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THE INFLUENCE OF CULTURE: A COMPARISON OF WHITE AMERICAN AND
HISPANIC AMERICAN TEENS INFORMATION SOURCES AND STORE
ATTRIBUTE PREFERENCES

THESIS

A thesis submitted in partial fulfillment of the
requirements for the degree of Master of Science in the
College of Agriculture at
the University of Kentucky

By

Kelli Murphy

Lexington, Kentucky

Director: Dr. Scarlett Wesley, Professor of Merchandising, Apparel, and Textiles

Lexington, Kentucky

2012

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ABSTRACT OF THESIS

THE INFLUENCE OF CULTURE: A COMPARISON OF WHITE AMERICAN TEENS AND HISPANIC AMERICAN TEENS INFORMATION SOURCES AND STORE ATTRIBUTE PREFERENCES

The culture of America is changing now more than ever. With the Hispanic American population growing, it is important for retailers to understand how to market to these changing demographics. This study compares white Americans to Hispanic Americans in regard to store selection influences. Information sources and store attributes are analyzed as factors that influence store selection. It was found that acculturation of Hispanic American teens has created many commonalities between the two cultures. Future research could become more in depth as to why these things occur or their effect on actual purchases.

KEYWORDS: Information sources, Store attributes, Hispanic American, Store selection, Teens

Kelli Murphy

1/2/2013

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Chapter One

Introduction

When any consumer makes a purchase there are influences that help them with their selection. These are frequently referred to as information sources. Information sources are defined as influences on an individual to select a specific item or store based on their communication from that source to the individual (Chen-Yu & Seock, 2002). Information sources can come from all types of venues some of which are considered personal while others are seen as promotional (Kinley, Conrad, & Brown, 2000). Personal information sources are those people that have a personal relationship with the consumer. People such as family and friends are considered personal information sources. These individuals can influence their decisions including the stores that consumers choose and why. It has been found that people perceived stores more favorably after they have seen others perceive it favorably, specifically those whose opinions they value (Kinley, et al., 2000). Consumers are also highly influenced by impersonal information sources as well. Rabolt and Kawabata (1999) refer to several impersonal information sources as advertisements and other forms of media that consumers are exposed to (Kawabata & Rabolt, 1999). Advertisements and media for this specific situation are defined as newspaper/magazines and television, radio, and internet.

While consumers are being influenced by information sources, retailers are working to make their stores appealing to their shoppers. In times of heavy competition, retailers strive to find ways to make their stores stand out and appeal to their target market. Making a store appealing to a specific market can differ according to the ideal

attributes that are found interesting to that individual group of people. It has been found that store attributes affect store choice and purchases (Paulins & Geistfeld, 2003). Recognizing the specific attributes that attract consumers to the store is key to a retailer's success (Seock & Chen, 2011). Merchandise related attributes such as price and assortment, service-related aspects, and pleasant shopping experiences have been found to be attributes many consumers focus upon (Seock & Chen, 2011). While many factors alter which specific attributes are held important by the consumer, the type of store can also change the store attributes a consumer looks for when making a store selection (Hong & Koh, 2002). Apparel stores in particular are often associated with attributes involving store atmosphere, customer service, and other features that would create a space where people want to spend time and browse their products (Seock & Chen, 2011). Apparel stores want the consumers to spend time in the store and to feel comfortable when making purchases. This often leads to the consumers making more purchases. It is important for apparel stores to understand the consumers and know the attributes they find important. Price, Product/Branding, Location, Store Atmosphere, and Customer Service have been some attributes that are frequently found to be important to consumers (Seock & Chen, 2011).

Apparel stores selection and preferences can vary greatly among different consumers and understanding which of these attributes are important allows retailers to market their stores accordingly. Factors such as race, gender, and age can alter one's preferences in apparel store and knowing the preferences of larger markets such as Hispanic Americans is very important for retailers to stay competitive.

Hispanic Americans is another fast growing population in America today. As of 2010, 48.4 million Americans were Hispanic Americans, 40.9% of which were under the age of 21 (Miller & Washington, 2011). The term “Hispanic American” can have alternate meanings depending on the reader; in this instance it is having an origin in any Hispanic country. It has been defined as more of a culture than a race (Dato-on, Burns, Manolis, & Hanvanich, 2006). Acculturation is also a key topic of Hispanic American research. While Hispanic Americans are all considered to be a part of one culture, acculturation can also change the preferences and attributes of an individual (Dato-on, et al., 2006). First generation Hispanic-Americans can have different cultural influences as oppose to third generation. All of these factors must be considered when discussing the Hispanic American culture.

Over the past decade, the Hispanic American community has also increased in their average income. An increase in income has allowed for more spending from this population. While they are still on average making less than the general population, this increase has led to an increase in Hispanic American buying power. In 2009, Hispanic American spending was estimated at 978 billion dollars compared to 489 billion dollars in 2000 (Miller & Washington, 2011). Growth at this rate has drawn the attention of retailers, with hopes of taking advantage of this blooming demographic. While this demographic has not been as thoroughly researched as others, it is one that could be beneficial. Apparel stores can benefit from being knowledgeable about this growing population so they can adjust their store according to preference. Being the fastest growing market segment and being heavily composed of those under 21 gives retailers and opportunity to market to this already large population and take advantage of their

growth in the future. Hispanic teens specifically the fastest growing sector of the Hispanic American population, making them target retailers need to focus on.

While Hispanic-American shopping habits have not been researched as much as other cultures, there have been some reports regarding influential information sources. Family is held in high regard in this culture and their opinions are taken very much into account when decisions are made(S. Shim & Gehrt, 1996). This is true of their shopping habits. When making decisions about purchases and store selection, family is more often considered or involved in the decision making process. White-Americans have been found to be more individualistic. They are less likely to be concerned with family when shopping (Eckman & Kotsiopoulos, 1997). With different preferences and information sources it is possible that there would be a difference in store attribute preference.

Teens are another sector of the population that is constantly changing and are influential in our society. The teen population (ages 13-19) is one of the fastest growing sectors in the United States and their purchasing power is growing as well (Kim & Kim, 2005). Through the 1990's teens purchasing power increased by 34% (S. Shim & Gehrt, 1996). It has continued to increase at an even higher rate despite lowering economy. While many are having a difficult time buying luxury or unnecessary items, teens continue to have higher disposable income than most age groups(Kim & Kim, 2005). Clothing has been found to be one of teens' top spending categories (Chen-Yu & Seock, 2002) because clothing is a way for teens to express themselves and the image they want to portray. Teens find it very important to develop their own sense of style and opinions.

It is at this time in their life that teens are becoming individuals and figuring out how they want to present themselves to society; information sources are influencing the means they use to do so. It is at this time when teens are developing consumer socialization. Consumer socialization is defined as “the process by which young people acquire skills, knowledge, and attitudes relevant to their function in the marketplace” (Mascarenhas & Higby, 1993). During this time, teens are experimenting and learning who they are. This also applies to their thoughts on consumption. While information sources are proven to be relevant to all age groups, teens are the more frequently linked to influences when making purchasing decisions. Teens are learning for the first time how they want to spend their money and forming purchasing preferences. One way of forming these preferences is looking towards information sources for influence. Family, friends, and media are among the most influential sources for teens (Mascarenhas & Higby, 1993). As children, parents are the most influential in our lives. Most of a teens morals, ideals, and values come from their parents influence throughout their childhood (Soyeon Shim, 1996). While parents play an important role in the development of teen’s opinions, exposure to other resources allows for alternate influences. It has been found by many researchers that friends are specifically important information sources at this age, occasionally overpowering the influence of parents (Chen-Yu & Seock, 2002). These sources not only influence the particular clothing a teen purchases but can influence their store choice as well.

Ultimately, retailers are going to need to learn about the demographic changes that are happening in our country and understand how it affects them. Understanding the influences and preferences of the Hispanic American teen population in comparison to

white teens (one of the larger majorities for several decades), would give them the information they need to market to the evolving culture.

Purpose

The purpose of this study was to determine if a difference in preferred information sources and store attributes existed between White and Hispanic American teens. It also attempted to determine whether there was a difference in the influence of family, friends, and media on teens store attribute preferences.

Research Objectives

The study explored specific information sources influences on store attributes preferences and selection of White-American teens and Hispanic-American teens. The differences were based on three information sources: family, friends, and media such as television and internet. The five different apparel store attributes include price, store atmosphere, branding/product selection, customer service, and location. The objectives of the study are:

- 1) To determine if specific information sources have a greater influence on White American teens as oppose to Hispanic American teens.
- 2) To determine if there is a difference between White American teens and Hispanic American teen's influential information sources in regard to apparel store selection.
- 3) To determine if there is a difference between Hispanic American and White American apparel store attribute preferences.

Research Questions

- 1) Is there a difference in family influence on store selection between Hispanic American teens and White American teens?
- 2) Is there a difference in friend influence on store selection between White American teens and Hispanic American teens?
- 3) Is there a difference in media influence on apparel store selection between White American teens and Hispanic American teens?
- 4) Is there a difference between preferred store attributes (Atmosphere, Branding/Product, Service, Price, Location) between Hispanic American teens and White American teens?

Justification

Both teens and Hispanic Americans are populations that have major potential as consumers due to their fast growing populations. Over the past few decades teens have increased in their buying power and are voicing their opinions to not only each other but their parents as well. Parents are taking these opinions into account when making family purchases and teens disposable income is more than ever before (Kim & Kim, 2005). Teens are becoming trendsetters and are using their power to control and alter the retail world. Retailers need to take the opportunity to study this age group because they are not only dominating today's consumers but are the consumers of the future and will be needed to keep these retailers in business for the long term.

