never, 2 = 1-2 times a year, 3 = 3-4 times a year, 4 = 5-11 times a year, and 5 = once a month or more.

TABLE 6. RESULTS OF MANCOVA ON SHOPPING ORIENTATION^a

Variables	n	Mean Scale Values							P		
		Whites 90	Blacks 155	Hispanics 114	Chinese 143	Japanese 182	Koreans 156	Ethnicity	Education	Income	
Economic Shoppers	8.88	10.23	9.88	10.64	9.74	10.26	.001	.859	.079		
Credit Card Users	6.64	6.70	6.44	8.26	7.92	6.31	.000	.004	.000		
Local Store Loyals	6.58	5.37	6.07	5.82	6.02	5.54	.000	.018	.025		
Innovative Shoppers	6.10	6.25	6.12	5.96	5.34	4.82	.000	.535	.159		
Mall Shoppers	9.04	10.65	10.73	10.84	10.02	10.68	.000	.328	.263		
Shopping Enchanted	8.76	9.77	10.11	9.62	9.46	8.82	.009	.168	.814		
<i>Wilks' Lambda</i>							.000				

^aItems were measured on a five-point scale where 1 = Strongly disagree, and 5 = Strongly agree.

TABLE 7. RESULTS OF MANCOVA ON ETHNICITY STRENGTH AND SHOPPING PATTERN

Variables	Hispanics		Chinese		Japanese		Koreans	
	S ^a	W ^b	S	W	S	W	S	W
I. INFORMATION SOURCE								
<i>Social Clothes</i>								
Advertising								
TV	2.62	2.26	2.54	2.31	1.74	2.28	2.41	2.21
Radio	2.34	1.95	1.74	1.77	1.46	1.86	2.05	1.90
Newspaper	3.02	2.90	2.87	2.97	2.49	3.10	2.74	2.88
Wilks' lambda	.290		.332		.009		.648	
<u>Store-related Sources</u>								
Store display	3.57	3.37	3.45	3.34	3.81	3.04	3.47	3.21
Salesperson's advice	1.79	2.25	2.41	2.41	2.13	2.36	2.02	2.09
Wilks' Lambda	.013		.847		.000		.401	
<u>Reference Group</u>								
family/relative	2.68	2.51	3.12	2.85	2.43	2.47	2.68	2.49
friend	2.35	2.40	2.44	2.47	2.08	2.17	2.45	2.25
coworker	2.22	2.39	2.40	2.31	2.04	2.09	2.31	2.12
Wilks' Lambda	.189		.221		.940		.491	
Small Electronics								
Advertising								
TV	2.93	2.83	2.89	2.82	2.44	2.77	3.02	3.12
Radio	2.34	2.37	2.23	2.07	1.76	2.52	2.42	2.54
Newspaper	2.87	3.11	3.37	3.28	3.03	3.24	3.41	3.42
Wilks' Lambda	.916		.810		.004		.017	
<u>Store-related Sources</u>								
Store display	3.15	3.07	3.13	3.03	3.69	2.78	3.33	3.08

TABLE 5. RESULTS OF MANCOVA ON STORE ATTRIBUTE IMPORTANCE^a

Variables	n	Mean Scale Values					P		
		Whites 90	Blacks 155	Hispanics 114	Chinese 143	Japanese 182	Koreans 156	Ethnicity	Education
Social Clothes									
Convenient location	3.87	3.64	3.66	3.65	3.62	3.80	.540	.975	.034
Easy parking	3.70	3.90	3.76	3.78	3.69	3.94	.393	.061	.473
Return/exchange	3.97	4.15	4.19	3.83	3.82	4.23	.010	.041	.962
Sales personnel	3.69	3.92	4.07	3.57	3.70	4.00	.009	.010	.545
Value for price	4.58	4.64	4.55	4.51	4.51	4.61	.711	.698	.566
Wide selection	4.26	4.33	4.38	3.69	4.36	4.22	.000	.030	.190
Well-known brands	3.62	3.91	4.05	3.77	3.62	3.54	.010	.000	.062
Up-to-date items	3.82	4.13	4.00	3.51	3.53	3.53	.000	.007	.176
Attractive display	3.26	3.60	3.40	3.20	3.00	3.36	.014	.005	.588
Well-known company	3.65	3.80	3.80	3.28	3.58	3.36	.004	.040	.673
Wilks' Lambda							.023		
Small Electronics									
Convenient location	3.55	3.61	3.61	3.60	3.57	3.80	.504	.189	.243
Easy parking	3.61	3.82	3.61	3.71	3.59	3.97	.066	.031	.575
Return/exchange	4.03	4.25	4.20	4.08	4.15	4.45	.019	.466	.515
Sales personnel	4.03	4.14	4.19	3.84	4.01	4.20	.073	.443	.929
Value for price	4.46	4.49	4.43	4.55	4.54	4.58	.828	.841	.308
Wide selection	4.07	4.33	4.28	3.86	4.40	4.30	.000	.081	.131
Well-known brands	4.04	4.21	4.30	4.19	4.03	4.18	.235	.118	.266
Up-to-date items	4.01	4.23	4.15	4.00	4.09	4.12	.365	.105	.023
Attractive display	2.95	3.60	3.54	3.33	2.89	3.42	.000	.007	.394
Well-known company	3.65	4.02	4.11	3.80	4.05	3.61	.000	.414	.571
Wilks' Lambda							.000		

