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An Exploratory Study of the Impact of Acculturation on Fashion Consumption  
Among Hispanic Immigrants in the U.S.

A thesis submitted in partial fulfillment  
of the requirements for the degree of  
Master of Science in Human Environmental Sciences

by

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May 2019  
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This thesis is approved for recommendation to the Graduate Council.

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## **Abstract**

With a population of 58 million in 2016, the Hispanic immigrant population in the U.S. is expected to grow nearly 30% by 2060 (Hispanic influence, 2016). Immigrants are affected by acculturation and often have difficulty maintaining their culture of origin. Prior studies have revealed acculturation influences on consumer behaviors, but despite the increased population and purchasing power of Hispanic immigrants in the U.S., few studies have explored the ways in which acculturation influences shopping behaviors for fashion products among Hispanic consumers. The purpose of this study is to explore the general attitude related to shopping (i.e., shopping orientation) of Hispanic immigrants, the acculturation level of those consumers, and the relationship between acculturation and shopping orientation. A snowball sampling was used to recruit a total of 15 married couples who were born and raised in a Hispanic country and moved to the U.S. after the age of 18. Interviews were conducted in Spanish, lasted about 60 minutes, and asked 20 open-ended questions. During the NVivo analysis process, interview data was categorized into key themes. Interview findings revealed that Hispanic immigrants maintain their original culture while adopting the host culture (i.e., integration). The majority of participants indicated that they prefer buying fashion products in the U.S. due to superior product quality (93%), affordable price (77%), convenient shopping (66%), national brands (63%), and customer service (43%). However, almost 70% of female participants indicated difficulties finding appropriate size and fit when buying clothing in the U.S. Hispanic immigrants tend to shop for clothing in their home countries when they want ethnic designs or leather goods and they are generally quality-conscious, price-conscious, brand-conscious, time-conscious, and recreational shoppers. These findings suggest a positive relationship between the integrated cultural values and shopping orientations of Hispanic immigrants.

## **Acknowledgments**

I would like to express my gratitude to Dr. Eunjoo Cho, my thesis director and academic advisor. Words cannot express how thankful I am for her guidance as a role model, researcher, mentor, teacher, and human being. Over the past 2 years, her constant advice and support has not only led me to achieve a Master degree, but has also molded me into a better person and a better professional.

Thank you to the members of my committee for supporting me on this project. Dr. Kathleen Smith, your enthusiasm and energy were powerful and gave me strength every day. Dr. Amanda Williams, the queen of qualitative research, your guidance and expertise guided me in learning to analyze qualitative data. Dr. Zola Moon, you were my first contact with the School of Human Environmental Sciences and you trusted me, allowing me to become a part of this remarkable program as a graduate assistant. Additionally, you played an important role in the development of this study. I would also like to thank my qualitative data analysis collaborator, Sarah Brown, for her assistance and perspective in interpreting data.

In addition to my mentors, I am thankful for the opportunities that the School of Human Environmental Sciences has provided. Dr. Betsy Garrison, your passion to create a better world is inspiring. To the Apparel Merchandising and Product Development faculty members— Dr. Mahendran Balasubramanian (Dr. B), Dr. Laurie Apple, Dr. Leigh Southward, Ms. Stephanie K. Hubert, Dr. Lance Cheramie, Mrs. Cynthia Elkins, and Dr. Song-Yi Youn— you were each a part of my success. Furthermore, I would like to thank the cohesive and collaborative staff, Ms. Nancy Simkins, Ms. Jenny Lu England, and Ms. Kim F. Neyman, for answering my constant questions.

I would also like to acknowledge my fellow graduate students: India Callahan, Ya-Hsuan

Chang, Sarah West, Ryan Grant, Rosa Moreno, and Daniel Walker. Thank you for supporting me for two years, you were continually available to advise me and I will always have beautiful memories with you. I am confident each of your futures will be full of impressive accomplishments.

A special word of gratitude is due to all my friends who became my family in Northwest Arkansas, for their help contacting my participants for this study. Without my friends' and participants' support and collaboration, this would not have been possible.

Lastly, I would like to thank my family. To my husband, Juan Latorre, who always believed in me, your unconditional love, advice, and support made everything easier. My parents, Pedro and Martha Toloza, without your love and conviction, I would not be the warrior I am today. To my sisters, Claudia and Martha Toloza; my brother in law, Juan C. Santander; and the sweetest nephew, Joaquin, thank you for your encouragement to take risks and not fear anything. To my parents in law, Sergio Latorre, and Pilar Cardenas, you always take care of me as a daughter. And finally, to my childhood friends in Colombia, for your continued support in my life; even though more than 2,000 miles separate us, I feel your love and support every day.

## **Dedication**

I dedicate this thesis to my husband, who inspired me to start this exciting and challenging journey. Your encouragement taught me that life is to take risks and there are no impossible things to accomplish. Also, I dedicate this research to my parents and sisters. You are the best role models that I could ever have. Your fearless and positive attitude inspire me to fight every day, it does not matter how many obstacles are on the path.

To all the immigrants living in the United States of America, your outstanding hard work is the core to build and strengthen this country.

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## **Chapter 1. Introduction**

The Hispanic population has become the largest minority ethnic group in the U.S., reaching almost 58 million in 2016 (Flores, 2017). This group is expected to grow to nearly 30% of the U.S. population by 2060 (“Hispanic influence,” 2016). Hispanics spent \$1.4 trillion in the retail and consumer packaged goods market in 2016, accounting for almost 10% of the total U.S. buying power (Weeks, 2017). Moreover, their buying power is expected to rise to \$1.7 trillion by 2020 (“Hispanic influence,” 2016). The rising purchasing power of Hispanics results from increased educational levels and household income; 74% of female Hispanics who graduated high school in 2012-2014 enrolled in college in 2015, exceeding the percentage of non-Hispanic whites (73%) and African-Americans (65%) (“Hispanic influence,” 2016). The median Hispanic household income increased by 6.1%, from \$42,540 in 2014 to \$45,148 in 2015 (Proctor, Semega, & Kollar, 2016).

With the growth of the Hispanic population and their spending power, retailers including JC Penney, Target, and Walmart now target this ethnic group (Chattaraman & Lennon, 2008). A Nielsen study underscored the importance of understanding Hispanic needs, allowing marketers and retailers to develop customized marketing strategies for this rapidly-growing segment of the population (“Hispanic influence,” 2016). Compared to non-Hispanic consumers, Hispanic consumers demonstrate different shopping orientations, revealing a higher consciousness in seeking up-to-date fashionable apparel (Chattalas & Harper, 2007; Seock & Sauls, 2008; Shephard, Kinley, & Josiam, 2014; Shim & Gehrt, 1996). Studies also showed that this consumer group enjoys the activity of shopping, is both price and brand name conscious (Kim, Jolly, & Kim, 2007), and enjoys the activity of shopping (Guo, Vasquez-Parraga, & Wang, 2006; Shephard et al., 2014).

Shopping orientation refers to shoppers' lifestyles that reflect shopping activities, interests, and opinions (Darden & Howell, 1987) as well as consumers' general attitudes towards shopping (Solomon & Rabolt, 2009). Existing literature suggests that consumers' shopping orientation is an important predictor of their shopping behaviors (Chatterjee, 2010; Girard, Korgaonkar, & Silverblatt, 2003; Hansen & Jensen, 2009; Lee & Kim, 2008; Vijayasathy, 2003). Understanding the shopping orientation of Hispanic consumers could help marketers and retailers fulfill this particular ethnic group's needs and address their shopping preferences. Notwithstanding the importance of assimilating shopping orientation, few studies have examined factors influencing shopping orientation of targeted ethnic groups (e.g., Ownbey & Horridge, 1997; Park & Sullivan, 2009; Tai, 2008; Workman & Cho, 2012).

A marketing report ("55% of U.S. Hispanics," 2014, para. 2) revealed that 55% of Hispanic immigrants in the U.S. reported themselves as bicultural that is, preserving Hispanic cultural values while adapting to U.S. cultural values. When adapting to mainstream culture, immigrants alter their beliefs, attitudes, and behaviors; this process is referred to as acculturation (Berry, 1997). Acculturation is a crucial component when studying ethnic consumers' shopping orientations (Ownbey & Horridge, 1997; Segev, 2014; Shim & Gehrt, 1996). Unexplored, however, are the ways in which acculturation interacts with Hispanic immigrants' shopping orientations in the apparel shopping context. Thus, the purpose of this study is to explore the acculturation level of Hispanic immigrants, the general attitudes related to shopping (i.e., shopping orientation) of those consumers, and the relationship between the acculturation level and shopping orientation. These findings will provide insights into the influence of cultural dynamics on shopping behaviors among Hispanic immigrant consumers.

## Definition of Terms

The following definitions are essential terms to conduct this study:

***Acculturation:*** Phenomena in which immigrants have frequent contact with a new culture or host country. As a result, these interactions affect their cultural traits (Berry, 1997).

***Apathetic shopper:*** A consumer who is not interested in shopping because it requires time and energy (Darden & Reynolds, 1971; Lumpkin, 1985; Shim & Kotsiopoulos, 1992; Stone, 1954).

***Brand-conscious shopper:*** A consumer who make a decision based on a brand name or its reputation. (Ownbey & Horridge, 1997; Segev, 2014; Seock & Sauls, 2008; Shim & Chen, 1996; Shim & Gehrt, 1996; Shim & Kotsiopoulos, 1992; Visser & du Preez, 2001; Workman & Cho, 2012).

***Brand/store loyalty:*** Buying a specific brand and visiting a store frequently (Ownbey & Horridge, 1997; Segev, 2014; Shim & Gehrt, 1996; Shim & Kotsiopoulos, 1992a, 1992b; Shim & Kotsiopoulos, 1993; Stephenson & Willett, 1969).

***Economic shopper:*** A consumer who wants a variety of products, affordable prices, and good quality in the same place or store (Darden & Reynolds, 1971; Lumpkin, 1985; Ownbey & Horridge, 1997; Stone, 1954; Vijayasathy, 2003).

***Ethical shopper:*** Consumer who supports stores or merchants related to their values (Darden & Reynolds, 1971; Stone, 1954).

***Ethnic identity:*** Level of association with an ethnic group which preserves a cultural legacy, (Chattaraman & Lennon, 2008).

***Fashion-conscious shopper:*** A consumer who likes fashion trends and is an innovator (Lumpkin, 1985; Segev, 2014; Seock & Sauls, 2008; Shephard et al., 2014; Shim & Bickel,

1994; Shim & Chen, 1996; Shim & Gehrt, 1996; Shim & Kotsiopoulos, 1992; Visser & du Preez, 2001; Workman & Cho, 2012).

***Impulsive shopper:*** A consumer who does not plan to purchase items. It is associated with positive and pleasurable feelings (Ownbey & Horridge, 1997; Segev, 2014; Seock & Sauls, 2008; Shim & Chen, 1996; Shim & Gehrt, 1996; Workman & Cho, 2012).

***Price-conscious shopper:*** A consumer who looks for the best value for his/her budget (Segev, 2014; Seock & Sauls, 2008; Shim & Gehrt, 1996; Shim & Kotsiopoulos, 1992; Workman & Cho, 2012).

***Quality-conscious shopper:*** A consumer who expects high standards related to durability and quality (Segev, 2014; Shim & Gehrt, 1996; Workman & Cho, 2012).

***Recreational shopper:*** A consumer who sees shopping as a gratification and pleasure activity. (Lumpkin, 1985; Ownbey & Horridge, 1997; Segev, 2014; Shephard et al., 2014; Shim & Bickel, 1994; Shim & Chen, 1996; Shim & Gehrt, 1996; Visser & du Preez, 2001; Workman & Cho, 2012).

***Confident-conscious shopper:*** Consumers who considered themselves good shoppers because they have the ability to choose the right clothes (Lumpkin, 1985; Ownbey & Horridge, 1997; Seock & Sauls, 2008; Shim & Bickel, 1994; Shim & Kotsiopoulos, 1992).