Hispanic Americans are having a very similar effect on the retail industry. This segment is somewhat new to retailers and growing at faster rates than any other minority (Miller & Washington, 2011). The ideals and preferences associated with Hispanic

Americans are different than others and therefore is beneficial for retailers to research and work to understand. Targeting this cultural group could be difficult with little knowledge. Researching their store selection preferences will benefit the retailer to attract this soon-to-be dominating market segment.

Limitations

In a study such as this, there are several limitations. First, the teens used for the data are from one specific area. The schools chosen are few of many in the area and the lack of diversity could alter the results. There is also a lack of diversity in family income within this area. With this study being located in just a larger city in Kentucky, it may lack some diversity that could be collected had the study been expanded to other areas of the state as well as nationally. Another may be the interpretation of cultures and ethnicity of some of the teens participating in the study. They may class themselves in a specific ethnicity that is not the same as the researcher. This study could also be expanded to include more store attributes that may give more insight into specifics about store preferences that this study is lacking.

Chapter 2

Review of Literature

Store selection requires a consumer to make a decision based on specific reasoning. This reasoning assists the consumer in making the ideal choice for their needs and wants. In past studies it was found that store attributes are one of the contributing factors to store selection (Hansen & Deutscher, 1977; Mitchell & Kiral, 1999). Placing importance on specific attributes helps consumers find apparel stores that appeal to their desires. To determine which store attributes are important, a consumer must be influenced by something or someone. These influences aid the consumer in finding which store attributes should be important.

While all consumers use store attributes to make a store selection, not all consumers find the same store attributes important. This also applies to consumers' influences. Factors such as age, gender, and culture have been found to link consumer behavior differences (Park & Reisinger, 2009). Hispanic American teens are one example of a segment that could have different preferred store attributes when compared to Non Hispanic American teens. In previous research, they have been found to shop differently than non-Hispanics ("Hispanic Teens: A Generation of New Customers with Special Concerns and Conditions," 2005; Rafeedie, Godkin, Valentine, & Swerdlow, 2006). This has been seen in several aspects including preferred store attributes. They are much more aware of their family and family image and therefore shop at stores that both appeal to families and carry products that will uphold a positive image, making them an interesting group for retailers to understand (Rafeedie, et al., 2006; Segal & Sosa, 1983). Therefore, this study will focus on Hispanic American teens in reference to non-

Hispanic teens and their preferred information sources and store attributes used for store selection.

Hispanic American Population

Hispanic Americans are an example of a population frequently studied as a culture. As a population they have been growing at incredible rates (Nasser, 2008). The 2000 Census listed 35.6 million Hispanic Americans and as of 2010 that number had grown to 48.4% (Miller & Washington, 2011). This rate of growth is faster than any other minority in the United States (Nasser, 2008). The Hispanic-American population is expected to grow to 132.8 million which will be 30% of the nation's total (Lockwood, 2011)

While Hispanic-Americans are considered one ethnicity to most in the United States, they come from several different countries and backgrounds. From the Census, the majority of Hispanic-Americans are from Mexican decent at 58.5%. Other countries that were frequently reported were Puerto Rico, Cuba, Central America, and South American countries (Miller & Washington, 2011). Immigration into the United States for Hispanics has increased greatly since the 1970's with the initial increase in the 1990's (Miller & Washington, 2011; Nasser, 2008).

Immigration has also led to settling in specific states as well. During the 2000 Census it was found that a few specific states were common areas for Hispanic Americans to reside. California, Texas, Florida and New York were four states whose Hispanic-American population was much higher than other states; with half of the immigrant population residing in California and Texas. (Miller & Washington, 2011).

Hispanic American Consumer Behavior

Growth in the population has also led to an increase in the American workforce for Hispanic-Americans and in turn an increase in their purchasing power. In 2004, it was reported that the purchasing power of the Hispanic American community was over \$650 billion dollars; more than any other minority (Berland, 2004). The expected growth of their purchasing power is \$1.5 trillion by 2015 (Lockwood, 2011). This type of increase in the purchasing power opens up new opportunities for research to understand their purchasing behaviors and wants.

Hispanic American average income is a big factor in their purchasing behavior. Over the past ten years, Hispanic Americans average income has increased greatly (Rizkallah & Truong, 2010). Since 1999, their average income grew 18.1% from \$35.9 K to \$42.2K ("Hispanic American Demographics," 2006). 38% of Hispanic American households earned over \$40,000 in 1999 compared to only 26% in 1994 ("Hispanic American Demographics," 2006). At this rate, Hispanic Americans are gaining more and more disposable income allowing their purchasing power to increase.

Hispanic Americans purchasing behaviors are different than those seen in most American sub-cultures as well. With family being very important in their culture, 36% of Hispanic Americans prefer to shop with family members ("Hispanic American Demographics," 2006). The family influence is greater in Hispanic American culture than any White Americans (Rafeedie, et al., 2006). They often conduct themselves in a “protective family” pattern, meaning the parents have strong influence in their teen’s decisions (Rizkallah & Truong, 2010). This applies to purchasing decisions as well. Hispanic Americans, especially younger generations, tend to look towards their family

and friends when making purchasing decisions more so than White Americans. (Rafeedie, et al., 2006; Rizkallah & Truong, 2010; Segal & Sosa, 1983). Hispanic American culture teaches teens to value adults and has great respect for authority figures (Rafeedie, et al., 2006). With this type of influence, reference groups become very important when making purchasing decisions for this culture (Segal & Sosa, 1983).

Teens in particular are a very important sub-set in the Hispanic American population for retailers. While they are the largest segment in numbers for this population, they are also the most acculturated on average than other generations in the Hispanic American population (Dato-on, et al., 2006; "Hispanic Teens: A Generation of New Customers with Special Concerns and Conditions," 2005). They are also growing faster than any other segment of the population at this time, making them the leading consumers of the future (Lockwood, 2011).

Their culture is so influential in their lives that it can affect many purchasing habits as well such as brand preferences, loyalty, and other key shopping behaviors. (Rizkallah & Truong, 2010). Attributes such as price and brand are found to be very important to the Hispanic American consumer (Mulhern & Williams, 1994). Hispanic Americans are found to want to express their economic growth and one way of doing that is through brands (Deshpande, Hoyer, & Donthu, 1986). In the opposite direction, pricing is also found to be very important to Hispanic American consumers. Despite the desire to purchase name brands, many Hispanic American consumers are extremely price sensitive (Mulhern & Williams, 1994).

Hispanic Americans have also been found to have different shopping motivations and goals than their Non-Hispanic counterparts (Nicholls, Roslow, & Comer, 1995).

Shopping for an Hispanic American consumer is used for recreation more than Non-Hispanics (Deshpande, et al., 1986). In a study done by Nicholls (1995), it was found that Hispanic Americans were more likely to travel to shop and spend more than other ethnicities as well. Shopping has become a way for this culture to give their ethnicity and families a positive reputation (Rizkallah & Truong, 2010).

Hispanic Americans are a growing society and becoming a powerful population in the retail world. Understanding their preferences and goals when shopping could help retailers market to this segment and take advantage of the opportunities that come with this growing population.

Teenager Population

The teen population is also one of the fastest growing populations in the United States (Kim & Kim, 2005). There are now more teens in the United States than ever before. Since the 2000 Census, the teen market has grown by 2.6% ("U.S. Census Bureau," 2011). While this population could be very influential on the current retail industry, these are also the consumers of the future and are a market to be watched. It is during the teen years that a person is developing and learning habits that they will carry with them. This also applies to their purchasing habits.

Purchasing power of teens has also grown steadily over the years. While this segment of the population of the market does not necessarily make their own money, they control more money now than ever before, with spending power of approximately \$209 billion (L, 2007). Teens are spending an annual average of over \$1,000 on apparel making them a very big opportunity to apparel retailers (Kim & Kim, 2005).

Current teens are different than any other generation due to their involvement with technology. They are much more aware of the world and events through the use of cell phones, computers, and television (Engel, Bell, Meier, Martin, & Rumpel, 2011). In turn, they see more advertisements, images, and other factors that could lead to influence their purchasing decisions. Studying this group and their influences is important for apparel retailers to market to this growing segment.

Teens and Consumer Behavior

While the population is growing, teen purchasing power is on the rise as well. It was through the 1990's that teens purchasing power began to take shape. In 1994 teens spending increased by 34% from the decade before to an unheard of 96 billion dollar industry (Soyeon Shim, 1996). Since this time it has been at a steady increase being approximated to now be over a \$200 billion dollar industry (Kim & Kim, 2005).

The teen population increase as well as increased spending has made them fashion trendsetters (Kim & Kim, 2005). The youth sets the tone for the new and upcoming styles. Getting teens to take part in your store or designs is a goal of many of those in the industry.

Teen years are a time for development and independence, and often times the first time they are making their own decisions. Due to this, shopping for teens is different than any other age group. Motivations and goals of shopping change due to these differences as well. Of all the reasons and motivations for shopping listed for consumers, teens were found to have stronger motivation links to “diversion, browsing, and social experience” (Kim & Kim, 2005). These change the way teens make decisions and reasoning behind it. They are one of the only groups who frequently engage in shopping

with no pre-disposition of purchase(Kim & Kim, 2005). Shopping is considered a social outing for teens, making them heavily influenced by those around them.

