

AGGREGATE DEPARTMENT STORE IMAGES:  
SOCIAL AND EXPERIENTIAL FACTORS

Thesis for the Degree of Ph. D.  
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ROBERT GEORGE WYCKHAM  
1967





This is to certify that the

thesis entitled

Aggregate Department Store Images;  
Social and Experiential Factors

presented by

Robert George Wyckham

has been accepted towards fulfillment  
of the requirements for

Ph.D. degree in Business Administration

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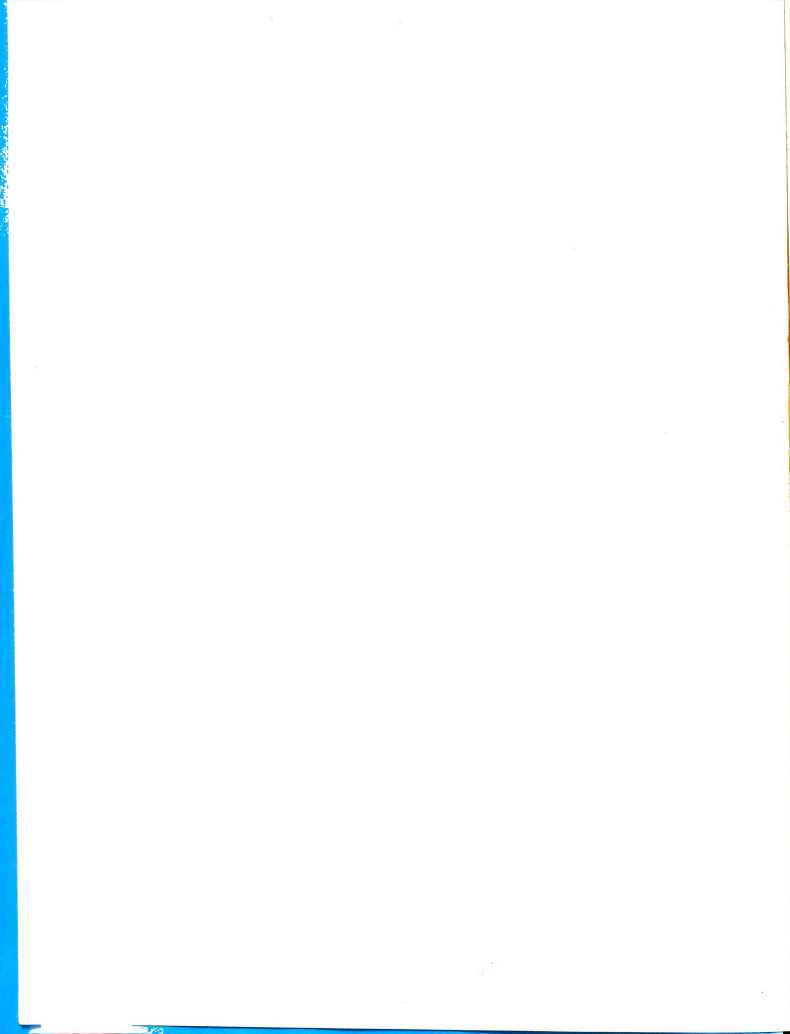
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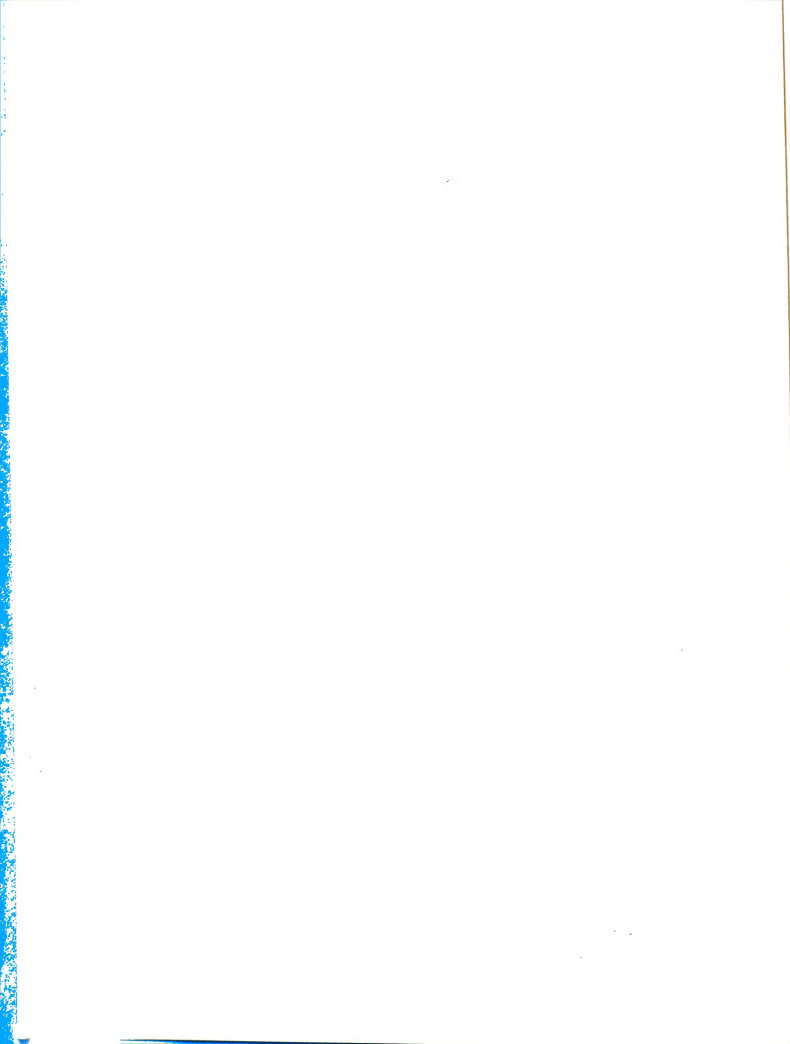
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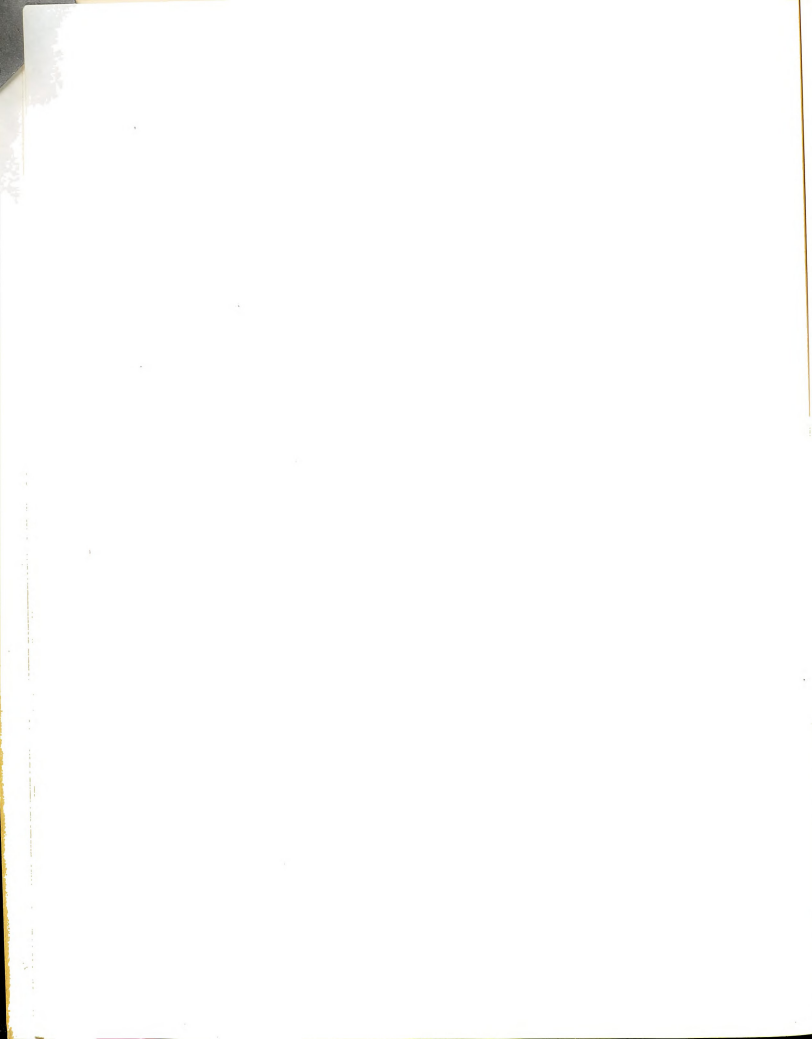
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## ABSTRACT

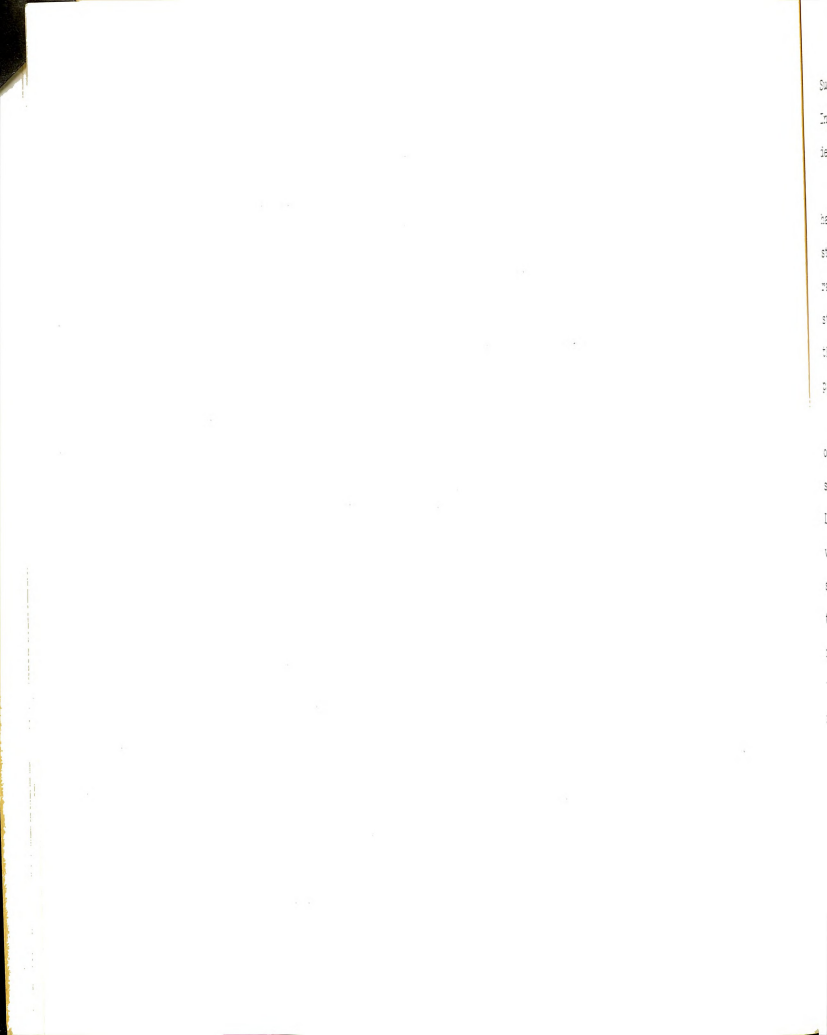
### AGGREGATE DEPARTMENT STORE IMAGES: SOCIAL AND EXPERIENTIAL FACTORS

by Robert George Wyckham

The importance of the department store image, as perceived by consumers, has grown with the changes in consumer affluence and buying patterns. This thesis seeks to investigate the affects of social influence and various types of shopping experience on consumers' images of department stores.

As a theoretical basis for the research a survey of the literature of perception, motivation, interpersonal response traits, attitudes and the societal influences on behavior was made. In addition, a synthesis of the literature on the classical and modern uses of the term image was developed.

Data were gathered by means of personal interviews with a randomly selected sample of male and female heads of households from the Detroit area population. An adaptation of Osgood's Semantic Differential was used to measure the direction and intensity of respondent attitudes toward various aspects of three test department stores and a hypothetical "ideal" department store.



Subjects were classified by social class, using Warner's Index of Social Characteristics, and by various other demographic characteristics and shopping practices.

The results of the study show that consumers do have differentiable images of particular department stores. In addition it is evident that social class and race condition the images consumers hold of department stores. However, family life cycle stage and the sex of the subject do not affect the consumer's image of a department store.

Attitudes toward shopping have a definite influence on the images people hold of department stores. But shopping companionship practices have little affect. Loyalty to a department store, reading that store's advertisements and social support for beliefs about that store result in favorable and differentiable images of the store. Other shopping practices such as shopping recency, method of payment and shopping location within the store do not affect the consumer's image of a department store.



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By

Robert George Wyckham

A THESIS

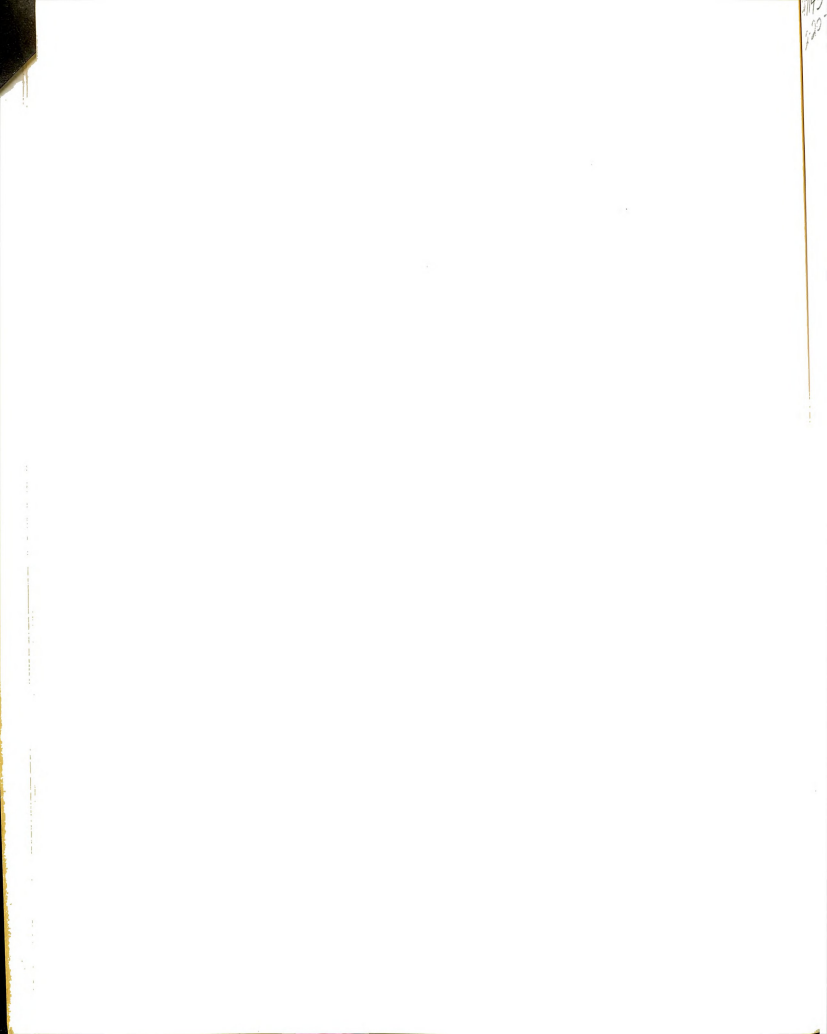
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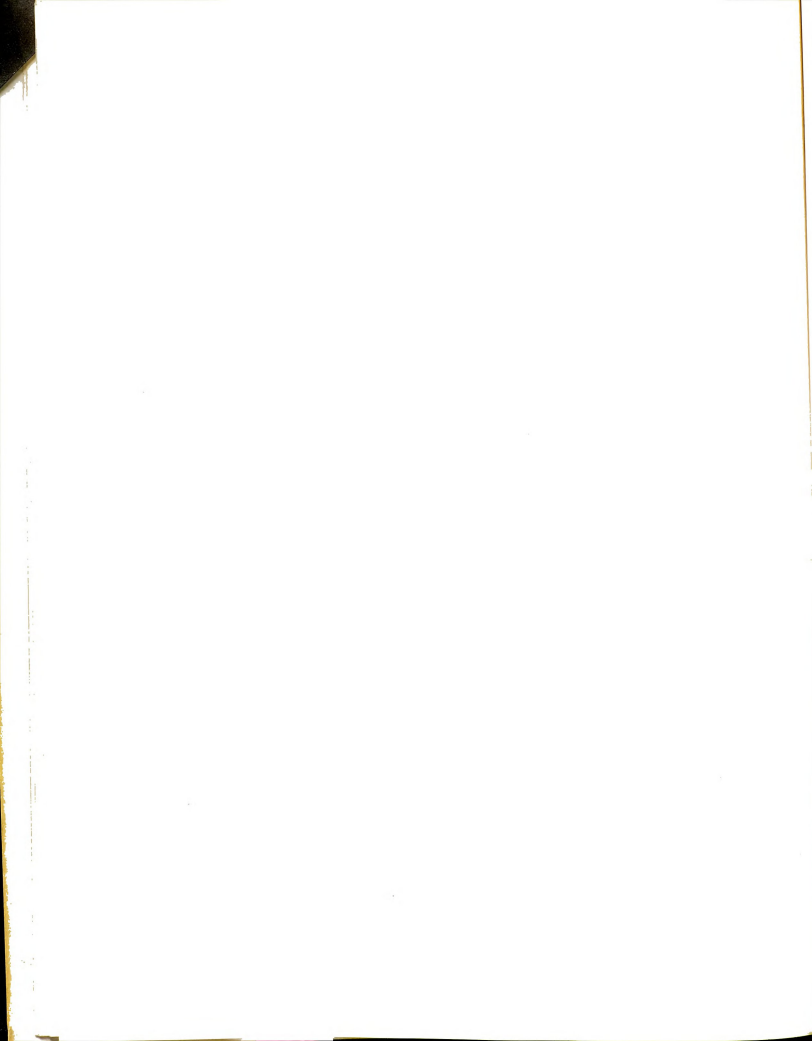


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1968





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Dr. William Lazer, Professor, Department of Marketing and Transportation, who, as chairman of my dissertation committee, invested countless hours in the completion of this work.

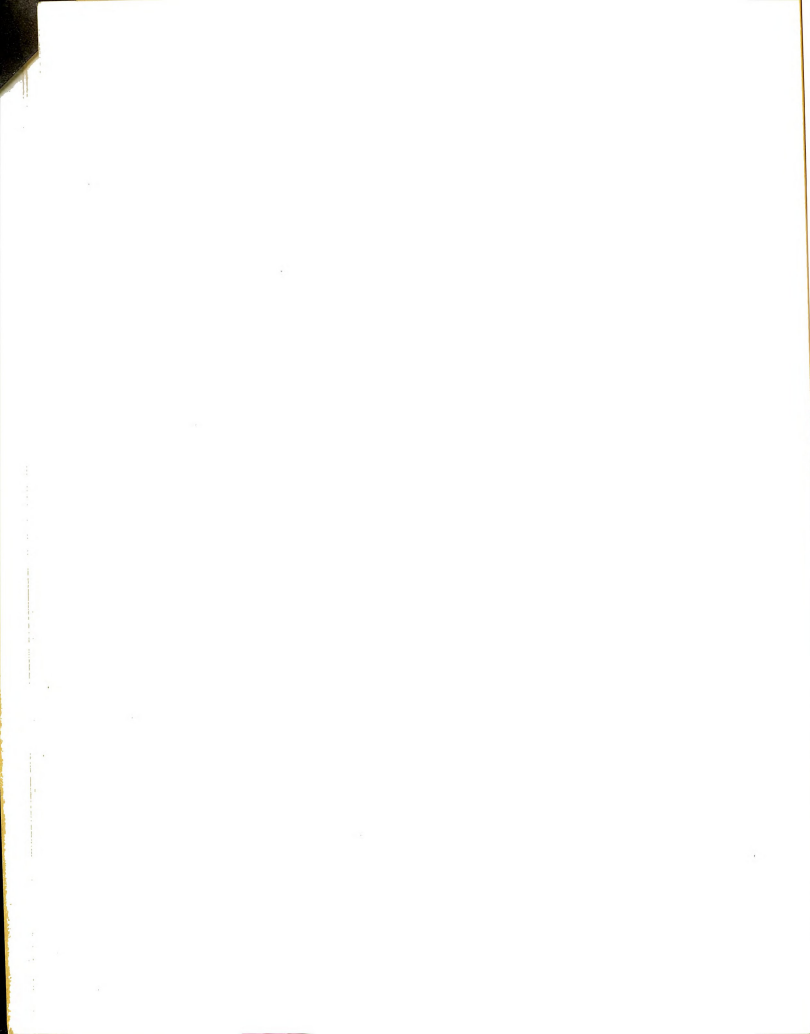
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The J. L. Hudson Company, Detroit, Michigan, whose financial assistance and guidance made this study possible.

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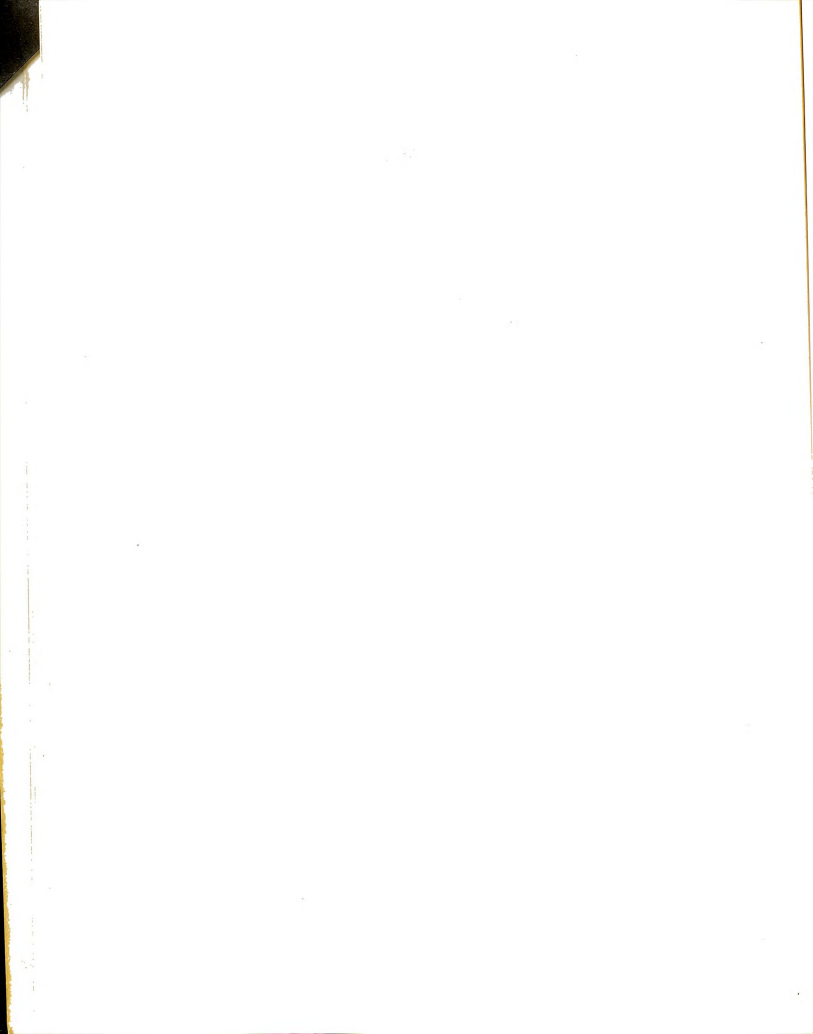
Finally, my deep gratitude to my wife, Judy, for her help, understanding and patience.