***Shopping orientation:*** Attitudes, opinions, interests, and behaviors related to shopping (Visser & du Preez, 2001).

***Time-conscious shopper or convenience shopper:*** A consumer who wants to save time and effort. (Lumpkin, 1985; Seock & Sauls, 2008; Shephard et al., 2014; Shim & Chen, 1996; Shim & Kotsiopoulos, 1992; Visser & du Preez, 2001; Workman & Cho, 2012).

***Personalizing shopper:*** Consumers who demand close contact and relationships with store personnel. Customer service is very important (Darden & Reynolds, 1971; Lumpkin, 1985; Ownbey & Horridge, 1997; Stone, 1954; Vijayasathy, 2003; Visser & du Preez, 2001).

## **Chapter 2. Literature Review**

This chapter provides a review of literature for the present study. The chapter begins by presenting a discussion of ethnic identity and acculturation. Second, apparel shopping orientation is discussed in detail from previous studies. Lastly, the chapter concludes by offering a potential linkage between acculturation and apparel shopping orientation.

### **Ethnic Identity and Acculturation**

Ethnic identity refers to the shared values and sociocultural background of a group of individuals (Blackwell, Miniard, & Engel, 2010; Forney, 1980). Researchers indicate that ethnic identity represents more than national origin because it reflects not only regional, social, and political status, but also core cultural values (Laroche, Kim, & Tomiuk, 1998). As a multidimensional concept, ethnic identity includes language, social interaction, religious affiliation, food preferences, and traditional celebrations (Driedger, 1975; Phinney, 1990; Rosenthal & Feldman, 1992). For instance, the term *Hispanic* describes an ethnic group that speaks Spanish and originates from several countries located in Central (i.e., Guatemala, Mexico, Nicaragua, and San Salvador) and South America (i.e., Argentina, Bolivia, Colombia, and Peru). Although Hispanic individuals come from diverse geographic and socioeconomic backgrounds, the Hispanic group has cultural similarities due to the Spanish colonization and Catholic background (Yafai, 2015).

Acculturation is defined as “the psychological and social changes that groups and individuals experience when they enter a new and different cultural context” (Davis & Engel, 2010). These changes in values, beliefs, attitudes, and behaviors originate according to each individual’s contact and interaction with the host culture (Segev, Ruvio, Shoham & Velan, 2014). In fact, even individuals who share a similar cultural legacy in a common cultural context,



experience this adaptation process in a unique way (Berry, 2009). Contextual variations related to immigration, settlement, social, economic, and political situations directly impact each individual's experience (Cabassa, 2003). The complexity of this process is related to the conflict between maintaining heritage and the assimilating to the dominant culture. Immigrant individuals tend to be influenced by both culture of origin (immigrant culture) and new culture (host culture) (Berry, 1997). As immigrants face a new market place with unknown products and brands, bicultural preferences emerge that affect their consumption practices (Cleveland, Laroche, Pons, & Kastoun, 2009; Padilla, 2006; Segev, et al., 2014). Due to the increasing number of border crossings, there is a rising need to study and understand ethnic consumption behavior (Askegaard & Ozcaglar-Toulouse, 2011).

According to Berry (1997), immigrant individuals are likely to transform their original culture in various degrees of acculturation. Acculturation consists of two dimensions: maintenance of the culture of origin and adoption of the host culture. Depending on the extent to which individuals maintain their culture of origin or adopt the new culture, four acculturation strategies occur (Berry, 1997; Sam & Berry, 2010). *Assimilation* occurs when immigrant individuals reject their original ethnic identity and adopt the new host culture's identity. *Integration* occurs when individuals maintain their original culture, joining the new host culture. *Separation* occurs when individuals keep their original ethnic identity, but reject the new host culture. *Marginalization* occurs when individuals are not interested in maintaining their original culture or adopting the new host culture.

Previous studies have found impacts of both ethnic identity and acculturation on consumer behaviors (Atkinson & Gim, 1989; Chattaraman & Lennon, 2008; Chattaraman, Rudd, & Lennon, 2009; Kizgin, Jamal, & Richard, 2018; Laroche et al., 1998; Ownbey & Horridge,

1997). For example, Chattaraman and Lennon (2008) found that diverse ethnic groups (i.e., American Indian, African, Asian, and Latino) in the U.S., who indicated strong ethnic identification with their heritage, tend to purchase products inspired by their original culture. Similarly, Laroche et al. (1998) found that Italian consumers' ethnic identity and acculturation positively influenced their food consumption. In addition, a recent study (Kizgin et al., 2018) revealed that immigrants' enculturation of their original culture positively relates to the consumption of the culture's food and entertainment products, whereas it negatively relates to consumption of the mainstream culture's food and entertainment products. Ownbey and Horridge (1997) found acculturation levels (low vs. high) influence shopping sex roles and shopping opinion leadership orientations among Asian-American groups.

### **Shopping Orientation**

Shopping orientation is defined as the general attitude related to shopping (Solomon, 2016) reflecting consumer motivations for shopping that influence shopping behaviors (Vijayasathy, 2003). The concept of shopping orientation was introduced by Stone (1954) who suggested that consumers shop for multiple reasons. Similarly, researchers indicated that shopping orientation consists of multiple dimensions (Vijayasathy, 2003; Visser & du Preez, 2001). "Shopping orientation consists of a personal dimension (e.g. activities, interests, opinions, motives, needs and preferences) and a market behavior dimension or a general approach to acquiring goods and services" (Visser & du Preez, 2001, p.73). Stone (1954) differentiated four shopper types based on their shopping orientation: economic, personalizing, ethical, and apathetic consumers. The economic consumers aim to buy the best quality and price in an efficient way, whereas interpersonal relationships with store personnel is important for personalizing consumers. The ethical consumers feel a moral obligation to support local stores.

The apathetic consumers want to minimize their shopping efforts as they are not interested in shopping. Researchers investigated consumer shopping styles based on shopping orientations and found broad categories as shown in Table 2.1. Brand-conscious shoppers are consumers who make a decision based on a brand name or brand reputation (Segev, 2014; Seock & Sauls, 2008). Brand/store loyal shoppers like to make purchases from a specific brand and visit a store frequently (Ownbey & Horridge, 1997; Shim & Gehrt, 1996). Confident-conscious shoppers are consumers who consider themselves good shoppers because they have the ability to choose the right clothes (Lumpkin, 1985; Seock & Sauls, 2008). Fashion-conscious shoppers are consumers who like to know fashion trends early and are innovative in fashion consumption (Shephard et al., 2014; Visser & du Preez, 2001). Impulsive shoppers are consumers who do not plan to purchase items (Shim & Gehrt, 1996; Workman & Cho, 2012). Price-conscious shoppers are consumers who look for the best value for their budgets (Segev, 2014; Workman & Cho, 2012). Quality-conscious shoppers are consumers who expect high standards related to durability and product performance (Segev, 2014; Shim & Gehrt, 1996). Recreational shoppers are consumers who sees shopping as a gratifying and pleasant activity (Visser & du Preez, 2001; Workman & Cho, 2012). Finally, time-conscious shoppers or convenience shoppers are consumers who want to finish shopping in the shortest time with the least effort (Shephard et al., 2014; Shim & Chen, 1996).

Previous research indicates that apparel shopping orientation is closely linked to apparel shopping behaviors. For instance, researchers found that shopping orientation is related to apparel retail store evaluation criteria (Moye & Kincade, 2002; Seock & Chen-Yu, 2007; Seock & Sauls, 2008; Shim & Kotsiopoulos, 1992), retail channel choices (Chatterjee, 2010; Choi & Park, 2006; Gutman & Mills, 1982), and consumers' intentions to purchase online (Girard, et al.,

2003; Hansen & Jensen, 2009). In addition, previous research revealed that consumer demographic characteristics are related to shopping orientation. For example, females are more often recreation oriented shoppers compared to males who like quick shopping (Hansen & Jensen, 2009). Different age groups also have different attitudes towards shopping (Seock & Sauls, 2008). Consumers with a high income (i.e., \$80,000 or more) are confident in shopping and prefer shopping in department stores (Moye & Kincade, 2003). Taken together, shopping orientation is an important factor that influences consumers' shopping behaviors (Vijayasathy, 2003).

Table 2.1.

*Dimensions of Shopping Orientation*

Researchers	Brand-conscious shopper	Brand/store loyal shopper	Confident-conscious shopper	Fashion-conscious shopper	Impulsive shopper	Price-conscious shopper	Quality-conscious shopper	Recreational shopper	Time-conscious or convenient shopper
Darden & Reynolds (1971)									
Lumpkin (1985)			X	X				X	X
Ownbey & Horridge (1997)	X	X	X		X			X	
Segev (2014)	X	X		X	X	X	X	X	
Seock & Sauls (2008)	X		X	X	X	X			X
Shephard et al. (2014)				X				X	X
Shim & Bickel (1994)			X	X				X	
Shim & Chen (1996)	X			X	X			X	X
Shim & Gehrt (1996)	X	X		X	X	X	X	X	
Shim & Kotsiopoulos (1992)	X	X	X	X		X			X
Stephenson & Willet (1969)		X							
Stone (1954)									
Vijayarathy (2003)									
Visser & du Preez (2001)	X			X				X	X
Workman & Cho (2012)	X			X	X	X	X	X	X

## **Association between Acculturation and Shopping Orientation**

Acculturation affects consumer decision making because consumers incorporate their habits and beliefs from their home country as they adopt the new host culture (De Mooij & Hofstede, 2011; Segev, 2014). As discussed above, previous studies revealed the impact of acculturation on shopping behaviors among consumers from China (Quester, Karunaratna, & Chong, 2001; Shim & Chen, 1996); Italy (Laroche et al., 1998); Turkey (Kizgin et al., 2018); South Korea and the U.S. (Cho & Workman, 2013); Singapore and Australia (Leo, Bennet, & Hartel, 2005); the U.S., New Zealand, Greece, and India (Lysonski, Durvasula, & Zotos 1996); and diverse ethnic groups in the U.S. (Chattaraman & Lennon, 2008; Ownbey & Horridge, 1997). Researchers found that Chinese consumers in the U.S. tend to enjoy shopping, are loyal to certain brands (Shim & Chen, 1996) and are price-conscious (Quester et al., 2001). Asian-Americans with a high level of acculturation are likely to stereotype shopping as a female sex role and provide information regarding shopping choices to others (Ownbey & Horridge, 1997). Compared to Korean consumers, U.S. consumers are more fashion-conscious, price-conscious, convenience-conscious, recreational, and purchase products impulsively (Cho & Workman, 2013). However, the relationship between acculturation and shopping behaviors was not examined among Hispanic consumers. Previous shopping orientation research focusing on Hispanic consumers mainly investigated outcome variables of shopping orientation such as shopping channel choice (Shephard et al., 2014) and retail store evaluation (Seock & Sauls, 2008). Limited research investigated the cultural factors affecting shopping orientation among Hispanic consumers. As noted above, ethnic identity and acculturation influence consumer behaviors (Chattaraman & Lennon, 2008; Chattaraman et al., 2009; Kizgin et al., 2018). Thus, it

is important to explore Hispanic consumers' acculturation with respect to their shopping experiences and orientations.

### **Chapter 3. Method**

This chapter describes the mixed methods used to accomplish the purpose of this study: exploring degrees of acculturation and the influence of acculturation on apparel shopping orientation among Hispanic immigrants. Qualitative data obtained from interviews provided a deeper understanding of the complex interconnection between cultural dynamics and decision-making processes from the immigrant consumer's perspective. Participants reported their demographic information and acculturation level through online surveys. The following section presents the sampling technique, interview questionnaires, interview and online survey procedures, and data analyses.