Influence is very important to teen shopping behavior with media, parents, and friends being the common leading influences (Higby & Mascarenhas, 1993). At this time, teens look towards the influences to help them develop their opinions (Mascarenhas & Higby, 1993). Parents typically instill values into their children that as teens they use in making purchasing decisions. This often leads to characteristics such as teen's concern with price (A, 2007; Mascarenhas & Higby, 1993). Despite the level of involvement teens parents have in their children's purchases, it has been found that over the teen years parental influence begins to decrease (Higby & Mascarenhas, 1993). Friends are also very important in teens purchasing decisions. Friends are often present when teens go shopping and give their opinions on purchases. Specifically, it has been found that teens frequently use friends influence when making a store selection (Chen-Yu & Seock, 2002). In contrast, advertisements seem to be less influential to teens than other age groups (S. Shim & Gehrt, 1996). Access to information and knowledge of the world around them has lead teens to be more cynical than before and therefore more skeptical of advertisements and their promises (Rafeedie, et al., 2006).

Teens use shopping as an experience more than any other age group as well (Kim & Kim, 2005). Using shopping as a social experience can change the way a consumer shops, making teens very interesting to retailers and marketers (Činjurević, Tatić, & Petrić, 2011). Shopping for the experience not only changes the way we a consumer shops but also alters why they shop. Attributes begin to play and role in store selection

and characteristics such as environment and atmosphere begin to play a role in the shopping experience (Chen-Yu & Seock, 2002; Činjarević, et al., 2011).

Hispanic Teenagers and Consumer Behavior

Of the Hispanic American population, over 40% of the population is under twenty one years of age (Niemeyer, Wong, & Westerhaus, 2009). With such a strong youth population and the growth of the population as a whole, marketing research has begun to focus on this specific segment of the American population.

Acculturation is very important in understanding Hispanic-American teens and their purchasing habits. Most of these teens were born in the United States but have strong ties to their Hispanic heritage ("Hispanic Teens: A Generation of New Customers with Special Concerns and Conditions," 2005; Lockwood, 2011). Language is one example of how despite acculturation, Hispanic-Americans are holding onto their culture. Many Hispanic American families still speak Spanish in the home and most teens speak both Spanish and English fluently (Corona & McCabe, 2011). While acculturation commonly depends on the length of time a person is in the new culture, the opposite seems to take effect with Hispanic American teens. This group seems to be developing a "retro-acculturation" meaning they are seeking to keep more of their Hispanic culture in their lives ("Hispanic Teens: A Generation of New Customers with Special Concerns and Conditions," 2005). Striving to be keep the Hispanic culture in their daily lives can alter their strength of acculturation and in turn alter their consumer behavior (Deshpande, et al., 1986).

Hispanic Americans are very focused on family and this also applies to adolescents within that population. Family is extremely influential in developing their values, morals, and beliefs. Teens in this culture are taught that they should conduct themselves in ways that make their family proud (Nieto, 1998). This is seen in their consumer behavior patterns as well. Parents, specifically fathers, are very important in Hispanic American culture, making them also very influential in purchasing decisions (Seock & Hathcote, 2010). While friends typically are a major influence in teens lives, for Hispanic Americans parents tend to be more influential than friends (Rafeedie, et al., 2006).

Hispanic American teens have also been found to be less conscious of their financial consequences than other demographics, making them a very vulnerable segment (S. Shim & Gehrt, 1996). While they are focused on name brands and other items to express their image, they are not as conscious of where their spending might lead (Bellenger & Valencia, 1982; Nicholls, et al., 1995; S. Shim & Gehrt, 1996).

Advertisements are also something that Hispanic teens tend to pay more attention to than Non-Hispanic teens (Chen-Yu & Seock, 2002). This does not apply to all advertisements but preferably ones that cater to this demographic; specifically ads that display how a brand may help their image or status and show some form of family or parent involvement (Rafeedie, et al., 2006).

Seeing that both teens and Hispanic Americans are influenced by different factors than other demographics, it could benefit retailers to research and find ways to appeal to these markets (Rafeedie, et al., 2006) The growth of both these groups is relatively

recent, and research could help the retail industry gain a better understanding of this specific sub-group.

Store Selection

In all shopping excursions, consumers are forced to make decisions. These include everything involved in the shopping experience such as which product they want to look for, why they are shopping, and where are they going to shop. There are many factors that influence and direct the types of decisions made when shopping. In the most basic form, decision making is an “expression of goals, wants, and weighting of options.” (O’Shaughnessy, 1987). This is referring to the basic reasons behind any decision a consumer makes and store selection is no different.

When making the decision to shop in a particular store, many factors are influential to help make this decision. Store selection is a process that is learned from experiences shopping and developing opinions on what a consumer likes and dislikes (Johnson, 1990). All of these involve making either positive or negative associations with a specific apparel store. With these factors being important in the decision making process, they must have the opportunity to develop within the individual consumer. All of this leads to the store selection.

In order for somebody to make a store selection, factors must be considered that assist the consumer to make the preferable decision. People cannot make a decision without some sort of way to break down the decision and think through why they are choosing the store that they do. Researchers have worked to understand this decision making process. Store attributes are the leading contributor to the store selection process (Paulins & Geistfeld, 2003). While store attribute preferences differ between various

demographics, each uses specific preferred store attributes to make an apparel store selection (Seock & Chen, 2011). Store attributes are a way for consumers to specify what they are looking for in an apparel store and for retailers to cater according to target market.

Store Attributes

Store attributes are an aspect of the apparel stores that is always a part of the apparel store selection process but is not always discussed. When shopping, people have pre-disposed ideas as to what they are shopping for as well as the place where they will be buying these items. Consumers are not only making the decisions about what product they are looking for, but also weigh the options on the exact stores they would like to shop in. The attributes of the store are the first impression the customers gain about a store and they use this to make these decisions. These store attributes are all aspects of the retail store itself including visual displays, customer interaction, type of merchandise, presentation of merchandise, and ambiance (Mesquista & Lara, 2008). Most assume that all customers are alike and have the same impression of how a retailer should handle these attributes. Several studies have shown that this is not the case. Store attributes are the first association a customer has with a retailer and must be geared towards the demographic of your target market (Gundala, 2010).

Store attributes are very important to making an apparel store selection. A lot of research has been done to understand this concept and specify which attributes are the most commonly preferred among consumers. Discovering what customers look for in a retail store is important when marketing to a specific market (Eckman & Kotsiopoulos, 1997; Hong & Koh, 2002; Paulins & Geistfeld, 2003). Variations of preferred store

attributes have been explored according to demographics such as age, gender, and race (Hansen & Deutscher, 1977; Narang, 2011). The store attributes often studied are anything that effect a consumers experience within an apparel store. Attributes often studied are customer service, pricing, store hours, location, music, décor of the store, and merchandise assortment (Mesquista & Lara, 2008; Paulins & Geistfeld, 2003). These store attributes are used by consumers to make a store selection based upon their preference. Using the environment of the store to appeal to the customer is needed to attract a specific target market (Seock & Chen, 2011). Research by Lindquist in the 1970's found nine retail attributes that were the most important, these consisting of : merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors, and post transaction satisfaction (Seock & Chen, 2011). Since then, research has continued to show similar preferred store attributes. Repeatedly factors such as customer service, atmosphere, location, and merchandise selection have been found to alter consumer's perceptions of an apparel store (Dalwadi, Rathod, & Patel, 2010; Hansen & Deutscher, 1977).

Despite the repetition of store attributes studied, they vary in importance depending on demographic discussed (Paulins & Geistfeld, 2003). Factors such as gender, ethnicity, and age can alter which store attributes are thought to be important (Seock & Chen, 2011). In a previous study, it was found that males prefer different store attributes than females such as low prices or store atmosphere (Chen-Yu & Seock, 2002). Many have studied the difference between cultures. For example, a study was done to find a difference between American consumers and Taiwanese consumers. In this they found that Americans and Taiwanese differed greatly in the importance placed on store

convenience, product, and customer service (Seock & Chen, 2011), which have led researchers to believe that cultures can differ in many aspects of consumer behavior.

Differences in shopping motivations, acculturation, product mix, income, gender, and ethnicity can change the desired store attributes for a consumer (Eckman & Kotsiopoulos, 1997; Mesquista & Lara, 2008). This is true in regard to Hispanic American teens as well (Seock & Chen, 2011). Research has shown Hispanic American culture to also differ in terms of consumer behavior (Mulhern & Williams, 1994). Characteristics such as influences, values, income, and education can alter a cultures store attribute preferences (Chankon, Laroche, & Joy, 1990; Dalwadi, et al., 2010; Kaul, 2007). Hispanic American culture, like any culture, has characteristics that can alter the store attributes preferred by the particular group(Seock & Chen, 2011). Values and morals may change the way a population views store attributes (Kaul, 2007; Park & Reisinger, 2009; Seock & Chen, 2011). One specific example of this is the Hispanic Americans preference for personal interaction (Bellenger & Valencia, 1982) Research has shown that Hispanic Americans find interpersonal communication important in regard to shopping (Bellenger & Valencia, 1982; Rizkallah & Truong, 2010). Heavy interaction with store employees and information is more important in Hispanic American culture than to Non-Hispanic cultures when shopping. (Rafeedie, et al., 2006). Other differences found showed Hispanic Americans find branding a more important attribute when compared to Non-Hispanics. (Youn-Kyung & Jikyeong, 2001). Differences such as this could lead to further research into differences in preferred store attributes between Hispanic Americans and Non-Hispanics.

Similarly, teens vary in the specific characteristics that are found important for apparel store selection (Kim & Kim, 2005). In a previous study, teens were asked about store attributes to find which attributes were most important to this demographic. In this study the most important store attribute found was price (Chen-Yu & Seock, 2002). Possible reasons behind these findings were limited income as well as parental influence (Kim & Kim, 2005). Product variety, store atmosphere, and customer service were also found to be influential on teens store selections (Chen-Yu & Seock, 2002).