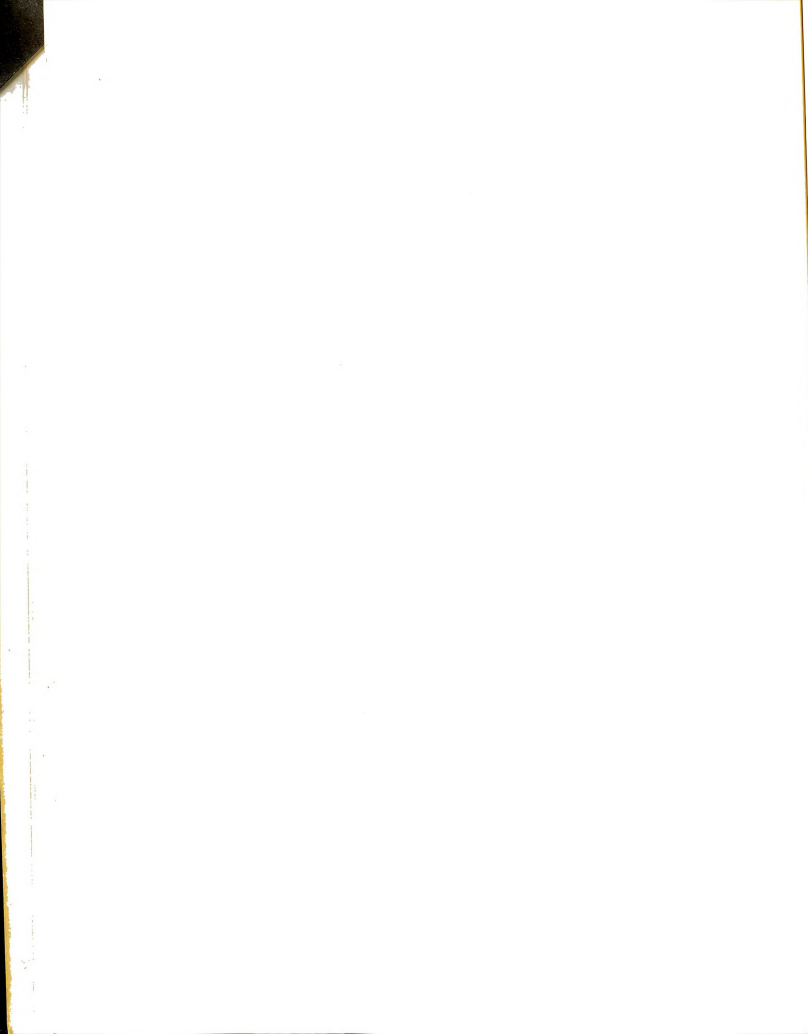
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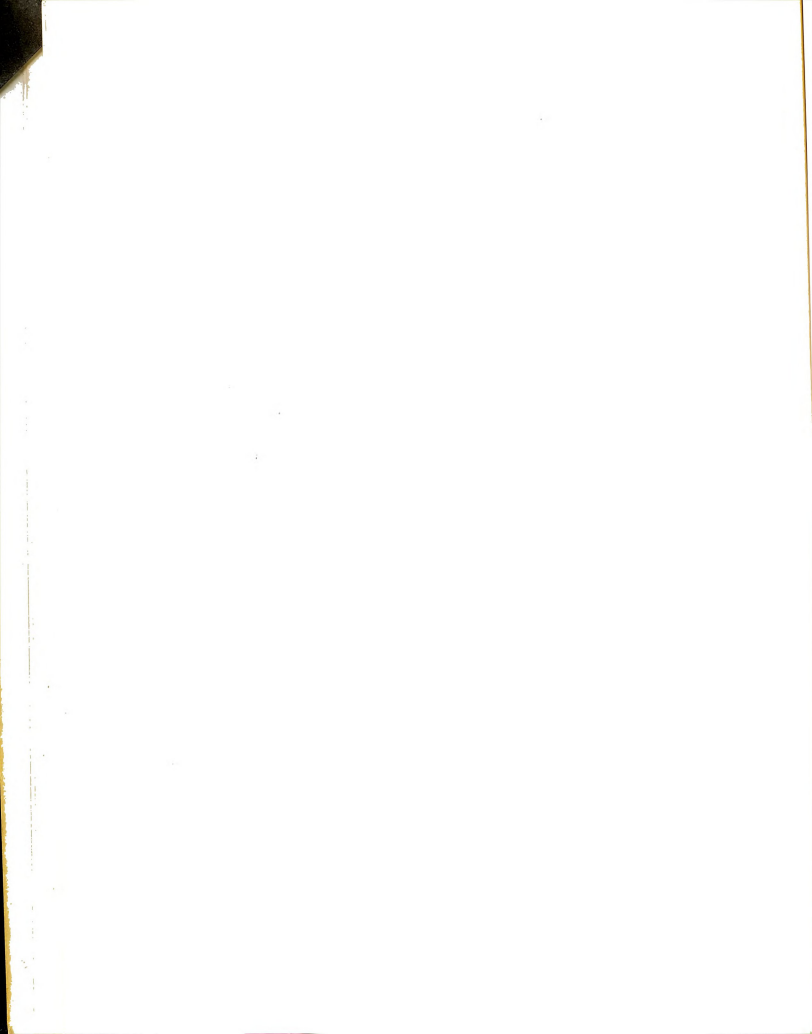
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## CHAPTER I

### INTRODUCTION

#### Background

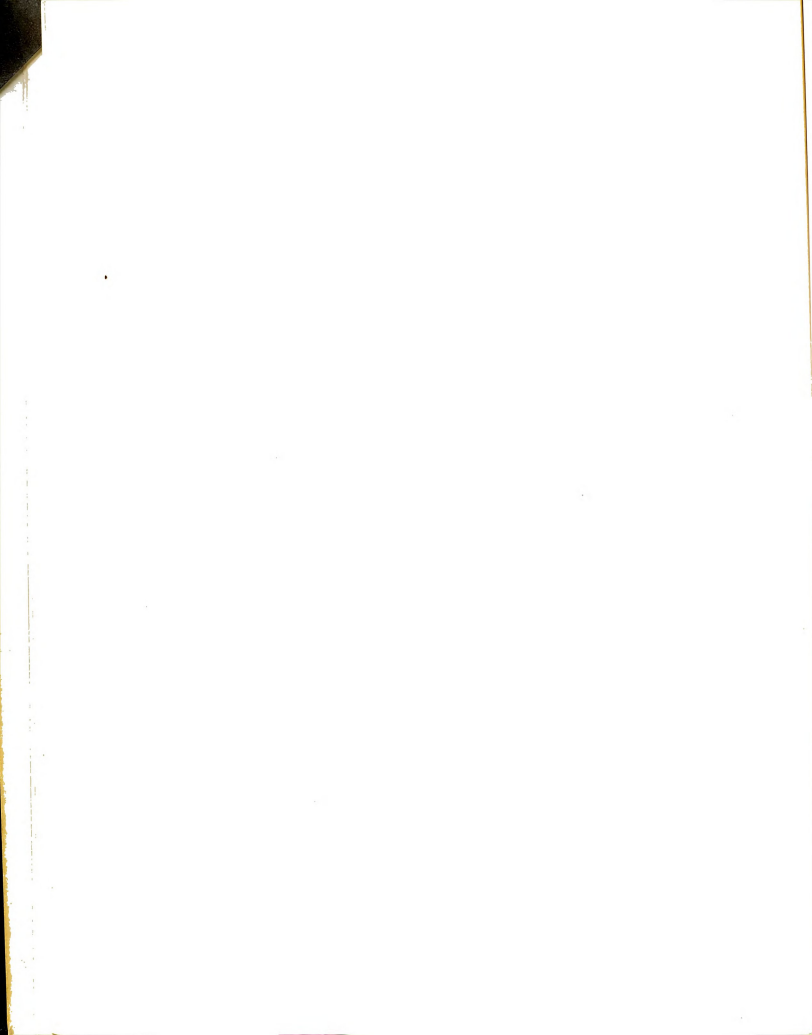
Department store executives have long been concerned with the consumers' images of their stores. In the first quarter of the twentieth century numerous articles described the importance of a department store's personality, character or individuality. It was held as a basic principle that to be successful a department store must have a clear, definite image.

In 1927 Kenneth Collins wrote that each department store has "An individuality that distinguishes it from its competitors. The problem is . . . to get its individuality across to some portion of the buying public."<sup>1</sup> Putter<sup>2</sup> advocated an overall corporate policy encompassing merchandise selection, delineation of the store's clientele and purchase motivations as an expression of the store's

---

<sup>1</sup>Kenneth Collins, "Institutional Advertising," Journal of Retailing, III (April, 1927), p. 10.

<sup>2</sup>Vita S. Putter, "Store Policy and Personality," Journal of Retailing, XIV (December, 1938), p. 108.



personality. Hotchkin<sup>3</sup> and Edwards<sup>4</sup> argued that the department store should use institutional advertising to build the reputation of the store, dramatize its position in the community and build confidence in its merchandise and services.

Following World War II changes in consumers buying behavior, the growth of suburban retailing and the rise of the discount store resulted in increased managerial concern regarding the image of the department store. Increases in disposable income and education have made consumers more sophisticated, more discriminating and more demanding.<sup>5</sup> Greater mobility, within and between urban centers, has increased the size of the consumers' shopping area.<sup>6</sup> Suburban retailing and the discount store have caused changes in consumers' buying patterns and vice

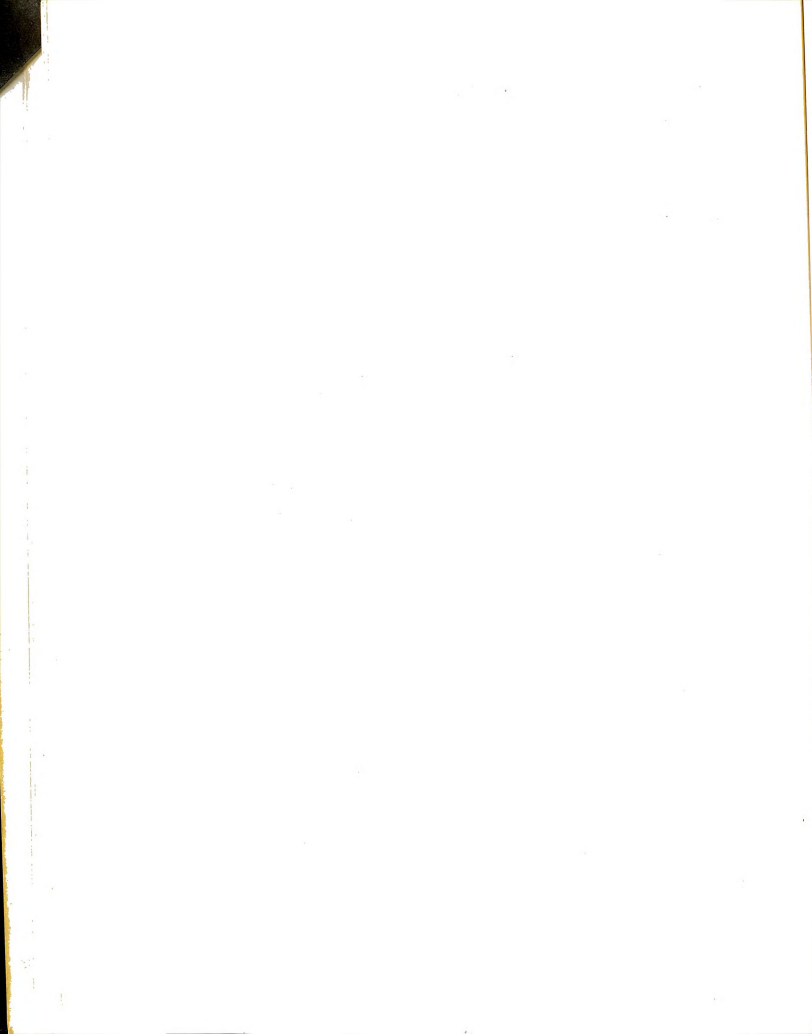
<sup>3</sup>W. R. Hotchkin, "The Present Trend in Advertising," Journal of Retailing, II, p. 5.

<sup>4</sup>Charles M. Edwards, Jr., and W. H. Howard, Retail Advertising and Sales Promotion (New York: Prentice Hall, 1936), p. 162.

<sup>5</sup>Pierre Martineau, "The Changing American Consumer," Marketing in Action: Readings, William J. Shultz and Edward M. Mazze, editors (Belmont, California: Wadsworth Publishing Company, 1963), p. 36; Stuart U. Rich, Shopping Behavior of Department Store Customers (Boston: Division of Research, Graduate School of Business Administration, Harvard University, 1963), p. 1; Howard Rosenborough, "Sociological Dimensions of Consumer Spending," Canadian Journal of Economics and Political Science, XXVI (August, 1960), p. 452.

<sup>6</sup>Rich, Ibid.





versa. One strategy employed by department store executives to counter these challenges has been the investigation, analysis and attempted re-creation of store images.

The importance of the image concept to store management is inherent in the process of consumer perception. Consumers perceive products and retail institutions not only as physical objects, but as, "psychological things, as symbols of social patterns and strivings."<sup>7</sup> The department store is seen as more than its physical plant, salespeople, goods and services. There is, in addition, a psychological nature known as its personality, reputation or image.<sup>8</sup> Although management policy and action may affect the image of a department store, the image is not the property of the store, but the property of the individuals perceiving the store. The image results from experiences with the store.

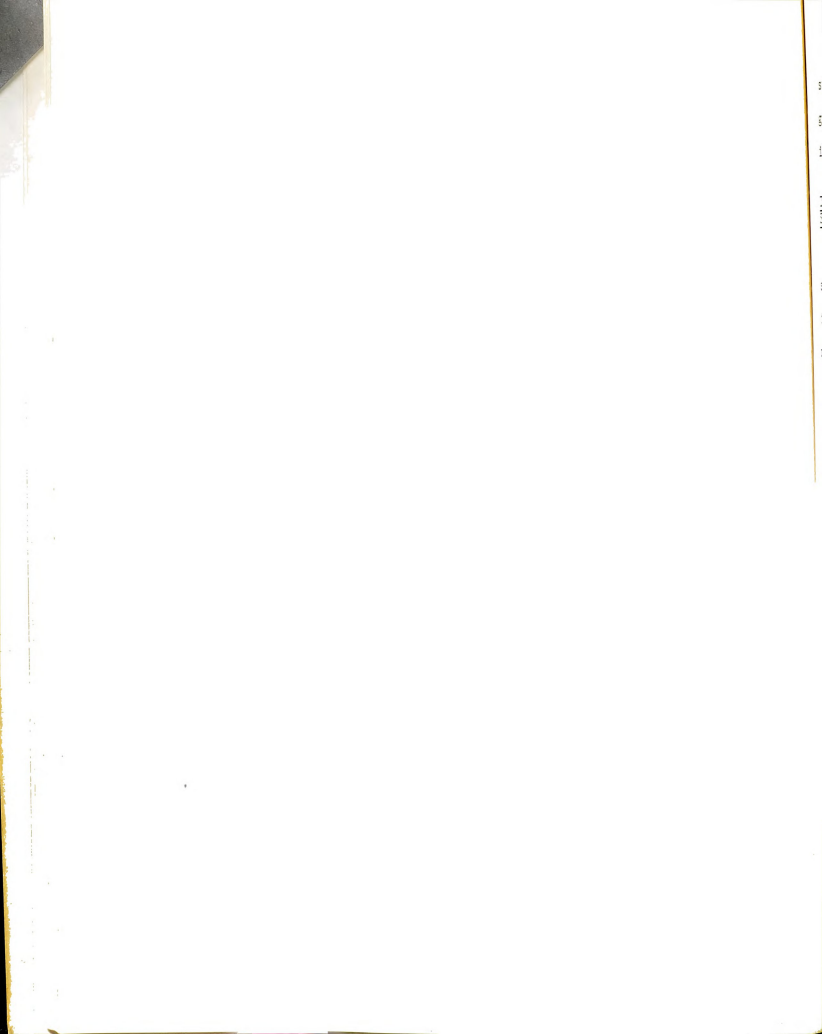
The image individuals hold of a department store determines how they perceive that store and thus affects their shopping behavior.<sup>9</sup> Information about a department

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<sup>7</sup>Sidney J. Levy, "Symbols By Which We Buy," Advancing Marketing Efficiency, L. H. Stockman, editor (Chicago: Proceedings of the Conference of the American Marketing Association, December, 1958), p. 410.

<sup>8</sup>Pierre Martineau, "The Personality of the Department Store," Harvard Business Review, XXIII (January-February, 1958), p. 47; R. H. Myers, "Sharpening Your Store Image," Journal of Retailing, XXXVI (Fall, 1960), p. 129.

<sup>9</sup>Martineau, Ibid., p. 47; Stuart U. Rich and B. D.



store's image held by the total consumer population, and groups within it, is necessary for the development and implementation of sound corporate policy.

### The Concept of the Department Store Image

For the purposes of this study, aggregate department store image is defined as the summation of consumers' images of that store. An individual's image of a department store is defined as the summation of all of a person's attitudes which result from personal experiences, actual, imagined or vicarious, with various facets of that store.

Image is a simple construct for a complex interaction of attitudes resulting from the tendency of the human mind to classify and abstract. The concept of image is important in understanding consumer behavior because it indicates that it is not only external facts and information which determine behavior. It is not what is true, but what is believed to be true that governs behavior.<sup>10</sup>

The images individuals hold of particular department stores are affected among other things, by their social relationships. Individuals develop and learn within a social context which has a profound affect on how they

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Portis, "The Imageries of Department Stores," Harvard Business Review, XXVIII (April, 1964), p. 10.

<sup>10</sup>Kenneth E. Boulding, The Image (Ann Arbor: The University of Michigan Press, 1956), p. 7.



interpret experience. They tend to adopt a value and belief structure similar to that held by members of their social and economic reference groups.<sup>11</sup>

It follows, therefore, that various groups of individuals would have different images of particular department stores because of different values, expectations and desires. These differences are amplified because individuals tend to be exposed to external facts, and perceive and remember them in a selective fashion according to a preconceived set of attitudes.

### The Problem

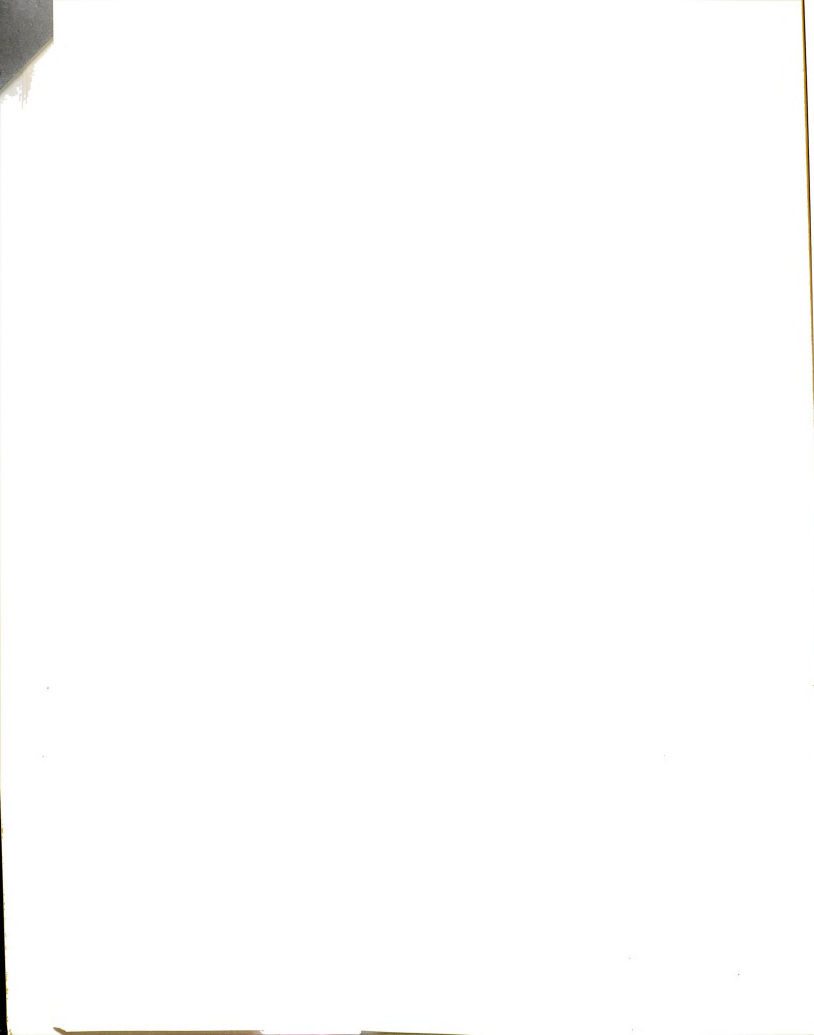
#### Statement of the Problem

This investigation is concerned with the effect of social influence and various types of experience on the images of department stores held by consumers. Particularly, it is concerned with the degree of communality and differentiability of department store images held by consumers who are members of groups classified by social and experiential factors.

This study seeks answers to the following questions. Are differentiable department store images held by members of:

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<sup>11</sup>Francis S. Bourne, Group Influence in Marketing and Public Relations (Ann Arbor: Foundation for Research on Human Behavior, 1956).



1. different social classes,
2. groups at different stages of the family life cycle,
3. groups which differ in their shopping loyalty to a particular department store,
4. groups which differ in their shopping practices with a particular department store,
5. groups which differ in their attitude toward the act of shopping,
6. different races,
7. different sexes?

#### Framework of the Study

A survey of the literature of perception, motivation, interpersonal response traits, attitudes and the societal influences on behavior, is presented to provide a background for the research. A synthesis of the literature on the classical and modern uses of the term image is outlined to set the stage for the operational definition of department store image adopted.

#### Operational Definitions of Terms Used

Aggregate department store image is the summation of consumer's images of a department store.

A consumer's image of a department store is the summation of a consumer's attitudes toward a department store.





Attitudes are inferred states of readiness to react in an evaluative way toward an object in a situation.

Opinions are verbalizations of attitudes.<sup>12</sup>

An aggregate differential department store image is an image which contains attitudes of a direction and intensity which distinguishes it from other images.

Communality of aggregate department store images is the tendency for a collection of images to contain attitudes which are similar in direction and intensity.

Image elements are the attitudes which make up the image of a department store. For example, a consumer's attitude about the courtesy of the sales personnel of a department store is an element of his image of that store.

Image dimensions are combinations of elements which center on particular aspects of a department store. A consumer's attitudes about all the facets of the sales personnel of a store make up a dimension of his image.

Social classes are, "Groups of people who are more or less equal to one another in prestige and community status:" and who tend to, "Share the same goals and ways of looking at life."<sup>13</sup>

<sup>12</sup>L. L. Thurstone and E. J. Chave, The Measurement of Attitude (Chicago: University of Chicago Press, 1929), p. 7.

<sup>13</sup>Richard P. Coleman, "The Significance of Social Stratification in Selling," Proceedings of the 43rd National Conference of the American Marketing Association, Martin L. Bell, editor (December, 1960), pp. 157-158.



Family life cycle stages are discrete units of time in a family's existence described in terms of marital status, age, and the presence of children.<sup>14</sup>

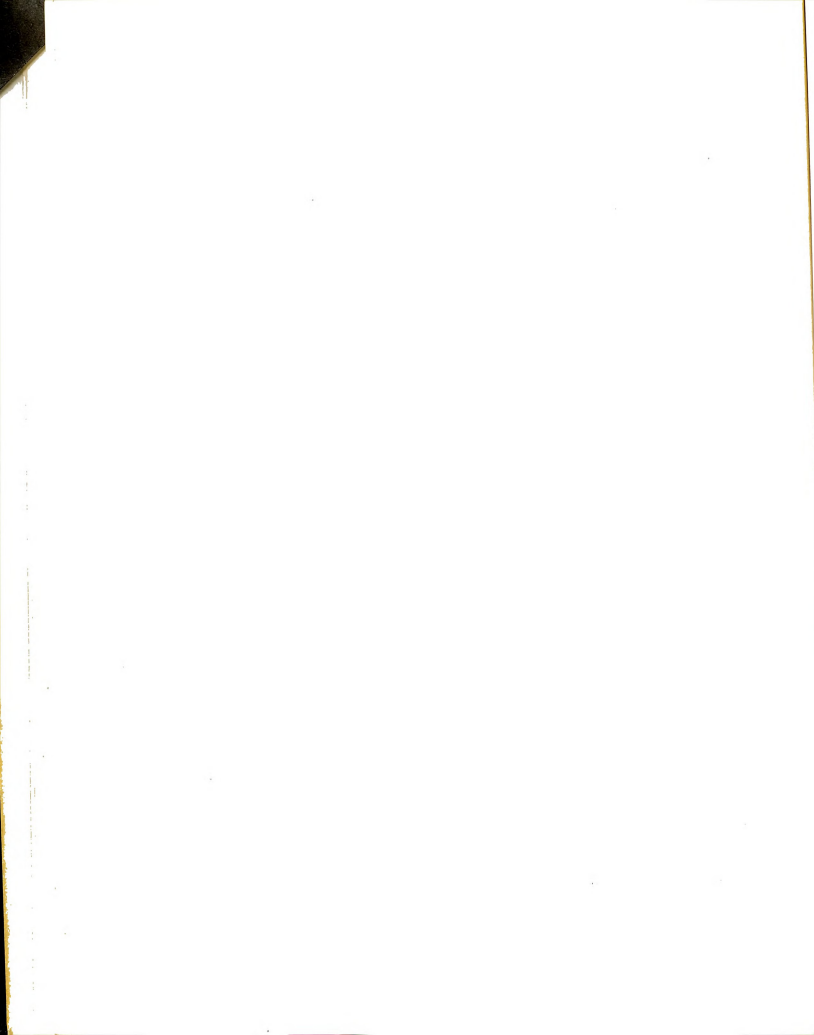
### Hypotheses

The following are the hypotheses to be tested in this study.

1. Differential aggregate images of particular department stores are held by consumers.
2. Differentiable aggregate images of particular department stores are held by members of different social classes.
3. Differentiable aggregate images of particular department stores are held by members of groups which are at different stages of the family life cycle.
4. Differentiable aggregate images of particular department stores are held by members of social classes which are at different stages in the family life cycle.
5. Differentiable aggregate images of particular department stores are held by members of groups which differ in their attitude toward shopping.

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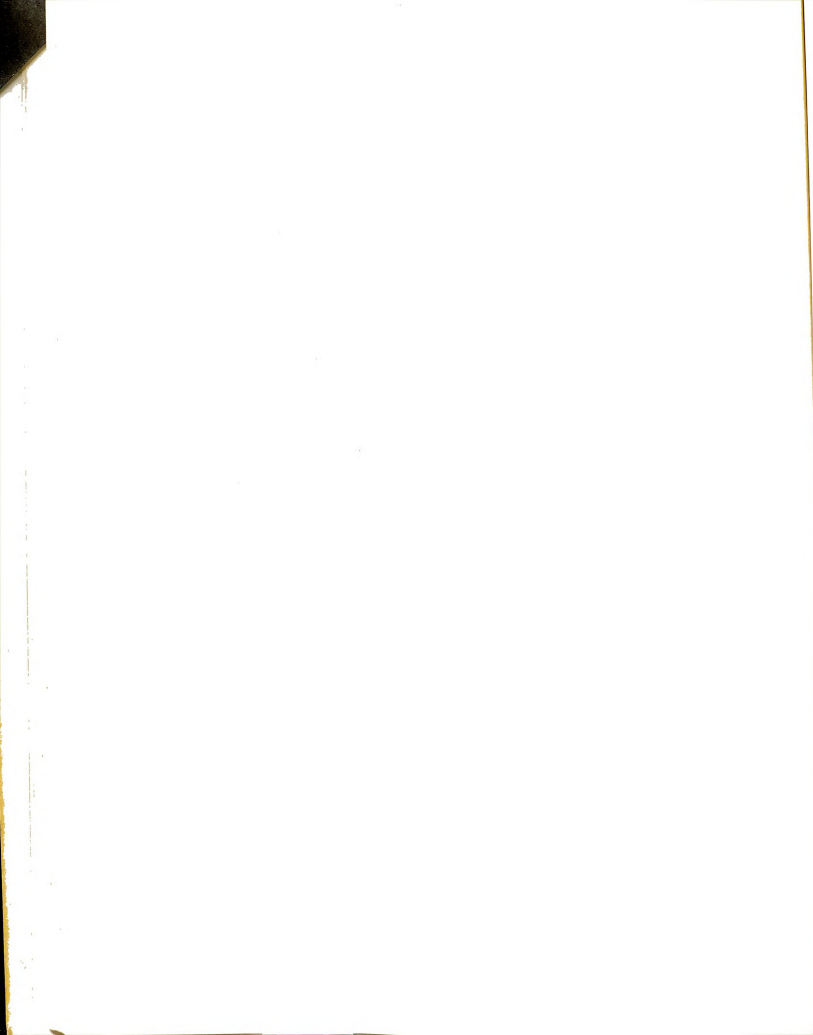
<sup>14</sup> John B. Lansing and Leslie Kish, "Family Life Cycle As An Independent Variable," American Sociological Review, XXII (October, 1957), 512-519.



6. Differentiable aggregate images of particular department stores are held by members of groups which differ in their shopping companion-ship practices.
7. Differentiable aggregate images of particular department stores are held by members of different races.
8. Differentiable aggregate images of particular department stores are held by members of different sexes.
9. Differentiable aggregate images of a particular department store are held by members of groups which differ in their shopping practices with that store.
10. Differentiable aggregate images of a particular department store are held by members of groups which differ in the social support for their beliefs about Hudson's.

#### Method of Research

Data for testing the above hypotheses were obtained means of personal interviews of a random sample of le and female household heads drawn from the Detroit ea population. The random, stratified, multi-stage, ea sample used was selected from the Detroit Standard



Metropolitan Statistical Area.<sup>15</sup> A sample size of 720 was chosen so that no subsample would include less than thirty observations. Chapter IV contains a detailed description of the sample design.

An adaptation of Osgood's Semantic Differential<sup>16</sup> was designed to measure the direction and intensity of respondent attitudes towards various aspects of three test department stores, a hypothetical "ideal" department store, and the activity of shopping. The test stores are: the J. L. Hudson Company, Sears Roebuck and Company and Federal Department Stores, Incorporated.

