



PERCEIVED SHOPPING VALUE BY ETHNICITY AND GENDER

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The research hypotheses were H1: There will be a main effect of gender on perceived shopping value; H2: There will be a main effect of ethnicity on perceived shopping value; and H3: There will be an interaction effect of gender and ethnicity.

Data were collected using shopping mall intercept. The sample used for final analysis consisted of 531 Whites, 493 Blacks, and 436 Hispanics in the U.S. Hypotheses were tested with 2-way MANOVA. Three levels were used to define ethnicity (Whites, Blacks, Hispanics), and two levels were for gender (male, female). The criterion variable was shopping value that had two dimensions: hedonic value and utilitarian value.

Hispanics experienced the highest hedonic value, followed by Blacks. Both Blacks and Hispanics perceived higher utilitarian value than Whites. Women perceived higher shopping value for both hedonic and utilitarian value compared to men.

Retailers who target ethnic minorities should incorporate more entertainment factors in their marketing strategies to serve shoppers who want to experience hedonic value. They can offer experiences that are consumable (e.g., special events such as home improvement expos, art exhibits, health screening, live music). These strategies for hedonic and utilitarian shopping value should also be applied to women shoppers.