Due to teens using shopping as an experience, teens want to go places that appeals to their senses and emotions (Kim & Kim, 2005). In a world that is constantly changing retailers want to cater your business to draw in customers and keep them coming back(Gundala, 2010; Mesquista & Lara, 2008) You need to appeal to them in very specific ways in order to catch their attention (Chen-Yu & Seock, 2002). Using the store attributes desired by teens would be one way of trying to do this and gain their business (Hansen & Deutscher, 1977). Attributes allow the teen to get a feel of the store and what type of merchandise will be sold (Orhan, Oumlil, & Secil, 1999).

Several studies have been done to figure out which store attributes apply to a variety of consumers. Attributes chosen in the past have often been variations of Lindquist's nine attributes mentioned earlier such as pricing, return policies, location, brand, customer service, store appearance, merchandise quality, parking, displays, dressing rooms and other parts of a retail store (Dalwadi, et al., 2010; Hong & Koh, 2002; Paulins & Geistfeld, 2003). For this particular study they have been broken down into five common groups: price, customer service, product mix/branding, location, and store atmosphere. Of the several attributes used in previous studies, these were ones that were

found to be important to either teens or Hispanic Americans. Teens in several studies have shown an emphasis on price and atmosphere which leads it to be a good candidate for the focus on teens for this study (Chen-Yu & Seock, 2002). The remaining attributes were found to be both important to Hispanic Americans as well as highly important overall to shoppers (Eckman & Kotsiopoulos, 1997; Rizkallah & Truong, 2010; Seock & Chen, 2011). The studies suggest that these are the top attributes desired by both these demographics.

Pricing

Pricing was found to be a very important store attribute to both adults and teens for both high and low end products (Dalwadi, et al., 2010). Pricing refers to the various levels of prices and how the pricing reflects the image of the store (Chen-Yu & Seock, 2002). Pricing preferences for some may be that they remain low while others like to use price as a form of status and a symbol of wealth (Paulins & Geistfeld, 2003; Rizkallah & Truong, 2010). Pricing can allow consumers to feel as if they are gaining or maintaining an image, which can be very important to some consumers (Nicholls, et al., 1995). Many associate price with the quality level of the store as well (Theodoridis & Chatzipanagiotou, 2009). Some consumers review prices according to item looking to be purchased. Pricing can be very subjective according to type of item intended for purchase (Theodoridis & Chatzipanagiotou, 2009; Zielke, 2010). Depending on the type retailer, consumers are occasionally willing to give up on other attributes such as customer service and store atmosphere for a better price (Shultz II, Renko, & Bričić-Stipcević, 2010).

Pricing can also portray an image of the store which can be negative or positive for the consumer (Paulins & Geistfeld, 2003). Lower pricing can gain a negative perception and make customers question the quality of the merchandise while higher pricing can do the opposite and give the image that the merchandise is of high quality (Gundala, 2010; Paulins & Geistfeld, 2003).

For some demographics price is not nearly as important as other attributes. Hispanics have been found to fall on both sides of this debate, while teens have consistently been found to hold pricing with high importance. (Palan, Gentina, & Muratore, 2010; Rizkallah & Truong, 2010; Segal & Sosa, 1983; S. Shim & Gehrt, 1996). Hispanic- American teens are an interesting demographic to study in regard to pricing due to these differences.

Customer Service

Customer service has a variety of definitions. Any time the retailer interacts with the customer this is a form of customer service (Beitelspacher, Richey, & Reynolds, 2011). Customer service involves personnel assisting customers in their purchase, returns policies, transaction process and other events in the shopping experience that create value for the customer (Kursunluoglu, 2011). Knowledge of the employees is also very important to customer service; customers expect the personnel to be able to answer any questions they may have about the products (O'Cass & Grace, 2008).

Customer service is an attribute that could affect many steps in the shopping process from customer loyalty, purchase, and satisfaction (Beitelspacher, et al., 2011). The issue with customer service is that it based around customer expectations (Hurley,

1998). The type of store and the merchandise sold can change the level of service a customer expects upon entering (Beitelspacher, et al., 2011; Shultz II, et al., 2010).

Quality of the store is often associated with the quality of the customer service (O'Cass & Grace, 2008). When shopping for apparel at specialty stores, customers expect that the service quality will be high (Paulins & Geistfeld, 2003). This attribute is important in the store choice decision when there are several stores for a customer to choose from; being a deciding factor for many (Eckman & Kotsiopoulos, 1997; Paulins & Geistfeld, 2003). Exceptional customer service has also been frequently linked with loyalty, meaning the customer will repeatedly choose one store over others when given options (Yuen & Chan, 2010).

Customer service can also have the opposite effect depending on the customer. Some demographics prefer to not interact with sales people when shopping. This is often seen with teen shoppers (Sammon, 2010). It is very important for retailers to find a balance when dealing with customer service and research with a specific demographic can assist with this.

Product/Branding

Product and branding consists of merchandise selection. This refers to the offerings available in a particular apparel store. The product mix of a store is the merchandise carried within the store. This involves merchandise quality and how fashionable the merchandise is as well (Paulins & Geistfeld, 2003). Preferences could lean towards having a large variety of items within the store or a smaller, more focused selection of merchandise. While the breadth or depth of merchandise is important to

some consumers, others find it very important for an apparel store to carry a specific type of merchandise.

Branding is also a focus of many when making a store selection. Branding is defined as the type of brands or brand carried in an apparel store (de Klerk & Tselepis, 2007). Brand is the particular company that designs and produces the garments and is contracted out to stores or sold in their own store (Ersun & Yildirim, 2010). While some consumers do not take notice of specific brands, others find brand very important when choosing their apparel. Brands can be preferred due to prestige, trends, quality, and loyalty among other factors (Ersun & Yildirim, 2010; Wheatley & Chiu, 1977). The demand for a brand creates the brands reputation and creates a desire for retailers to carry it, all of this is decided in the end by the customer (Kuan-Yin & Yin-Chiech, 2010).

Both product mix and brands can affect the store selection process. The product mix of a store has been found to project an image to customers and can lead to store selection (Wheatley & Chiu, 1977). Branding especially can project an image of prestige that draws customer into the store (Ersun & Yildirim, 2010). Stores that carry their own brands or private labels create a status of exclusivity and creates a demand for the store, if the customers react positively (Tsung-Chi & Chung-Yu, 2008). When making a store selection, customers would be inclined to purchase items from locations they know carry either products or brands that they prefer (Narang, 2011).

Both teens and Hispanic Americans have been found to put importance on brand of apparel when making a store selection (Chen-Yu & Seock, 2002; Nicholls, Roslow, & Dubliss, 1997). Teens look toward prestigious brands to express an image or status to their peers and therefore find brand more important than most demographics (Ersun &

Yildirim, 2010). Hispanic-Americans have a similar preference for name brands. They strive to improve their family and cultural reputation and find brand is one way to express that image (Mulhern & Williams, 1994; Rizkallah & Truong, 2010). Hispanic Americans are also less likely to experiment with new items, so shopping where they know a brand will be carried creates a specific store selection (Eckman & Kotsiopoulos, 1997).

Location

Location can deal with several factors that affect store selection such as distance, parking, traffic flow, and surrounding businesses. (Bearden, 1977; Paulins & Geistfeld, 2003). These factors could either encourage a potential customer to travel to the area of the store or to avoid it. Downtown or urban locations are one example researched in the past that was an issue for traveling customers. In this particular study, suburban stores were compared to downtown stores. It was found that downtown locations lose customers on occasion due to the increasing traffic in urban areas (Bearden, 1977).

Surrounding businesses are also a location factor when making a store selection. Differentiating businesses can give the customer variety when shopping and allow for several stores in one stop which is appeals to the desire for convenience from the consumer (Schiffman, Dash, & Dillon, 1977). Convenience is one aspect of location that many consumers find important when making a store selection (Bearden, 1977; Schiffman, et al., 1977). Similar stores within close proximity of each other is also a form of convenience for the consumer; allowing them to go to one central area when looking for a specific product (Litz & Rajaguru, 2008). One study uses the example of a “car dealership row”, where one area would have several car dealership locations (Litz &

Rajaguru, 2008). Although they are competing for business, they locate around each other for the pull of customers the central location brings

Location is very important to consumers due to the efforts required in getting to a specific location (Shultz II, et al., 2010). The convenience for the consumer overall is the central aspect of this attribute (Litz & Rajaguru, 2008). When making a store selection, the consumer will associate a positive location with a store and be more inclined to choose that retailer (Dalwadi, et al., 2010; Mesquista & Lara, 2008).

Store Atmosphere

Store atmosphere is a broad attribute. This attribute consists of anything within the store that creates the image or ambiance of the store. Features such as lighting, displays, fixtures, temperature, music, scent, ease of movement, layout, and theme of the store create the store atmosphere (Birtwistle, Clarke, & Freathy, 1999; Parsons, 2011; Theodoridis & Chatzipanagiotou, 2009). Atmosphere appeals to the customers senses and should create an environment that allows the customer to shop with ease (Theodoridis & Chatzipanagiotou, 2009). In times of heavy competition, retailers are beginning to use atmosphere as a way to compete in the market (Schlosser, 1998).

