



## **A COMPARATIVE ANALYSIS OF SHOPPING ORIENTATION BETWEEN ETHNICALLY DIVERSE CONSUMERS**

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The study of shopping orientation has interested many researchers in the past, but empirical studies related to some population segments have not been previously addressed. The purpose of this study was to examine the relationship between culture of college students (Koreans vs Americans) and purchase behavior in terms of shopping orientation. The sample consisted of Korean and American students at two Midwestern universities, and surveys were administered.

Three hypotheses were developed: Korean students differ from American students with respect to H1: shopping orientation, H2: cultural characteristics, and H3: demographics. Factor analysis and Kruskal-Wallis tests ( $p < .05$ ) were used to analyze H1 and H2 and chi-square tests ( $p < .05$ ) were employed to analyze H3.

Of the 12 factored dimensions in H1, seven were significantly different. Results showed that Korean students were more conscious of fashion, brand name, style, and practical usage of apparel. Americans tended to be price conscious, enjoy shopping, and be fashion leaders. In H2, Korean and American students differed in regards to conservatism, family consciousness, and enjoyment. In H3 demographic differences were found in age, marital status, gender, and income sources.

This study adds to the body of cross-cultural and shopping orientation literature, which increases general understanding of consumers and ethnic differences in the market-place and provides possible marketing strategies to retailers.