#### **Sample**

A snowball sampling technique recruited interview participants through the researcher's personal contacts and referrals from participants. To conduct semi-structured, in-depth interviews with participants from diverse Hispanic sub-cultures, the researchers recruited Hispanic immigrant married couples who originally immigrated from Central and South America (i.e., Argentina, Bolivia, Brazil, Colombia, Ecuador, Mexico, Peru, and Venezuela). Eligible participants were: 1) born in a Hispanic country, 2) moved to the US after the age of 18, 3) married to another Hispanic immigrant, and 4) a current resident in the US. Married couples represent 48% of the Hispanic population (U.S. Census, 2017). Most previous studies have used a convenience sample of college students (Atkinson & Gim, 1989; Chattaraman et al., 2009, 2010a, 2010b; Cho & Workman, 2013; Felix-Ortiz, Newcomb, & Myers, 1994; Shephard et al., 2014; Shim & Chen, 1996; Shim & Gehrt, 1996). The target sample included 15 married couples between the ages of 26 and 55 years. The participants currently live in 4 states: Alabama, Arkansas, California, and Florida.



## **Interview and Online Survey Questionnaire**

A total of 20 open-ended interview questions in Spanish and English were developed based on existing literature about acculturation and shopping experiences (Segev, 2014; Peñaloza, 1994). In particular, questions about shopping experiences were developed around six shopping orientation dimensions (i.e., price-conscious shopping, brand-conscious shopping, brand/store loyalty, fashion-conscious shopping, recreational shopping, and impulsive shopping) based on previous studies (e.g., Seock & Sauls, 2008; Shephard et al., 2014; Workman & Cho, 2012). These questions allowed participants to describe and compare personal shopping experiences in their home countries and the U.S., thereby identifying how bicultural factors influence their consumption behaviors. The interview questionnaire was piloted with two bilingual, Hispanic immigrant graduate students to ensure the clarity of each question (see Appendix D for a complete copy of the interview questionnaire in English and Spanish).

Demographic information including age, gender, ethnicity, educational attainment, and location of current residence was collected through an online survey. A short acculturation scale for Hispanics was adapted from Marin, Sabogal, Marin, Otero-Sabogal, and Perez-Stable, (1987). Appendix E shows scale items that measure both demographics and acculturation levels.

## **Interview Procedure**

Institutional Review Board (IRB) approval was obtained to conduct this study (see Appendix A). The researcher recruited participants who met the criteria noted above through an email invitation (see Appendix B). Each participant received the consent form via email (see Appendix C) and voluntarily agreed to participate in the study by signing the consent form. Before conducting the interview, the Hispanic married couple indicated their willingness to

participate in the study by sending the researcher two signed consent forms via email. Each couple participated in a 60-90 minute interview, answering 20 open ended questions either by phone or in person. During couple interviews, each individual was asked to describe their shopping experiences and preferences when buying fashion products in their home country and the US. All interviews were conducted in Spanish because data related to cultural traits needs to be gathered in the native language of the ethnic group to guarantee its validity. Interviews were audio recorded, and participants received a \$25 gift card as an incentive after completing the interview and the online survey

### **Data Analyses**

All interviews conducted in Spanish were transcribed and translated into English and then back translated to Spanish by the interviewer and a research assistant who is fluent in both languages. After that, another bilingual (English/Spanish) researcher reviewed the back translated interview data to ensure the accuracy of the transcriptions. The transcribed interview data were stored as a word document and then analyzed using Nvivo software as a rich text file format. Nvivo software is widely used to assist with the identification of patterns and connotations to get deeper understanding of qualitative data. Interview data were thematically analyzed using Nvivo and the six phases of the thematic analysis: data exploration, generating initials codes, searching for potential themes, reviewing themes, naming themes, and reporting results (Braun & Clarke, 2006). Data were coded by individuals based on interview answers related to acculturation and shopping orientation. To ensure trustworthiness of data, an undergraduate student, who was not a part of the study but was proficient in conducting qualitative data analysis, checked the data coding. The inter-coder reliability agreement was consistency checked by each transcriber to ensure reliability. The coding check between the

researchers and the undergraduate student allowed for a different perspective on theme comparison, ensuring consensus judgments and evading biases (Hill, Thompson, & Williams, 1997). A systematic comparison for both codings showed more than 90% agreement which confirmed consistency of thematic interpretations across interviews. All disagreement in codings were discussed by the research team. Key themes were identified surrounding apparel shopping experiences and behaviors in the U.S. and home countries. Lastly, demographics and acculturation data collected from the online surveys were analyzed using Statistical Package for the Social Sciences (SPSS). Descriptive statistics (e.g. means and frequencies) were used to summarize data from demographic and acculturation information. Also, correlation analysis tested the association between acculturation and shopping orientation.

## **Chapter 4. Results**

This chapter reports demographic characteristics of the interview participants and findings from in-depth interviews and online surveys with Hispanic immigrant couples. The findings include acculturation key themes that reflect participant's apparel shopping experiences in the U.S. and home countries, as well as apparel shopping orientation ranking (see table 4.3.). In addition, this chapter discusses gender difference in shopping orientation and associations between acculturation and shopping orientation.

### **Sample Characteristics**

The sample was comprised of 15 Hispanic immigrant males and 15 females between the ages of 25 and 54 years old with the median age ranging from 35 to 39 years old. Nearly 60% of the participants reported more than \$50,000 in yearly income and 40% of the participants reported less than \$50,000. The median household income was \$75,000-\$99,999. Most of the participants (70%) were highly educated Hispanics holding bachelor's or graduate degrees. The participants were from 10 different countries; almost 27% of the participants were from Mexico. The majority of participants are currently residents in the Southern U.S. (Alabama, Arkansas, and Florida). Sample characteristics are presented in Table 4.1.

Table 4.1.

*Demographic Characteristics of Participants (n=30)*

Participant characteristics	Frequency	Percent (%)
<b>Gender</b>		
Male	15	50
Female	15	50
<b>Age</b>		
25-29	2	6.7
30-34	6	20
35-39	8	26.7
40-44	7	23.3
45-49	4	13.3
50-54	3	10
<b>Annual household income</b>		
0- \$9,999	1	3.3
\$15,000-\$24,999	5	16.7
\$25,000-\$34,999	5	16.7
\$35,000-\$49,999	1	3.3
\$50,000-\$74,999	2	6.7
\$75,000-\$99,999	6	20
\$100,000-\$149,999	9	30
\$200,000 or more	1	3.3
<b>Education level</b>		
Less than high school	3	10
High school graduate (includes GED or equivalency)	1	3.3
Some College, no degree	1	3.3
Associate degree	1	3.3
Bachelor degree	5	16.7
Graduate or professional degree	16	53.3
No answer	3	10

Table 4.1. (Continued)

*Demographic Characteristics of Participants (n=30)*

Participant characteristics	Frequency	Percent (%)
<b>Occupation</b>		
Agriculture, forestry, fishing, hunting, mining	3	10
Art, entertainment, recreation, restaurant	6	20
College student	2	6.7
Construction	2	6.7
Education, health, social service	2	6.7
Finance and insurance, realtor	1	3.3
Information and technology	1	3.3
Other services, except public administration	2	6.7
Professional, scientific, manager or administrator	4	13.3
Transport, storage, utilities	1	3.3
Unemployed	2	6.7
Work from home / homemaker	4	13.3
<b>Home country</b>		
Argentina	3	10
Bolivia	3	10
Brazil	1	3.3
Colombia	5	16.7
Ecuador	2	6.7
Honduras	1	3.3
Mexico	8	26.7
Panama	2	13.3
Peru	2	6.7
Venezuela	1	3.3

Each participants' acculturation level was assessed by language and social network preferences adapted from a short scale for Hispanics (Marin et al., 1987). Most participants reported that they generally read and speak in Spanish. Around 93% of the participants indicated that they usually speak in Spanish at home. On the other hand, about a half of the participants use both Spanish and English when they speak with their friends. Almost 75% of the participants use

both Spanish and English or prefer to use English when watching the TV and movies; listening to the radio; and reading, posting, and sharing on social media platforms. In terms of the social networking preferences, results revealed that Hispanic immigrant couples engage with both Latinos and Americans. In addition, participants reported that they want their children make friends with both Latinos and Americans. These results showed that Hispanic immigrant couples are integrated into the host culture while maintaining their heritage.

Table 4.2.

*Frequencies of Acculturation Scale*

	Only Spanish	Spanish better than English	Both equally	English better than Spanish	Only English
In general, in what language do you read and speak?	<b>7</b>	<b>10</b>	12	1	0
What language(s) do you usually speak at home?	<b>14</b>	<b>12</b>	4	0	0
In which language(s) do you usually think?	<b>12</b>	<b>10</b>	6	2	0
What language(s) do you usually speak with your friends?	7	7	<b>15</b>	0	1
In what language(s) are the T.V. programs you usually watch?	5	3	<b>8</b>	<b>5</b>	<b>8</b>
In what language(s) are the radio programs you usually listen to?	3	3	<b>6</b>	<b>6</b>	<b>10</b>
In what languages are the online or social media contents you read, post, and share?	2	5	<b>13</b>	<b>3</b>	<b>5</b>
In general, in what language(s) are the movies, T.V., radio, and online information you prefer to watch, listen to, and read?	1	6	<b>6</b>	<b>9</b>	<b>6</b>

Table 4.2. (Continued)

	All Latinos	More Latinos than Americans	About half and half	More Americans than Latinos	All Americans
Your close friends are:	<b>4</b>	<b>14</b>	10	2	0
You prefer going to social gatherings/parties at which people are:	<b>4</b>	<b>12</b>	13	1	0
The people you visit or who visit you are:	<b>6</b>	<b>11</b>	12	1	0
If you could choose your children's friends, you would want them to be:	0	3	<b>24</b>	2	0

## Interview Findings

### **Acculturation key themes.**

Acculturation refers to the process of learning and adapting to cultural traits that include values, attitudes, beliefs, and behaviors in a new host culture (Berry, 1997). As discussed in the Chapter 2, four acculturation strategies (i.e., integration, assimilation, separation, and marginalization) occur depending on the degree of the maintenance of the culture of origin and adoption of the host culture (Berry, 1997). Overall, interview findings revealed that most participants (96%) are in the integration strategies, adopting the host culture while maintaining their original culture. The majority of participants indicated that they like shopping in the U.S. due to the functional values they obtain including superior product quality, affordable price, convenient shopping, national brands, and good customer service. On the other hand, a few participants are in the separation strategy, avoiding interaction with the host culture. The participants in the separation strategy reported that there are certain items such as ethnic designs and leather goods they like to buy from their home countries. In addition, findings revealed that



some participants were in the assimilation mode, abandoning the dress code required by their original culture.

***Integration: Superior product quality.***

Superior product quality was the most frequently mentioned value. Twenty eight participants (93%) indicated that they prefer high quality clothing that will last for several years, saying “For me, it’s about the quality of the clothes that I’m going to purchase” (Luis, 31) and “I look more at the quality. If that costs more but also gives durability, then yes, the price is important, but the quality is too” (Pedro, 43). Some participants reported that high quality apparel provides gratification when garments do not shrink or fade after washing several times, expressing “The quality matters and I see the difference in wear and tear because I wash the clothes at home” (Martha, 43), “Sometimes clothes will only last two washes by the time the color fades away, so it doesn’t last long” (Maria, 33), and “I don’t like some types of fabrics. Some produce heat but some fabrics are more durable when you use the dryer” (Gloria, 29). Five participants (16%) commented on authenticity of products in the U.S. because there is contraband and a lot of counterfeits from Asia in their home countries. Thus, the probability of buying a low quality product is high, asserting “In Peru, the quality is not as good. There are some cheaper clothes in Peru, but the quality and durability are not good. The good thing about here (U.S.) is that you can get a better product for better quality” (Martha, 43), “In South America there is a lot of counterfeit, you never know if you are buying an original brand or not” (Jose, 47), and “In Panama, there are a lot of imitations. A product that looks very similar and that is being sold to you at the original price with much less quality” (Karen, 26).