Customer satisfaction has frequently been associated with store atmosphere (Orhan, et al., 1999). Part of satisfying the customer is having an environment where they feel they can shop with ease and find their desired merchandise (Dalwadi, et al., 2010). When a stores atmosphere appeals to the customer they are more likely to feel comfortable shopping in the store and refer to that specific store when making a store selection and purchases (Paulins & Geistfeld, 2003; Theodoridis & Chatzipanagiotou, 2009). Creating a positive atmosphere in respect to your target customer leads to

purchases, satisfaction, and often repeat visits from the customers (Spies, Hesse, & Loesch, 1997)

Quality is also often associated with store atmosphere (Schlosser, 1998). Atmospheres effect on the customer's perception of the store also effects their perception on the quality of the store and product mix (Wheatley & Chiu, 1977). Store atmosphere that gives the perception of high quality has also been found to lead to repeat visits from consumers which is important in influencing store selection (Mesquista & Lara, 2008).

Each of these store attributes apply differently according to demographics such as gender, age, and race. Demographics alter the specifics that are desired within each of these categories, making research necessary for retailers to understand their chosen target market. Hispanic Teens are one demographic that retailers are beginning to look at due to their fast-paced growth rate and developing purchasing power.

Hispanic Teens and Store Attributes

Hispanic teens are a recent focus of retail studies due to their relatively new domination of the market. In the past teens and Hispanics have been looked at separately and have gained a lot of interest.

Hispanic Americans also use store attributes as a way of forming store selection criteria. With any culture, specific commonalities exist. Morals and values are developed through influence from your surroundings and culture. Store selection criteria can also be affected by these variations in values. Expectations vary according to preferences and this commonly alters which store attributes are found important by a demographic (Donthu & Cherian, 1994).

Hispanic-American teens are more acculturated than the older generations of their culture (Corona & McCabe, 2011; "Hispanic Teens: A Generation of New Customers with Special Concerns and Conditions," 2005). Typically, they were born in the United States and have had a lot of experience with American culture (Saegert, Hoover, & Hilger, 1985). Despite these facts, they have recently been found to hold tight to their heritage and participate in "retro-acculturation", meaning they are more likely to associate with their heritage culture ("Hispanic Teens: A Generation of New Customers with Special Concerns and Conditions," 2005).

Developing preferences around Hispanic culture often leads to them holding family important when making decisions (Saegert, et al., 1985; Segal & Sosa, 1983). In turn, family image is held in high regard (Dato-on, et al., 2006). Branding becomes important in this regard, depicting an image and reputation of high status for not only them but their family as well (Rizkallah & Truong, 2010). Once they become satisfied with a particular brand, they typically remain loyal to the brand and seek stores that sell that brand (Eckman & Kotsiopoulos, 1997). Price is also very important when shopping for Hispanic teens (Eckman & Kotsiopoulos, 1997; Nicholls, et al., 1995).

Information Sources

Consumers use information sources as a way to influence their apparel decisions (Chen-Yu & Seock, 2002) For all decisions a person makes, they are influenced in some way from some person or thing. Information sources are the influences for these decisions. Information sources sway a consumers decision and can influence a person's store choice (Eckman & Kotsiopoulos, 1997).

Information sources can be both impersonal and personal (Chen-Yu & Seock, 2002; Higby & Mascarenhas, 1993). This is commonly looked at as resources a consumer can interact with and resources they cannot directly interact with (Pentina, 2006). An impersonal information source is something that has no direct contact to the consumer. It consists of things like newspapers, radio, television, magazines, and the internet (van Staden & van Aardt, 2011). These impersonal influences usually carry advertisements or messages from those seen as “experts” on the subject or as peers of the target market to relate with their market (Ibrahim, Ghazali, & Zakaria, 2011). People look towards the information sources to gain influence on their decisions such as store selection (Mascarenhas & Higby, 1993).

Personal information sources are those that have direct contact with the consumers making the store selection decisions. These personal sources can be people such as friends, family, and significant others (Chen-Yu & Seock, 2002). Researchers have described personal sources as groups value-expressive; meaning consumers either desire to be a part of the group or value the groups opinions and approval (Bearden & Etzel, 1982). Using these sources helps the decision maker avoid risk and feel comfortable with their decisions (Pentina, 2006).

Information sources are associated with particular product categories more so than others. Apparel is one product category that is heavily influenced by information sources (Kinley, et al., 2000). Brand in particular has been correlated with information sources with many consumers reporting either peer or media influence before purchasing a specific brand (Bearden & Etzel, 1982).

Hispanic American Information Sources

Hispanic Americans have tendencies to be influenced by specific information sources over others. Family is considered very important in the Hispanic American culture, with men being the lead member in a family (Nicholls, et al., 1995). Personal interaction is considered very important to Hispanic Americans and they desire having family and friends input when making decisions (Nicholls, et al., 1997; Saegert, et al., 1985; Segal & Sosa, 1983). This makes family a probable information source for store attribute preference in store selection criteria (Nicholls, et al., 1997). They look towards fathers and siblings, specifically brothers, for influence when making decisions (Rafeedie, et al., 2006).

While family is considered the most influential in Hispanic American culture, friends are also influential. Personal interaction is very important to the Hispanic American culture and this includes interaction with peers as well (Kwak & Sojka, 2011).

Impersonal information sources are not as influential on Hispanic Americans as Non-Hispanics (Eckman & Kotsiopoulos, 1997). Magazines, newspapers and radio are not typical sources for this culture because they often don't relate to the media choice (Corona & McCabe, 2011). Hispanics have been found to watch more television and listen to the radio more frequently than Non-Hispanics, leading to a preferred way for retailers to market to this segment (Bellenger & Valencia, 1982). For these impersonal information sources, language tends to become a barrier. While many Hispanic Americans speak both English and Spanish, they prefer Spanish and on average feel more comfortable with resources that use it (Deshpande, et al., 1986; Eckman & Kotsiopoulos, 1997).

Teens Information Sources

Teens are highly influenced individuals due to the growing of emotions and vulnerability at this particular age (Soyeon Shim, 1996). Teens use both impersonal and personal information sources for preferred store attributes in apparel store selection criteria (Chen-Yu & Seock, 2002).

Personal information sources most commonly used by teens are parents and friends (Chen-Yu & Seock, 2002). Through most of their life, teens have looked to their parents to learn purchasing habits and preferences (Higby & Mascarenhas, 1993). At this age parents begin to lose their status as information sources and start to take second place to the influence of teens peers and friends (Soyeon Shim, 1996). While parents are the information sources that help teach teens their purchasing habits, friends influence the image that teens want to show (Mascarenhas & Higby, 1993). During the teen years parents begin to be information sources for special purchases and are often second to friends for normal shopping trips (Bearden & Etzel, 1982; Mascarenhas & Higby, 1993). Friends influence was found to increase as age increased (Chen-Yu & Seock, 2002). The older the teen, the more they look towards their friends for approval and information (Kim & Kim, 2005).

Impersonal information sources are also used as influences for teens store attribute preferences. In the past it was found that television was a big information source for teens decision making, especially the younger teens (ages 14-15) (Chen-Yu & Seock, 2002). As teens got older, their information sources began to change and magazines and internet became more influential information sources (Chen-Yu & Seock, 2002). Television gives teens an image of a lifestyle that is not always realistic but gives

them the desire to strive for, this also applies to consumer behaviors (Engel, et al., 2011). It depicts ideals that are often looked toward when making store selection decisions (Mascarenhas & Higby, 1993).

Internet and social networks are also becoming a form of information sources for teens. Teens are constantly emerged in these sources and therefore influenced daily as to what is popular, trending, and acceptable(Engel, et al., 2011). Using these sources gives teens the options to engage in both personal and impersonal information sources at the same time. Many retailers use these sites as a marketing tool and are constantly influencing users (Engel, et al., 2011; Zeisser, 2010).

Conceptual Framework

Apparel store selection requires for consumers to weigh options that lead to the desired outcome (Johnson, 1990). Apparel store selection involves consumers looking towards their preferred store attributes to decide which apparel store best fits their needs (Paulins & Geistfeld,2003). Culture variations can influence all aspects of an individual's personality, including their consumer behaviors. While culture is defined in many different ways, in this instance it is defined as shared beliefs, values, symbols/artifacts, emotions, and meanings (Kaul, 2007). Due to these commonalities, research is often geared towards culture and its influence on various situations.

Acculturation is a differentiating factor, specifically for Hispanic Americans. Acculturation varies according to an immigrants interaction with others in the host country (Chankon, et al., 1990). First generation immigrants in comparison to third generation can have different cultural influences (Donthu & Cherian, 1994). The more an immigrant embraces the host countries culture through language, attitudes and behaviors

effects the level of acculturation (Corona & McCabe, 2011) Those that identify themselves more strongly with Hispanic culture may change the preferences they have when making an apparel store selection and other decisions.

Education levels also differ between Hispanic Americans and Non-Hispanic Americans. More Hispanic Americans lack a high school degree than Non Hispanics at 17%. It follows through to college where only 34% of educated Hispanic Americans possess a college degree compared to 41% of Non Hispanics (Nicholls, et al., 1995).

The Hispanic American population breaks down by age a few groups being dominant. According to the 2000 Census, the age range of 14-17 took up 7% of the Hispanic American population compared to only 5% of the Non Hispanic population (U.S. Census Bureau, 2000). While most of the Hispanic American population was 18-64 at 60%, the under 18 population covered over 35% compared to 23% of Non Hispanics (U.S. Census Bureau, 2000).