Classification of respondents into social classes was accomplished by means of an adapted version of Warner's Index of Social Characteristics.<sup>17</sup> Respondents were classified into stages of the family life cycle in a manner similar to that used by Lansing and Kish.<sup>18</sup>

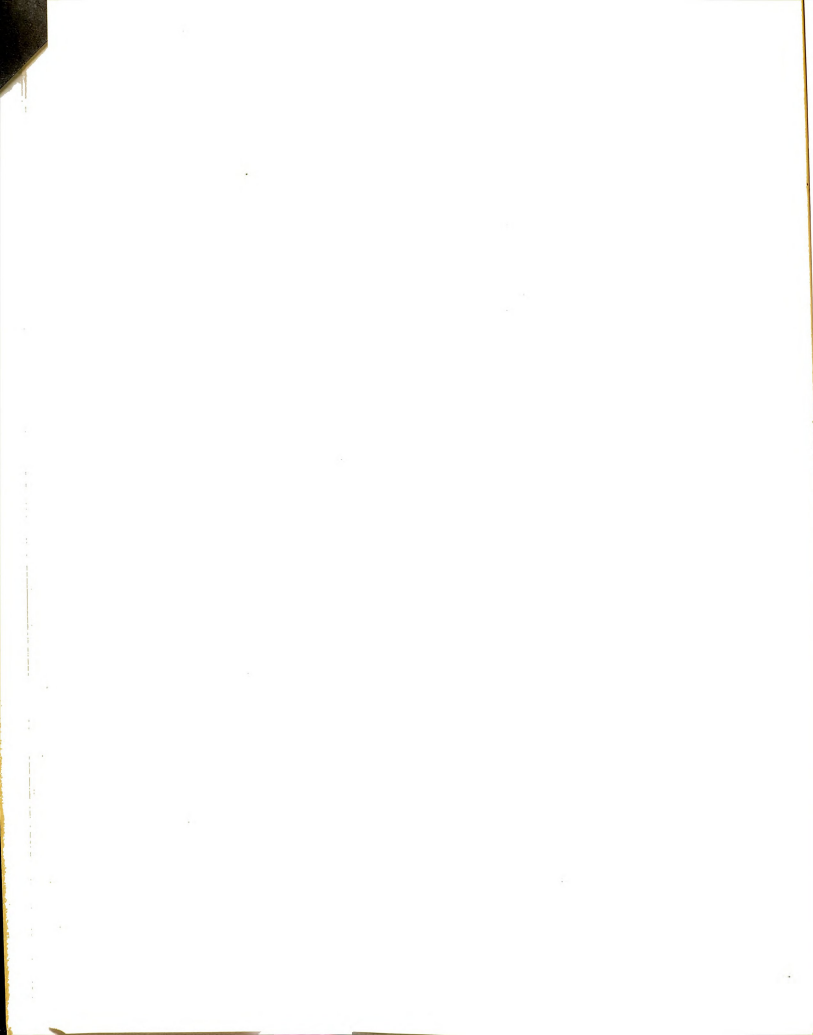
<sup>15</sup>U. S. Bureau of Census, U. S. Census of Population and Housing: 1960, Census Tracts, Final Report PHG (1)-40 (Washington: U. S. Government Printing Office, 1962).

<sup>16</sup>L. E. Osgood, G. J. Suci, P. H. Tannenbaum, The Measurement of Meaning (Urbana: University of Illinois Press, 1957).

<sup>17</sup>W. Lloyd Warner, Social Class In America: The Evaluation of Status (New York: Harper and Row Publishers, 1960), Chapters 8-15.

<sup>18</sup>Lansing, op. cit., p. 513.





### Limitations of the Study

The results of this study may preclude generalization because of the following factors.

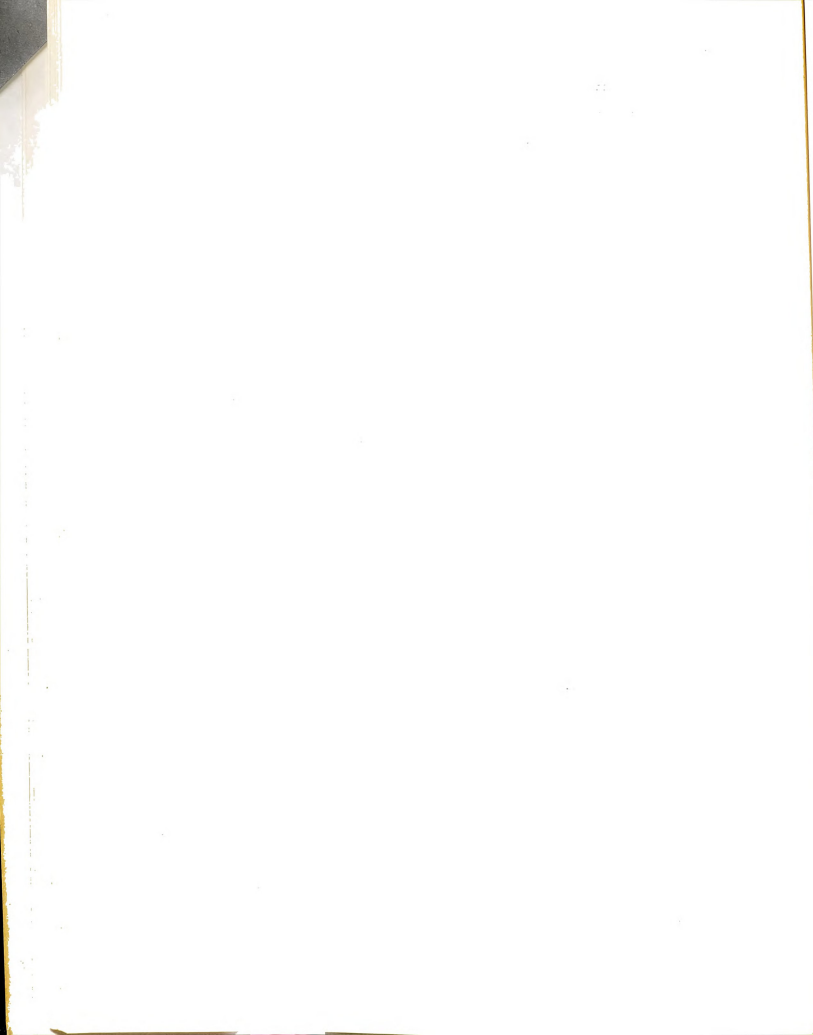
1. The information from the sample was obtained at only one point in time.
2. The study was limited to one city.
3. The study was carried out in a city where one traditional department store dominates the market.
4. The study deals only with images and they are not the only factors which affect consumer behavior.

### Some Possible Contributions of the Study to Marketing Theory and Practice

In the marketing literature, numerous papers discuss the effect of social class on consumer buying practices.<sup>19</sup>

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<sup>19</sup>See for example Kurt Mayer, "Diminishing Class Differentials in the United States," Marketing and the Behavioral Sciences, Perry Bliss, editor (Boston: Allyn and Bacon, Publishers, 1963), pp. 185-207; Burleigh B. Gardner, "Behavioral Sciences As Related to Image Building," New Directions in Marketing, F. S. Webster, editor (Chicago: Proceedings of the Conference of the American Marketing Association, June, 1965), pp. 145-150; Pierre Martineau, "Social Class and Spending Behavior," Journal of Marketing, XXIII (October, 1958), 121-130; Lee Rainwater, Richard Coleman and Gerald Handel, Workingman's Wife (New York: Oceana Publications, 1959); Margaret C. Piore, "Marketing and Social Class: An Anthropologist's View," The Management Review, XLIX (September, 1960), pp. 45-48; Women and Department Store Newspaper Advertising (Chicago: Social Research, Inc., 1957); Charles J. Collazzo, Consumer Attitudes and Frustrations in Shopping (New York: National Retail Merchants Association, 1963).



These articles assume differences in perception and attitudes among consumers in different social classes. Very little empirical data are presented to support to refute the existence and nature of this phenomenon. If these data do exist they are not in the public domain. This study will add to the available knowledge of the influence of social class on consumer perception and attitudes.

This study attempts to discover whether persons in different stages of the family life cycle hold different images of particular department stores. It is unlike previous marketing research using the family life cycle concept which related stage in the life cycle to spending behavior.<sup>20</sup>

This investigation yields information regarding images of department stores held by members of each social class at various stages of the family life cycle. Thus, it allows comparison between the aggregate images of a department store held by older childless couples in various social classes. This is a unique contribution of this study.

The study makes possible an examination of the differences in consumer perception of department stores

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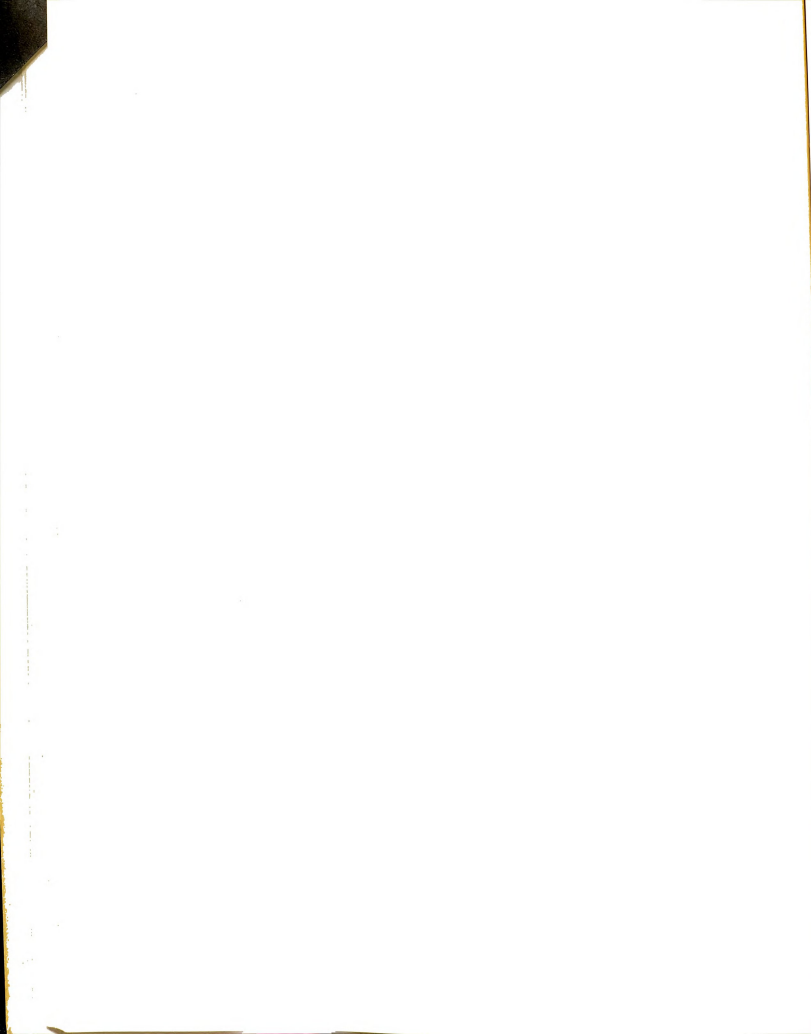
<sup>20</sup>Lansing, op. cit.; J. B. Lansing and J. M. Morgan, "Consumer Finances Over the Life Cycle," Consumer Behavior, Vol. II, Lincoln H. Clark, editor (New York: New York University Press, 1955), pp. 36-51; S. G. Barton, "The Life Cycle and Buying Patterns," Consumer Behavior, Vol. II, Lincoln H. Clark, editor (New York: New York University Press, 1955), pp. 53-57.



among consumers classified by various shopping experiences and practices. Shopping habits examined are: shopping companionship practices, store loyalty, shopping frequency, shopping location within store, payment method and advertising readership. In addition, the effect of consumers' attitudes toward shopping and the social support for a subjects' beliefs about a department store on department store images will be analyzed.

The research facilitates the comparison of the images of the three department stores studied. Comparisons among the test stores and the "ideal" store will allow examination of each store's perceived strengths and weaknesses. An individual department store may then be in a better position to make corrections in its weaker areas and exploit its strengths. Store executives may also be able to formulate policies more in line with the consumers' "ideal."

By breaking down the total image profile of a department store into the image profiles held by various groups of consumers additional information for policy determination may be obtained. Consumers, classified by demographic and experiential data, comprise market segments. The images held by these market segments may suggest corporate strategy in merchandising, pricing, sales personnel and advertising.



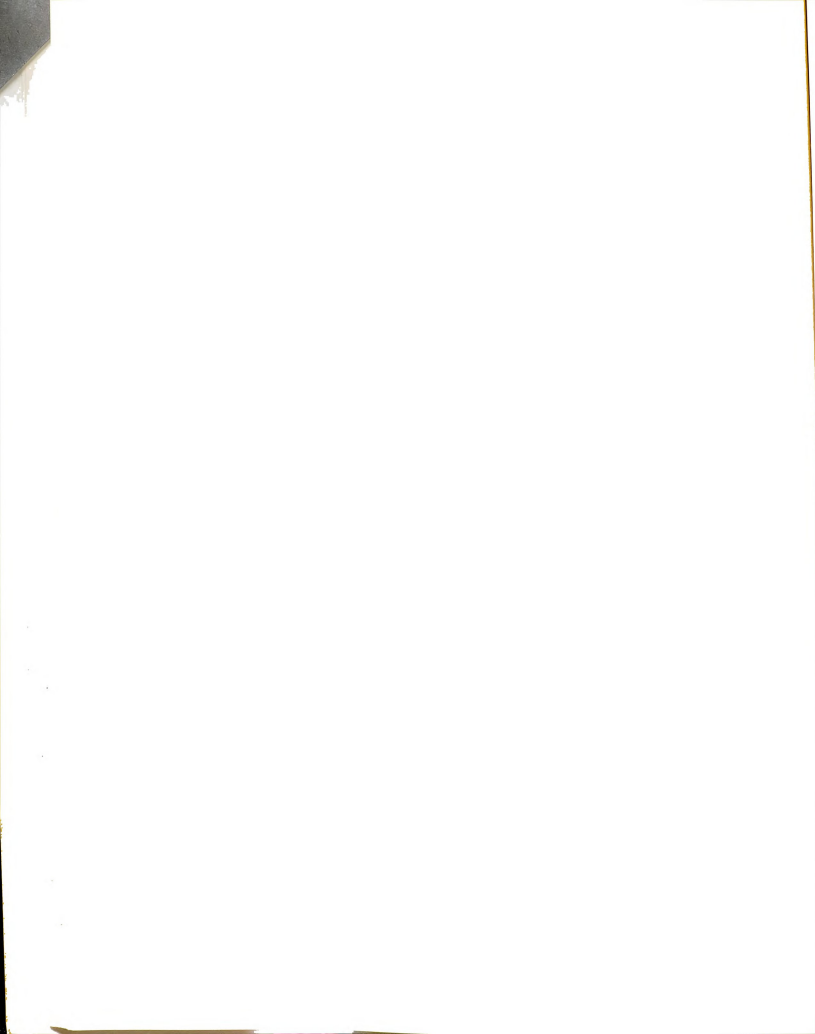
### Organization of the Study

The study is divided into eight chapters. Chapter I presents the background of the problem and the concept of the department store image. The problem is outlined, research questions posed, terms defined and hypotheses presented. Research methodology is described as are the limitations of the study. Possible contributions of the study to marketing theory and practice are reviewed.

Chapter II outlines the functioning of perception, motivation and interpersonal response traits in the creation and operation of images. The interrelationship of these three psychological processes is analyzed and the affect of the psychological and sociological environment on perception, motivation and interpersonal response traits is examined. Theories of attitudes, attitude formation and attitude measurement are outlined. Societal influences are discussed in terms of group membership, status and role, the family life cycle and social class.

Chapter III presents an historical outline of the concept of image taken from the psychological, sociological and marketing literature. Contributions of the classical concept of image to the modern concept of image are reviewed and the uses of the term image in modern social science and marketing are outlined. The relationship of various marketing images, self image and consumer behavior is discussed.





The research design and sample responses are presented in Chapter IV. Sampling considerations, sample type and size and the sample selection procedure are described. The questionnaire is outlined under the following headings: the semantic differential, selection of test department stores, the activity of shopping, department store shopping and demographic questions. Field work is discussed in terms of selection, training and compensation of interviewers. The sample responses, factors affecting sample composition and selected demographic characteristics of the sample are reviewed.

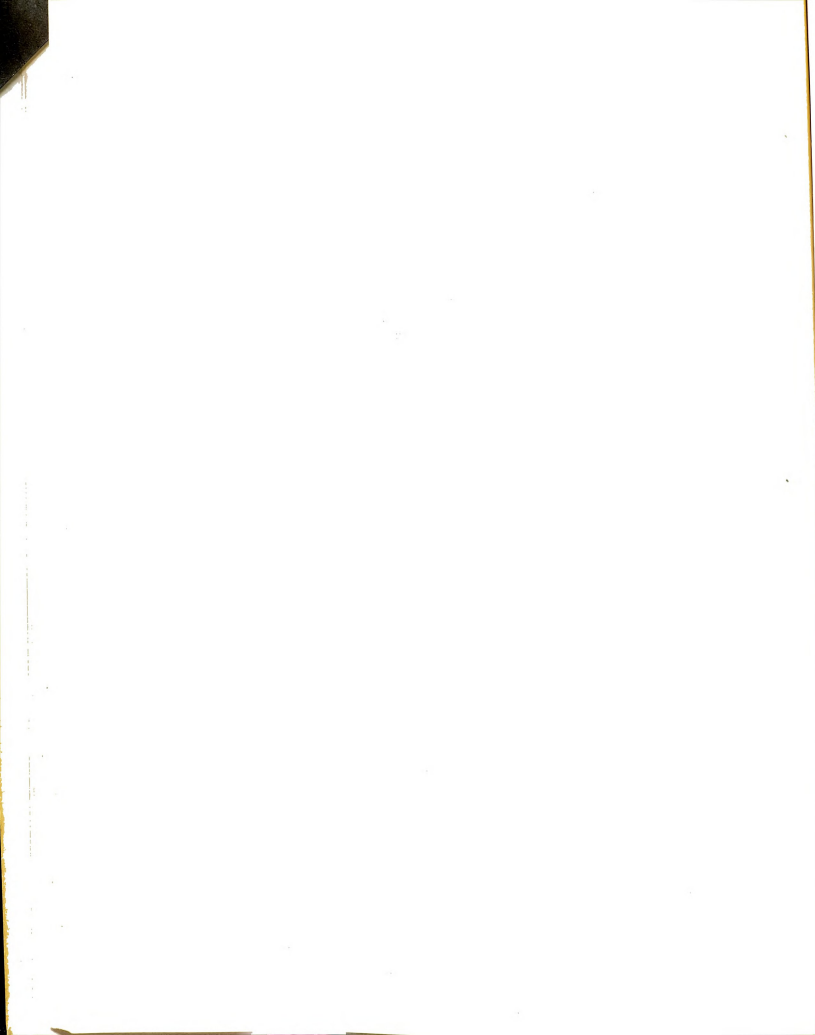
Chapter V is comprised of an analysis of the survey responses on department store images. Some factors which may have affected respondents' attitudes toward the test stores are described and the method of analysis is presented. The images of the test stores and the "ideal" store are compared. The images of the test and "ideal" stores held by consumers in different social classes, in different family life cycle stages, and in each social class at various stages of the family life cycle.

Chapter VI presents the affect of social class, family life cycle and social class at various life cycle stages on department store images. Marketing research and strategy implications of the results are discussed.

Chapter VII gives additional findings on the effect of demographic characteristics and shopping habits on

partment store image. The affect of race, sex, shopping attitudes and shopping companionship practices on the images of the test and ideal stores is presented. The effect of shopping practices and social support for beliefs about Hudson's on the image of Hudson's are analyzed.

Chapter VIII presents the summary and conclusions of the study. The objectives and hypotheses of the study are summarized and conclusions regarding the hypotheses are presented. Implications of the findings for marketing research and strategy and some additional questions of practical and theoretical importance are discussed.



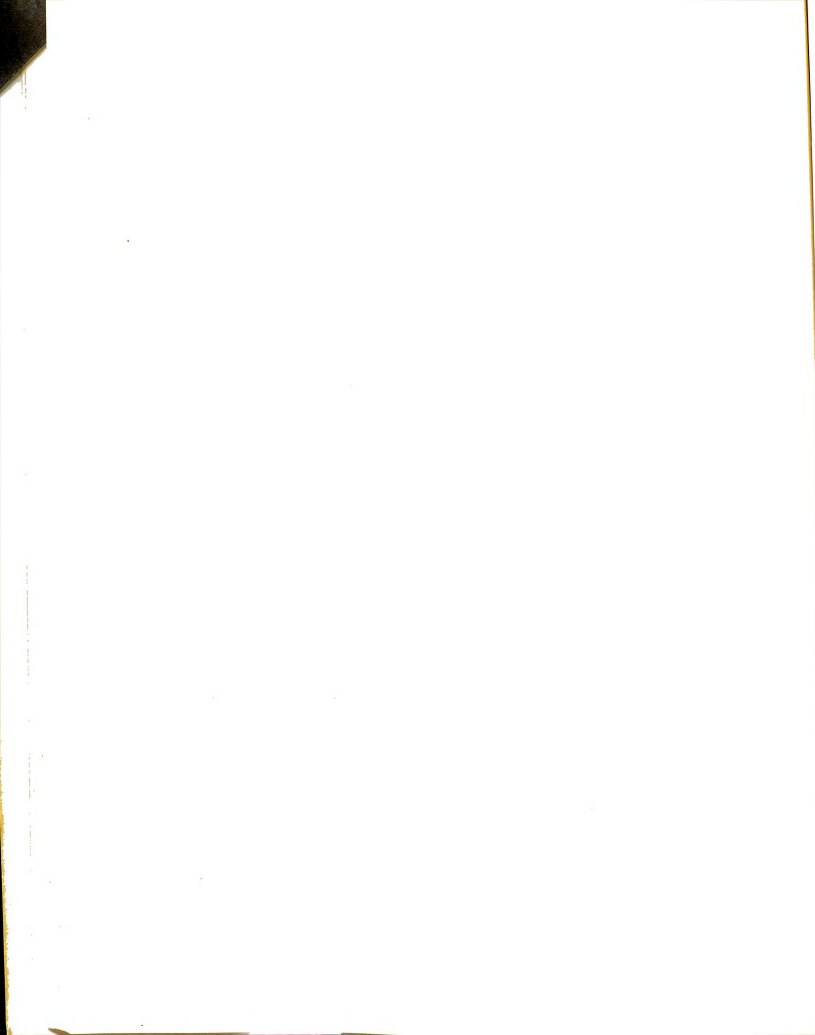
## CHAPTER II

### FACTORS IN THE IMAGINAL PROCESS

This chapter has two objectives. The first is to describe the factors which influence attitude formation. The second is to outline the development of images, which are composed of attitudes. These objectives will be accomplished by a survey of the literature of perception, motivation, interpersonal response traits and group theory as they are related to attitudes and images. The literature review in this chapter will serve as a basis for the discussion of marketing and imagery in the next chapter.

#### Factors Affecting Attitude Formation

Figure 1 depicts the process of attitude formation. Attitudes are formed within and are affected by the physical, psychological and sociological environments. Within these environments the individual's perception, motivation and interpersonal response traits interact in creating an attitude toward an attitude object. The resulting attitude, in turn, affects the person's perception, motivation and interpersonal response traits.



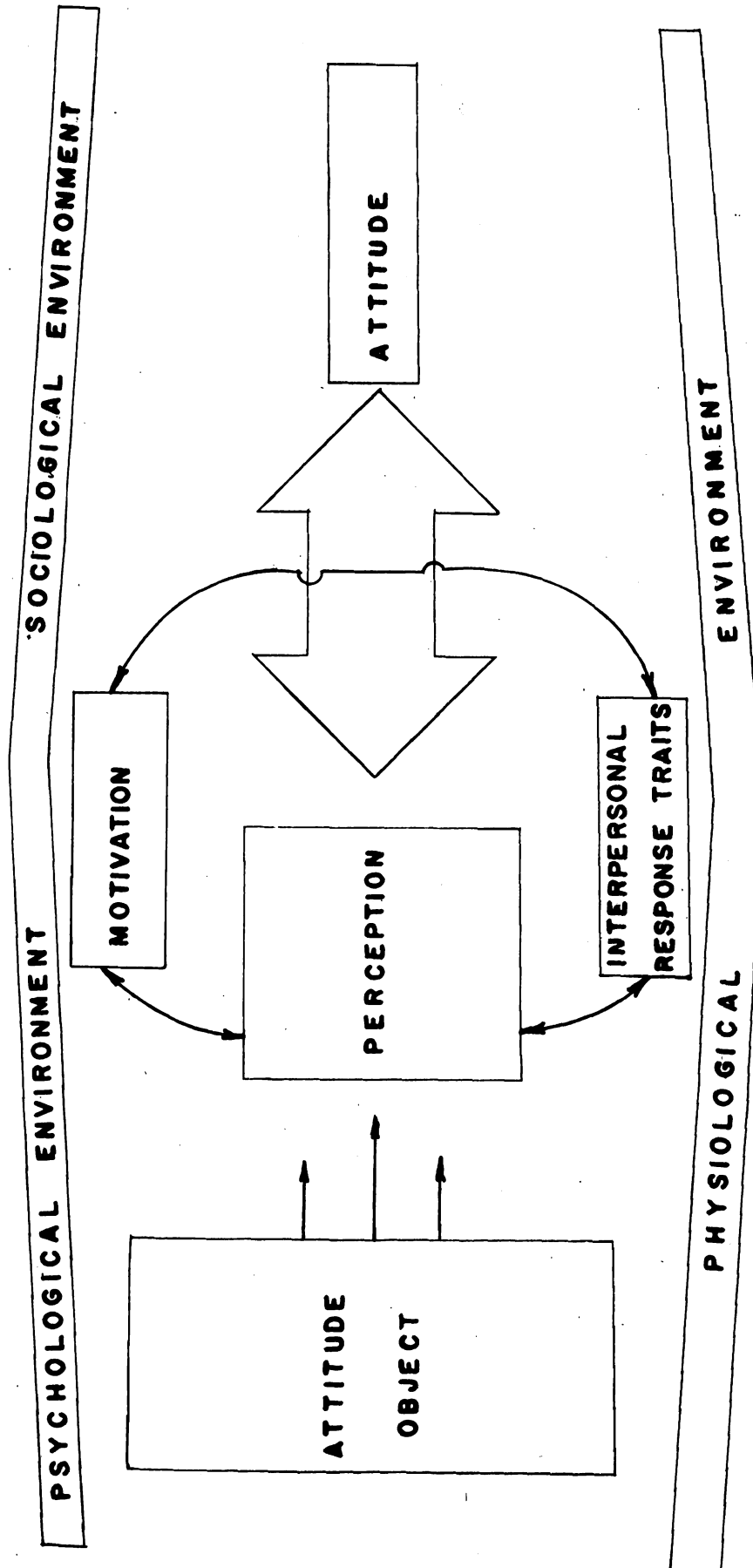
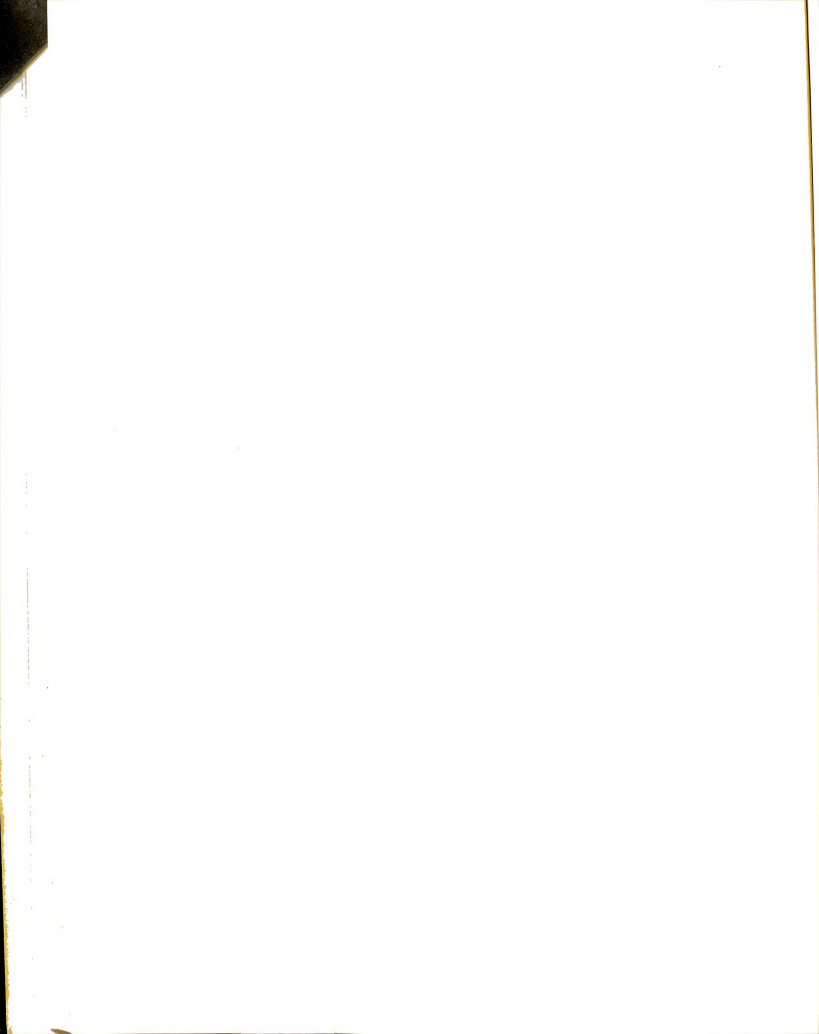


Figure 1.--Processes of attitude formation: diagram represents interrelationship of perception, motivation and interpersonal response traits within the context of the psychological, physiological and sociological environments. Through this interrelationship attitudes are formed.





perception

"The first stage in attitude formation--in the most complicated social situation as well as in the restricted laboratory experiment--is the perceptual stage."<sup>1</sup> To better understand attitudes and thus images the perceptual process and the principles of perception will be discussed.