^aItems were measured on a five-point scale where 1 = Not important, 5 = Very important.

panics. Up-to-date items, attractive display and well-known company were most important to African Americans.

In purchasing small electronics, the store attributes considered most important by Koreans were return/exchange. African Americans were more likely to view attractive display as an important attribute than other ethnic groups; Japanese, wide product selection; Hispanic Americans, well-known company.

Shopping Orientation. The six ethnic groups again differed significantly along all of the six shopping orientation factors (see Table 6). Three of the six factors, Economic Shoppers, Mall Shoppers, and Credit Card Users, showed the highest scores among Chinese compared to other ethnic groups. On the other hand, Shopping Enchanted factor yielded the highest score by Hispanic Americans; Innovative Shoppers by African Americans; Local Store Loyals by Anglo Americans.

■ Testing of Hypothesis 2

Hypothesis 2 states that there is no difference in shopping patterns (a) between Strong and Weak Ethnic Hispanic Americans, and (b) between Strong and Weak Ethnic Asian Americans (Chinese, Japanese, and Koreans). Table 7 demonstrates the differences among ethnic groups in their shopping patterns as they relate to the strength of ethnicity. In general, Japanese and Chinese displayed more significant differences in their shopping patterns depending on the strength of ethnicity. However, effects of ethnic strength on shopping patterns were much less obvious for Hispanics and Koreans. In fact, Koreans showed significant differences between Strong Ethnic group and Weak Ethnic group in only three of the shopping pattern variables.

Weak Ethnic Hispanic Americans tended to be more influenced by salesperson's advice for purchasing social clothes. Strong Ethnic Hispanics viewed easy parking to be more important and tended to shop more at off-price stores. Weak Ethnic Hispanic Americans tended to be more innovative shoppers and Strong Ethnic Hispanic Americans tended to be have more positive attitudes toward local stores.

Strong and Weak Ethnic Chinese did not differ regarding their use of information source. In terms of store patronage, Weak Ethnic Chinese purchased social clothes more frequently in specialty stores. Weak Ethnic Chinese put more importance on several store attributes compared to Strong Ethnic Chinese: (a) wide product selection, carrying up-to-date items, and well-known company in purchasing social clothes; and (b) wide product selection and well-known company for the purchase of