***Integration: Affordable prices range.***

Affordable price range was the second most frequently mentioned value. Twenty three participants (77%) indicated that fashion products are very expensive in Latin America, saying “Here (U.S.), the prices are cheaper than in any other country in the world. I don’t think there is a country that has clothes cheaper than the ones here” (Pablo, 54) and “Here you have so much variety, and prices are more reasonable. There are more promotions and sales” (Daniel, 39). Most of the participants stated that fashion items from American brands (i.e., Nike, Tommy Hilfiger, and Polo Ralph Lauren) cost up to three more times in Hispanic countries. As a result, Hispanics have to save money for months to afford just one garment from American fashion brands, asserting “In Panama, we also use US dollars. For example, sneakers in Panama cost \$100. Here you can get them for \$50” (Karen, 26), “It is very expensive and we wonder how Bolivians can afford this kind of clothing because the same garment in Bolivia can cost \$50, while you can find it for \$15 here at Dillard’s” (Diana, 46), and “People save money to buy the jeans of the month or stuff like that there. There are no sales like the ones here that make everything more affordable” (Monica, 39). Five participants (16%) commented that in the U.S. there are clearance zones, outlet stores, and end of season deals, saying “In Bolivia, the outlet stores do not exist. For example, my mom and Mother-in-law prefer to come here to shop because items are less expensive” (Claudia, 39) and “There are clearances and sales here (US). Stores don’t have clearances or sales in Bolivia and Argentina” (Daniel, 39). One participant (4%) was more concrete, reporting that retail stores in Latin America do not offer discounts above 20% or as frequently as in the U.S., stating “Last Saturday we went to Dillard’s because I saw the 40% off discount, and in Bolivia that does not exist. There are no discounts, the maximum it may reach is 20% and even that is astonishing” (Diana, 46).

***Integration: Convenient shopping.***

Convenient shopping was the third most frequently mentioned value by participants. Twenty three participants (66%) stated that apparel shopping in the U.S. is more convenient than the shopping in their home countries due to lower price, a variety of shopping channels, types of stores, various style options, and promotions. Participants reported that it is not difficult to acquire fashion items because they earn higher incomes compared to paychecks in their home countries, saying “For example, here (U.S.) after working for two hours you can buy yourself a pair of shoes. In Mexico, it would have to be two days of work” (Juan, 35) and “Online shopping is much easier and can be cheaper. There is more accessibility here (U.S), so it is easier” (Cindy, 32). Six participants (20%) reported that, even though a family has a low household income, they can afford fashion items in price-off stores, second-hand stores, or clearance zones, expressing “I think in this country (U.S.), everyone has access to the clothes they want. You can go to the second-hand stores and find brand names for two or three dollars” (Gloria, 29) and “There is clothing everywhere, sometimes we find beautiful clothing at second-hand stores and it looks almost new” (Ana, 52). E-commerce infrastructure in the U.S. is considered efficient and trust worthy among Hispanic immigrants. Fourteen participants (46%) indicated that they have purchased apparel through online stores in the U.S. The Hispanic immigrants confirmed that online stores offer positive shopping experiences and security guaranties, stating “Sometimes you do not feel like going to the mall because you’re lazy or tired. If you know your size for the store it is easier to just shop online” (Diego, 39), “I think shopping online is better because I can do it at any time” (Victor, 31), and “I think I trust online shopping more, I’m opening to, but I don’t like return items” (Jose, 47).

***Integration: National brands.***

Latin America has always been influenced by American media and trends. American fashion companies even have a significant presence in the Hispanic market; some participants commented “In South America, everything is influenced by America or Europe” (Jose, 47) and “I think we are influenced by the western culture” (Daniel, 39). Eighteen participants (63%) stated that Hispanics prefer to buy and wear American fashion brands (i.e., Levis, Polo Ralph Lauren, Tommy Hilfiger), expressing “When we are in our countries, we want to buy American brands apparel” (Jesus, 43) and “When I was young if you did not wear Nike or Reebok you were not ‘cool’ (Jose, 47). Most of these participants also mentioned that American fashion brands are more expensive in Latin America, and these products tend to be an aspirational acquisition. In contrast, in the U.S., national brand products are affordable and Hispanic immigrants take the advantage of the constant sales promotions, saying “Steven Madden shoes were available at the mall in Honduras, but they were super expensive. I never imagined that I’d ever wear them, but here (U.S.) I found them on sale” (Luz, 49) and “When I go to the store here (U.S.), name brands are accessible and I can afford them. In Panama, brands are too expensive, so we didn’t even look much” (Alejandro, 40). Eighteen participants (63%) indicated that the most significant reason to buy and be loyal to American brands is because they have confirmed that these clothes are of superior quality, stating “I like Levis. I like the fit, the price, everything. Levis has good quality. I prefer them because they can last a long time. I don’t buy because of the brand name, I buy because of the quality” (Claudia, 39), “I like Nike because a lot of that brand is durable” (Miguel, 42), and “When we go to Tommy, we buy the polos. Keeping in mind the number of time he uses the shirts, they typically don’t lose their color or shape” (Martha, 43).

***Integration: Customer service.***

Thirteen participants (43%) indicated that customer service for fashion products in Latin America is not good, saying “In our country, generally, there is no culture of client service” (Jesus, 43) and “The consumer in Argentina and Honduras are completely at the mercy of the seller” (Pedro, 43). Twelve participants (40%) reinforced this complaint, reporting that customer service is better in the U.S. because it is possible to return purchased items. Retailers and associates are willing to assist consumers in this process, expressing “In Panama, there are many obstacles if you try to return an item, even with the label still attached. Whereas here (U.S.) you can wear the item and still be able to return it” (Alejandro, 40) and “In Colombia, if a garment was too big on me, it didn’t matter, because they would not accept returns. Being able to try on and return clothes is something that is super important and that is of great value” (Catalina, 35). Another nine participants (30%) commented that customer service is not good in Latin America because most of the stores have security guards. Due to the high rate of customer theft, everybody is treated as a suspicious person or dishonest customer, saying “If you visit a store (in Venezuela), two or three people follow you to check that you don’t steal anything. As a customer I feel bad and uncomfortable, but here (U.S.), I feel more valued as a customer” (Victor, 31) and “In Mexico, there are security guards in the stores. If you are a construction worker and you visit a store after work with dirty clothes, guards won’t let you in. They’ll tell you to leave” (Milena, 33).

***Separation: Leather goods.***

Leather goods made in Hispanic countries such as shoes, handbags, wallets, and belts are considered more beautiful, long-lasting, and softer. Thirteen participants (43%) indicated that they prefer to buy leather products in their home countries, saying “Luz brought some shoes

from Argentina, and people have asked her ‘oh my god where did you buy those shoes?’ and they are shoes made by a local designer in Argentina” (Pedro, 43) and “I think that all of the products that are made from leather also are much better quality in our countries like jackets, belts or wallets. Whatever is made from leather is overall of better quality in Colombia” (Catalina, 35). Some participants explained that they do not like leather goods in the U.S. because these products are made with low-quality raw materials and lack innovative design, asserting “Here (U.S.), all shoes are made with plastic. In Mexico, there are brands that use real leather” (Andrea, 39) and “You learn quickly that leather products are better in our home countries, for example Colombian leather products are usually hand made and you can feel the quality” (Cindy, 32),

***Separation: Ethnic designs.***

Hispanic immigrants prefer to fashion products with ethnic designs made in their home countries. Ten participants (33%) stated that they like fashion products with ethnic patterns, but they must visit their home countries to buy them, stating “The shirts called Guayaberas, which are typically found in Yucatan (Mexico). They look elegant, I like that, but you can’t get them here” (Juan, 35) and “I like the wool suit jackets, knitted items sold downtown and Indian backpacks which are things that you can’t find here” (Maria, 33).

***Assimilation: Rigid dress code.***

Some Hispanic countries are rigid about dress code. Twelve participants (40%) expressed that they abandoned some dress code habits from their home countries, stating “In Mexico, I always wore dresses because my parents didn’t buy us pants. I’m not sure if pants weren’t very popular or if it was a cultural habit, so we rarely wore pants” (Amparo, 42) and “In Panama, you can’t wear tank tops because there are several places that prohibit entry if you are dressed in

informal clothing, or sandals. There's a sign outside that says, "You can't wear sandals, tank tops, shorts, or hats" (Karen, 26). Some participants stated that they used to experience social pressure due to this rigid dress code, asserting "In Honduras, there was a pressure of having to wear heels, stockings, super formal suits, and your hair always had to be perfect. Here (U.S.) I got more relaxed" (Luz, 49) and "There's a saying in Ecuador, 'the way they see you, the way they'll treat you'. So we were more polished and formal. For everything, we had to be well presented. (Karime, 39). Six participants (20%) indicated that clothing has a functional role in the U.S. due to the four seasons. It is more important to wear an outfit according to the weather instead of the social norms, stating "We have adopted shorts due to the high temperatures. I went to Mexico last summer, and I noticed my sisters were wearing jeans. I felt hot on their behalf" (Andrea, 39), and "I don't know why nobody wears shorts in Panama. This should be implemented since the weather calls for the least amount of clothes possible. The humidity is high and the heat is high as well" (Karen, 26).

### **Other findings**

#### ***Appropriate size and fit.***

Difficulties finding appropriate size and fit was the most frequent problem mentioned by participants when buying apparel in the U.S. Nineteen participants (64%) indicated that American brands have a pattern size which is bigger and larger than their actual body shape, saying "When I choose the size for my body, which is xs petite, it doesn't fit well because either the sleeves or pants are too long" (Martha, 43) and "We need smaller sizes. Latino people are smaller than Americans, so clothes should be made smaller" (Miguel, 42). Eleven participants (36%) reported that, to ensure appropriate size, they need to visit stores and try garments on, stating "I prefer to visit the store to be sure of my size" (Diego, 39) and "While I'm shopping

online, I'm thinking 'oh, will it fit me?'" (Amparo, 42). Ten female participants (70%) commented that they feel frustrated because they cannot find well-fitting garments, saying "Shopping for apparel items is frustrating because some sizes are mediums, but they look like large. This means you must try on everything and that makes you feel frustrated. You think you know your size but you're wrong" (Diana, 46) and "My feet are tiny and chubby which makes it hard to find shoes. With pants they can sometimes be too loose, wide, or long, and dresses are either very short or long" (Ana, 52). As a solution to find appropriate size and fit, some participants reported that they prefer visiting tailors in their home countries, expressing "When I came here (U.S.), I was weighing 15 to 20 kilograms less, so I used to wear jogging pants from Argentina because the clothes here (U.S.) didn't fit me well. It was too long" (Daniel, 39), "If I have to buy a formal dress, I prefer to buy it from Bolivia. The dresses are hand-made (Claudia, 39), and "I think pants fit better in Colombia" (Monica, 39).

### *Shopping for families.*

Twelve participants (40%) reported that they buy fashion products for their extended family who live in their home countries, saying "When we travel, we fill the car with a good amount of apparel items for them" (Carlos, 48) and "We take as many things as possible for our family such as: t-shirts, underwear, socks, hats and more clothing for our nephews and nieces and my sisters" (Diana, 46). Most of the participants indicated that they provide fashion products to their relatives because they want to help them save money, asserting "The situation in Venezuela is very hard right now, so every two or three months I ship food and clothing and other things to my father" (Victor, 31) and "I buy a lot of clothes for them because of purchasing power in Ecuador is minimal, so there is no money to be buying clothes and shoes" (Karime, 39).



***Importance of spouse's opinion.***

Unexpectedly, findings revealed that the spouse's opinion is important in the decision-making process for apparel purchases. Sixteen participants (56%) reported that their spouse's opinion significantly determines what they buy and how they dress, stating "If I buy dress-up clothes, my wife's opinion is important" (Daniel, 39) and "Everything must be pre-approved by my wife. I cannot buy things without her approval" (Victor, 31). Participants indicated that their spouses' opinions are trustworthy and helpful in apparel shopping, saying "I like to go shopping more with my husband than by myself because I like his opinion. He's sincere, when something doesn't fit me" (Karen, 26) and "When my husband goes with me, we shop faster. He suggests clothes to me, then I try them on and it fits perfect" (Monica, 39).