The family set up for the Hispanic-American population is also very unique to the culture. While most families seem to be torn apart to single parent households and divided families, Hispanic-Americans find it very important to hold tight to family ties (Nieto, 1998). It is not uncommon for extended family to live in the same household, making many of their households multi-generational ("Hispanic American Demographics," 2006). It is considered important that the father head the family and the mother to run the household (Nieto, 1998). They value hard work and a strong family and work to keep the family connected (Nicholls, et al., 1995).

With attributes such as price, branding and product selection, customer service, location, and store atmosphere being important to Hispanic Americans and teens, it is

those attributes that are used in the store selection process for that demographic (Chen-Yu & Seock, 2002; Dalwadi, Rathod, & Patel, 2010; Hansen & Deutscher, 1977). These attributes are focused on differently based on level of importance to the consumer, so that the store selection process can be very specific.

In order to select which specific store attributes are desired, Hispanic American teens and Non-Hispanic teens use information sources. These information sources can be either personal, such as family and friends, or impersonal, such as magazines and television (Chen-Yu & Seock, 2002). Both types of information sources influence this population on the preferred apparel store attributes for store selection.

Under these understandings, it is thought that Hispanic teens will be influenced by these information sources and will refer to those sources when selecting which store attributes are most important for store selection (Kwak & Sojka, 2011). Hispanic teens will be more influenced the most by family when creating their opinions on price, customer service, location, product/brands, and store atmosphere importance in the store selection process. This could lead to the assumption that family would influence store attribute preferences. The question would then ask how important family influence is on these store selection. Friends will also influence their opinions on these store attributes, but not as much as family due to the cultures heavy focus on family when making decisions; asking the question of how important friends influence is on preferred store attributes when making a store selection. Magazines and newspapers are not as likely to influence the preferred store attributes due to their lack of influence in Hispanic Americans store selection decisions (Corona & McCabe, 2011). Of impersonal information sources, television and radio are more likely to be influential for Hispanic

Americans due to their influence in store selection and purchasing decisions. This research will require the question of how important both impersonal sources, television/internet and magazines/newspapers, influence is on store attribute preferences. Hispanic Americans are less likely to use magazines for influence than Non-Hispanics and therefore are less likely to be influenced by them when making store attribute and store selection decisions.

Price will be the likely leading store attribute in importance for Hispanic teens. Both teens and Hispanic Americans have been found to hold price with high importance when making a store selection and will likely follow for this demographic, in order to find this the study will ask the importance of price in store selection. Customer service is considered important for customer satisfaction with a store and will also be a leading factor for store selection, asking the importance of customer service in store selection. Brand and product mix will be another leader in store attribute importance for store selection among Hispanic teens due to its importance to both teens and Hispanic Americans and will lead to the question of how important brand/product mix is to the store selection process. The image and quality associated with specific brands leads it to be a major factor in store selection. Location will likely have a slight importance to Hispanic teens, specifically the younger portion of the study demographic and will be asked by how important location is to store selection. Travel may be difficult for this demographic due to age and therefore could make location an issue when making store selection decisions. Store atmosphere is also often associated with image or quality and therefore may hold high importance due to Hispanic teens focus on image. It will be

studied through the research questions asking how important store atmosphere is when making a store selection.

Chapter 3

Methodology

This research is designed to determine if there is a difference in cultural influence on Hispanic American teens' and White American teens' preferred store attributes and information sources in regard to store selection. In this chapter sample selection, data collection, survey instrument, and data analysis are discussed.

Sample Selection

The sample selection consisted of students from four high schools in the Fayette County Public School system. All of the schools have classes that consist of 9th, 10th, 11th, and 12th grade students of various backgrounds and allowed for consistent results. The schools were chosen due to their proximity as well as their racial diversity which will lead to participants of different backgrounds and cultures.

Data Collection

Once IRB approval was obtained, participants were recruited from public schools in the Fayette County area. In order to do this, the principal was first contacted and asked for permission to survey the students via e-mail. The principals contacted the teachers and gave them permission for their students to participate in the study. Students took the survey with paper and pencil. IRB approval was dependent on the formation of the survey as well as the parental consent forms that were sent home with the students. Once the permission slips were collected, each student who was granted permission will took the questionnaire during their class time.

Data collection was over the span of a day for each class that was used. The researcher worked with the teachers to communicate with the classes about the details of

the survey. The survey was explained to the students including what it was to be used for and why it was done. The explanation took five to ten minutes in each class during these first meeting. The researcher explained that store selection is very important in the competitive market and marketing for these stores is important in gaining consumers. It was explained that understanding teens as well as cultures preferences in store attributes is very important for a retailer's success. They then received the parental consent forms and the researcher explained the need for them to be signed and returned for the next class period.

The final meeting consisted of administering the survey to the teens during their class time. The students were given another brief explanation of the survey and the importance of researching cultural influence on store attribute preference for store selection. The parental consent forms were collected before they were allowed to complete the survey. The survey took approximately twenty minutes to complete.

Survey Instrument

A cross sectional survey design was used for the layout of the questionnaire. It is divided into four sections. The first section asks the respondents demographic information (age, gender, ethnicity, and their year in school).

The second part of the survey used Chen-Yu and Seock's (2002) validated scale to measure the level of influence information sources such as family, friends, and media sources on the participants choice of where to shop. The influence of information sources is measured on a 5 point Likert scale ranging from 1- strongly agree to 5-strongly disagree.

The third section assessed the importance of store attributes to teens when thinking about their favorite store. The importance of store attributes is measured using a 5 point Likert scales ranging from 1-strongly disagree to 5-strongly agree. The store attributes assessed include store atmosphere, customer service, location, product/branding, and price. The participants were asked to indicate the importance of store atmosphere, customer service, location, product/branding, and price when making shopping decisions. Participants were asked to indicate the importance of store atmosphere, customer service, location, product/branding, and price on store selection. These questions will assist in connecting preferred store attributes and store selection.

The last section asks acculturation questions using Pena-Purcess, Boggess, and Jimenez (2011) survey item related to their parents and grandparents country of birth and other questions to gain information on their cultural influences. This would determine the level of acculturation or the level to which their Hispanic culture has modified with the American culture. Questions regarding their parent's background were used to discuss acculturation influences they may show differences among those of the same ethnicity. Questions such as language frequently used, media and language of media used/watched, and how they communicate among family and friends are asked in order to get a better understanding of their acculturation levels. Table 3.1 shows all of the variables, measurement items, and their sources.

Table 3.1

Measurement Items

VARIABLES	ITEMS	SOURCE
FAMILY	When shopping for clothes, I seek my mother's opinion for where to shop.	Kinley, 2000
	When I go shopping for clothes, I seek my father's opinion for where to shop.	
	When I go shopping for clothes, I seek my brother's opinion for where to shop.	
	When I go shopping for clothes, I seek my sister's opinion for where to shop.	
FRIENDS	When shopping for clothes, I seek my female friend's opinion for where to shop.	Kinley, 2000
	When shopping for clothes, I seek the opinions of my male friends when deciding where to shop.	
MEDIA	When deciding where to shop for clothes, I use the internet to help me decide where to shop.	Kinley, 2000
	When deciding where to shop for clothes, I use television and radio to decide where to shop.	
ATMOSPHERE	I like to shop at this store because of the music they play in the store.	Chakraborty, S, 2010
	I like to shop at my favorite store because it has interesting displays.	
	The window displays of this store often make me want to go inside the store.	
	I like the lighting in my favorite store because I can shop with ease.	
	I like the lighting in my favorite store because it creates an interesting atmosphere.	
	My favorite store is neat and clean to shop in and that appeals to me.	
	I choose to shop in my favorite store because the atmosphere makes it pleasant to shop in.	
PRICE	I like to shop in my favorite store because the pricing is lower and reasonable for the value.	Chakraborty, S., 2010
	Price does not affect my decision to shop at my favorite store.	
	I like that my favorite store has a large variety of clothing choices.	
BRANDS	I like that my favorite store has a large variety of styles to choose from.	Chakraborty, S., 2010
	I choose to shop in my favorite store because it carries brands I like.	
SERVICE	I like to shop in my favorite store because the employees are very involved with the customers.	Chakraborty, S., 2010
	I like to shop in my favorite store because it is easy to return items.	
	I like to shop in my favorite store because the employees have little interaction with the customers.	
LOCATION	I like to shop at my favorite store because the location is easy for me to get to.	Shiffman, 1977
	I like to shop at my favorite store because it is easy to find.	
ACCULTURATION	Were your parents born in the United States?	Pena-Purcess, Boggess, and Jimenez, 2011
	Were your grandparents born in the USA?	
	Do you speak any other language other than English?	
	Do you use Hispanic Electronic Media?	

Statistical Analysis

Data from the questionnaires were analyzed at the University of Kentucky using Statistical Package for the Social Sciences. The reliability of the instrument was tested using Cronbach's alpha. An independent sample T-test was done to determine any distinct difference between the two ethnicities.

Chapter 4

Results and Discussion

The surveys questions were first measured for reliability using Cronbach's Alpha. Doing this gave insight into which questions were not as strong and which variables were better supported. Cronbach's alpha is one of the most commonly used tools for testing the reliability of questionnaires. It measures the internal consistency of a questionnaire by describing how well the single concept is measured. Cronbach's alpha is expressed as a number between 0-1. It is suggested that for strong reliability a concept must fall somewhere between a .6-.9 (Dennick & Tavakol, 2011). Alpha can vary for many reasons including redundant questions, unreliability, or lack of questions.

For the survey in this study there were three variables in regard to Information Sources (Family, Friends, and Media) and five variables regarding Store Attributes (Atmosphere, Branding/Products, Price, Service, and Location).