THE SHOPPING PATTERNS OF ETHNIC CONSUMER GROUPS ■

Salesperson's advice	2.36	2.75	2.71	.819	2.79	2.31	.000	2.54	2.41	.183	2.58
Wilks' Lambda		.236									
Reference Group	2.68	2.81	3.24	3.15	3.15	2.43	2.90	2.88	2.88	2.99	2.99
family/relative	2.26	2.46	2.65	2.71	2.71	2.45	2.43	2.42	2.42	2.50	2.50
friend	2.18	2.43	2.55	2.47	2.47	2.38	2.37	2.37	2.37	2.41	2.41
coworker		.424		.389			.056			.912	
Wilks' Lambda											
II. STORE PATRONAGE											
Social Clothes											
Department store	3.11	3.15	3.18	3.43	3.43	2.53	2.98	2.94	2.94	3.02	3.02
Specialty store	2.55	2.84	2.65	3.13	3.13	2.82	2.41	3.05	3.05	2.75	2.75
Discount store	3.15	2.79	2.67	2.36	2.36	2.13	2.45	2.54	2.54	2.22	2.22
Off-price store	2.64	2.11	2.44	2.20	2.20	1.89	1.96	2.64	2.64	2.43	2.43
Catalogs	1.77	2.09	1.86	1.98	1.98	1.88	1.76	1.87	1.87	2.09	2.09
Wilks' Lambda		.270		.049			.003			.096	
Small Electronics											
Department store	2.49	2.12	1.96	2.05	2.05	1.64	1.85	2.27	2.27	2.08	2.08
Specialty store	2.47	2.65	2.69	2.80	2.80	2.51	2.46	2.74	2.74	2.75	2.75
Discount store	2.55	2.42	2.31	2.03	2.03	2.06	2.31	2.57	2.57	2.31	2.31
Catalogs	1.66	1.63	1.71	1.53	1.53	1.43	1.51	2.04	2.04	2.02	2.02
Wilks' Lambda		.501		.272			.485			.723	
III. STORE ATTRIBUTE IMPORTANCE											
Social Clothes											
Convenient location	3.53	3.79	3.64	3.66	3.66	3.49	3.71	3.93	3.93	3.63	3.63
Easy parking	4.15	3.39	3.82	3.72	3.72	3.44	3.85	4.12	4.12	3.79	3.79
Return/exchange	4.32	4.07	3.76	3.92	3.92	3.49	4.05	4.21	4.21	4.25	4.25
Sales personnel	4.26	3.90	3.67	3.44	3.44	3.64	3.74	3.94	3.94	4.05	4.05
Value for price	4.59	4.51	4.56	4.44	4.44	4.46	4.55	4.61	4.61	4.61	4.61
Wide selection	4.49	4.28	3.41	4.05	4.05	4.31	4.39	4.21	4.21	4.22	4.22

TABLE 7. RESULTS OF MANCOVA ON ETHNICITY STRENGTH AND SHOPPING PATTERN (cont.)

Variables	Hispanics		Chinese		Japanese		Koreans	
	S ^a	W ^b	S	W	S	W	S	W
Well-known brands	4.17	3.93	3.81	3.72	3.01	4.04	3.62	3.43
Up-to-date items	4.06	3.95	3.22	3.89	3.01	3.89	3.48	3.58
Attractive display	3.38	3.42	3.14	3.28	3.07	2.95	3.53	3.13
Well-known company	3.74	3.86	3.00	3.64	3.36	3.74	3.34	3.39
Wilks' Lambda	.182		.000		.000		.257	
Small Electronics								
Convenient location	3.60	3.61	3.64	3.54	3.49	3.62	4.00	3.57
Easy parking	3.89	3.35	3.78	3.61	3.40	3.72	4.14	3.76
Return/exchange	4.21	4.19	4.03	4.15	4.07	4.20	4.40	4.52
Sales personnel	4.28	4.11	3.77	3.93	3.93	4.06	4.12	4.31
Value for price	4.43	4.42	4.45	4.67	4.47	4.59	4.51	4.67
Wide selection	4.36	4.21	3.53	4.30	4.44	4.38	4.34	4.24
Well-known brands	4.30	4.30	4.09	4.33	3.60	4.33	4.12	4.25
Up-to-date items	4.13	4.16	3.90	4.10	3.92	4.21	4.08	4.16
Attractive display	3.42	3.65	3.45	3.18	2.89	2.90	3.58	3.22
Well-known company	4.06	4.16	3.62	4.03	4.07	4.03	3.48	3.78
Wilks' Lambda	.384		.006		.000		.087	
IV. SHOPPING ORIENTATION								
Economic Shopper	10.13	9.65	10.89	10.33	9.31	10.03	10.28	10.22
Credit Card User	5.91	6.93	7.90	8.72	8.22	7.72	5.84	6.91
Local Store Loyals	6.42	5.75	5.82	5.82	5.68	6.25	5.59	5.48
Innovative Shopper	5.77	6.44	5.69	6.30	5.03	5.55	4.49	5.24
Mall Shopper	11.23	10.26	10.55	11.20	10.01	10.03	10.60	10.78
Shopping Enchanted	9.91	10.30	9.17	10.20	9.83	9.21	8.55	9.15
Wilks' Lambda	.003		.083		.011		.134	

^aStrong ethnic group.

^bWeak ethnic group.

small electronics. Weak Ethnic Chinese were also more favorable toward credit card use and more enchanted with shopping in general.

In purchasing social clothes, Strong Ethnic Japanese, compared with Weak Ethnic Japanese, were more influenced by store display, but less influenced by TV advertising and radio commercials. For the purchase of small electronics, Weak Ethnic Japanese relied greatly on radio commercials and family/relatives, but less on store display. Weak Ethnic Japanese purchased more social clothes in department stores. Weak Ethnic Japanese attached greater importance to store attributes such as return/exchange, well-known brands, up-to-date items, and well-known company in purchasing social clothes. They also considered well-known brands important in purchasing small electronics. Weak Ethnic Japanese showed greater orientation toward innovative shopping and local store loyalty.