Table 4.3.

*Key Themes and Sub-themes around Acculturation and Shopping Orientation*

	Key themes	Sub-themes
Acculturation	Integration (adopting the host culture in shopping)	Reasons why Hispanic immigrants prefer to shop fashion products in the U.S. <ul style="list-style-type: none"> <li>• Superior product quality</li> <li>• Affordable price range</li> <li>• Convenient shopping</li> <li>• National brands</li> <li>• Customer service</li> </ul>
	Separation (maintaining the original culture in shopping)	<ul style="list-style-type: none"> <li>• Leather goods Some participants prefer to buy leather goods in their home countries.</li> <li>• Ethnic designs Some participants prefer to buy fashion products with ethnic's designs in their home countries.</li> </ul>
	Assimilation (abandoning the original culture in shopping)	<ul style="list-style-type: none"> <li>• Rigid dress code Some Hispanic countries demand a polished dress code.</li> </ul>
Shopping orientation	Quality-conscious Shopper	<ul style="list-style-type: none"> <li>• Reading labels to check fabric composition</li> <li>• Touching fabrics to ensure texture</li> <li>• Checking durability after washing and drying</li> </ul>
	Price-conscious shopper	<ul style="list-style-type: none"> <li>• Saving money to maintain the budget</li> <li>• Seeking for deals and sales promotions</li> <li>• Buying apparel products for the future when sales promotions are available</li> <li>• Avoiding to pay full price</li> <li>• Making trips to outlet malls and discount stores</li> </ul>
	Brand-conscious shopper	<ul style="list-style-type: none"> <li>• Paying attention to brand names</li> <li>• Associating famous brand names with high quality</li> <li>• Reducing any potential risks by making a right choice</li> <li>• Feeling confident in social status by wearing national brands</li> </ul>

Table 4.3. (Continued)

Key themes	Sub-themes
Time-conscious shopper	<ul style="list-style-type: none"> <li>• Shopping in retail stores rather than online to avoid wrong purchase decision</li> <li>• Looking for convenience of store location to save time</li> </ul>
Recreational shopper	<ul style="list-style-type: none"> <li>• Having fun in apparel shopping</li> <li>• Enjoying shopping for apparel</li> </ul>

**Shopping orientation key themes.**

Shopping orientation refers to individuals’ general attitudes towards shopping (Solomon & Rabolt, 2009). Findings revealed that Hispanic immigrant couples focus on multiple shopping orientation dimensions. Hispanic immigrants are oriented towards quality, price, brand, time, and recreational-consciousness. Quality-consciousness was the most frequently mentioned dimension which was not found in previous studies (Segev, 2014; Seock & Sauls, 2008; Shephard et al., 2014). Furthermore, the results provide understanding about gender difference in shopping orientation. A summary of shopping orientation findings are presented in Table 4.3

***Quality-conscious shopper.***

Quality-conscious was the most significant orientation that influences Hispanics’ decision-making process for apparel products. Quality-conscious shoppers refer to consumers who expect high standards related to durability and quality (Workman & Cho, 2012). Twenty seven participants (93%) reported that quality is the most important factor while they are shopping fashion for products, saying “I look more at the quality” (Pedro, 43) and “Quality and practicality are important factors to me” (Daniel, 39). Quality is an important factor on fashion consumption for both males and females. Hispanic immigrants expect to wear durable apparel which can resist several washing without losing esthetic properties such as color, form, and texture, stating “I prefer to pay a little more for something that will last longer, and it doesn’t

always have to be discounted. However, if the quality is going to be better than I would pay a little more” (Maria, 33) and “I buy for quality and it has to be durable as well” (Miguel, 42). Ten participants (30%), most of them women are concerned about shrinkage. They have noticed that clothing shrinks and damage occurs faster in the U.S. than in their home countries, saying “The clothes here gets damaged super quick.” (Alberto, 34) and “I think we buy more clothing here because they get damage faster” (Andrea, 39). These participants implied that washer and dryer reduce clothing durability because in their home countries they never used a dryer, “You are afraid of washing your clothes because they might get damaged. I don’t know if it’s the way that the clothes are washed” (Alberto, 34). Before purchasing a fashion item, Hispanic immigrants prefer to evaluate quality. Eight participants (27%) reported that they check fabric composition through labels, expressing “We check the label and see what it says the material is” (Luz, 49). There is a notorious preference for cotton over polyester, saying “Clothes have a tag where they specify if the clothes are made of cotton or another type of material” (Luis, 31) and “I like cotton for the kids because they can’t stand garments made with a lot of polyester” (Andrea, 39). Moreover, seven participants (23%) indicated that they need to feel fabric texture to evaluate the apparel’s quality or durability, asserting “I like to see and touch it. Those are the main reasons why I would rather go to the store” (Pablo, 54) and “It’s the relationship between brand and texture. I need to touch it” (Daniel, 39).

***Price-conscious shopper.***

Price-conscious was the second most frequently mentioned orientation. Price-conscious shoppers make purchase decisions based on price seeking for sales promotions and deals. Twenty four participants (80%) indicated that their purchase decision for fashion products is based on price, saying “All that I buy is very cheap. I don’t buy anything expensive” (Cindy, 32)

and “The price is the most important and well the quality too. Sometimes the clothing is beautiful and cheap” (Ana, 52). Consequently, Hispanic immigrants seek sales promotions, stating “When we go to the store if I find something on clearance, I’m going to wear it” (Amparo, 42), and “We are always looking for the lowest prices” (Juan, 35).

Participants explained why they are price-conscious shoppers. Twenty five participants (83%) indicated that they need to spend within a budget, expressing “I have a budget for the month so I know how much I can spend. I have many responsibilities, so therefore I make a budget plan” (Gloria, 29). Participants reported that most Hispanics tend to save money for necessary expenses such as mortgage/rent, utility bills, and groceries, saying “We need to cover the basic expenses or any extra bill we might have first and based on that we decide what we can afford” (Andrea, 39) and “I always have a price in mind for what I am buying, like the maximum that I can spend when buying something” (Maria, 33). In addition, Hispanic immigrants think it is unacceptable to have debts due to fashion consumption, asserting “Thank God we don’t have debts except for the mortgage, it’s the only one and we try to live with the philosophy of zero-debts” (Andrea, 39) and “We do not get debts due to shopping for clothing, but we do for other things, things that worth it, like the house” (Jose, 47).

Ten participants (33%) indicated that they avoid paying full-price for fashion products, saying “Sometimes I don’t buy an item because I know that they’re going to put it on clearance at some point so I wait” (Karen, 26) and “I buy things when they are on sale because when the time comes and you really need something you end up having to buy things at a more expensive price. This I think is ridiculous” (Luz, 49). To save money, fourteen participants (46%) indicated that they make trips to discount stores (i.e., outlet stores), stating “We like the stores in Dallas and there is a Nordstrom Rack with discounts, so we usually go there” (Diana, 46). Participants

commented that they visit outlets to save time and effort because they can visit many stores in one place while enjoying affordable prices, expressing “I like to go to the malls or outlets where there are a lot of stores, so I can go into several stores” (Alberto, 34) and “There is always more to choose from at the outlet shop and the prices are better. You also don’t have to drive from place to place” (Martha, 43). When promotion codes are offered, participants preferred shopping online, saying “I look for online sales. I prefer to go into the store and try on the clothes and if it’s more expensive I will buy it online. Trying it on before helps me take advantage of the sale” (Catalina, 35) and “I prefer to shop at the stores but sometimes I may see it at the stores and then buy it online when the price is cheaper” (Alberto, 34).

Almost half of the participants indicated that finding a good deal leads them to make impulse purchases, asserting “If you go to the outlets you end up buying impulsively because they have a discounted price. Buying impulsively at the regular price, never happens” (Daniel, 39). Unexpectedly, most participants stated that unplanned purchases give them monetary benefits in the future for coming seasons or social events such as weddings, meetings, or conferences, saying “Summer clothes are now on sale because summer is over, so I bought a bigger size for my daughter because I’m sure that the regular price will be expensive next May” (Luz, 49) and “I like to always buy at the end of a season. I shop at the end of a season to stock up for the next year” (Pablo, 54).

In terms of gender difference, all fifteen female participants indicated that they are usually price-conscious, seeking the best deal, stating “I like to find sales. Every time I find a sale I feel happy that I’m not spending too much money on something that I need” (Karime, 39) and “I like to search for prices and see what sales are going on at the moment” (Ana, 52). On the other hand, seven male participants expressed that they tend to buy full-price because their

decision-making process is faster and they want to leave the store as soon as possible, stating “If I like something, even if it’s at full price, I’m going to buy it. The price is not my concern” (Jose, 47) and “If I like something that costs \$50, I’m going to buy it because I’m not trying to spend time searching for a lower price” (Carlos, 49).

***Brand-conscious shopper.***

Brand-conscious was the third most frequently mentioned orientation. Brand-conscious shoppers make a decision based on a brand name or reputation. There are no gender differences in this dimension. Twenty two participants (73%) commented that they trust well-known brands which guarantee quality and value, expressing “I try to get a good brand that I know will have long term durability” (Luis, 31) and “There are brands which I have had better experiences with than others” (Jose, 47). Consequently, when Hispanic immigrants know about a brand’s quality and longevity, they become loyal to the brand, saying “We go to Tommy to buy polo t-shirts. These shirts don’t lose their color or shape and are wrinkle free” (Martha, 43) and “Banana Republic’s jeans are incredible, they last forever” (Diana, 46).

The importance of brand names among Hispanic immigrants relates to making the right decision while reducing potential risks, rather than looking for up-to-date styles and trends. Twenty two participants (74%), most of them males, reported that a brand name does not reflect status, “It’s not much about status, instead it is more about how nice the clothes feel and the quality. Also, the colors are usually brighter” (Maria, 33) and “I don’t feel that because I’m wearing a certain brand, I am better than others” (Carlos, 49). Some participants indicated that brands do not reflect status because it is easy to afford them in the U.S., asserting “You can go to second-hand stores and find brand names for two or three dollars” (Gloria, 29). On the other hand, six female participants indicated that they would feel that they belong to upper social class,

if they wore luxury brands (i.e., Prada, Gucci), stating “If it were something very expensive like Prada, I would obviously feel like, WOW” (Cindy, 32) and “I think I would feel that I have more money, since I’m wearing more money” (Andrea, 39).

***Time-conscious shopper.***

The time-conscious orientation was also an important concept mentioned by participants. Time-conscious shoppers like saving time and physical and mental effort. Seventeen participants (56%), twelve male participants and five female participants, indicated that they prefer to save time and shop as fast as they can, saying “If I go to the store with the idea of buying pants than that’s my only concern. I find the pants, search for my size and boom, I leave the store” (Sergio, 52) and “If I could go by myself it would be ideal because I like to buy faster” (Alejandro, 40). Twenty five participants (75%), twelve males and thirteen females, prefer brick and mortar stores because it is convenient, the shopping experience is faster, and they save effort, expressing “If you shop online, it takes more time because if it doesn’t fit, you have to send it back. If you need something for that night, you are out of luck” (Claudia, 39) and “It’s just tedious having to send off the product and wait to get your money refunded. At a store is easier because you can go and try it on there, you liked it, you buy it” (Karen, 26).

Six of the participants who live in big cities (i.e., Los Angeles and Miami) seek convenient store location. These participants mentioned that time management is a problem due to traffic, saying “Going shopping on a week day is...it diminishes all activities you had planned for the day” (Catalina, 35), “I try to go buy clothes during the week since there aren’t many people which makes it less stressful and I can peacefully find the brands that I like” (Maria, 33), and “We do not go to stores because that would take too much time, at least 3 hours” (Victor, 31). As opposed to those living in smaller cities, Hispanic immigrants living in large cities prefer



to shop online to save time. They also prefer to go shopping when they have more free time or stores are not crowded.