Table 4.1 reports the Cronbach alpha coefficients for the information sources as Family ($\alpha = .55$), Friends, and Media ($\alpha = .54$). Cronbach alpha coefficients for the store attributes were Atmosphere ($\alpha = .787$), Branding/Product ($\alpha = .765$), Service ($\alpha = .500$) and Location ($\alpha = .784$).

Table 4.1

Reliability of Family, Media, Atmosphere, Branding, Service, and Location

CONTEXT	CRONBACH'S ALPHA	# OF ITEMS
FAMILY	.544	4
MEDIA	.523	2
ATMOSPHERE	.787	7
BRANDING/PRODUCT	.765	3
SERVICE	.500	2
LOCATION	.784	2

Demographic Characteristics of Sample

A total of 309 students were given the survey, 50 of which took a variation of the survey that did not end up being used, and 47 did not fit the race requirements for use in the survey. Two hundred twelve surveys were used for analysis. All of the participants were between the ages 13-19 and were in grades 9th-12th. This is all displayed in Table 4.2

The study focused on teens (ages 13-19) that were either Hispanic American or White American. Of the 212 participants, 68% were White Americans (145 participants) while the other 32% were Hispanic America (67 participants). Thirty percent of the total participants were freshman in high school (64 participants), twenty six percent were sophomores (55 participants), twenty two percent were juniors in high school (47 participants) and twenty two were seniors in high school (46 participants) . Gender varied between participants at 73 males (34%) and 139 females (66%).

Acculturation was also a large factor when analyzing the samples. Thirty two percent of the sample consists of Hispanic Americans and of the sixty seven total Hispanic American participants, fifty six (84%) had parents born outside the United States and fifty nine (88%) had grandparents that were born outside of the United States.

Fifty one (91%) of the participants with parents born outside of the United States reported that their parents were born in Mexico and fifty three (90%) of the participants who reported their grandparents were born outside of the United States reported their grandparents were born in Mexico. Fifty four of the sixty seven (81%) Hispanic American participants reported they spoke Spanish at home while only five percent reported they spoke Spanish with their friends. Thirteen percent of the sixty seven Hispanic American participants reported they think in Spanish. Hispanic media such as internet, music and television were frequently used by forty three of the sixty seven participants (64%).

Table 4.2

Sample Demographics

	SAMPLE CHARACTERISTICS (N=212)			TOTAL
	CATEGORIES	HISPANIC AMERICAN	WHITE AMERICAN	
FREQUENCY		67	145	212
PERCENT		32	68	
AGE	13	5	0	5
	14	21	7	28
	15	17	33	50
	16	9	41	50
	17	5	27	32
	18	10	33	43
	19	0	4	4
	TOTAL	67	145	212
GRADE	FRESHMAN	32	32	64
	SOPHOMORE	15	40	55
	JUNIOR	9	38	47
	SENIOR	11	35	46
GENDER	MALE	27	46	73
	FEMALE	40	99	139

Table 4.3 reports the differences in information sources and store attributes between Hispanic American and White American teens through independent sample testing. This significance is based upon $p < .05$. Within these two categories, there are a total of eight variables (3 within the information sources category and 5 within the store attributes category).

Research Question 1- Is there a difference in family influence on store selection between Hispanic American and White American teens?

During the comparison, while the Hispanic American responses were slightly more influenced by family than White American teens, the difference was not significant enough to show any true difference between the two. ($t = .122$ at $p < .05$) ($\mu_{\text{Hispanic}} = 2.38$, $\mu_{\text{White}} = 2.08$).

Research Question 2: Is there a difference in friend influence on store selection between Hispanic American teens and White American teens?

Female friends were found to be more influential than male friends for both Hispanic American teens and White American teens with means, as seen in Table 4.3, for both ethnicities above a 3 with a Likert scale where 5=strongly agree. While there was a difference in male and female information sources, there was no significant difference for either grouping between the two ethnicities (females $t=.091$, males $t=-.278$ at $p < .05$) ($\mu_{\text{Hispanic}}=3.49$, $\mu_{\text{White}}=3.51$).

Research Question 3: Is there a difference in media influence on apparel store selection between White American teens and Hispanic American teens?

Table 4.3 reports the $t=2.422$ results that indicate that White American teens are more influenced media than Hispanic American teens ($p < .05$) ($\mu_{\text{Hispanic}}=2.64$, $\mu_{\text{White}}=2.98$)

Research Question 4: Is there a difference between preferred store attributes between Hispanic American teens and White American teens?

- a) Atmosphere
- b) Branding/ Product
- c) Service
- d) Price
- e) Location

Table 4.4 reports the results of the independent sample T test analysis.

Atmosphere influence was measured by asking a series of seven questions in the survey about various atmospheric features such as music, cleanliness, and lighting. Collectively these items were used to determine overall importance of store atmosphere. When comparing means it was found that there was no significant difference between the two ethnicities ($t= 1.838, p >.05$).

The branding/product variable refers to the variety of styles, brands, and the importance of carrying specific brands. ($p < .05$). In Table 4.4, white American teens (White Americans $\mu=4.19$) were found to place more importance on brands than Hispanic American teens (Hispanic Americans $\mu=3.89$) ($t= 2.758, p <.05$).

The service variable refers to different ways customer service might influence store selection for teens. There is no significant difference between Hispanic American teens and White American teens use of customer service variables when making store selections ($t= 1.115, p >.05$).

The survey asked participants about price through the use to two different questions. One of the questions asked about the importance of low pricing on store selection while the other asked about the importance of pricing in general when making store selections. There was a significant difference between Hispanic American teens and White American teens when asked about the preference of low price ($t= -.541, p <.05$). The comparison of means indicates Hispanic Americans care more about low pricing than White Americans. The second question asks about the participant's disregard of pricing when thinking about their favorite store. There was no significant difference in this variable ($t= -2.94, p <.05$), as seen in Table 4.4, both Hispanic American teens and

White American teens reported that price is a factor when making a store selection (Hispanic American $\mu=3.2$, White Americans $\mu= 2.6$).

The survey asks two questions about the importance of location in making a store selection. Both questions are focused on the ease of finding the store. The results showed that there was no difference in the importance of location in store selection between Hispanic American teens and White American teens ($t=.562$, $p<.05$).

Table 4.3

Ethnicity Independent Samples Test: Information Sources

VARIABLE	MEAN SCORE		t	SIG.
	HISPANIC	WHITE		
FAMILY	.375	2.082	-2.646	.429
MALE FRIENDS	2.43	2.39	-.278	.825
FEMALE FRIENDS	3.49	3.51	.091	.527
MEDIA	2.64	2.98	2.422	.006*

*significance based on $p<.05$

Table 4.4

Independent Sample T Test: Store Attributes

VARIABLE	MEAN SCORE		t	SIG.
	HISPANIC	WHITE		
ATMOSPHERE	3.34	3.54	1.838	.829
LOW PRICE	3.57	3.47	-.541	.003*
PRICE CONSIDERATION	3.19	2.65	-2.94	.546
BRANDS/PRODUCTS	3.88	4.19	2.75	.056*
SERVICE	3.26	3.39	1.12	.827
LOCATION	3.82	3.75	.562	.429

*Significance based on $p<..05$

Chapter 5

Discussions and Conclusions

As generations evolve and society changes, the way we market to the next generation changes as well. The demographics in America have changed greatly from what they were 50, 20, or even 10 years ago. With these changes come new ideals, preferences and qualities. One very major change in our American demographic has been the growth of the Hispanic American community. This research was meant to gain a better understanding of this population as well as compare it to the White American population. It was designed to look specifically at the information sources and the store attributes that are preferred by both of these ethnicities and determine if there is any difference.

Information sources were selected were family, friends, and media. These were chosen to gain information on both personal and impersonal information sources. Store attributes were selected based upon previous research and were designed to analyze several aspects of the in-store experience (atmosphere, price, service, location, and brands/products). All of these variables were meant to determine if there was any differences between these two ethnicities and if there was a need for stores to appeal to them in different ways.

The objectives of this research were to determine if there were any significant differences between Hispanic American and White American preferred store attributes and information sources. The first objective was to find any difference between the specific information sources and the second was to determine a difference in the

preferred store attributes in regard to store choice. Using an independent samples test gave insight into the specifics of these differences.

The first research question asked if there was a difference in family influence in regard to store choice between both Hispanic American teens and White American teens. From previous research, it was thought that there would be a significant difference between the two ethnicities. In previous research, it had been found that family influence was stronger in Hispanic Americans than in Non Hispanic Americans. After analyzing the data, there was no significant difference between the two ethnicities. This may be due the acculturation factor. While many of a majority of the Hispanic American teens in this sample had grandparents and parents who were born in other countries, they were all acclimated with American culture. One of the slight differences seen in the data was small increase in male family member's importance for Hispanic American teens. This may be due to the cultures emphasis on the male figures in the family. This population tends to respect the opinion of their male family members and it was slightly seen in this research. Overall, it was consistent that both ethnicities did not consider a family member's opinion very important when making apparel store choices.

The second research question asked about a difference in friend influence in regard to store choice between Hispanic American teens and White American teens. The questions were divided up by gender; asking specifically about male friends and female friends. Evidence showed that teens put strong emphasis in their friends opinions when making apparel and store choices. The results showed that there was more emphasis put on the opinions of female friends than on male friends. This was true for both Hispanic American teens and White American teens. With no significant difference between the

ethnicities, acculturation again becomes an issue. Acculturation of Hispanic American teens may bring the two ethnicities closer to one common culture, and therefore they share some of the same influences.