The perceptual process.--Perception is the process by which a person structures the raw data he receives through his sensory organs. It is through this act of organization that the individual gives meaning to objects, other persons and situations. Historically perception was conceived of as a phenomenon of the conscious mind.<sup>2</sup> Modern thought emphasizes the unconscious and non-verbal as well as the conscious and verbal nature of perception.<sup>3</sup>

Sherif and Cantril state that the determinants of perception result in, ". . . referential frameworks . . . and that these . . . frames serve as anchorages to structure or modify subsequent experience and response."<sup>4</sup>

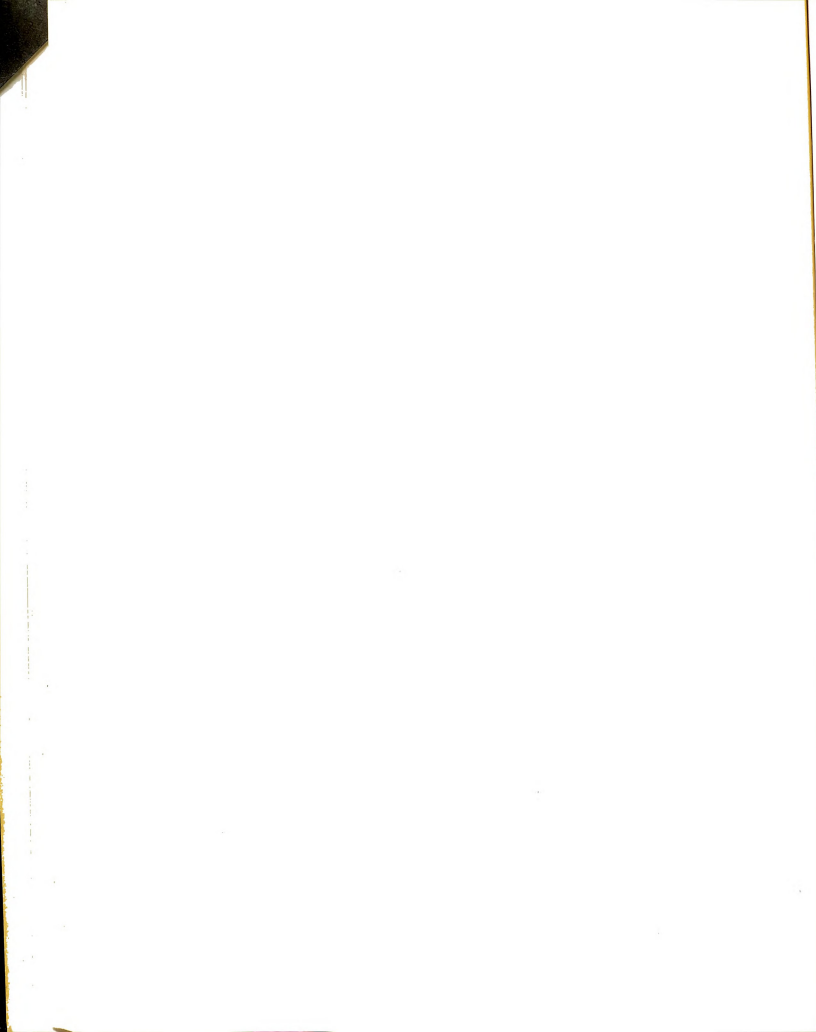
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<sup>1</sup>M. Sherif, "A Study of Some Social Factors in perception," Archives of Psychology, July, 1935, p. 327.

<sup>2</sup>J. R. Kantor, "Suggestions Towards a Scientific Interpretation of Perception," Psychological Review, XVII (1920), 191-216.

<sup>3</sup>Pierre Martineau, "It's Time to Research the Consumer," Harvard Business Review, XXXIII (July-August, 1955), 46.

<sup>4</sup>Muzafer Sherif and Hadley Cantril, "Psychology of



An individual's perception of an object or a situation is a product of: (1) his physical and social environments, (2) his physiological structure, (3) his wants and goals, (4) his past experiences,<sup>5</sup> (5) the purpose of the perception, and (6) the stimulus forcing action.<sup>6</sup>

Principles of perception.--<sup>7</sup>The direct relationship between perception and attitudes necessitates an awareness of the principles of perception. For a clearer understanding of the formation of attitudes we shall discuss the principles of perception resulting from the work of Gestalt psychologists as well as the contributions of some of the more sociologically oriented students of perception.<sup>8</sup>

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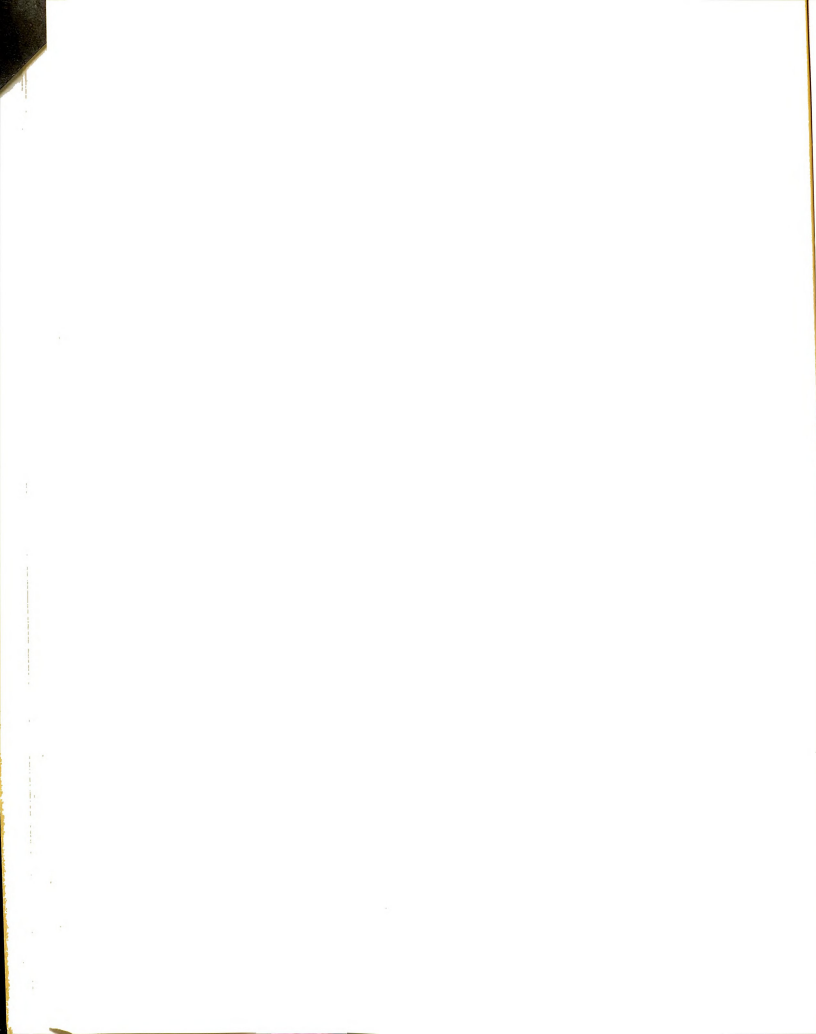
Attitudes, Part II," Psychological Review, LIII (January, 1946), 19-20.

<sup>5</sup>David Krech and Richard S. Crutchfield, Theory and Problems of Social Psychology (New York: McGraw-Hill Book Company, Inc., 1948), p. 30.

<sup>6</sup>Hadley Cantril, "The Nature of Social Perception," Human Behavior from the Transactional Point of View, F. P. Kilpatrick, editor (Hanover, New Hampshire: Institute for Associated Research, 1953), p. 225.

<sup>7</sup>Most of the material for this section has been obtained from G. W. Allport, "Attitudes," A Handbook of Social Psychology, Carl Murchison, editor (Worcester, Massachusetts: Clark University Press, 1935), p. 836; Bernard Berelson and Gary A. Steiner, Human Behavior: An Inventory of Scientific Findings (New York: Harcourt Brace and World, Inc., 1964), Chapter IV; David Krech, Richard S. Crutchfield and Egerton L. Ballachy, Individual In Society (New York: McGraw-Hill Book Company, Inc., 1962), pp. 77-89.

<sup>8</sup>See for example, Michael Wertheimer, Readings in Perception (Princeton: D. Van Nostrand Company, Inc.,



The principle of configuration is that perceives aggregates not as aggregates but as unified wholes.<sup>9</sup> A sub-principle of configuration is closure--the ability to perceive a portion of an aggregate as a whole. Objects are perceived against a background. This is known as the principle of figure and ground.

Experience with an object or situation leads to an interpretation which is carried forward to later perception. Thus an identical or similar object will be perceived in light of prior knowledge. Scott, at the turn of this century, called this phenomenon apperception.<sup>10</sup>

Similarly, individuals develop frames of reference or anchorages from past experience. These are used as the basis of judgment for new experiences.<sup>11</sup> Cantril describes the learning effect of perception and the subsequent frames of reference as surety of perception.

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1958); M. D. Vernon, The Psychology of Perception (Baltimore: Penguin Books, Inc., 1962); Floyd H. Allport, Theories of Perception and the Concept of Structure (New York: John Wiley and Sons, Inc., 1955), Chapter V.

<sup>9</sup>E. B. Titchener, A Beginner's Psychology (New York: Macmillan, 1915), p. 115.

<sup>10</sup>W. D. Scott, The Theory of Advertising (Boston: Small Maynard and Company, 1904), pp. 149-150.

<sup>11</sup>Krech, op. cit., p. 32.



We experience surety in our perceptions if they have in the past proved to be reliable guides to purposive action. . . . Surety of perception . . . is . . . reflected in the speed and consistency of judgment and action.<sup>12</sup>

The perceptual principle of set states that perception is governed to some extent by what an individual is ready to perceive. Allport says we have, "perceptual expectancy," hypotheses from past experience that tell us what objects to look for and, to some extent, how objects will be likely to appear.<sup>13</sup> All of the physical, social and personal factors which have gone into an individual's beliefs, values, wants, attitudes and expectations are part of his set.

There is communality as well as differentiability in perceptual phenomena. Common elements in experience lead to some form of commonness in perception. This similarity of perception allows the development of private or public images of people, objects and situations.

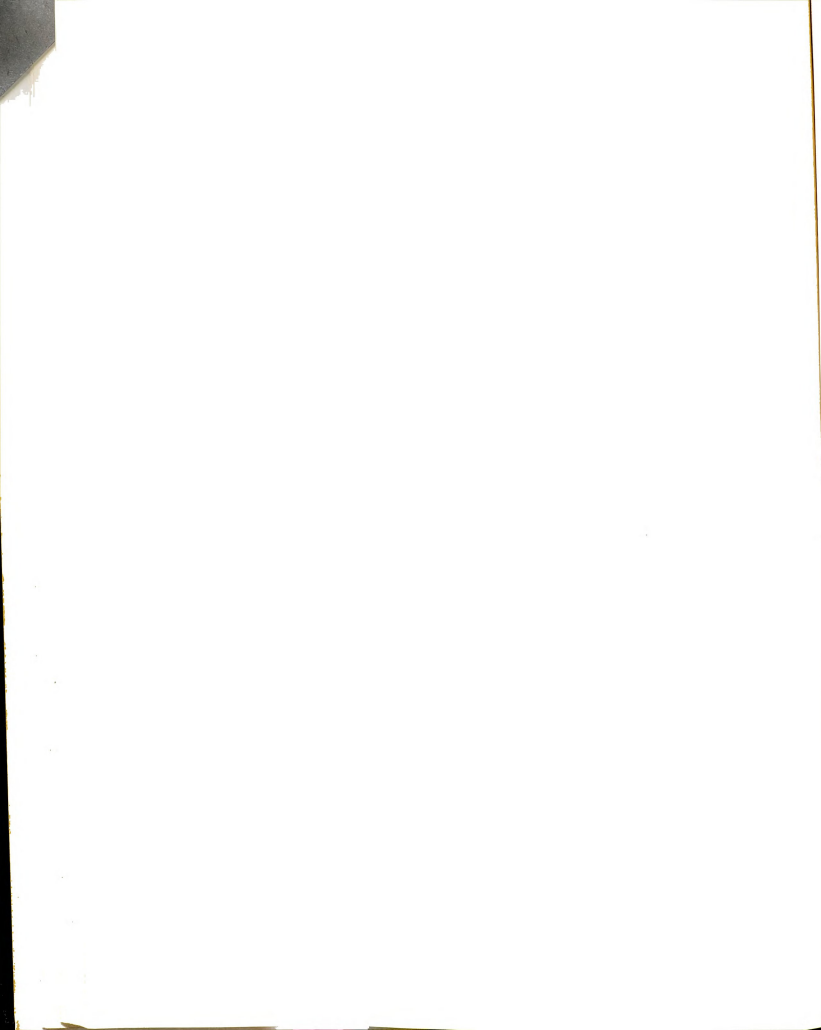
#### Influences of the social environment on perception.--

Perception is born, develops and exists within a social environment which affects perception. In recent years considerable interest has been displayed in the affect of this

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<sup>12</sup>Cantril, op. cit., pp. 225-226.

<sup>13</sup>Allport, op. cit., pp. 381.





onment on the individual's perceptual processes.<sup>14</sup>  
 arch by psychologists, economists, marketers, and  
 sociologists has shown the impact of primary groups  
 perception.<sup>15</sup> Secondary groups such as social organ-  
 izations, political parties,<sup>16</sup> educational institutions  
 social classes<sup>17,18</sup> have been found to influence per-  
 ception. In addition, perception is affected by statistical  
 factors classified by age, sex, education, income and family  
 life cycle stage.<sup>19</sup>

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<sup>14</sup>See for example, E. A. Rogers, The Diffusion of  
 Innovations (Glencoe, Illinois: The Free Press, 1960);  
 and L. Child, "Socialization," Handbook of Social  
 Psychology, Lindzey Gardner, editor (Cambridge, Massachu-  
 setts: Addison-Wesley Publishing Company, Inc., 1954);  
 and Katz and Paul F. Lazarsfeld, Personal Influence  
 (Glencoe, Illinois: The Free Press, 1955).

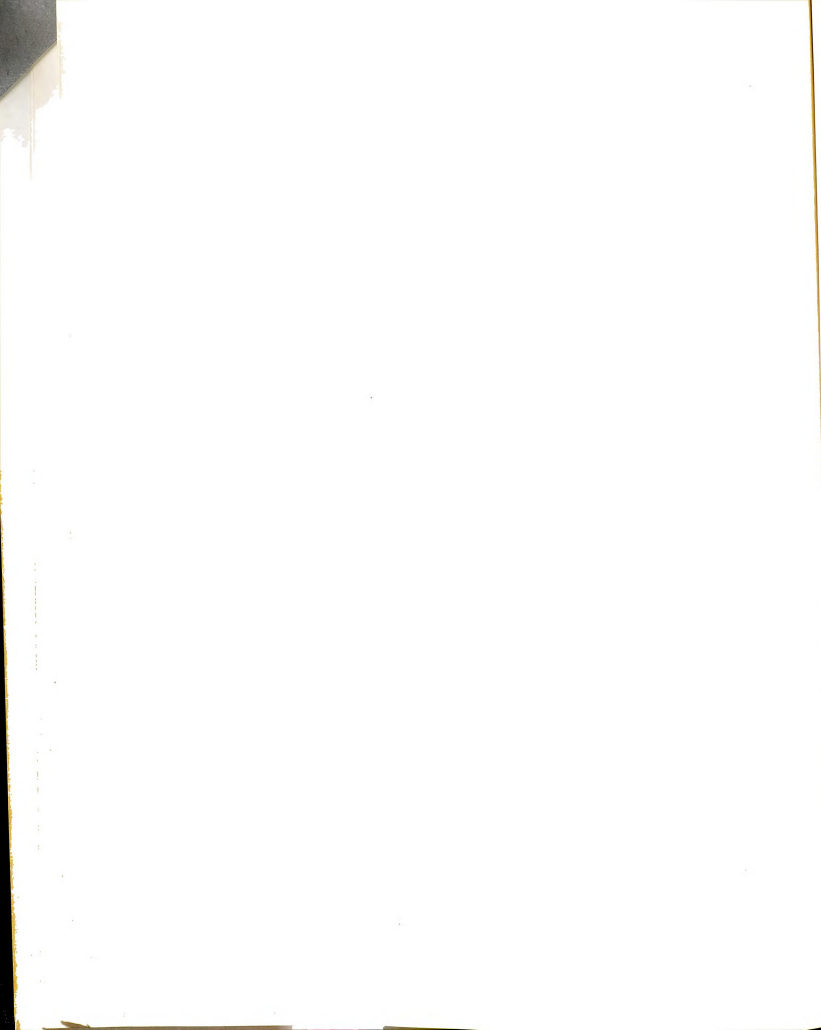
<sup>15</sup>See for example, Rogers, op. cit.; Elizabeth  
 East, "Do Husbands or Wives Make the Purchasing  
 Decisions?" Journal of Marketing, XXIII (October, 1958),  
 58; William H. Whyte, Jr., The Organization Man  
 (New York: Simon and Schuster, 1956); Katona, op. cit.

<sup>16</sup>Katz and Lazarsfeld, op. cit.

<sup>17</sup>Pierre Martineau, "Social Class and Spending  
 Behavior," Journal of Marketing, XXIII (October, 1958),  
 30.

<sup>18</sup>Tomotsu Shibutani, "Reference Groups as Per-  
 ceives," Marketing and the Behavioral Sciences,  
 Bliss, editor (Boston: Allyn and Bacon, Inc.,  
 1955).

<sup>19</sup>See for example, Henry L. Munn, "Brand Perception  
 Related to Age Income and Education," Journal of  
 Marketing, XXIV (January, 1960), 29-34.



## tion

Motivation is the second of the interacting biological processes which influence the creation of ideas. Man's behavior is directed by what he perceives his world to be. Why man acts in a particular way depends on his motivation.

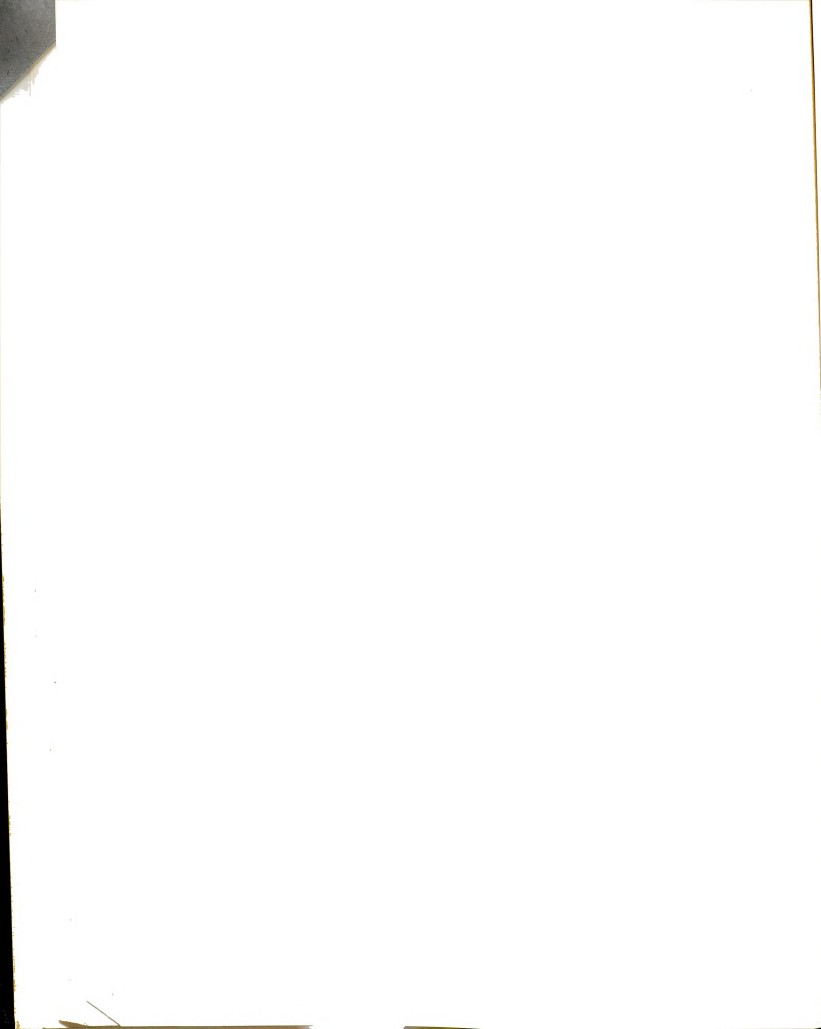
The problem of motivation is taken to mean the problem of explaining behavior, and a motive is often thought of as anything that moves the organism; that is to say, anything that affects behavior.<sup>20</sup>

Modern motivation theory.--Modern motivational theory is based primarily on drive theory. "This concept was introduced by Robert S. Woodworth in 1918 to describe the energy that impels an organism to action as well as to the habits that steer behavior in one direction or the other."<sup>21</sup> Cannon's concept of homeostasis led to a definition of the drive theory of motivation as the state resulting from homeostatic imbalance or tension. Maslow's concept of motivation is primarily a drive theory. He suggests that there is a hierarchy of motives or needs. First are the physiological needs, the safety needs, the belongingness and love needs, the esteem needs

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<sup>20</sup>K. F. Walker, "The Nature and Explanation of Motivation," Psychological Review, XLIX (1942), 581.

<sup>21</sup>E. J. Murray, Motivation and Education (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1964),



Finally the need for self-actualization.<sup>22</sup> As lower needs are satisfied higher motives become operative.

A definition of motivation.--Although consensus among theorists on a definition of motivation is not possible, it is clear that motivation is both internal and external. Needs are internal factors that arouse, direct, and integrate a person's behavior.<sup>23</sup> Incentives, goals, are external and influence the direction of a person's behavior.

Man's needs and wants are interactive with his environment. Motivation includes both positive and negative driving forces. Wants and needs are positive forces which draw a person toward certain objects or situations. Fears and aversions are negative forces which repel a person from objects and situations.<sup>24</sup> Both of these forces are initiating and sustaining forces of behavior. Objects toward which wants are directed are "approach objects;" objects which repel are "avoidance objects." Both approach and avoidance objects are known as incentives or goals.<sup>25</sup>

The self and motivation.--The self occupies a vital role in motivation. It is both an organizer and the

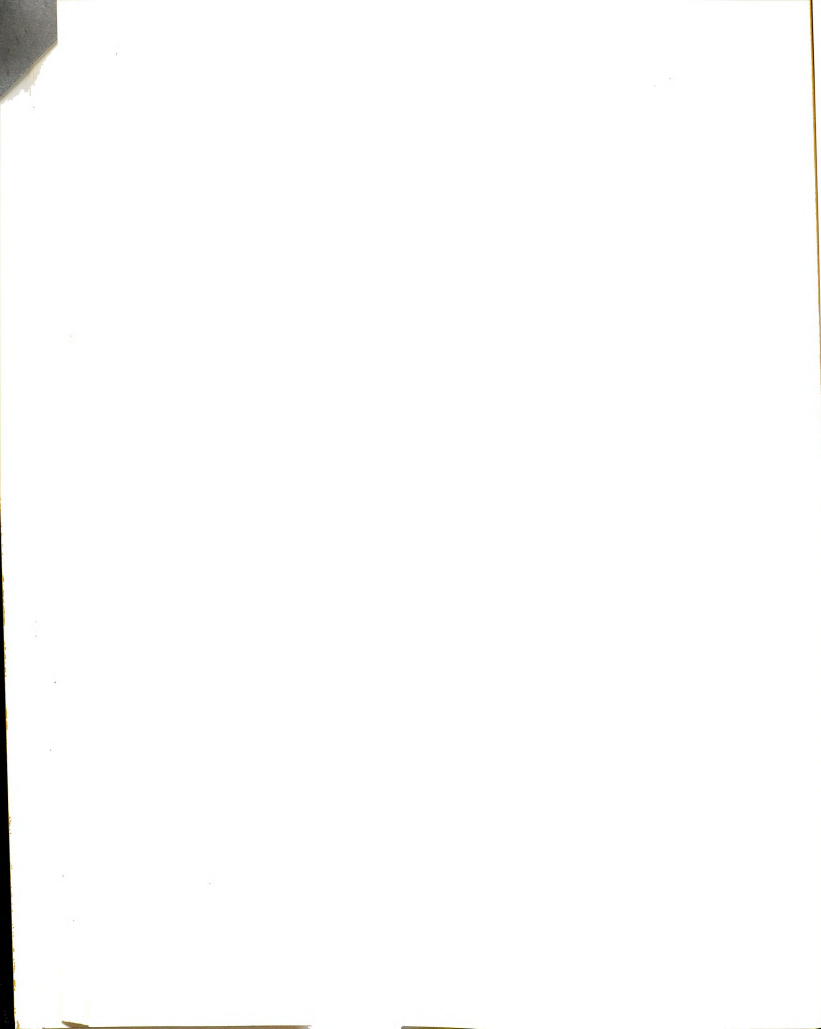
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<sup>22</sup>A. H. Maslow, Motivation and Personality (New York: McGraw-Hill and Brothers, Publishers, 1954), Chapters IV, V.

<sup>23</sup>Murray, op. cit., p. 7.