■ Conclusion and Managerial Implications

The current study addresses important but so far largely overlooked issues in consumer research: differences in the shopping patterns of the nation's increasingly large and influential major ethnic consumer groups and the mediating effects of strength of ethnic identification. The findings indicate a need for an empirical study investigating shopping pattern differences not only between consumers of different ethnicities but also among members of the same ethnic group, according to strength of ethnic identity. They also suggest unmistakably the critical need for marketing strategies specifically devised for each group. In particular, the findings suggest the following marketing implications for members of each ethnic market.

Anglo Americans: Members of this group are Local Store Loyals. Local stores should target their local Anglo consumers (in particular, from among all ethnic groups) by providing the right products through the right sales promotional tools. These consumers rely on friends' recommendations to purchase social clothes and on friends' suggestions and salespeople's advice for small electronics. Thus, word-of-mouth advertising might be critical in reaching this segment.

African Americans: These consumers are Innovative Shoppers and Shopping Enchanted. In purchasing social clothes and small electronics, they obtain purchase information most frequently from salespeople's advice and from friends; they also use catalogs the most and perceive attractive displays and well-known companies as most important. For social clothes, providing up-to-date items is very important. Large catalog retailers could design attractive displays and layouts depicting fashion items. Word-of-mouth advertising also seems to be important to this segment.

Hispanic Americans: These persons are Mall Shoppers and Shopping Enchanted. As such, they might be an important target segment for the recent incorporation of entertainment in shopping malls. In purchasing social clothes, sales personnel, wide selection, well-known brands, and well-known companies are important; a well-known company is also an important consideration in purchasing small electronics. Because they prefer to buy these two types of products in a department store, large department stores could hire ethnic marketing specialists to better serve their needs. Hispanics appear to respond best to television and radio advertisements in purchasing social clothes: these preferences may be related to the availability of Hispanic television and radio stations. These are potentially attractive sources of advertising for retailers selling national brands.

Chinese Americans: These consumers are Economic Shoppers, Credit Card Users, and Mall Shoppers. Sales promotion stressing low prices and credit card service may be effective. Shopping mall attractions targeting Chinese may also warrant consideration. Chinese tend to place a high emphasis on the family in making purchase decisions: thus, both English- and Chinese-language television advertising targeting them as consumers (they depend on television especially for the purchase of social clothes) might try to emphasize shopping as a family rather than individual activity.

Japanese Americans: Members of this group are Credit Card Users. Retailers should target Japanese by offering improved credit card service. A wide selection of products is also very important to this segment. Overall, Japanese Americans exhibit the least number of shopping patterns differing significantly from members of other ethnic groups.

Korean Americans: These consumers tend to rely on television for information on purchase of small electronics, and advertising on Korean TV stations might yield significant results though Korean Americans still constitute a relatively small ethnic market. They prefer also to buy both social clothes and small electronics in specialty stores. Off-price stores are frequently used for purchasing social clothes, and catalogs to buy small electronics. The most important customer service feature for this group appears to be convenience in return and exchange of goods.

Significant shopping pattern differences exist not only among the six ethnic groups but also within the same immigrant consumer groups according to strength of ethnic identification. However, relative ethnic strength does not always result in differential shopping patterns within an ethnic consumer group. Among Japanese and Chinese Americans, there were shopping pattern differences between those who exhibited strong ethnicity and those who did not. But strength of ethnicity was not a critical discriminating factor in explaining different shopping patterns

among Hispanic or Korean Americans. Retailers should tailor their marketing strategies and tactics accordingly.

Because the current findings on Hispanic American consumers somewhat contradict previous findings (Deshpande, Hoyer, & Donthu, 1986; Webster, 1992), there may be a need for closer examination of whether shopping patterns differ within ethnic groups according to strength of ethnic identification. Specifically, further research is warranted on whether Hispanic Americans differ by national origin (e.g., Mexico, Puerto Rico, Cuba, or "other" countries).

Among the most important findings of this study, perhaps, is that Asian Americans constitute distinct markets according to their nationalities. Hence, marketers targeting Asian American consumers should consider the heterogeneity included within this broad category. Again, more specific study of how strength of ethnic identification affects Asian American consumer shopping behavior is needed.

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