



ACQUISITION SOURCE USE IN MULTIPLE FASHION PRODUCT CATEGORIES: A COMPARISON OF ANGLO AND HISPANIC CONSUMERS

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Purpose: The Hispanic population is growing at a rate five times that of the general population and will be the largest ethnic segment in the U.S. within ten years. Fashion-oriented businesses need to understand the purchase behaviors of this segment and determine opportunities for capturing their purchases across multiple fashion product categories. This study examined the frequency of acquisition source use by Anglo and Hispanic female consumers when purchasing casual apparel and casual home furnishings.

Method: Female respondents (Anglo n=42, Hispanic n=46) in a southwest state completed a mail survey. A 7-point Likert-type scale determined the frequency of using 14 acquisition sources in the past year to make purchases of casual apparel and casual home furnishings.

Findings: The most frequently used acquisition source for casual apparel was department stores for Anglos (M=5.22) and Hispanics (M=4.96). The most frequently used casual furniture acquisition source was department stores for Anglos (M=3.33) and mass merchandisers for Hispanics (M=2.91).

Implications: Target marketing by department stores for Anglos and by mass merchandisers for Hispanics may increase spending across multiple product categories.