Additionally, findings revealed that male participants are more inclined to be time-conscious than female participants, asserting “He’s not patient. He goes and looks for what he needs and if he doesn’t find it, he leaves” (Luz, 49) and “I’m going there for a straight in and out. If I like an item, I’m going to buy it, period. I don’t spend time in the store saying ‘maybe this, maybe that’, I’m going there direct to the point” (Carlos, 49). Most of the male participants explained that they prefer to spend time doing other activities, stating “If my family wants to enjoy the outdoors and go walking or hiking, than I’m there, but never for shopping” (Pedro, 43) and “I enjoy other things more. I like going to Home Depot because I know I’m always working on a project” (Pablo, 54).

### ***Recreational shopper.***

The term recreational shopper refers to customers who enjoy shopping. Ten female participants indicated that they enjoy shopping for fashion products, stating “I’m usually happy while I’m shopping because I’m thinking, oh we’re going to wear something for the first time” (Milena, 33) and “I’m zoned out in my own world when I shop. Shopping is also very entertaining, it’s extremely entertaining” (Andrea, 39). Eight male participants out of fifteen indicated that they do not enjoy shopping, explaining that shopping fashion products is an obligation, and they would rather do other activities, saying “I think I can spend my time doing something that I like instead of being in a store” (Carlos, 49) and “Going shopping is like an obligation. It’s like homework that you have to get done because you need clothes” (Pedro, 43). However, seven male participants indicated they enjoy shopping if shopping time is short, expressing “I do enjoy it as long as I don’t get hungry, because then I start to chase my wife

down” (Juan, 35)” and “I love it. I go there, I know what I want, and I buy it” (Jose, 47). Clearly, females are more likely to enjoy shopping than males because males indicated that more than one hour in a retail store can become tedious, saying “After two hours have passed, I start to see it as a little boring” (Jesus, 43). A female participant reported: “When I go with my daughter it’s much more fun because we take more time. When I go with my husband it’s boring because he’ll say ‘Is that all? Let’s go! did you like it? Good, so let’s go’” (Ana, 52), whereas a male participant stated that “If I’m buying tennis shoes I go to the store, buy them and then leave. I don’t like having to stay there [for] a long time” (Fabian, 43). Table 4.4 demonstrates shopping orientation rank and gender differences in each dimension.

Table 4.4.

*Shopping Orientation Rank and Gender Difference*

	Males	Females
Quality-conscious shopper (93%) <ul style="list-style-type: none"> <li>• Reading labels to check fabric composition</li> <li>• Touching fabrics to ensure texture</li> <li>• Checking durability after washing and drying</li> </ul>	X	X
Price-conscious shopper (77%) <ul style="list-style-type: none"> <li>• Saving money to maintain the budget</li> <li>• Seeking for deals and sales promotions</li> <li>• Buying apparel products for the future (sales)</li> <li>• Avoiding to pay full price</li> <li>• Making trips to outlet malls and discount stores</li> </ul>		X
Brand-conscious shopper (73%) Paying attention to brand names <ul style="list-style-type: none"> <li>• Associating famous brand names with high quality</li> <li>• Reducing any potential risks by making a right choice</li> <li>• Feeling confident wearing national brands</li> </ul>	X	X
Time-conscious shopper (56%) <ul style="list-style-type: none"> <li>• Shopping in retail stores rather than online to avoid wrong purchase decision</li> <li>• Looking for convenience of store location to save time</li> </ul>	X	
Recreational-conscious shopper (56%) <ul style="list-style-type: none"> <li>• Having fun in apparel shopping</li> <li>• Enjoying shopping for apparel</li> </ul>	X	X

**Correlation between acculturation and shopping orientation.**

Results show that most participants prefer shopping in the U.S. due to the perceived values adopted in the integration mode that include superior product quality, affordable price range, convenient shopping, and national brands. Those values are aligned with four main shopping orientation dimensions participants focus on (i.e., quality, price, time, and brand-consciousness).

These findings suggest that the acculturation level of Hispanic immigrant couples may be associated with shopping orientation. Correlation analysis tested the potential relationship

between acculturation and shopping orientation, revealing that that they are highly correlated. For example, superior product quality is significantly correlated with quality-consciousness, affordable price is highly correlated with price-consciousness, and national brands are significantly correlated with brand consciousness (see Table 4.5.).

Table 4.5.

*Relationship between Values Adopted in the Integration Mode and Shopping Orientation. (n = 30; 15 males and 15 females)*

Reasons for shopping in the host culture	Shopping orientations			
	Quality-conscious shopper	Price-conscious shopper	Time-conscious shopper	Brand-conscious shopper
	1			
Superior product quality	<b>.36*</b>	.17	0.09	0.06
Affordable price range	-.17	<b>.51**</b>	0.00	-0.24
Convenient shopping	.16	-0.16	-0.19	0.25
National brands	.30	-0.15	0.05	<b>.43*</b>

\*  $p < .05$ , \*\*  $p < .001$

## **Chapter 5. Discussion and Conclusions**

This mixed method study was conducted to provide deeper understanding of the dynamics between cultural factors, apparel shopping orientation, and the relationship between these two elements which, in turn, influence shopping behaviors among Hispanic immigrants. Whereas interviews were conducted by couples, data were individually analyzed and results were collectively interpreted. Previous studies about acculturation among Hispanics focused on language preferences through family, friends, and media exposure (Barona & Miller, 1994; Cabassa, 2003; Mainous, 1989; Marin & Gamba, 1996) as well as the effect of acculturation on Hispanic consumers' decision making styles (Alvarez, Dickson, & Hunter, 2014; Chattaraman, Lennon, & Rudd, 2010; Peñaloza, 1994; Seveg, 2014). This study expands existing cultural research by exploring Hispanic immigrant couples' acculturation levels, apparel shopping experiences in their home countries compared to those in the host country (U.S.), and general attitudes towards shopping.

Interview findings showed that the Hispanic immigrant couples integrated into the host culture while maintaining their original culture. The majority of participants preferred shopping in the U.S. rather than shopping in their home countries because apparel product quality is high, price range is affordable, shopping is convenient, more national brands are available, and good customer service is provided by apparel retailers. A few participants reported that there are certain products such as leather goods and ethnic designs they like to buy from their home countries. On the other hand, findings revealed that some Hispanic immigrant shoppers do not want to maintain the dress code required in their original culture. This indicates that separation and assimilation modes coexist with the integration mode among Hispanic shoppers. Additional findings indicated difficulties finding appropriate size and fit among females, the importance of

the spouse's opinion from both genders, and the habit to shop for relatives who live their in home countries.

In terms of shopping orientation, the findings revealed that the top three orientation dimensions were quality-conscious, price-conscious, and brand-conscious orientations based on the frequency of answers provided by the participants. The results emphasized the importance of gender differences in shopping orientation. Both Hispanic males and females are generally quality-conscious and brand-conscious shoppers; however, Hispanic males are more time-conscious, whereas females are more price-conscious and recreational shoppers. The quality-conscious orientation was not found in previous shopping orientation literature focused on Hispanic consumers. This novel finding implies that Hispanic shoppers put a high value on product quality. These consumers like reading labels to check fabric composition, touching fabrics to ensure texture, and checking fabric condition after washing and drying to ensure durability.

The results revealed that Hispanic shoppers pay close attention to brand names as they associate brand names with high product quality. When purchasing apparel products from well-known national brands, Hispanic shoppers feel more confident in their decisions as well as social status. Interview findings indicated that Hispanic consumers tend to be price-conscious shoppers who like saving money to maintain the budget. These consumers postpone their purchase until deals are available and make purchases for the future when sales promotions are available. They are willing to make trips to outlet malls and discount stores to avoid paying full price. These findings are consistent with previous research findings that Hispanic shoppers are brand-conscious and price-conscious (Seock & Sauls, 2008). It is interesting to find that Hispanic consumers are time-conscious, yet prefer shopping in retail stores rather than online to avoid

making the wrong purchase decision. They also like to visit retail stores located in a convenient places. Furthermore, this study found that many Hispanic consumers are recreational shoppers who have fun apparel shopping.

Gender differences in shopping orientation partially support previous findings. This study found that male Hispanic consumers are more time-conscious whereas female consumers are more price-conscious. Seock and Sauls (2008) found that female Hispanic consumers are more price-conscious than male consumers, but no gender difference was found in time-consciousness. These findings suggest that apparel retailers should develop competitive sales promotions and an entertaining retail environment to attract female Hispanic consumers. In order to target male Hispanic consumers, retailers need to focus on convenient locations and easily navigable stores. In order to attract both genders, the results of this study suggest that apparel retailers should emphasize brand names and high quality apparel at affordable prices in advertisements. In addition, this study found that Hispanic consumers enjoy shopping in retail stores rather than online; thus, in-store advertisements and promotions (i.e., signage, flyers, coupons, and displays) could be more efficient than email blasts and online promotional codes.

In conclusion, Hispanic immigrant couples have integrated into the U.S. culture while they choose separation and assimilation strategies. The results demonstrated that sub-themes emerged under integration strategy (i.e., superior product quality, affordable price range, and national brands) associated with key shopping orientation dimensions (quality-, price-, and brand-conscious). These findings suggest that immigrant consumers' acculturation is closely linked to their shopping orientation. Consequently, it is important to identify acculturation mode and/or level among immigrant shoppers in order to understand their general attitudes towards shopping.

## **Chapter 6. Limitations and Future Research**

Chapter 6 summarizes limitations in the present study and discusses recommendations for future research. The first limitation of this study, is that most of the participants lived in the Southern region of the U.S. These findings might not represent all Hispanic immigrants' acculturation modes and their attitudes related to shopping. Future research should conduct a comparison study that examines Hispanic immigrants' attitudes related to shopping from in other regions (i.e., Northeast, Southeast, and Midwest). This study suggested that the size of the city might be an important factor in Hispanic consumption behaviors; therefore, it is suggested that future studies examine how shopping orientation can vary in big cities, mid-sized cities, and small towns. Second, this study focuses on Hispanic immigrants who were born in their home countries. Shopping experiences and behaviors may not be the same between Hispanics immigrants and Hispanic-Americans. Therefore, it would be interesting to examine differences in shopping orientation between Hispanic immigrants and Hispanic-American consumers. Third, this study did not explore Hispanic immigrants' online shopping behaviors. As the findings indicated, uncertainty about size and fit is the main reason to avoid online shopping. Future research is needed to investigate whether 3D virtual try-on and augmented reality could have a positive impact on attitudes towards online shopping.

In conclusion, this study expanded a scope of fashion marketing literature by integrating acculturation into shopping orientation. Investigation of acculturation levels among Hispanic immigrant consumers provides marketers with values this consumer group focuses on when purchasing apparel products in the U.S. Results of this study suggest key shopping orientation dimensions that are important to this ethnic group. New findings of this study are gender differences in shopping orientation and the association between acculturation and shopping



orientation. Additionally, findings of this study can help marketers better understand the impact of ethnic identity and acculturation on consumer shopping behaviors. This study will contribute to developing international marketing strategies to target Hispanic immigrant consumers in the U.S.

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## Appendices

### Appendix A: IRB Approval



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**To:** Laura Patricia Toloza Gonzalez  
**From:** Douglas James Adams, Chair  
IRB Committee  
**Date:** 02/22/2018  
**Action:** **Exemption Granted**  
**Action Date:** 02/22/2018  
**Protocol #:** 1802099982  
**Study Title:** An exploratory study of impact of acculturation on fashion consumption among Hispanic immigrants in the US.

The above-referenced protocol has been determined to be exempt.

If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.