<sup>24</sup>Krech, op. cit., p. 69.

<sup>25</sup>Ibid., p. 66.



ct of wants and goals related to self enhancement  
 self defense. Maslow's love and belongingness needs  
 self actualization needs are interwoven with the  
 on of self.<sup>26</sup> Because the self is a product of  
 al interaction, self evaluation is mainly a compari-  
 of self with reference groups. An individual's  
 uation of self is primarily a function of the  
 evement of goals reflecting group values.<sup>27</sup>

### Interpersonal Response Traits

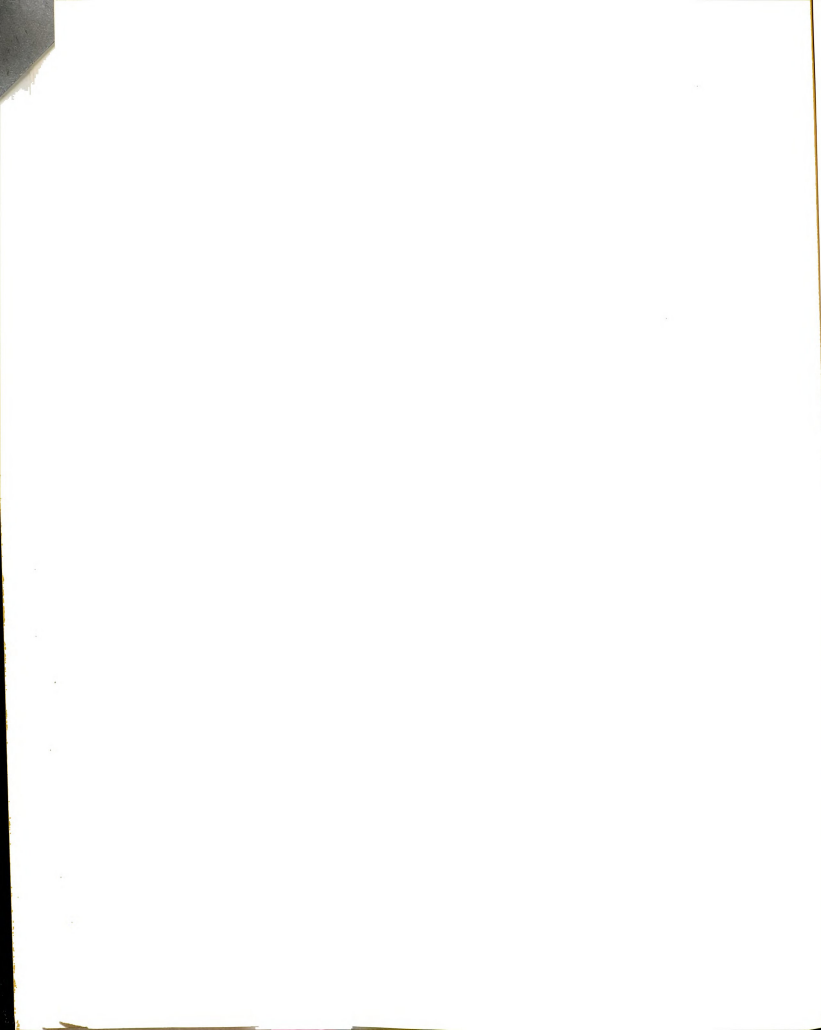
Interpersonal response traits are the third of the  
 nological processes important in the formation of  
 tudes. They are defined by Krech as enduring tenden-  
 to respond to other people in characteristic ways.<sup>28</sup>  
 e interpersonal reactions are akin to the notion of  
 , but in a different dimension. Both concepts are  
 arily based on social interaction. The concept of  
 , however, describes the individual's actions in  
 onse to his evaluation of self. The concept of  
 rpersonal response traits describes the person's  
 encies to respond to others. The influence of

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<sup>26</sup> Maslow, op. cit., Chapters IV, V.

<sup>27</sup> Krech, op. cit., pp. 77-84.

<sup>28</sup> Ibid., p. 104.





ty, which is not emphasized in discussions of self, developed in the notion of traits.

### Interaction of perceptions, wants and interpersonal

se traits.--An individual's perceptions and wants,

t, determine his interpersonal response traits.

generalized tendencies to respond to others, in

influence his perceptions of the world and the

in which he seeks to satisfy his wants. Maslow

describes this phenomenon in terms of the individual as

an organized whole.

A particular want may change an individual's perceptions, his memories, his emotions, the content of his thinking. This list can be extended to almost every other faculty, capacity or function, both physiological and psychic.<sup>29</sup>

Over time the interaction of perceptions, motivations

interpersonal response traits become organized into

systems known as attitudes. These attitudes, in

are the elements of images.

### Environment

Social structure plays a major role in the particular

of cognitions, wants, response tendencies and

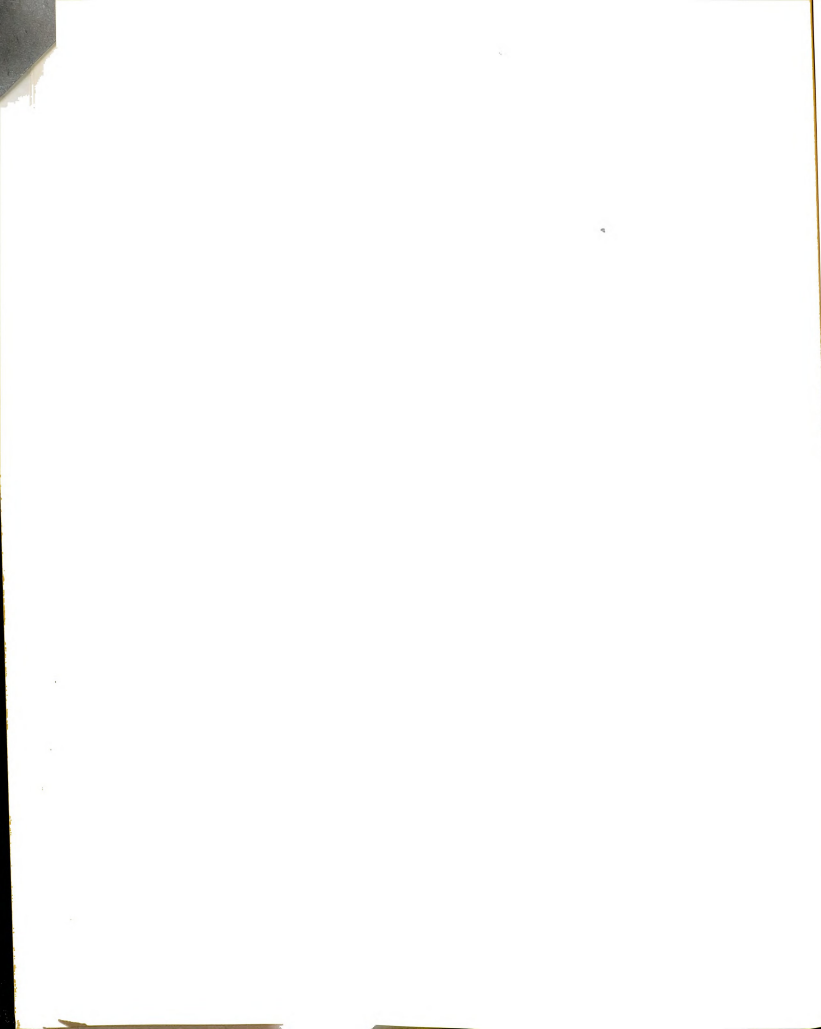
desires.<sup>30</sup> In this section attention will be given to

effects of group membership, the family life cycle,

social class on attitudes.

<sup>29</sup>Maslow, op. cit., pp. 63-64.

<sup>30</sup>Newman, op. cit., p. 284.



Group membership.--Groups are collections of individuals who share common needs, goals and beliefs. Over time the group develops norms of behavior which result and in turn affect the perceptions, motives and attitudes of its membership.<sup>31</sup> Every individual belongs to a vast number of groups not all of which affect attitudes greatly. Those groups which significantly affect a person's attitudes (those with which he identifies) are known as reference groups. They may be groups to which he belongs or to which he aspires to belong. They range in size from two members up to large numbers, and in organization from informal to formal.<sup>32</sup>

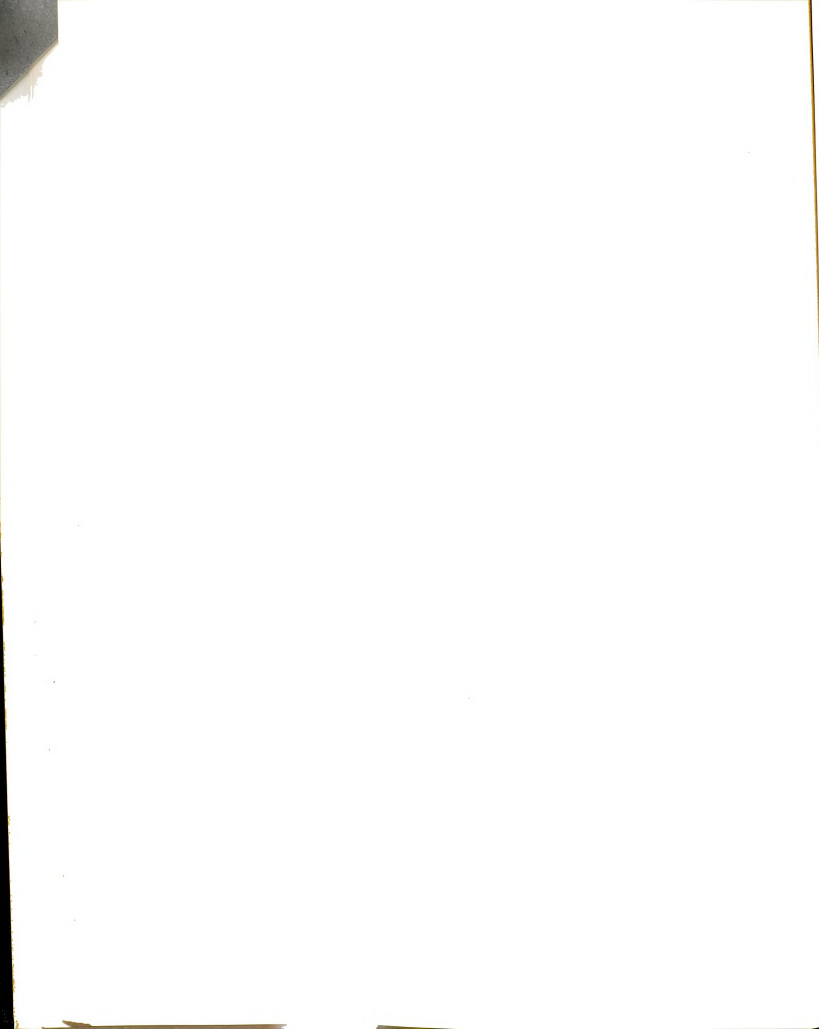
The primary group (family, friends, colleagues) is usually seen to be the most powerful in controlling its members' attitudes. Next in strength are groups to which an individual belongs and identifies, or just identifies, for example school, church, social class. The largest and most powerful in influencing attitudes are statistical characteristics such as age, sex and race.

Much research has been carried out to show the effects of group influence on perceptions and attitudes. The famous experiment of the autokinetic effect by Muzafer Sherif showed the influence of the group on the perceptions of the individual. Pairs of subjects were asked to judge a highly

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<sup>31</sup>Tomotsu Shibutani, op. cit., p. 284.

<sup>32</sup>Bourne, op. cit., pp. 247-255.



guous stimulus (a visual illusion of movement of a stationary light in a dark room). It was found that the judgments of each individual tended to converge toward the other.<sup>33</sup> Asch's line experiments showed how strong pressure of the group was in altering perception. He had individual naive subjects, in a group of confederates of the experimenter, make judgments involving discrimination of lengths of lines. The results indicated that naive subjects' judgments tended to move toward the erroneous judgments of the confederates of the experimenter.<sup>34</sup>

Newcomb's study of female university students' attitudinal attitudes showed that group identification and conformity to group norms were instrumental in attitude change.<sup>35</sup> A study by Sherif of boys in a summer camp indicated attitude change may be, in part, a function of individual's status in the group.<sup>36</sup>

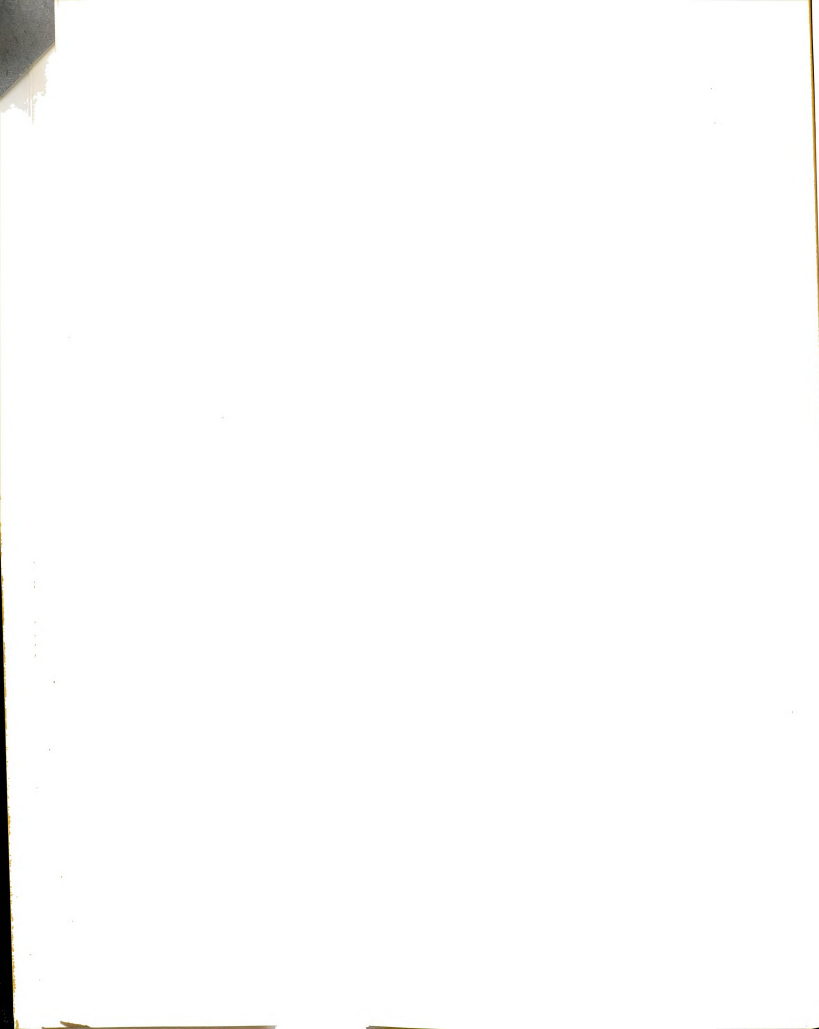
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<sup>33</sup>Muzafer Sherif, "A Study of Some Social Factors in Perception," Archives of Psychology, 1935.

<sup>34</sup>Solomon Asch, Social Psychology (Englewood Cliffs, New Jersey: Prentice-Hall, 1952), pp. 450-451.

<sup>35</sup>Theodore M. Newcomb, Personality and Social Change (New York: Dryden Press, 1943).

<sup>36</sup>Muzafer Sherif, "A Preliminary Experimental Study of Intergroup Relations," Social Psychology at the Crossroads, John H. Rohrer and Muzafer Sherif, editors (New York: Harper Brothers Publishers, Inc., 1951), p. 408.



The family life cycle.--The family has been defined as a primary reference group having a large measure of influence on the perceptions, motives and attitudes of the individual. For this reason the family has been the subject of research by students of human behavior. One of the interesting and useful notions resulting from this research is that of the family life cycle. The life cycle concept is based on the thesis:

That the changes that occur in people's attitudes and behavior as they grow older . . . may be less associated with the biological process of aging than with the influence of age upon the individual's family relationships.<sup>37</sup>

A family's existence may be thought of in terms of definite units of time: the stages in the life cycle.

For example, there is a period when there are no children in the family, when children are growing up, when all the children have left home, and when one spouse has passed

<sup>38</sup> Attitude patterns vary as the family passes through the stages in the life cycle.<sup>39</sup>

Social class.--An interrelationship exists between social class and primary groups which makes social class

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<sup>37</sup> John B. Lansing and Leslie Kish, "Family Life As An Independent Variable," American Sociological Review, October, 1957, pp. 512-519.

<sup>38</sup> For examples of variously defined stages in the family life cycle see, Lansing, op. cit.; Harold H. Mayer, "Adult Cycle," The Annals of the American Academy of Political and Social Science, September, 1957, pp. 58-67.

<sup>39</sup> Gerald Zaltman, editor, Marketing: Contributions to the Behavioral Sciences (New York: Harcourt Brace World, Inc., 1965), p. 12.





important factor in attitude formation than might appear. A social class is composed of primary and, therefore there is an indirect social class influence on the individual through his primary groups. According to Young, "Social class structure consists of a stratified hierarchy of power distributed in sub-groups along a preferential scale."<sup>40</sup> In Young's terms social classes are:

Groups of people who are more or less equal to one another in prestige and community status: they are people who readily and regularly interact among themselves in both formal and informal ways; they form a 'class' also, to the extent that they share the same goals and ways of looking at life.<sup>41</sup>

tendency to share common goals and life expectations to a degree of communality of attitudes.<sup>42</sup> Newman cites on two studies which support the thesis that social position affects behavior.<sup>43</sup>

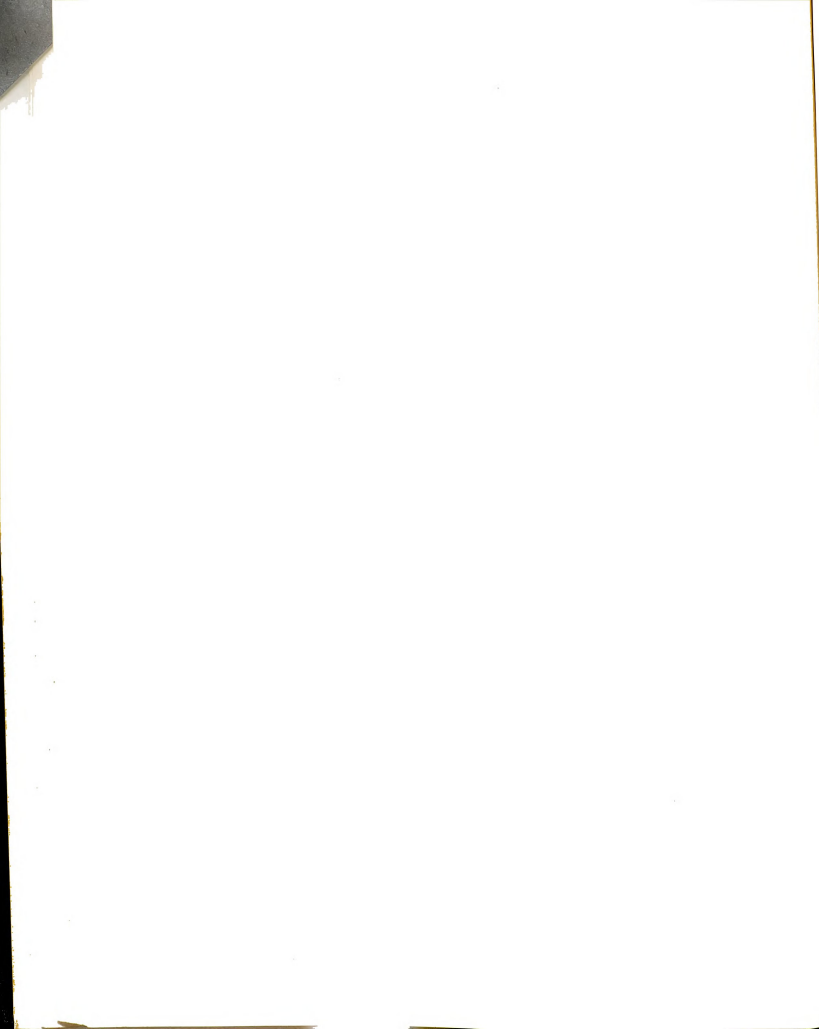
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<sup>40</sup> Kimball Young, Handbook of Social Psychology (London: Routledge and Kegan Paul, Ltd., 1960), Rev. ed., p. 224.

<sup>41</sup> Richard P. Coleman, "The Significance of Social Identification in Selling, Proceedings of the 43rd Annual Conference of the American Marketing Association, ed. by L. Bell, editor (December, 1960), pp. 157-158.

<sup>42</sup> Shibutani, op. cit., p. 227.

<sup>43</sup> Newman, op. cit., pp. 256-263, 320-342.



### Attitudes

Behavior becomes stable and consistent through the development of attitudes towards classes of objects, persons, and situations.

If they (attitudes) did not exist as fairly organized and coherent dispositions in the mental life of each individual it would be impossible to account for the patent stability and consistency in human conduct.<sup>44</sup>

However, attitudes are not the only determinants of behavior. Cook and Selltitz list other behavior determinants as: characteristics of the individual; his dispositions, values, and motivational state; and characteristics of the situation; the situational norms, the expectations, and possible consequences of actions.<sup>45</sup>

Attitude defined.--Allport in an excellent survey of the literature, defines attitude and distinguishes it from other forms of response readiness.<sup>46</sup> This definition of attitude is eclectic in nature and has withstood the test of time.

An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related.<sup>47</sup>

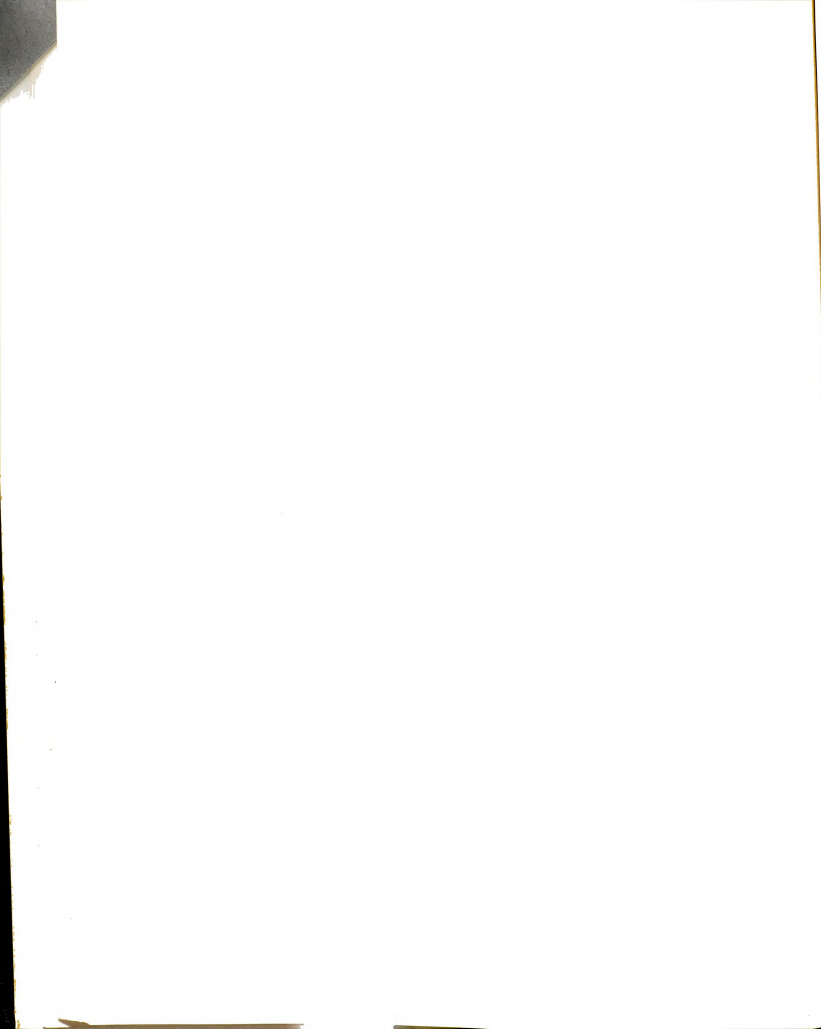
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<sup>44</sup>Gordon W. Allport, "Eidetic Imagery," British Journal of Psychology, XV (October, 1924), 99-120.

<sup>45</sup>Stuart W. Cook and Claire Selltitz, "A Multiple Factor Approach to Attitude Measurement," Psychological Bulletin, LXII (1964), 37.

<sup>46</sup>Allport, "Attitudes . . .," op. cit., pp. 798-844.

<sup>47</sup>Ibid., p. 810.



Forms of response readiness which may be distinguished from attitudes are: reflexes; conditioned reflexes; instincts; habits; needs, wishes and desires; sentiments; motor set; interests and subjective values; prejudices or stereotypes; concepts; opinions; and attitudes.<sup>48</sup>

Attitude objects.--The object of an attitude may be anything that is within the individual's psychological field. Thomas and Znaniecki argue that: "Since an attitude is always directed toward some object it may be defined as a state of mind of the individual toward a thing."<sup>49</sup>

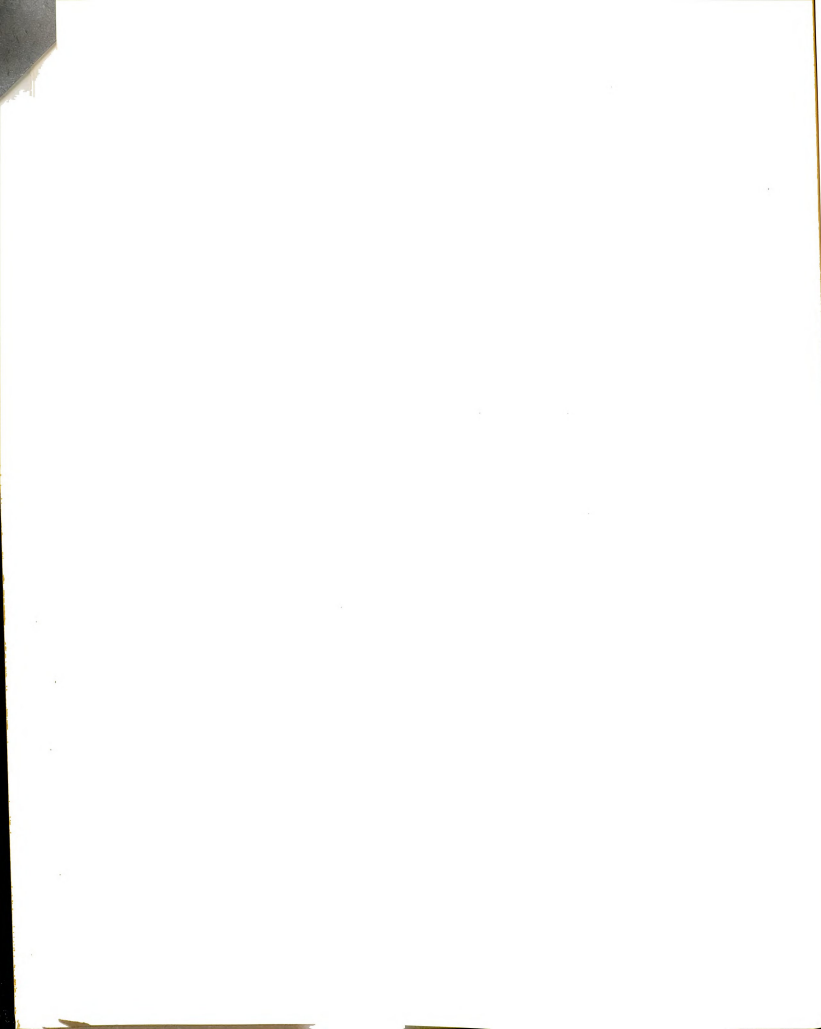
Attitude components.--An attitude is composed of three interdependent components: the cognitive component, the evaluative component and the action tendency component. The cognitive component is made up of an individual's evaluative beliefs about objects. Emotions connected with objects reflect the feeling component and give attitudes their motivating character. The action tendency component is the behavioral readiness aspect of an attitude.<sup>50</sup>

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<sup>48</sup>Ibid., pp. 806-810.