The third research question asked about a difference in media influence between Hispanic American teens and White American teens. For the purpose of this study media included internet, television, and radio. It asked about their influence when deciding where to shop for apparel. The availability of the internet for many teens has the potential to be highly influential and has proven to be a major part of our society. Also influential, television allows ideas and trends to be seen in all parts of the world.

The results showed a significant difference between Hispanic American teens and White American teens. White American teens reported to put more emphasis on media than Hispanic American teens. Mass media such as internet and television depict a stronger White American image than they do Hispanic American, which may be one reason it influences more White American teens than Hispanic American teens. Hispanic American teens do not see themselves and their peers in the different medias and therefore have a hard time indentifying with it.

The fourth research question asked about store attributes that were most influential when making a store selection. The sample was asked to answer the questions in regard to their favorite store, which they listed. Atmosphere was the first store attribute asked about in the survey. Atmosphere consisted of characteristics such as music, lighting, cleanliness, and displays. There was very little difference between the two ethnicities when asked about importance of atmosphere; both found it slightly

important. This is suggested in previous research by Orhan in 1999, stating that customer satisfaction is often based on store atmosphere.

Product/branding are another store attribute asked about in the survey. This was another one of the few variables that showed a significant difference. White American teens placed more of an emphasis on brands than Hispanic American teens. This goes against previous research which found that Hispanic American teens often care more about brands because of their status symbol and the image they give of their family (Mulhern & Williams, 1994; Rizkallah & Truong, 2010).

Service was another store attribute asked about in the fourth research question. Customer service consisted of the level of involvement sales personnel had with the customers as well as the ease of transactions at the apparel store. Evidence has suggested that customer service is very important to adult consumers, but not as important to teen consumers (Sammon, 2010). This was also seen in the results of this survey. Both ethnicities put very little emphasis on customer service and there was no strong difference between the two. Teens often are trying to maintain their independence during this time of life, and often use shopping as one way to establish this independence (Kim & Kim, 2005). Interacting with store employees may take away from this moment of independence and therefore they like to be left alone while shopping. Asking for assistance takes away from the excitement of making their own decisions and their time to be on their own.

Price is also asked in regard to store attributes. Previous studies have found that price is very important to both teens and the Hispanic American community (Palen, Gentina, & Muratore, 2010; Segal & Sosa, 1983). The evidence supported the previous

research, indicating that both ethnicities found pricing important. Hispanic American teens found low pricing more important than White Americans as well. Hispanic American culture puts strong emphasis on being cautious with their money, and spending appropriately (Chen-Yu & Seock, 2002). Importance in parental influence and values suggests that the importance of pricing is also passed on to future generations.

Location was the last store attribute the sample was asked about in the survey. Location was defined in terms of ease. The survey asked about the ease of finding an apparel store as well as the ease of travel. Evidence has shown location to be very important to consumers overall (Shultz II, et al., 2010). Convenience is also of great importance to consumers, making retailers focus on ease for their customers (Bearden, 1977). The results supported previous research, with both ethnicities finding location important. While there was no significant difference between Hispanic American teens and White American teens, both found location one of the more important store attributes. Teens especially put emphasis on location because of traveling issues. Travel can be difficult for teens because of lack of transportation as well as funding to make frequent trips to different stores.

Overall, most of the variables showed no significant difference between the two ethnicities. While evidence has shown that the two cultures have significant differences, teens are a population that can start to change. Acculturation becomes an important variable and can affect a culture's influence on a population. Hispanic American teens in this sample have strong acculturation into the American culture. While most had parents that were not born in the United States, all of the teens in the sample were born here. Spanish and English were both frequently used languages for this sample group and

several had access to Hispanic media. Despite these influences, both Hispanic American teens and White American teens reported having the same preferences when making store selections and information sources. The commonalities suggest a common American culture and less influence from their ethnic background.

Marketing Implications

For retailers, this information could assist future marketing endeavors. Knowing your demographic is necessary for retailers when deciding how to appeal to your consumers. From this research, it has been shown that appealing to teens in general may be a better focus than to focus on ethnic demographics. Previous research would suggest that making an apparel store appeal to the parents of Hispanic American teens would help bring this population into the store. This study suggests that teens, Hispanic American teens specifically, want to see themselves in the advertisement for an apparel store. When Hispanic American teens feel that they can relate to an advertisement or display, they are more likely to frequent the store. Media can be an important influence for teens and has growing potential in the Hispanic American teen community.

Researching and putting a focus on stores brands should also be a focus of retailers. Finding a way to communicate the brands an apparel store carries can lead to greater traffic within the store. This is also true of pricing. Both of these store attributes are important to teens and the response is stronger in Hispanic American teens. Hispanic American teens as well as White American teens need to be able to shop at an apparel store with ease. They need to be comfortable with the products they are buying as well as be able to afford the pricing. Putting a strong emphasis on the brands carried and the affordability could influence both demographics to select a specific retailer. Creating an

environment where both Hispanic American teens and White American teens feel comfortable and feel that they are in charge of their own decisions is very important when targeting these demographics.

The last major variable for a retailer, and the most difficult to alter, would be the location. Making the store more accessible is very important when trying to appeal to Hispanic American teens and White American teens. Taking time to research an area that is surrounded by other stores appealing to a specific demographic could greatly increase traffic in an apparel store.

Limitations

Limitations for this study involve both sample and depth of the survey. The sample size needed to be much larger to get a better perspective of the preferences of Hispanic American teens. The sample also all came from Central Kentucky schools. A better sample would include various regions, so to avoid any bias. Due to lack of funding and time, the sample had to remain as is.

The survey could have asked more involved question so that an all around perspective was found for each variable. The limited amount of questions hindered the results and therefore was not as strong as they could have been. The lack of time available with the students used in the sample required the need for shorter surveys.

Future Research Suggestions

Studying specific cultures can be highly influential and specifically Hispanic American culture due to extreme growth in recent years. Carrying the research further to include parents or more teens would be one way to further this research. Using the store attributes to focus on store loyalty or purchase tendencies would be another way expand

the research and make it more valuable to retailers. This study also only focuses on teens in the Hispanic American and White American demographics, expanding the demographics to include other cultures or ages would allow for a better understanding of the effect culture has on our purchasing habits.

Also, putting a focus to gender would be beneficial for future research. Finding a difference in influences among genders within these two ethnicities would help retailers focus more on a targeted demographic.

Appendix A: Survey

SECTION 1

- 1) Male or Female
- 2) Age
- 3) Race
- 4) Freshman Sophomore Junior Senior

SECTION 2

Please use the following when answering the questions below.

SD- Strongly Disagree D-Disagree UD- Undecided A-Agree SA-Strongly Agree

- 1) When I go shopping for clothes,
I seek my mother's opinion for where to shop. SD D UD A SA
- 2) When I go shopping for clothes,
I seek my father's opinion for where to shop. SD D UD A SA
- 3) When I go shopping for clothes,
I seek my brother's opinion for where to shop. SD D UD A SA
- 4) When I go shopping for clothes,
I seek my sister's opinion for where to shop. SD D UD A SA
- 5) When shopping for clothes,
I seek the opinion of my female friends when deciding where to shop. SD D UD A SA
- 6) When shopping for clothes,
I seek the opinion of my male friends when deciding where to shop. SD D UD A SA

7) Are there any other family member's opinions you use when deciding where to shop for clothes? If so, please list here _____

8) When deciding where to shop for clothes,
I use the internet to help me decide where to shop. SD D UD A SA

9) When deciding where to shop for clothes,
I use television and radio to decide where to shop. SD D UD A SA

SECTION 3

Think about your favorite clothing store and list it here. Use this store when answering the following questions. _____

Please use the following to answer the questions below.

SD- Strongly Disagree D-Disagree UD- Undecided A-Agree SA-Strongly Agree

1) I like to shop at this store because of the music they play in the store.
SD D UD A SA

2) I like to shop at my favorite store because it has interesting displays.
SD D UD A SA

3) The window displays of this store often make me want to go inside the store.
SD D UD A SA

4) I like the lighting in my favorite store because I can shop with ease.
SD D UD A SA

- 5) I like the lighting in my favorite store because it creates an interesting atmosphere.
SD D UD A SA
- 6) My favorite store is neat and clean to shop in and that appeals to me.
SD D UD A SA
- 7) I choose to shop in my favorite store because the atmosphere makes it pleasant to shop in.
SD D UD A SA
- 8) I like to shop in my favorite store because the pricing is lower and reasonable for the value.
SD D UD A SA
- 9) Price does not affect my decision to shop at my favorite store.
SD D UD A SA
- 10) I like that my favorite store has a large variety of clothing choices.
SD D UD A SA
- 11) I like that my favorite store has a large variety of styles to choose from.
SD D UD A SA
- 12) I choose to shop in my favorite store because it carries brands I like.
SD D UD A SA
- 13) I like to shop in my favorite store because the employees are very involved with the customers.
SD D UD A SA
- 14) I like to shop in my favorite store because it is easy to return items.
SD D UD A SA
- 15) I like to shop in my favorite store because the employees have little interaction with the customers.
SD D UD A SA

16) I shop at my favorite store because the location is easy for me to get to.
SD D UD A SA

17) I like to shop at my favorite store because it is easy to find.
SD D UD A SA

SECTION 4

- 1) Were your parents born in the United States?
 - a. If not, where were they born?
- 2) Were your grandparents born in the United States?
 - a. If not, where were they born?
- 3) Do you speak any other language other than English in your home?
 - a. If so which one?
- 4) What language do you usually speak with your friends?
- 5) In what language do you think?
- 6) Do you frequently use Hispanic electronic media (ex watch Spanish television shows, Spanish music, or internet sites)

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Vita

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