If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or [irb@uark.edu](mailto:irb@uark.edu).

cc: Eunjo Cho, Investigator

Appendix B-1: Email Invitation (English Version)

Dear Interview Participants,

We are conducting a research study to better understand how cultural factors influence Hispanic immigrants' shopping behaviors for fashion products. Eligible participants will be married couples who are foreign-born and moved to the US after the age of 18. The married couples will be asked to voluntarily participate in in-depth individual interviews by face-to-face or video call through skype. Each interview will last between 60 and 90 minutes asking 28 open-ended questions. You will be asked to describe your shopping experiences and preferences buying fashion items in your home country and the US. The last part will ask to provide your general background information including age, gender, ethnicity, education attainment, and location of current living. There are no risks from participating in this study.

As an incentive, each married couple will receive a \$50.00 gift card. Outcomes from this research will provide information about shopping experiences of immigrant Hispanics when buying fashion items in their home countries and the US. Findings from the interviews will suggest compelling marketing strategies for marketers targeting immigrant Hispanics.

Please feel free to forward this information to fellow students who may be interested in learning more about this study. If you have additional questions about the study, please feel free to contact the co-researchers. Thank you for your time!

Sincerely,

Laura Toloza  
122 HOEC  
University of Arkansas  
Phone:   
Email: lptoloza@uark.edu

Eunjoo Cho, PhD  
205B HOEC  
University of Arkansas  
Phone: 479-575-4599  
Email: ejcho@uark.edu

**Compliance Contact Information**  
Ro Windwalker, CIP  
Institutional Review Board Coordinator  
Research Compliance  
University of Arkansas  
Fayetteville, AR 72701-1201  
479-575-2208  
irb@uark.edu

## Apendice B-2: Invitation por Email (Spanish Version)

Apreciados participantes para entrevista,

Estamos conduciendo un estudio de investigación para entender mejor como los factores culturales influencia los comportamientos de compra de inmigrantes Hispanos para productos de moda. Los participantes elegidos seran parejas casadas las cuales son nacidas en el exterior y se mudaron a Estados Unidos despues de 18 años de edad. Las parejas casadas participaran voluntariamente en entrevistas a profundidad y presenciales o por video llamada a traves de Skype. Cada entrevista contiene 28 preguntas abiertas y durara entre 60 y 90 minutos. Se le solicitara describir su experiencia de compra y preferencias cuando compra articulos de moda en su pais de origen y en los Estados Unidos. La ultima parte le solicitara informacion personal incluyendo edad, genero, raza, nivel de education y localizacion actual de residencia. No hay riesgo para los participantes en este estudio.

Como incentivo, cada pareja casada recibira una tarjeta bono regalo por valor de \$50. Los resultados de esta investigacion proveeran informacioni sobre experiencias de compra de inmigrantes Hispanos cuando compra articulos de moda en sus paises de origen y los Estados Unidos. Los hallazgos de las entrevistas sugeriran estrategias de marketing fascinantes para mercadologos enfocados en imigrantes Hispanos

Por favor, sientase libre de reenviar esta information a sus compañeros de estudio. Si tiene una pregunta adicional acerca de este estudio, sientase en libertad de contactar a los co-investigadores. Gracias por su tiempo  
Atentamente,

Laura Toloza  
122 HOEC  
Universidad de Arkansas  
Telefono   
Email: lptoloza@uark.edu

Eunjoo Cho, PhD  
205B HOEC  
Universidad de Arkansas  
Telefono: 479-575-4599  
Email: ejcho@uark.edu

### **Contacto de informacion de cumplimiento**

Ro Windwalker, CIP  
Coordinadora de Institutional Review Board  
Investigadora de cumplimiento  
Universidad de Arkansas  
Fayetteville, AR 72701-1201  
479-575-2208  
irb@uark.edu

## Appendix C-1: Informed Consent Document (English version)

Title: An exploratory study of impact of acculturation on fashion consumption among Hispanic immigrants in the US

### Investigators:

Laura Toloza and Dr. Cho will be conducting in-depth individual interviews. This document provides informed consent.

### Purpose:

This is an academic research project. Laura Toloza and Dr. Cho are interested in talking with married couples who are foreign-born and moved to the US after the age of 18. The purpose of this research project is to explore how cultural factors influence Hispanic immigrants' shopping behaviors for fashion products.

### Procedures:

To be eligible for the interviews, you must be a married couple who is foreign-born and moved to the US after the age of 18. Each married couple will be asked to voluntarily participate in an in-depth individual interview. Each interview will last between 60 and 90 minutes asking 20 open-ended questions. Each married couple will be asked to describe your shopping experiences and preferences buying fashion items in your home country and the US. The last part will ask to provide your general background information including age, gender, ethnicity, education attainment, and location of current living. There are no risks from participating in this study.

### Benefits:

As an incentive, each married couple will receive a \$50.00 gift card. Outcomes from this research will provide information about shopping experiences of Hispanic immigrants when buying fashion items in their home countries and the US. Findings from the interviews will suggest compelling marketing strategies for marketers targeting Hispanic immigrants.

### Confidentiality:

All of your responses will be recorded anonymously, and all data collected will be kept confidential to the extent allowed by law and University policy. All interview data will be saved on password protected computers with access limited to the researchers. If results are published, only summary data rather than individual responses will be reported.

### Participant Rights:

Your participation in this study is completely voluntary and you have the right to refuse to participate or leave the study at any time without any penalty. If you decide to not participate in the study or leave the study early, it is totally up to you. You can skip any question if you do not feel comfortable answering.

### Contacts:

The primary investigator, Laura Toloza, may be contacted at [redacted]ptoloza@uark.edu. The co-investigator, Dr. Eunjoo Cho, may be contacted at (479) 575-4599; [ejcho@uark.edu](mailto:ejcho@uark.edu). For

questions or concerns about your rights as a research participant, please contact Ro Windwalker, the University's IRB Coordinator, at (479) 575-2208 or by e-mail at [irb@uark.edu](mailto:irb@uark.edu).

I have read and understand all information above in the informed consent form. I agree to participate in this research.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Approved IRB protocol number: 1802099982

Approved date: 02/22/2018

## Apendice C-2: Consentimiento Informado (Spanish version)

**Titulo:** Un estudio exploratorio sobre el impacto de aculturización en consumo de moda en inmigrantes Hispánicos en los Estados Unidos.

**Investigadores:**

Laura Toloza y Dr. Cho conducirán entrevista a profundidad en forma individual. Este documento provee el consentimiento informado.

**Propósito:**

Este es un Proyecto de investigación académica. Laura Toloza y la Dra. Cho están interesadas en hablar con parejas casadas, nacidas en el exterior y que se mudaron a los Estados Unidos después de los 18 años de edad. El propósito de este Proyecto de investigación es explorar cómo factores culturales influyen en comportamientos de compra para productos de moda en inmigrantes Hispánicos.

**Procedimientos:**

Para ser elegible para las entrevistas, usted debe ser una pareja casada que haya nacido en el exterior y se haya mudado a los Estados Unidos después de 18 años de edad. Cada pareja casada se le consultará si desea participar voluntariamente en entrevistas individuales de forma individual. Cada entrevista realizará 20 preguntas abiertas y durará entre 60 y 90 minutos. A cada pareja casada se le preguntará que describa su experiencia de compra y preferencias cuando compra artículos de moda en su país de origen y en los Estados Unidos. La última parte solicitará su información personal incluyendo edad, género, raza, nivel de educación y localización actual de residencia. No hay riesgos para los participantes en este estudio.

**Beneficios:**

Como incentivo, cada pareja recibirá una tarjeta bono regalo por valor de \$50. Los resultados de esta investigación proveerán información sobre experiencias de compra de inmigrantes Hispánicos cuando compra artículos de moda en sus países de origen y los Estados Unidos. Los hallazgos de las entrevistas sugerirán estrategias de marketing fascinantes para mercadólogos enfocados en inmigrantes Hispánicos.

**Confidencialidad:**

Todas sus respuestas serán grabadas anonimamente y todos los datos recolectados se mantendrán confidenciales según lo requerido por la ley y la política de la Universidad. La información de la entrevista será guardada en computadores protegidos con contraseña y acceso limitado a investigadores. Si los resultados son publicados, solo resúmenes de la información serán reportados en lugar de respuestas individuales.

**Derechos de los participantes:**

Su participación en este estudio es completamente voluntario y usted tiene derecho de negar su participación o abandonar el estudio en cualquier momento sin ninguna penalidad. Dependerá totalmente de usted, si decide no participar o abandonar el estudio al comienzo. Puede omitir cualquier pregunta con la que no se sienta cómodo para responder.

Contactos:

El investigador principal es Laura Toloza y puede ser contactada al (479) 301 0320; [lptoloza@uark.edu](mailto:lptoloza@uark.edu). El co-investigador es Dr. Eunjoo Cho, puede ser contactada al (479) 575-4599; [ejcho@uark.edu](mailto:ejcho@uark.edu). Para preguntas y dudas acerca de los derechos como participantes de la investigación, favor contactar a Ro Windwalker, coordinadora de IRB en la universidad, al (479) 575-2208 or a través de correo electrónico [irb@uark.edu](mailto:irb@uark.edu).

He leído y entendido toda la información anterior en el Consentimiento Informado. Estoy de acuerdo que deseo participar en esta investigación.

Firma \_\_\_\_\_

Fecha \_\_\_\_\_

Protocolo IRB aprobado número: 1802099982

Fecha de Aprobación: 02/22/2018

## Appendix D-1: Interview Questionnaire (English version)

### Part I. Shopping orientation questions

1. Please tell me a little bit about yourself? Tell me about your home country and your family. What did you study? What do you do in the US?
2. How do you feel when shopping for fashion products? Would you say shopping for fashion products is fun and exciting or embarrassing and frustrating? Please explain...
3. Do you usually buy what you plan to buy? If yes, what makes up your mind? If no, why not?
4. How often do you buy fashion products that you didn't plan to purchase? Please explain why you buy fashion products that you didn't plan to purchase.
5. Would you prefer to buy fashion products in the store or online? Why do you prefer to shop in stores/online (based on response)? Did you shop online in your home country?
6. What are important factors when buying fashion products? (product design, color, price, brand name, price deal, store location...etc.) Please explain why each one is important to you.  
*Interviewer prompts: If participant just mentions one factor, ask: what else is important when buying fashion products?*
7. How do you search for information about products and prices while you are shopping for fashion products in a store? Did you also do this in your home country?
8. How important is brand name when buying fashion products? Please explain why.
9. When you wear fashion products of a famous brand, how do you feel? *Interviewer prompts: If they've never worn such products, ask how they think they would feel wearing them)*

### Part II. Acculturation questions

1. Think about your recent experiences shopping for fashion products in the U.S. How does shopping here compare to your experiences shopping in your home country? (*interviewer prompt: If they describe differences between shopping in the U.S. and their home country, ask WHY they think it is different*)
2. How have your shopping habits for fashion products changed since moving to the U.S.? Please describe how your shopping patterns have changed (or not changed). *Interviewer prompts: preferred shopping stores, preferred brands, and shopping frequency.*
3. Are there any specific fashion products that you prefer to buy or that you can only get in your home country? What are they and why? *Interviewer prompts: if says "nothing", invite the participant to explain why is that?*



4. What types of fashion gifts do you typically buy for your family members when you visit them in your home country? (Why do you buy those products?)
5. Based on your shopping experiences in the U.S., what are some things you want U.S. marketers to improve for Hispanic shoppers? (Is there anything inconvenient in shopping?)
6. Please describe your fashion style. Has it changed since you moved to the U.S.? If so, how has your fashion style changed?
7. Since you have moved to the U.S., have you tried to wear fashion products from certain brands that you have never tried before? If so, would you tell me those brand names and reasons?
8. Is your current fashion style influenced by your own culture, the U.S. culture, or both? Please explain...
9. Have you purchased fashion products in order to feel you belong to the U.S. culture? How do you feel when you wore them? Examples are university logo t-shirts, American flag t-shirts, and NFL football team t-shirts.
10. Do you usually go shopping for fashion products alone, with your friends, or with your family? Why do you shop *{adapt to their response: alone/with friends/with family}*?
11. What are some other things related to your shopping experiences or opinions about shopping for fashion products that I have not asked, but you think I should know?