<sup>49</sup>W. I. Thomas and F. Znaniecki, 1918 The Polish Immigrant In Europe and America, Vol. I (Boston: Badger, 1918), p. 84.

<sup>50</sup>Krech, op. cit., pp. 140-141.



Allport describes the same phenomenon, but instead of defining components of attitudes he distinguishes two of attitudes.

. . . one which is so organized and energized that it actually drives, and the other which merely directs . . . the motivational and the instrumental . . .<sup>51</sup>

The manner in which an attitude affects behavior is determined by the nature of its components.

components may be described in terms of valence and multiplexity. Valence describes the degree of favorability or unfavorability with respect to the object of the attitude.<sup>52</sup> Multiplexity refers to the number and kind of elements making up the components, i.e., the beliefs, feelings and behavioral tendencies.<sup>53</sup>

#### Measuring Attitudes

1. Problems of measurement.--The following are some of the problems of measuring attitudes:
  - a. Deception and rationalization by subjects.<sup>54</sup>
  - b. Answers by subjects which purport to be attitudes but which are really only responses to the instrument.<sup>55</sup>

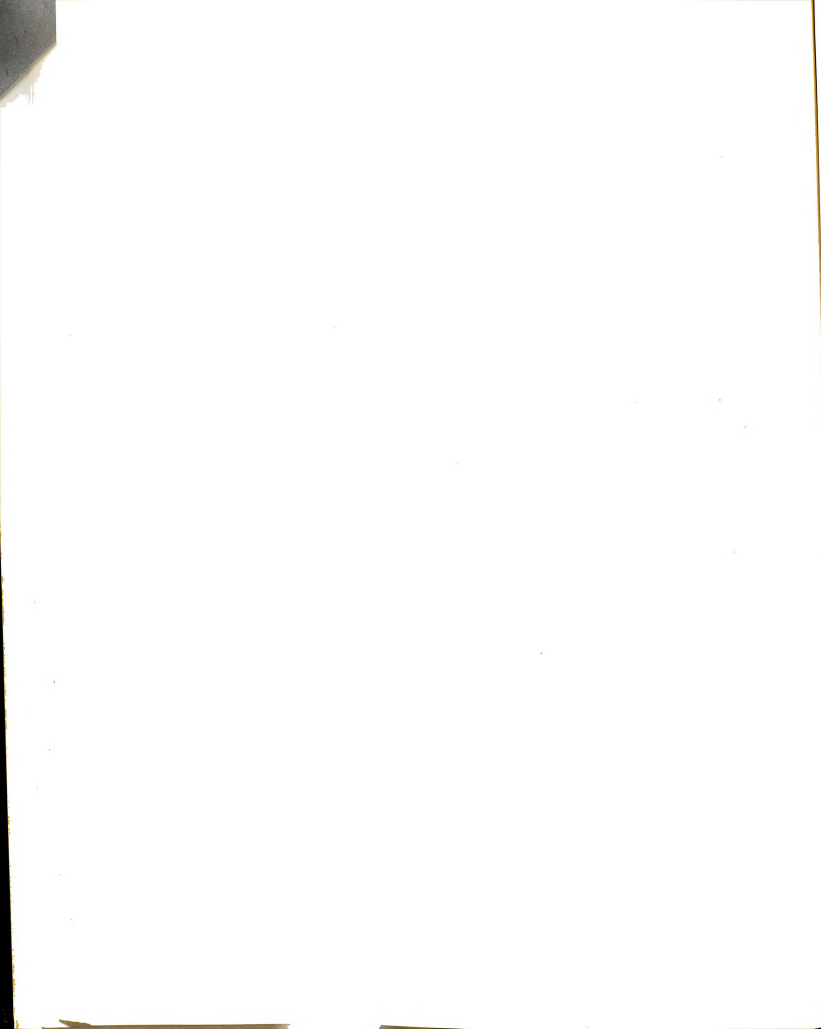
<sup>51</sup>Allport, op. cit., pp. 818-819.

<sup>52</sup>Ibid., p. 820.

<sup>53</sup>L. L. Thurstone and E. J. Chave, The Measurement of Attitude (Chicago: University of Chicago Press, 1929),

<sup>54</sup>Allport, op. cit., p. 836.

<sup>55</sup>Krech, op. cit., p. 176.





- c. The "influence of the process of measurement upon the subject of measurement . . . ." <sup>56</sup>
- d. The creation of unnatural pictures of attitude structures by forcing them into scales.
- e. The discrepancy between attitude and predicted behavior and actual behavior. <sup>57,58</sup>
- f. Interaction of attitudes and other factors which influence behavior. <sup>59,60,61</sup>

this discussion three important points emerge. One, measurement of attitudes is difficult. Two, it relies indirect rather than direct methods of measurement.

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<sup>56</sup> Ibid.

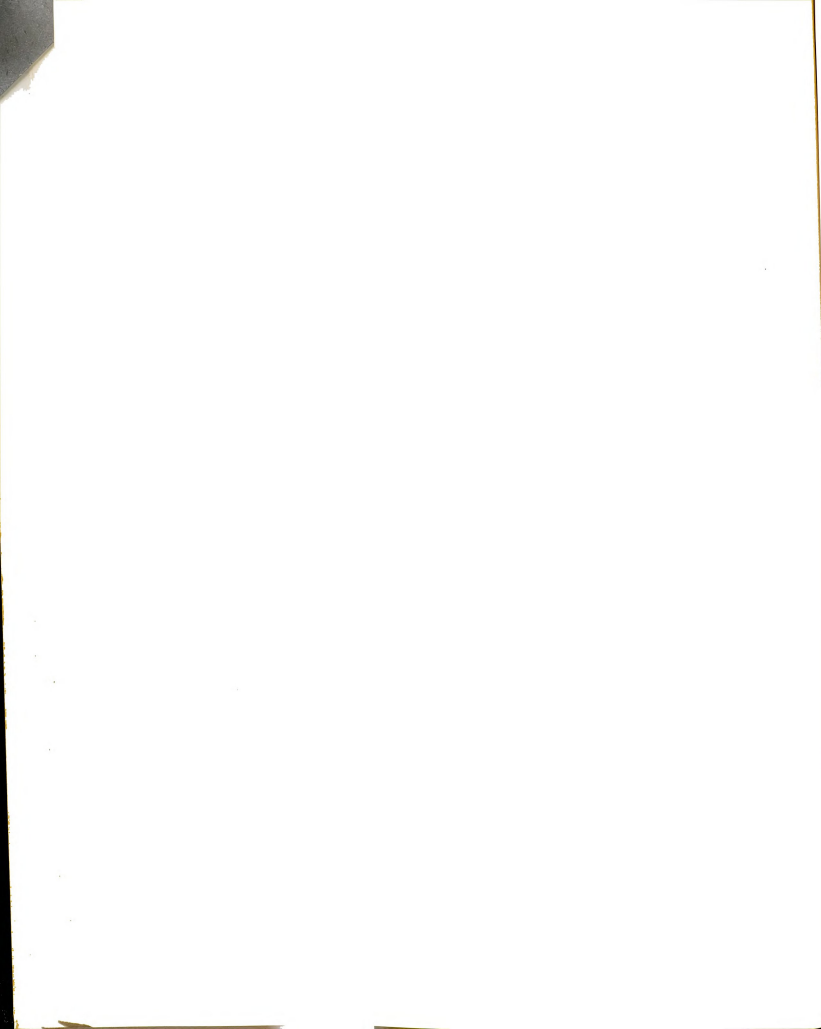
<sup>57</sup> R. T. Lapiere, "Attitudes vs. Actions," Social Psychology, XIV (1934), 230-237.

<sup>58</sup> Thurstone and Chave, op. cit., p. 10.

<sup>59</sup> G. W. Allport, "The Historical Background of Social Psychology," Handbook of Social Psychology, edited by L. Berkowitz, editor (Cambridge, Massachusetts: Addison-Wesley Publishing Company, Inc., 1954), p. 37.

<sup>60</sup> B. M. Bass, "Authoritarianism or Acquiescence," Journal of Abnormal and Social Psychology, LIV (1957), 34.

<sup>61</sup> A. L. Edwards, "The Relationship Between the Desirability of a Trait and the Probability That the Trait Will Be Endorsed," Journal of Applied Psychology, XLIV (1953), 90-93; A. L. Edwards, The Social Desirability of Personal Assessment and Research (New York: Dryden Press, 1957).



three, attitude measurement is only one factor in prediction of behavior.

2. Methods of measurement.--Attitudes cannot be measured directly, but must always be inferred from behavior. Behavior may be a verbal expression, a task oriented activity or a physical reaction to a representative of an object-class.<sup>62</sup>

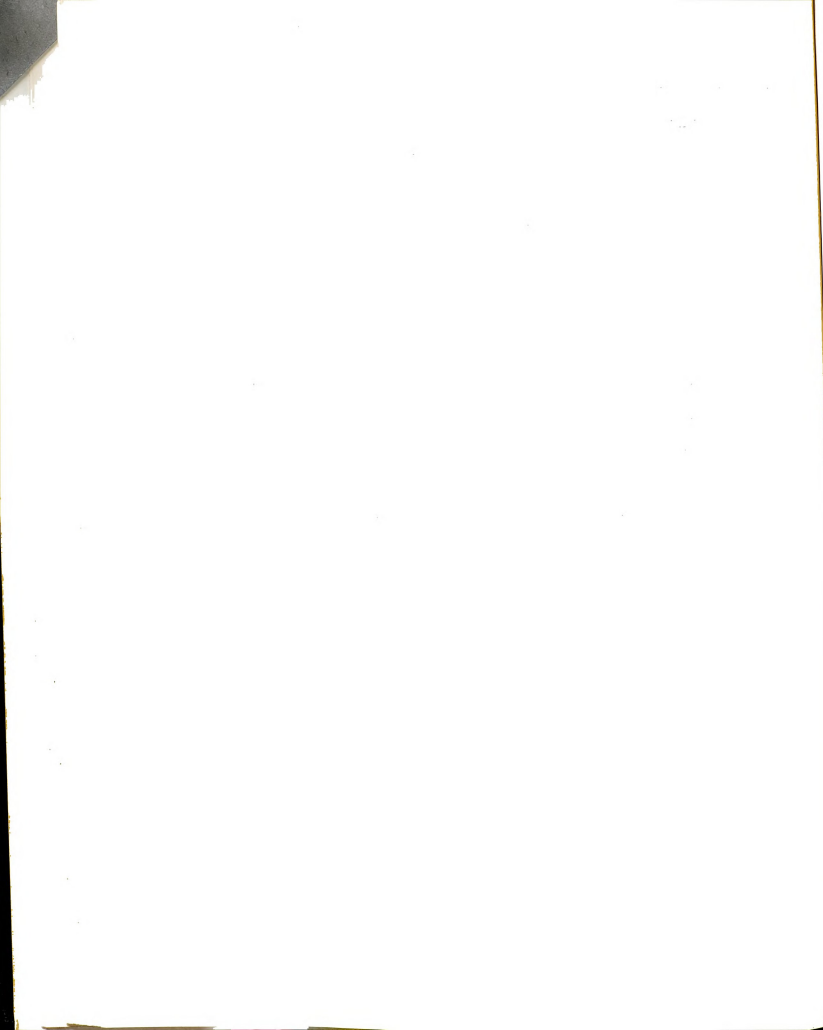
Cook and Selltitz' grouping of the techniques of measuring attitudes into five major classifications is similar to Krech, Cruchfield and Ballachey's categories of the measures of motivation.<sup>63</sup>

- a. Measures in which inferences are drawn from self reports of beliefs, feelings and behavior toward an object or class of objects. For example, inferences may be drawn from a consumer panel's report describing the personality of a department store.
- b. Measures in which inferences are drawn from observed overt behavior toward an object. For example, inferences may be drawn from

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<sup>62</sup>Krech, op. cit., p. 147.

<sup>63</sup>Ibid., pp. 77-89.



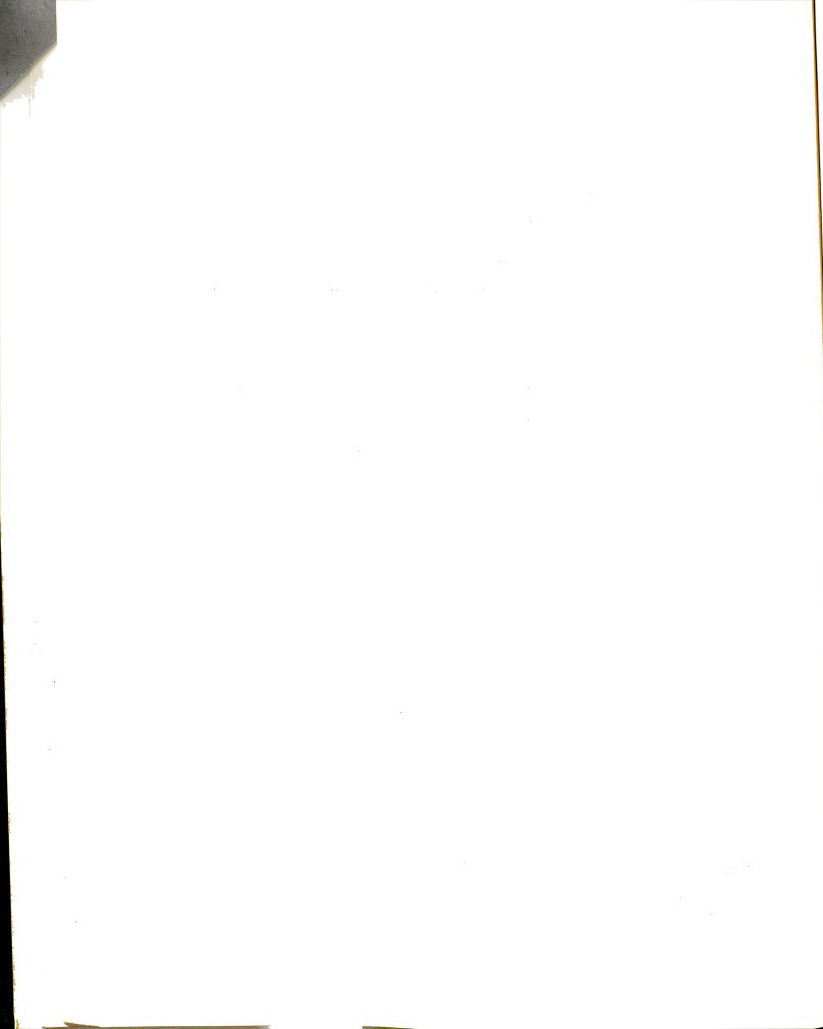
observation of shopper buying activities associated with competing brands.

- c. Measures in which inferences are drawn from reactions to or interpretations of ambiguous material relevant to an object. For example, inferences may be drawn from sentence completion tests regarding proposed advertising symbols.
- d. Measures in which inferences are drawn from performance of tasks relevant to an object. For example, inferences may be drawn from role playing in which consumers are asked to simulate particular buying practices.
- e. Measures in which inferences are drawn from physiological reactions to an object.<sup>64</sup> For example, inferences may be drawn from the results of teenagers' reactions to new fashion items measured by means of psychogalvanometer.

3. Attitude scales.--The most important device used in attitude measurement is the attitude scale. An attitude scale is composed of a set of statements or items to which subjects respond. The pattern of responses leads to inference

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<sup>64</sup>Stuart W. Cook and Claire Selltitz, "A Multiple Indicator Approach to Attitude Measurement," Psychological Bulletin, LXII (1964), 36-55.



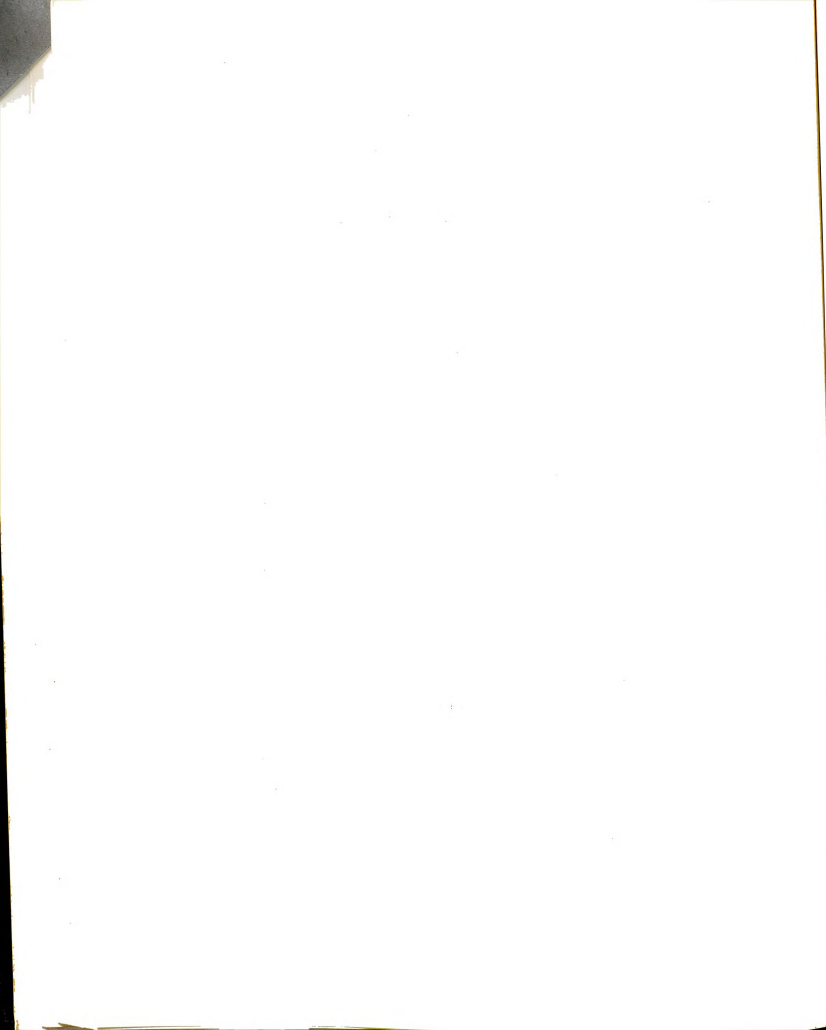
about attitudes. The objective of all attitude scales is to place each individual in a numerical position on a continuum. This position indicates the direction and intensity of the individual's attitude toward the object in question.<sup>65</sup> Among the advantages of attitude scaling are:<sup>66</sup>

- a. The quasi-game situation encourages respondent participation.
  - b. Many items may be evaluated quickly thus minimizing fatigue.
  - c. The influence of respondent articulateness is minimized.
  - d. Uniformity of stimulus results in reliability.
  - e. Interviewer bias is minimized.
  - f. Results can be coded and tabulated quickly, easily and objectively.
  - g. Precoding answers insures correct classification of results.
4. Specific measurement instruments.--A variety of types of attitude measurement devices have been developed. The six principal scaling methods

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<sup>65</sup>Krech, op. cit., p. 147.

<sup>66</sup>See also, Russell I. Haley, "New Insights Into Attitude Measurement," New Directions in Marketing, F. S. ter, editor (Chicago: American Marketing Association Proceedings, June, 1965), pp. 309-330.





for attitude measurement are: the method of equal appearing intervals developed by Thurstone and his colleagues;<sup>67</sup> the method of summated ratings created by Likert;<sup>68</sup> the social distance scale designed by Bogardus;<sup>69</sup> cumulative scaling developed by Guttman;<sup>70</sup> the scale-discrimination technique originated by Edwards and Kilpatrick;<sup>71</sup> the semantic differential created by Osgood and his associates.<sup>72</sup> The semantic differential, the technique to be used in this study, will be described.

The semantic differential<sup>73</sup>.--The semantic differential technique was developed by Osgood, Tannenbaum and Suci to measure the meaning of concepts. It is based on

<sup>67</sup>Thurstone and Chave, op. cit., p. 12.

<sup>68</sup>R. Likert, "A Technique for the Measurement of Attitudes," Archives of Psychology, 1932.

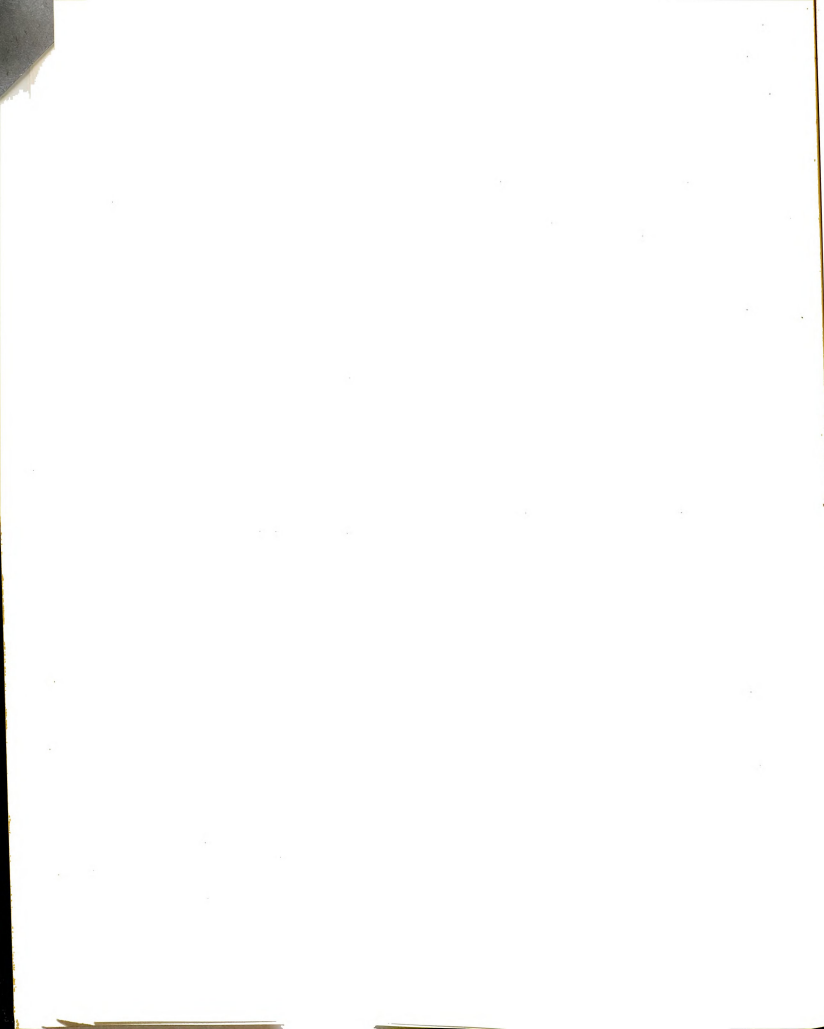
<sup>69</sup>E. S. Bogardus, "Measuring Social Distance," Journal of Applied Sociology, IX (1925), 299-308.

<sup>70</sup>L. Guttman, "The Third Component of Scalable Attitudes," International Journal of Opinion and Attitude, IV (1950), 285-287.

<sup>71</sup>A. L. Edwards and F. P. Kilpatrick, "A Technique for the Construction of Attitude Scales," Journal of Applied Psychology, XXXII (1948), 374-384.

<sup>72</sup>C. E. Osgood, P. H. Tannenbaum and G. J. Suci, The Measurement of Meaning (Urbana: University of Illinois Press, 1957).

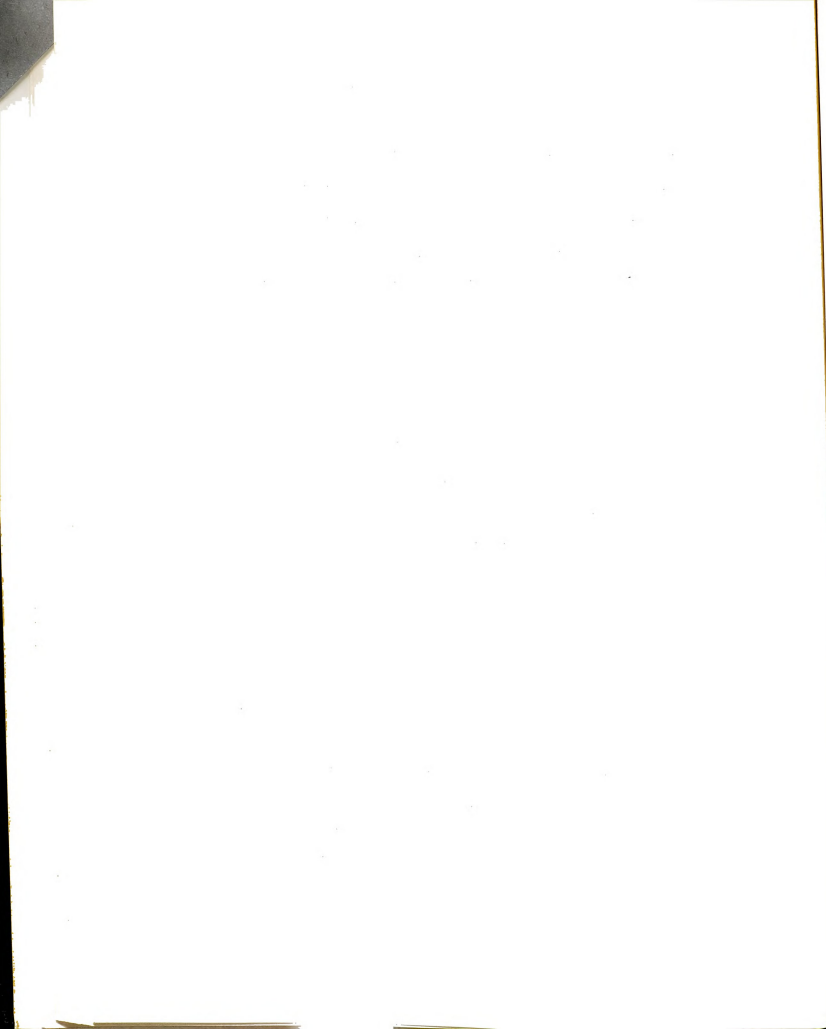
<sup>73</sup>Ibid.



the assumption that an object may have subtle connotative meanings as well as obvious denotative meaning. To measure the connotative meanings an indirect approach was devised. The subject was asked to indicate the meaning of the object to him by rating it on a seven interval scale of bipolar objectives. The meaning of the object for the person is the profile of his ratings on the attitude scales.

Three general factors of meaning were uncovered in a factor-analytic study of the ratings of many different objects on bipolar adjective scales. These factors are the evaluative, the potency and the activity factors. The most conspicuous factor is the evaluative factor. It corresponds to the valence of attitude components. The valence of an individual's attitude toward an object may be measured by averaging his rating scores on those items most heavily loaded for the evaluative factor.

The semantic differential scale with its seven intervals results in a mid-interval which is neutral. The problems of interpreting the meaning of neutral scores on this scale are important. Does a neutral score indicate "neutral" attitude, an ambivalent attitude, or the lack of an attitude? Or does it indicate uncertainty, lack of interest or lack of knowledge about the subject? Test-retest reliability data for the semantic differential were obtained in one experiment by Tannenbaum. He had 135



jects judge six concepts against six evaluative scales  
two occasions five weeks apart. In this case he  
nd test-retest coefficients ranging from .87 to .93,  
h a mean  $r$  (computed by  $z$  - transformations of .91).<sup>74</sup>

The evaluative dimension of the semantic differential exhibits reasonable face-validity as a measure of attitude. Suci was able to differentiate between high and low ethnocentrics with the use of the evaluative scales of the differential.<sup>75</sup>

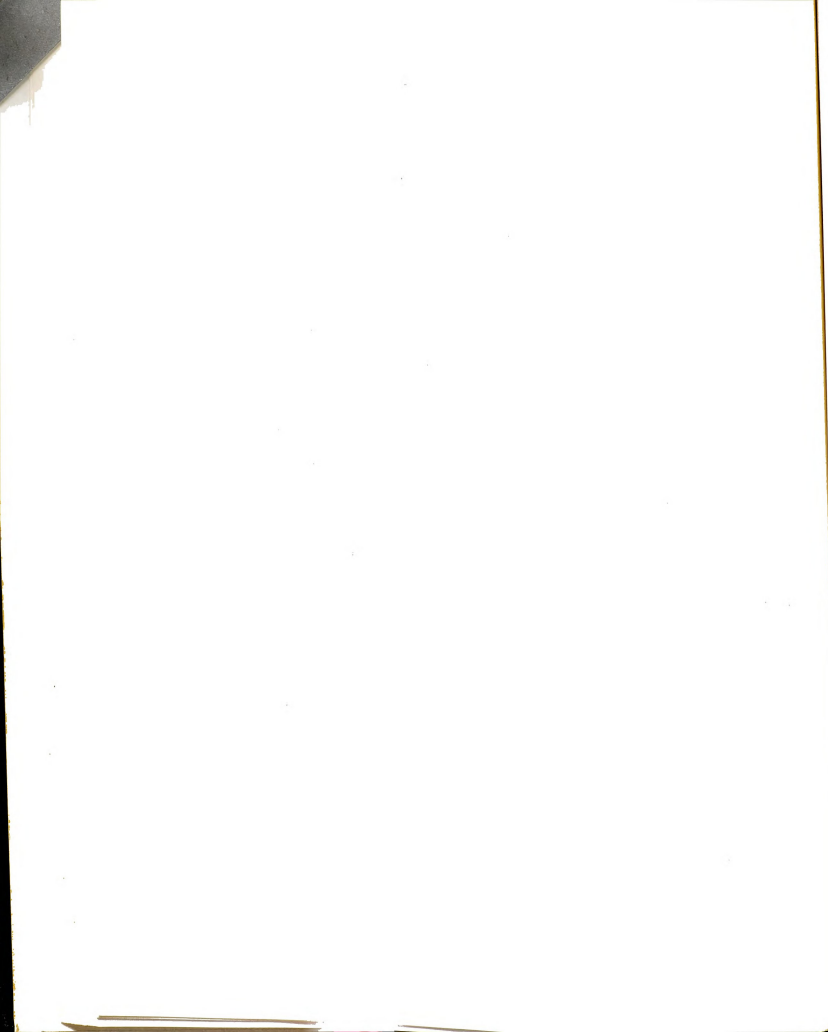
validity of the semantic differential as a measure of attitudes is indicated by the substantial correlations which have been found between the evaluative ratings and scores on Thurstone and Guttman scales. Comparison of differential ratings and Guttman scores measuring attitudes toward crop rotation yielded a rank order correlation of .78 ( $p$  .78;  $p < .01$ ). In a comparison of the semantic differential and the Thurstone scale on three concepts, the Negro, the church and capital punishment, was found that the reliabilities of both instruments are high and equivalent. The correlations between the semantic differential scores and the corresponding Thurstone scores ranged from  $r = .74$  to  $r = .82$  and was significantly greater than chance ( $p < .01$ ) in each case.<sup>76</sup>

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<sup>74</sup>C. E. Osgood, op. cit., p. 192.

<sup>75</sup>Ibid., p. 193.

<sup>76</sup>Ibid., pp. 93-114.



Attitude formation.--Among the factors important in the formation of an individual's attitudes are his experiences, the information available to him, his group relationships and his personality.<sup>77,78</sup>

Allport has suggested that there are four processes by which attitudes are likely to be formed: (1) integrating a number of similar experiences, (2) differentiating from general to specific situations, (3) unusual experiences, or (4) adopting attitudes from others.<sup>79,80</sup>

In the process of satisfying his wants an individual develops attitudes. Any of Allport's "processes" may play a part in the formation of these attitudes. However, the majority of an individual's vital attitudes regarding himself, his wife, his children, his family, his career, his home, his religion, his sex, his duty, his religion, his vocation, his social welfare, his politics, etc., are formed in adolescence and endure throughout life. "Barring unusual experience such as conversion or crises, attitudes are likely to be confirmed and enriched rather than altered or replaced."<sup>81</sup>

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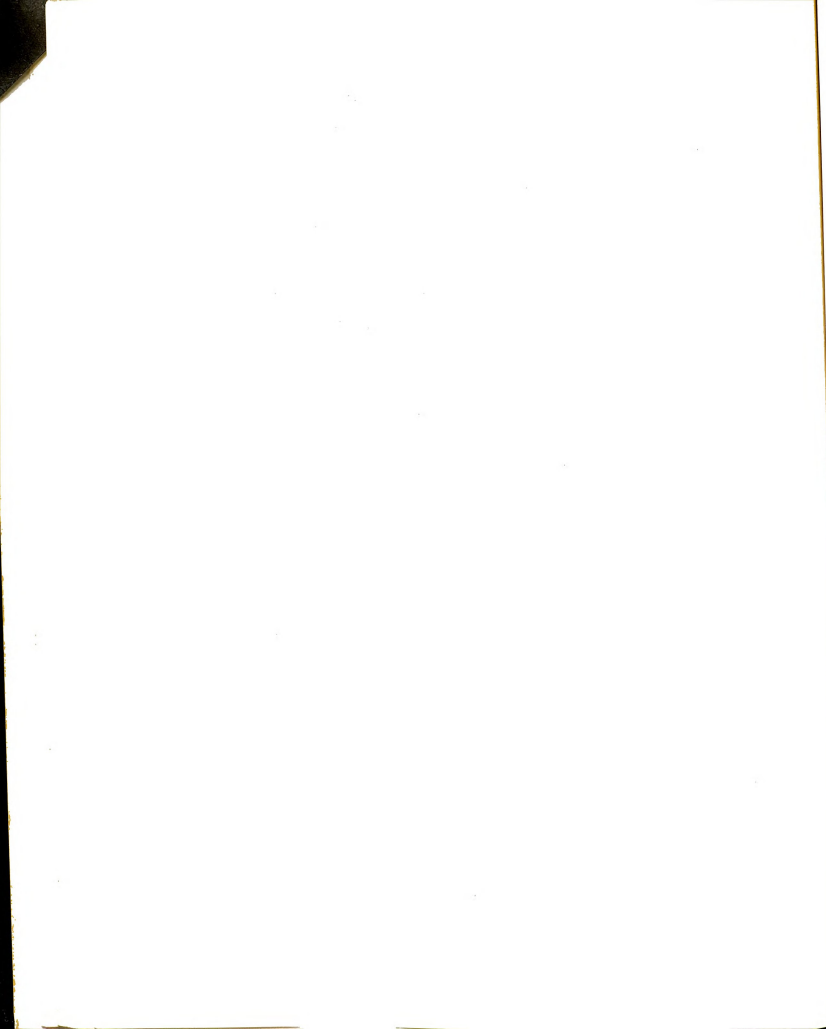
<sup>77</sup>Krech, op. cit., p. 180.

<sup>78</sup>James Morgan, "A Review of Recent Research on Consumer Behavior," Consumer Behavior, Lincoln H. Clark, Editor (New York: Harper Brothers Publishers, 1958), p. 106.

<sup>79</sup>A. Oxenfeldt, D. Miller, A. Shuchman, C. Winick, Sights Into Pricing (Belmont, California: Wadsworth Publishing Company, 1961), pp. 87-88.

<sup>80</sup>For more complete discussion see, Allport, op. cit., pp. 810-811.

<sup>81</sup>Krech, op. cit., pp. 186.





tudes become fixed response tendencies for similar  
 cts, individuals or situations. Thus, an attitude  
 serve various goals, and different wants can give  
 to the same attitude.

"Attitudes . . . are also shaped by the infor-  
 on to which a person is exposed . . ." <sup>82,83</sup> Infor-  
 on, however, is rarely the determinant of an attitude  
 ept in the context of other attitudes. It is impor-  
 t to note that attitudes do not always reflect reality.  
 fact, certain attitudes develop in men (such as super-  
 tions, delusions and prejudices) which are character-  
 d by their wide divergence with the facts.

Because man is a social being many of his attitudes  
 ve their sources and support in the groups to which he  
 longs and to which he would like to belong. These  
 ial attitudes are intertwined with the group's norms,  
 lues and beliefs. <sup>84,85</sup> In order to maintain these  
 titudes the individual requires the support of the  
 up. <sup>86</sup> Thus there is an interrelationship between an

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<sup>82</sup> Ibid.

<sup>83</sup> See also, James G. March, Herbert A. Simon,  
Organizations (New York: John Wiley and Sons, 1958),  
 . 127-128.

<sup>84</sup> Krech, op. cit., p. 213.

<sup>85</sup> See also, L. L. Bernard, "Attitudes, Social,"  
Encyclopedia of the Social Sciences, Seligman and Johnson,  
 itors (New York: Macmillan, 1930), pp. 305-306.

<sup>86</sup> A. H. Hastorf and A. L. Knutson, "The Nature of  
 itude and Opinion," Human Nature From a Transactional



individual's wants, the information he has or seeks, the  
 s to which he belongs and the attitudes he holds.  
 addition, each person tends to accept those attitudes  
 n fit into his personality.

The personality of the individual . . . is  
 not a perfectly integrated system and the indi-  
 vidual may take over attitudes that are incon-  
 sistent or contradictory because of the different  
 teaching of his authorities in different areas,  
 because of conflicting group affiliations and  
 because of conflicting wants.<sup>87</sup>

### Images

Attitudes seldom exist alone but tend to form  
 clusters related to an object or group of objects. These  
 clusters tend to form total systems known as attitude  
 constellations.<sup>88,89</sup> In this study the term image di-  
 vision will describe an attitude cluster and aggregate  
 image will describe an attitude constellation. At this  
 point it should be clear that the psychological processes  
 which influence the formation of attitudes have a direct  
 effect on the development of images.

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Point of View, F. P. Kilpatrick, editor (Hanover, New  
 Hampshire: Institute for Associated Research, 1953),  
 234-235.

<sup>87</sup>Krech, op. cit., p. 213.

<sup>88</sup>Ibid., pp. 144-145.

<sup>89</sup>See also, Erle Fiske Young, "Balance and Imbalance,  
 Personality," Social Attitudes, Kimball Young, editor  
 New York: Henry Holt and Company, 1931), p. 78.

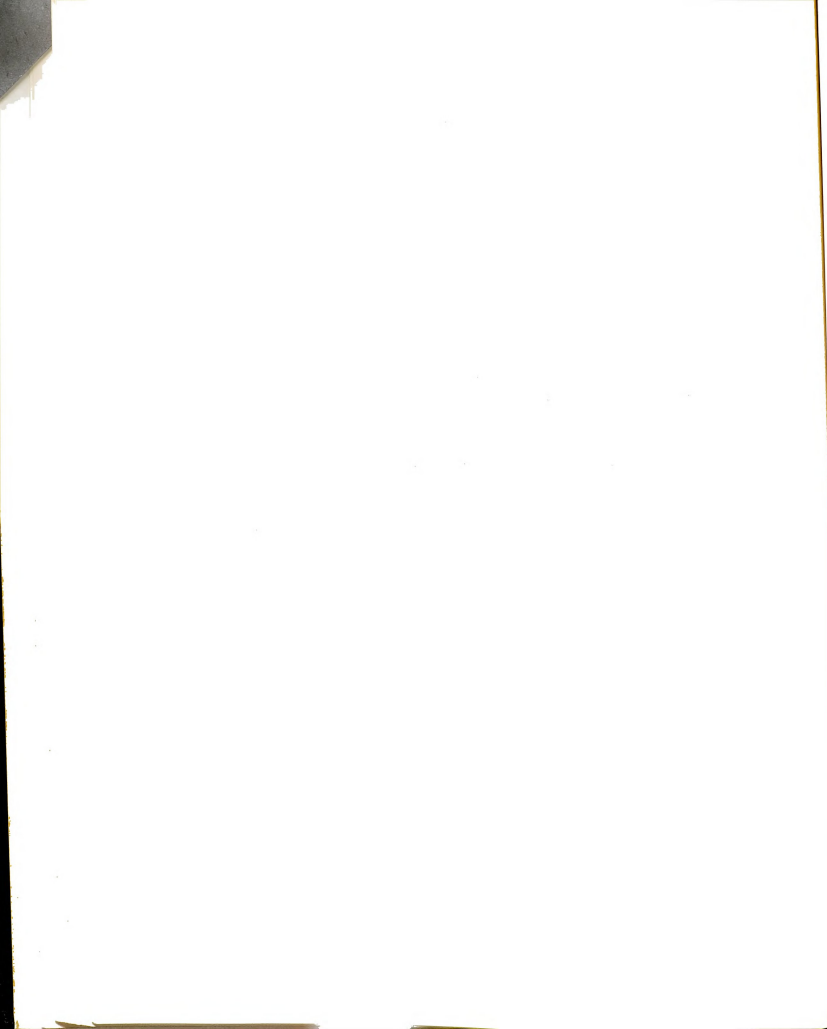


Image creation is pictured in Figure 2. The paradigm pictures the image of an object as the summation of attitudes towards various dimensions of the object. This process of image development takes place within and is affected by the physiological, psychological and sociological environments.

### Early Uses of the Image Concept

Imagery received a great deal of attention, and was the subject of much study, during the latter part of the 19th century and the early part of the 20th. Images were conceived of as one of the elementary units of thought which was a basic process of the mind.<sup>90</sup>

Various facets of images were studied. An extended argument over the importance and definition of sensation, perception and image was carried on in the literature.<sup>91</sup> A great deal of experimentation and writing developed out of the problem of imageless thought.<sup>92</sup>

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<sup>90</sup>Henry R. Holt, "Imagery: The Return of the Oversized," American Psychologist, XIX (March, 1964), 1-10; Oliver L. Reiser, "The Structure of Thought," Psychological Review, XXI (January, 1934), 51-73.

<sup>91</sup>E. B. Titchener, A Beginners Psychology (New York: Macmillan, 1919), p. 73; Stephen Colvin, "The Structure of the Mental Image," Psychological Review, XV (1908), 164-165.

<sup>92</sup>Holt, loc. cit.; Robert M. Ogden, "Imageless Thought: Resume and Critique," Psychological Bulletin, I (June, 15, 1911), 184; Hiram M. Standley, "Language and Image," Psychological Review, IV (1897), 69; W. B.



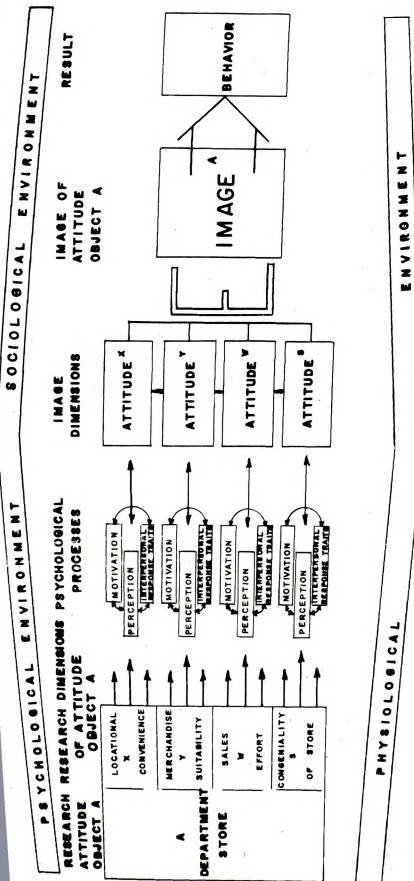
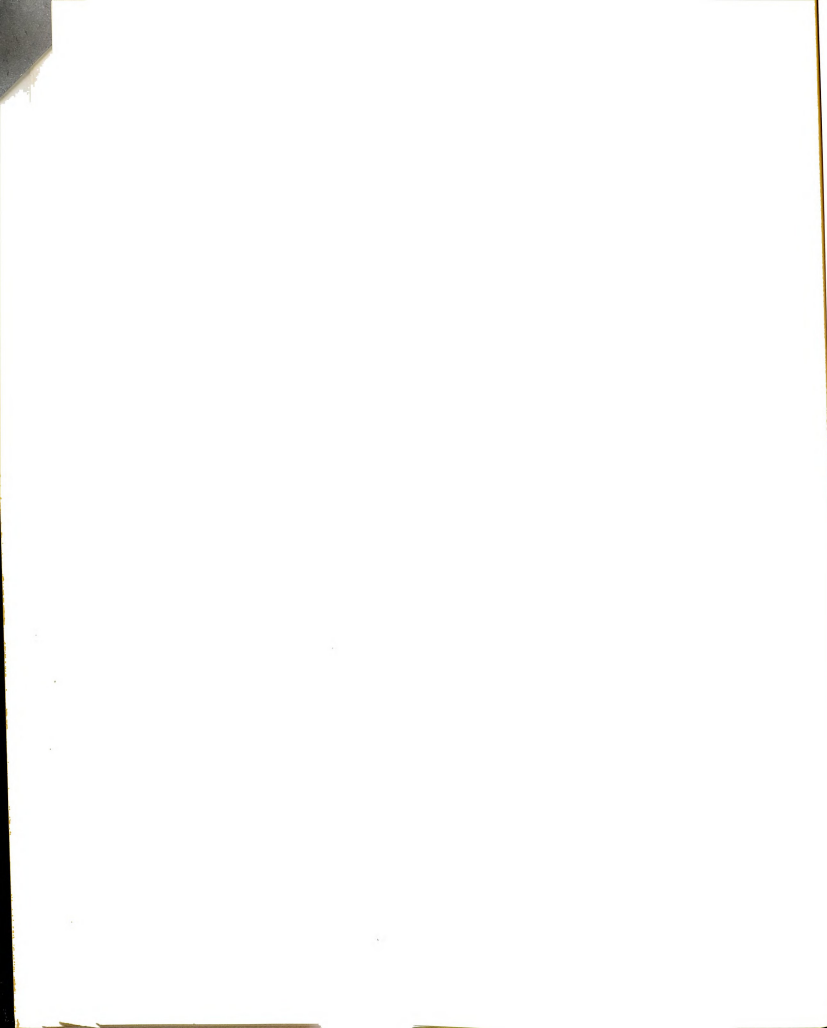


Figure 2.--Image development: diagram represents the development of the image of an attitude object through the summation of attitudes regarding various dimensions of that object.





As the study of image developed the term began to acquire a large number of hyphenated meanings. Positive and negative after-images, memory after-images, recurrent images and tied images were differentiated.<sup>93,94</sup> Eidetic imagery was the center of considerable research.<sup>95</sup>

Bartlett, in 1921, anticipated the modern use of the term image. He said, ". . . the image . . . appears to be most clearly connected with a general affective tendency . . . the function of the image . . . is wholly to initiate and further some familiar mode of behavior . . ."<sup>96</sup>

Importance of classical image concepts to marketing.--

Although only a tenuous relationship exists between the

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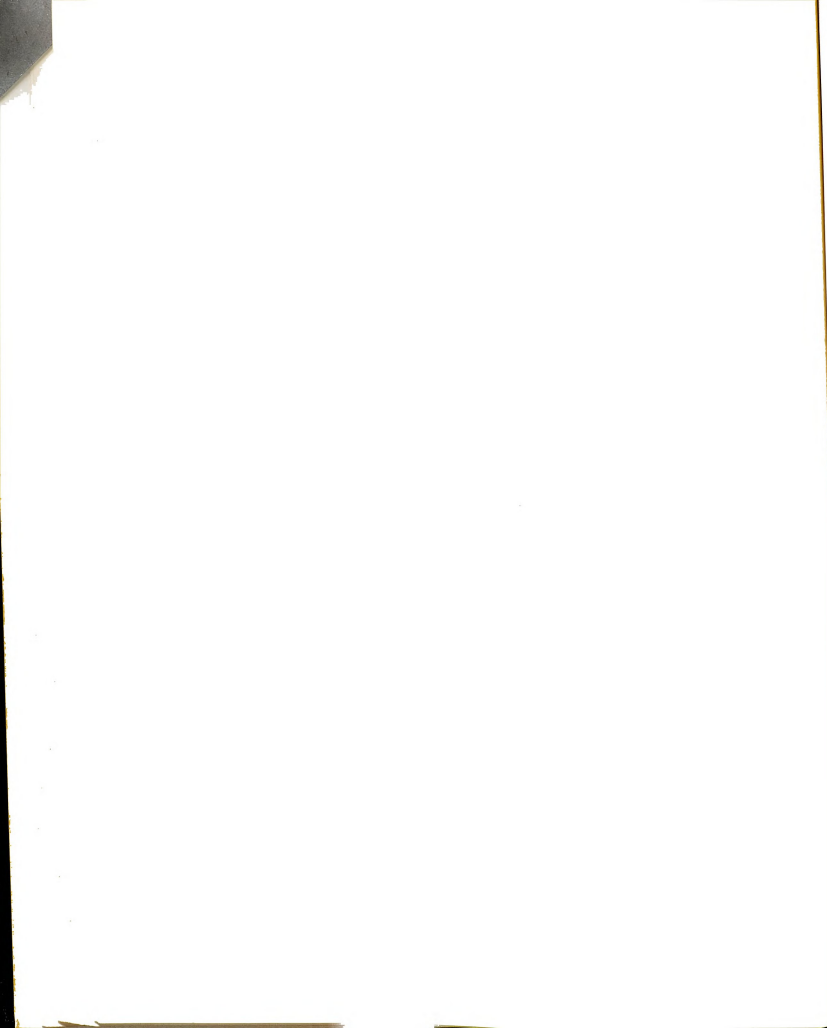
ecor, "Visual Reading: A Study of Mental Imagery," American Journal of Psychology, XI (January, 1900), 225; . H. Winch, "The Function of Images," Journal of Philosophy, Psychology and Scientific Methods, V (1908), 352.

<sup>93</sup>Bent S. Russell, "Brain Mechanism and Mental Images," Psychological Review, XXVII (1920), 234; G. Dawes Hicks, "On the Nature of Images," British Journal of Psychology, V (October, 1924), 145; Titchener, op. cit., pp. 73-75.

<sup>94</sup>For a list of image terms and definitions used in psychiatry and psychoanalysis see Holt, op. cit., p. 55.

<sup>95</sup>Gordon W. Allport, "Eidetic Imagery," British Journal of Psychology, XV (October, 1924), 100; E. R. Jaensch, Eidetic Imagery (New York: Harcourt Brace and World, 1930); Heinrich Klüver, "An Experimental Study of the Eidetic Type," Genetic Psychology Monograph, March, 1929.

<sup>96</sup>F. C. Bartlett, "The Functions of Images," British Journal of Psychology, XI (April, 1929), 330-331.



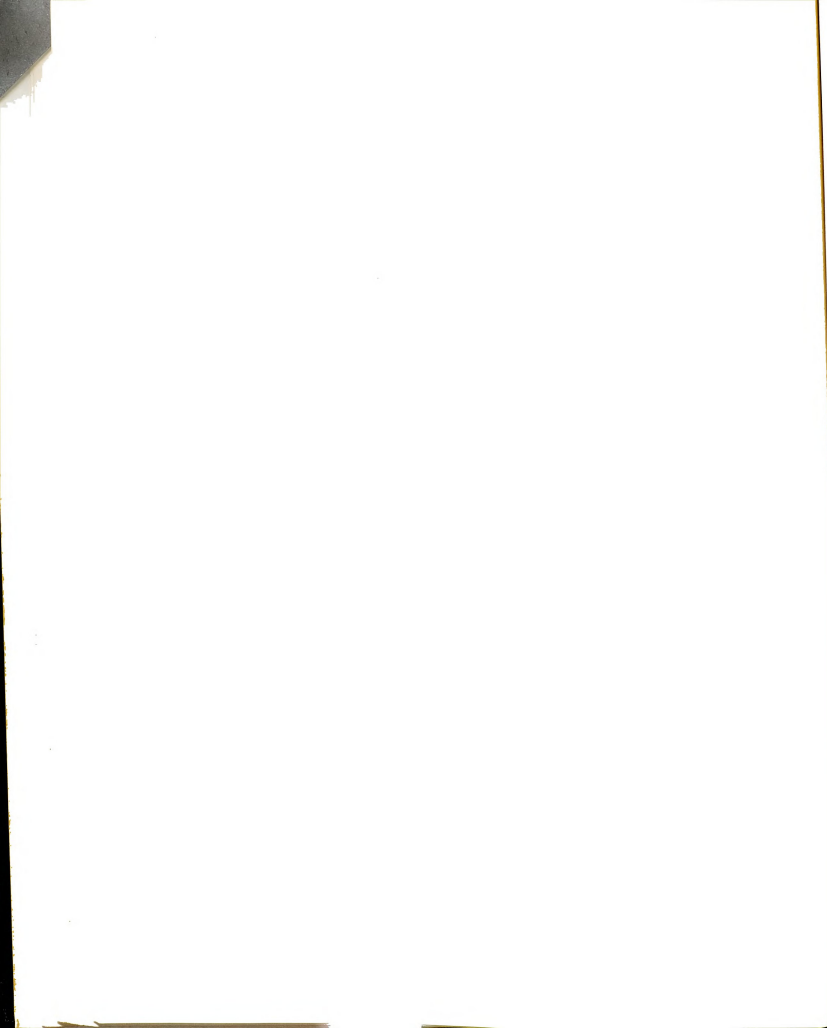
uses of the term image and its modern application in marketing, a number of important aspects should be considered. First, the classical use of image referred to a perceptual phenomenon and the present usage is but one removed from this.

Second, it appears that research effort has not been directed towards the sensory aspects of images of products, brands, corporations or department stores. A useful basis for this type of study is available in the literature of mental and memory images.

Third, the introspective method used in researching mental, memory and eidetic images has at least a familial relationship to some of the projective techniques used in modern marketing research. The contributions of classical image research to present-day image study are valuable.

#### Image in Modern Social Science

Use of the image concept in modern social science is similar to the application of this concept in marketing. It is employed in a manner which is partially perceptual, partially attitudinal. Krech and his associates state, "The responses of the individual to persons and things are determined by the way they look to him--his cognitive world. The image or 'map' of the world of every person is an



individual one."<sup>97</sup> His image is the result of his wants, experiences and environmental circumstances.