Thank you for your time and for participating in this study.

## Apendice D-2: Cuestionario de Entrevista (Spanish version)

### Parte I. Preguntas de orientaciones de compra

1. Podria decirme un poco a cerca de Usted mismo? Podria contarme de su pais de origen y su familia? Que studio? Que hace en los estados Unidos?
2. Como se siente cuando compra articulos de moda? Usted diria que comprar productos de moda es divertido y emocionante? O es vergonzo y frustrante?
3. Usualmente Usted compra lo que planea que va a comprar? Si es asi, que viene a su mente? Si no es asi, por que no?
4. Que tan frecuente usted compra productos de moda que no planeo comprar? Por favor explique por que por que compra productos de moda que no planeo comprar
5. Usted prefiere comprar articulos de moda en tiendas or en linea? Por que prefiere comprar en tienda/en Internet (basado segun su respuesta) Usted compraba en linea en su pais de origen?
6. Que factores son importantes cuando usted compra articulos de moda? (Diseño del product, color, precio, marca, oferta, ubicacion de la tienda) Por favor explique por que cada uno de ellos es importante para usted. Anuncio para el entrevistador: si el participante menciona solo un factor, preguntar: que mas es importante cuando usted compra articulos de moda?
7. Usted como busca informacion acerca de productos y precios mientras esta comprando articulos de moda, en una tienda? Tambien hacia lo mismo en su pais de origen?
8. Que tan importante es el nombre de la marca cuando esta comprando articulos de moda? Por favor explique por que
9. Cuando usted viste productos de moda de marcas famosas, como se siente? Anuncio para el entrevistador: si nunca han usado tales productos, preguntar cómo ellos piensan que se podrian sentir usándolos

### Parte II. Preguntas de aculturizacion

1. Piense acerca de su mas recientes experiencias de compra de productos de moda en los Estados Unidos. Como es comprar aqui comparado con sus experiencias de compra en su pais de origen? Nota para el entrevistador: Si ellos describen diferencias entre comprar en los Estados Unidos y en sus paises de origen, preguntar POR QUE ellos piensan que es diferente.
2. Cómo sus hábitos de compra de productos de moda han cambiado desde que se mudo a los Estados Unidos? Por favor describa cómo sus patrones de compra han cambiado (o no). Anuncio para el entrevistador: tiendas de compras preferidas, marcas preferidas y frecuencia de compra.

3. Hay algunos productos de moda específico que prefiera comprar o que solo consigue en su país de origen? ¿Cuales son y por qué? Anuncio para el entrevistador: si dice “nada”, invite al participante a explicar por que es eso?
4. ¿Qué tipo de regalos de moda usted típicamente compra para los miembros de su familia cuando los visita en su país de origen? (¿Por qué compras esos productos?)
5. En base a sus experiencias de compra en los Estados Unidos, cuales son las cosas que quiere que los mercadolos de Estados Unidos mejoren para los consumidores hispanos? (Hay algún inconveniente comprando?)
6. Por favor describe tu estilo de moda. ¿Ha cambiado desde que se mudo a los Estados Unidos? Si es así, ¿cómo ha cambiado su estilo de moda?
7. Desde que se ha mudado a los Estados Unidos, ha tratado de vestir productos de moda de ciertas marcas que nunca habia tratado antes? Si es así, ¿me dirías esos nombres de marca y razones?
8. ¿Su actual estilo de moda está influenciado por su propia cultura, la cultura de estados unidos, o ambas? Por favor explique...
9. ¿Ha comprado productos de moda para sentir que pertenece a la cultura de Estados Unidos? Como se siente cuando los viste? Algunos ejemplos son: camisetas de logotipo de la universidad, camisetas con la bandera de Estados Unidos y camisetas del equipo de fútbol de la NFL.
10. ¿Usted suele ir de compras de productos de moda, solo, con sus amigos o con su familia? ¿Por que usted compra solo / con amigos / con la familia?
11. ¿Cuáles son algunas otras cosas relacionadas con sus experiencias de compra u opiniones sobre comprar productos de moda que no he preguntado pero que usted cree que debería saber?

Gracias por su tiempo y participación en este estudio.

## Appendix E-1. Demographic Information and Acculturation Level (English version)

The following questions are about your personal life in general. Please, write or mark the right information.

1. How old are you?
2. What is your gender?
  - a. Male
  - b. Female
  - c. Other
3. What is your sexual orientation?
  - a. Heterosexual
  - b. Lesbian
  - c. Gay
  - d. Bisexual
  - e. Questioning
  - f. Other
4. Which best describes your current relationship status?
  - a. Single
  - b. Unmarried, but living with romantic partner
  - c. Married
  - d. Divorced/Separated
  - e. Widowed
  - f. Other
5. How many children do you have?
6. What is your highest level of education?
  - a. Less than high school
  - b. High school graduate (includes GED or equivalency)
  - c. Some College, no degree
  - d. Associate's degree
  - e. Bachelor's degree
  - f. Graduate or professional degree
7. What is your annual household income level?
  - a. \$0 - \$9,999
  - b. \$10,000-\$14,999
  - c. \$15,000-\$24,999
  - d. \$25,000-\$34,999
  - e. \$35,000-\$49,999
  - f. \$50,000-\$74,999
  - g. \$75,000-\$99,999

- h. \$100,000-\$149,999
- i. \$150,000-\$199,999
- j. \$200,000 or more

8. What is your occupation?

- a. Agriculture, forestry, fishing, hunting, mining
- b. Art, entertainment, recreation, restaurant,
- c. College student
- d. Construction
- e. Education, health, social service
- f. Finance and insurance, realtor
- g. Information and technology
- h. Manufacture
- i. Professional, scientific, manager or administrator
- j. Public administration
- k. Retail trade
- l. Transport, storage, utilities
- m. Wholesale trade
- n. Other services, except public administration
- o. Homemaker
- p. Unemployed

9. What is your home country? \_\_\_\_\_

10. What year did you immigrate to the United States? \_\_\_\_\_

11. How old were you when you immigrated to the United States? \_\_\_\_\_

12. Where do you currently live? City: \_\_\_\_\_ State: \_\_\_\_\_

13. How would you describe your level of communication English?

- a. It is not easy for me to communicate in English
- b. I can communicate in English a bit.
- c. I can communicate in English fine.
- d. I can communicate in English fluently.
- e. I can communicate in English like a native speaker.

14. The next few items ask about your preferred language and things you like to do:

Response options: 1=Only Spanish, 2=Spanish better than English, 3=Both equally, 4=English better than Spanish, 5=Only English

- a. In general, in what language do you read and speak?
- b. What was the language(s) you used as a child?
- c. What language(s) do you usually speak at home?
- d. In which language(s) do you usually think?
- e. What language(s) do you usually speak with your friends?

- f. In what language(s) are the T.V. programs you usually watch?
- g. In what language(s) are the radio programs you usually listen to?
- h. In what languages are the online or social media contents you read, post, and share?
- i. In general, in what language(s) are the movies, T.V., radio, and online information you prefer to watch, listen to, and read?

15. The next few questions ask about your preferred language and things you like to do:  
Response options: 1=All Latinos/Hispanics, 2=More Latinos than Americans, 3=About half & half, 4=More Americans than Latinos, 5=All Americans

- a. Your close friends are:
- b. You prefer going to social gatherings/parties at which people are:
- c. The people you visit or who visit you are:
- d. If you could choose your children's friends, you would want them to be:

Thank you for your time and for participating in this study.

## Appendix E-2. Informacion Demografica y Nivel de Aculturizacion (Spanish version)

Las siguientes preguntas hacen referencia a su informacion personal. Por favor, escriba o elija la option mas apropiada.

1. Cual es su edad? \_\_\_\_\_
2. Cual es su genero?
  - a. Masculino
  - b. Femenino
  - c. Otro
3. Cual es su orientacion sexual?
  - a. Heterosexual
  - b. Lesbiana
  - c. Gay
  - d. Bisexual
  - e. Cuestionandolo
  - f. Otro
4. Cual de los siguientes, describe su actual estado en pareja?
  - a. Soltero
  - b. No casado, pero viviendo con mi compañero romantico
  - c. Casado
  - d. Divorciado/Separado
  - e. Viudo
  - f. Otro
5. Cuantos hijos tiene? \_\_\_\_\_
6. Cual es su maximo nivel de educacion?
  - a. Menor a bachillerato/preparatoria
  - b. Bachillerato o preparatoria (incluye acreditacion o validacion)
  - c. Alguna Universidad, sin titulo
  - d. Programa o carrera tecnicas
  - e. Titulo de Pregrado
  - f. Titulo de Posgrado
7. Cual su nivel de ingreso anual de su hogar?
  - a. \$0- \$9,999
  - b. \$10,000-\$14,999
  - c. \$15,000-\$24,999
  - d. \$25,000-\$34,999
  - e. \$35,000-\$49,999
  - f. \$50,000-\$74,999
  - g. \$75,000-\$99,999

- h. \$100,000-\$149,999
- i. \$150,000-\$199,999
- g. \$200,000 o mas

8. Cual es su ocupacion?

- a. Agricultura, ciencias forestales, pesca, caza, mineria
- b. Arte, entretenimiento, recreacion, hoteleria, restaurants, alimentos
- c. Estudiante universitario
- d. Construccion
- e. Servicios de educacion salud y sociales.
- f. Finanzas y seguros, finca raiz y arrendamientos
- g. Informacion y tecnologia
- h. Manufactura
- i. Profesional, cientifico, gerente o administrador.
- j. Administracion publica
- k. Comercio al por menor
- l. Transporte, almacenamiento utilidades
- m. Comercio al por mayor
- n. Otros servicios, exepcto administracion publica \_\_\_\_\_
- o. Ama(o) de casa
- p. Desempleado

9. Cual es su pais de origen? \_\_\_\_\_

10. En que año emigro a los Estados Unidos?

11. Que edad tenia cuando emigro a los Estados Unidos?

12. En donde esta actualmente viviendo? Ciudad \_\_\_\_\_ Estado \_\_\_\_\_

13. Como describiria su nivel de comunicacion en ingles?

- a. No es facil para mi comunicarme en ingles
- b. Puedo comunicarme un poco en ingles
- c. Puedo comunicarme bien en ingles.
- d. Puedo comunicarme fluidamente en ingles.
- e. Puedo comunicarme professionalmente en ingles, como un nativo.

14. Las siguientes preguntas son acerca de su preferencia en language y cosas que le gusta hacer:  
Opciones de respuesta: 1= Solo Español / 2= Español mejor que Ingles / 3=Ambos por igual / 4= Ingles mejor Español / 5=Solo ingles

- a. En general, que idioma(s) lee y habla?
- b. Cual fue el idioma que hablo cuando era niño?
- c. Que idioma(s) usualmente habla en su casa?
- d. En que idioma(s) usualmente piensa?
- e. En que idioma(s) usualmente habla con sus amigos?
- f. En que idioma(s) son los programas de television que usualmente ve?



- g. En que idioma(s) son los programas de radio que usualmente escucha?
- h. En que idioma(s) son los contenidos en Internet y redes sociales que lee, sigue y comparte?
- i. En general, en que idioma(s) son las peliculas, series de television, programas radio e informacion en linea que prefiere mirar, escuchar y leer?

15. Las siguientes preguntas son acerca de su preferencia en language y cosas que le gusta hacer:

Opciones de respuesta: 1=Solo Latinos / 2=Mas Latinos que Americanos / 3=Latinos y Americanos por igual /4=Mas Americanos que Latinos/ 5=Solo Americanos

- a. Su amigos mas cercanos son:
- b. Usted prefiere ir a reuniones sociales/fiestas en las cuales las personas son:
- c. Las personas que usted visita o que le visitan son:
- d. Si usted pudiera escojer los amigos de sus hijos, a usted le gustaria que fueran:

Gracias por su tiempo y participación en este estudio.