Boulding used essentially the same definition of image in his work, The Image.<sup>98</sup> He writes, "The subjective knowledge structure or image of any individual . . . consists not only of images of 'fact' but also images of 'value.'"<sup>99</sup> According to Boulding a person's behavior depends on the image of the world he holds.<sup>100</sup> In his description of the concept image, Boulding lists various types of images. These are: spatial, temperal, relational, personal, value, affectual and public images.<sup>101</sup>

Image applications.--The concept of image has been applied to a wide variety of research. It has been used in the study of how various occupations are perceived by college students,<sup>102</sup> how the federal government federal employee is perceived.<sup>103</sup> Image has been used to discover

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<sup>97</sup>David Krech, Richard S. Crutchfield and Egerton L. Ballachy, Individual in Society (New York: McGraw-Hill Book Company, Inc., 1962), p. 17.

<sup>98</sup>Kenneth E. Boulding, The Image (Ann Arbor: The University of Michigan Press, 1956).

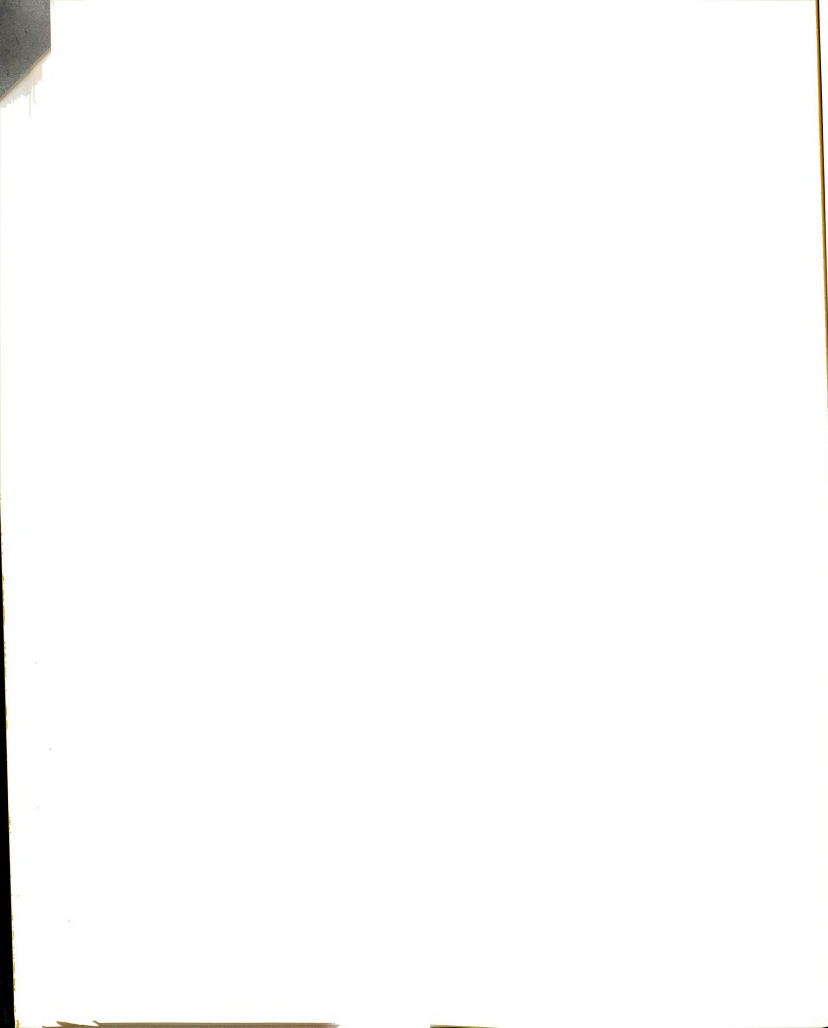
<sup>99</sup>Ibid., p. 11.

<sup>100</sup>Ibid., p. 6.

<sup>101</sup>Ibid., pp. 47-48.

<sup>102</sup>D. D. O'Dowd and D. C. Beardslee, College Students' Images of a Selected Group of Professions and Occupations (Middletown, Connecticut: Wesleyan University, 1960).

<sup>103</sup>F. P. Kilpatrick, M. C. Cummings, Jr. and M. K.



Navy men perceive the submariner,<sup>104</sup> and to find how public views the causes of cancer.<sup>105</sup> In the corporate setting image has been used to describe how the public views capitalism,<sup>106</sup> big business<sup>107</sup> and various companies, brands and products. Of particular interest are the marketing applications of the image concept and the analysis of consumer behavior which will be examined in the following chapter.

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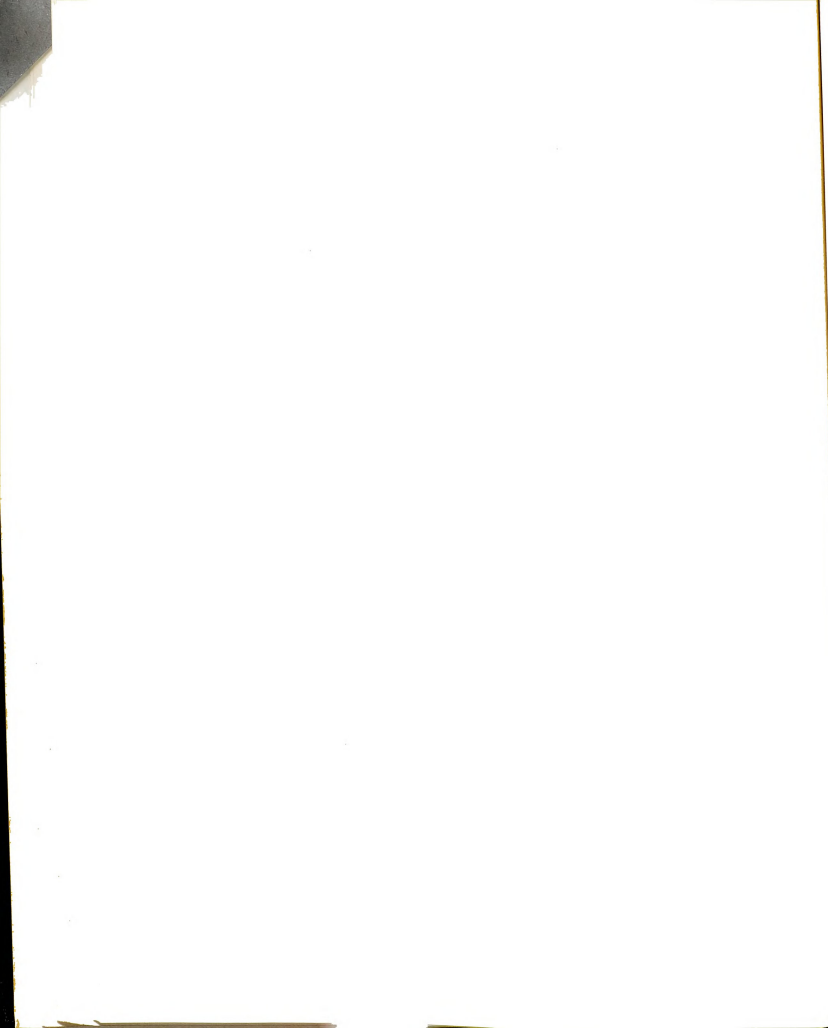
nnings, The Image of the Federal Service (Washington: Bookings Institute, 1964), Chapter 10.

<sup>104</sup>W. J. E. Crissy and S. Pashalian, "The Interview," III. Aids to the Interviewer-The Submariner Stereotype (M. R. L. Report, No. 214, Vol. XI, No. 31, October, 1952).

<sup>105</sup>Hans Toch, Terrance Allen, and William Lazer, The Public Image of Cancer Etiology, "Public Opinion Quarterly," XXV (1961), pp. 411-414.

<sup>106</sup>William H. J. Whyte, Is Anybody Listening? (New York: Simon and Schuster, 1952).

<sup>107</sup>John W. Riley, Jr. (ed.), The Corporation and the Publics (New York: John Wiley and Sons, Inc., 1963).





## CHAPTER III

### IMAGERY AND MARKETING

The use of the term image in marketing has been limited primarily to a description of a set of attitudes held by an individual or a group of individuals about a particular product brand, corporation or department store. In addition, the concept of self image has been conceived as that set of attitudes about self that the consumer holds. Strategically, the notion of image has been used to analyze product offerings in terms of their communality with the self images of potential consumers.

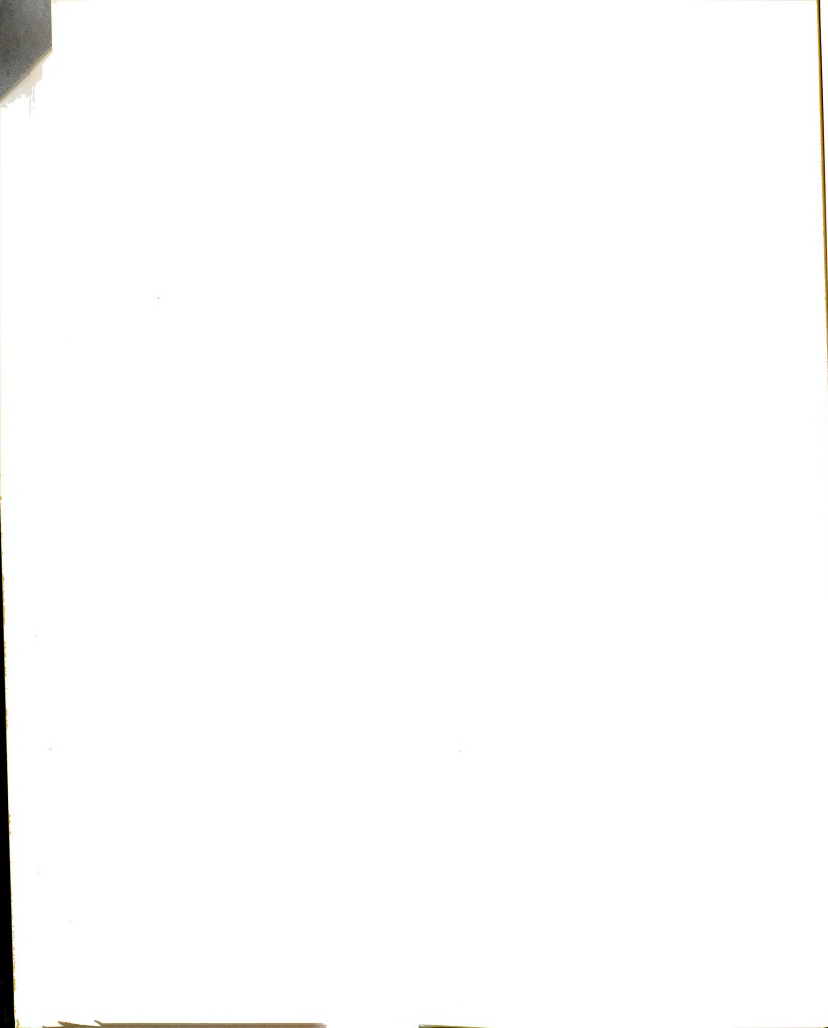
#### Brand Images

A brand image may be thought of as the psychological wrapper containing the physical nature of the product. Gardner describes it as, "A pattern in the mind which is projected on the brand . . . a symbol which evokes a complex set of meanings and feelings in the mind of the beholder."<sup>1,2</sup> This image is the resultant of all the

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<sup>1</sup>Burleigh B. Gardner, "Quantitative Research and Brand Image," Marketing Concepts in Changing Times, R. M. Hill, editor (Chicago: Proceedings of the Conference of the American Marketing Association, December, 1960), p. 55-57.

<sup>2</sup>See also Donald A. Laird, "How the Consumer



periences (real, vicarious, or imagined) that an individual has had with this and similar brands.

Brand images are initially perceptual in nature. The needs, goals and expectations of the individual influence his perceptions and so affect the development of his image of a particular product. Over time, his experience with the product, his physical and psychological environment and his social relationships change and mold his "dynamic relationship"<sup>3</sup> of person to product. Thus, in analyzing the nature and importance of brand images, the study must go beyond perception to the individual's inner drives and his interpersonal conduct. It is the summation of these factors which results in his tendency to respond to particular brands in particular ways.

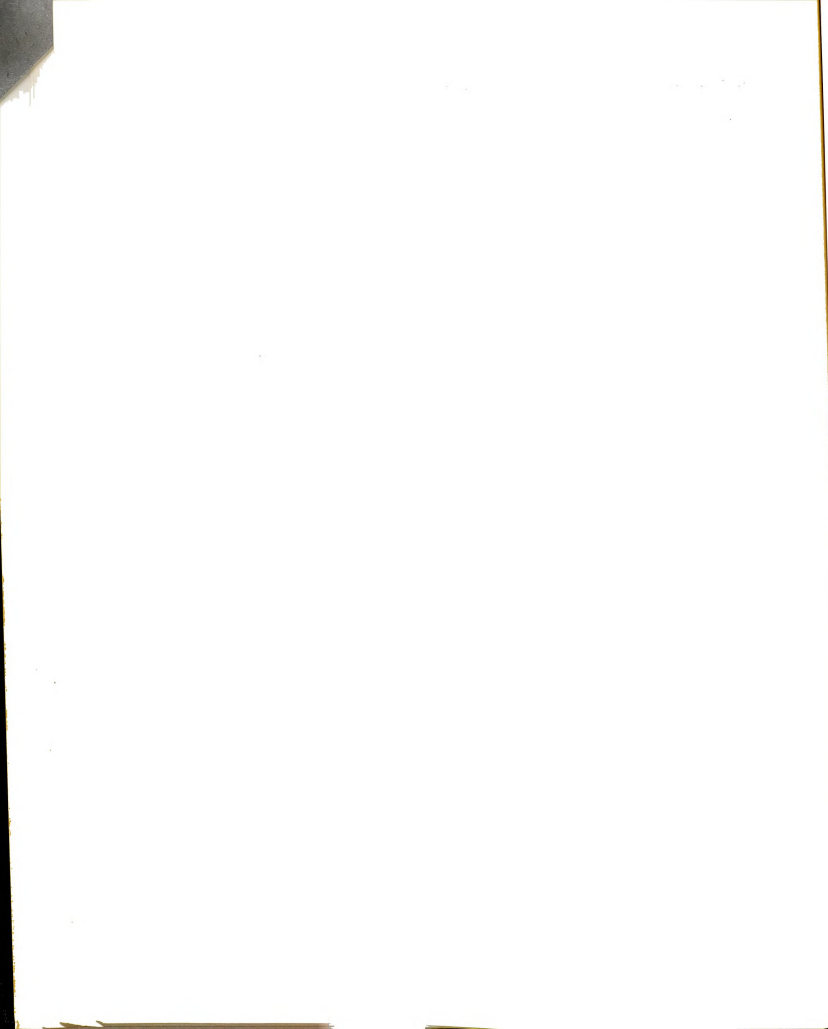
There are advantages for the consumer which accrue from his images of brands. The image a person has of one brand and becomes a frame of reference for his analysis of other brands of the same product. Brand images also facilitate the speed and consistency of judgment in product selection.

A number of studies have been carried out on various aspects of brand images. Because of the competitive value of the results, much of this research is not in the public domain. Wells and his associates, using an adjective

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estimates Quality By Subconscious Sensory Impressions," Journal of Applied Psychology, XVI (1932), 247.

<sup>3</sup>Gardner, op. cit., p. 55.



check list, described the brand images of 1956 and 1957 automobiles.<sup>4</sup> In an article, "The Brand Image Myth,"

Evans concluded from his research on,

. . . the two best advertised and largest selling automobiles . . . that either images do not exist for these brands or that they are not meaningfully related to purchase behavior. Neither images attributable to the product or images due to personality differences of the owners could be found.<sup>5</sup>

It may be that Evans' use of personality tests to classify the purchasers, rather than classification by self image, led to his conclusions.

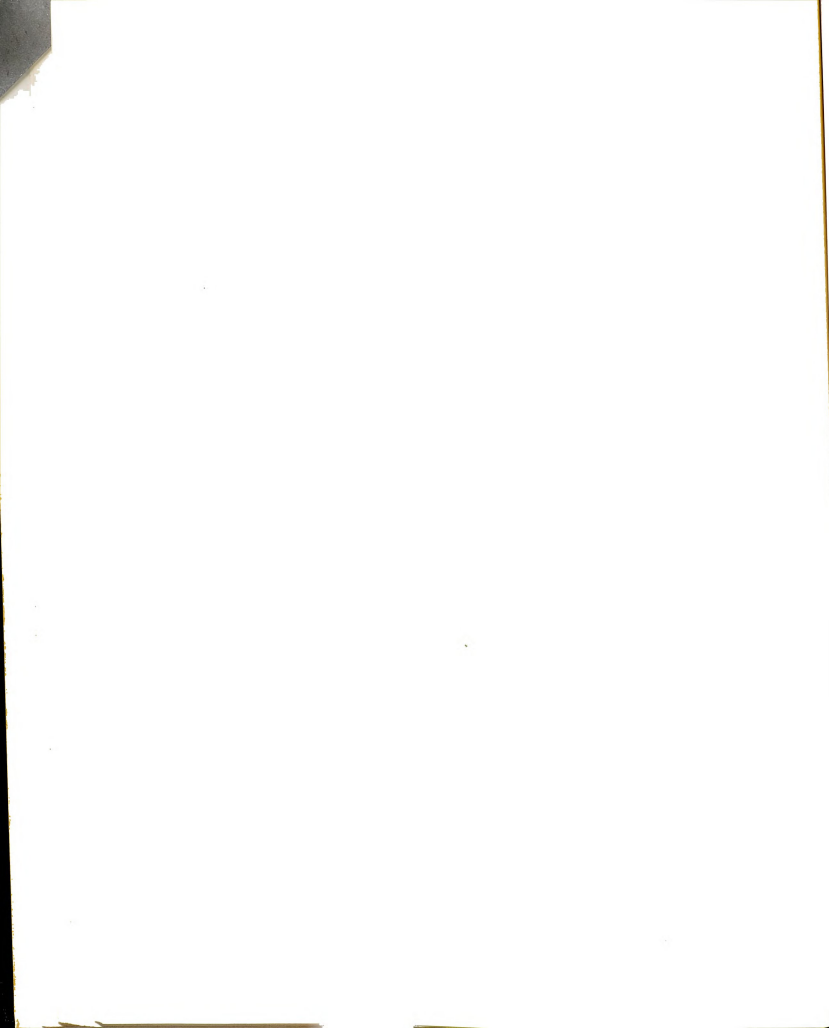
Tyler lists three kinds of brand imagery: subjective, objective and literal. The subjective image attempts to involve the individual with the product by self-identification. The objective image tries to sell the product by appealing to emotions. Literal imagery takes the form of visual, e.g., brand name, trademark, package design.<sup>6</sup> A successful brand image would encompass all three types of imagery.

Common perceptual experience with a product among a number of persons results in what Gardner calls the

<sup>4</sup>W. D. Wells, F. J. Andriuli, F. J. Goi and Stuart Lader, "An Adjective Check List for the Study of Product Personality," Journal of Applied Psychology, XLI (1957), 317-319.

<sup>5</sup>Franklin B. Evans, "The Brand Image Myth," Business Horizons, IV (Fall, 1961), 26.

<sup>6</sup>William D. Tyler, "The Image, The Brand, The Consumer," Journal of Marketing, XXII (October, 1957), 4.



public image of a brand. This is "A consensus of meanings appearing in the minds of a large number of people . . . exposed to a brand and its communications."<sup>7</sup> The theory of social groups leads us to expect that there would be not one but a number of public images of a brand. It is the public image, or images that are of interest to the marketer. He must concern himself with the elements of the image of his brand that are held in common by a number of potential consumers. It is on this aggregate image that he must base his marketing strategy.

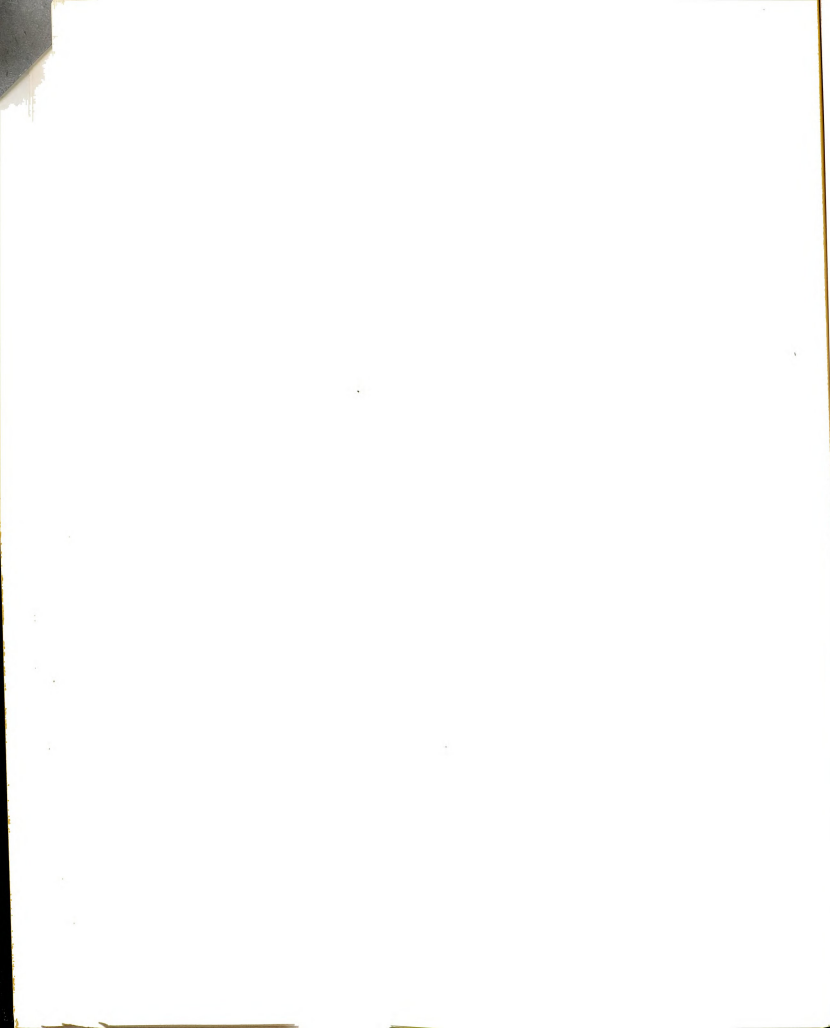
#### Self Image

Newman describes the buying process as the, "Matching of a person's self image with the image of a product or brand."<sup>8</sup> This concept of consumer behavior is in agreement with the discussion of the self concept and motivation in Chapter II. At that point the self was described as both the organizer and the object of wants and goals related to self enhancement. Grubb states that, "The term 'self concept' denotes the totality of an individual's attitudes, feelings, perceptions and evaluations

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<sup>7</sup>Gardner, op. cit., p. 57.

<sup>8</sup>Joseph W. Newman, Motivation Research and Marketing Management (Boston: Harvard University, Graduate School of Business Administration, Division of Research, 1957), p. 63.





of himself."<sup>9</sup> Self evaluation is essentially a comparison of self with significant others. This is important to the marketer because of the role it plays in purchasing behavior. Grubb argues that goods are, "Symbols serving as means of communication between the individual and his significant references" (groups and individuals with whom he identifies).<sup>10</sup> The marketing executive must present his goods in such a way as to enhance the self esteem of those who purchase them.

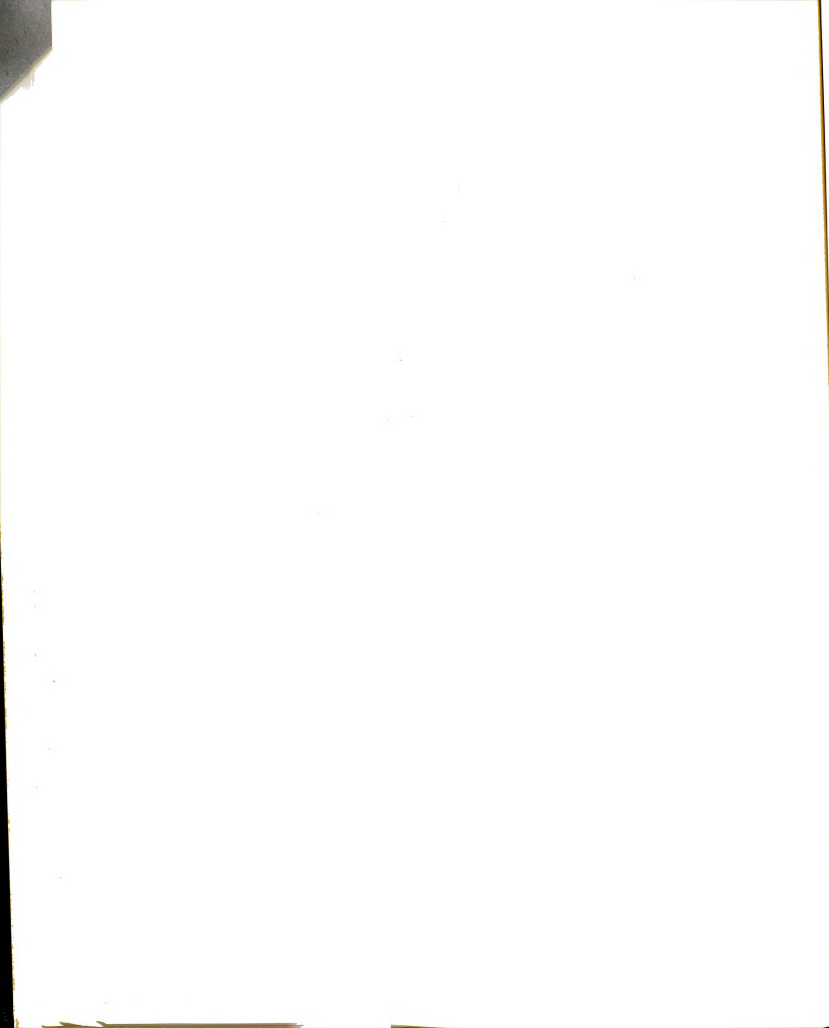
Newman reported the results of a dieting study which indicated that, "It was the woman's evaluation of her weight (in terms of how she felt others saw her weight) rather than her actual weight which largely determined her attitude and behavior toward dieting."<sup>11</sup> The Chicago Tribune study of what automobiles mean to Americans indicated that the car is more than a means of transportation. It is also a status symbol and a means of expressing

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<sup>9</sup>Edward L. Grubb, "Consumer Perception of 'Self Concept' and Its Related Brand Choices of Selected Product Types," Marketing and Economic Development, Peter D. Bennett, editor (Chicago: Proceedings of the Conference of the American Marketing Association, September, 1965), 419.

<sup>10</sup>Ibid., p. 420; See also, S. J. Levy, "Symbols Which We Buy," Advancing Marketing Efficiency, Lynn Stockman, editor (Chicago: Semi-Annual Conference of American Marketing Association, December, 1958), p. 410.

<sup>11</sup>Newman, op. cit., pp. 320-342.



dividuality. In other words the car is used as a symbol for enhancement of the person's self image.<sup>12</sup>

The theory of cognitive dissonance supports the importance of the notion of self image.<sup>13</sup> To obtain relief from post-transaction dissonance an individual may turn to others with whom he identifies for approval and support for his purchase. According to Festinger, social support reduces dissonance.<sup>14,15</sup>

The dynamic interrelationship of the image of self, the image of a brand and the image of the place of purchase plays an important role in the consumer buying processes.<sup>16</sup> The marketing executive must be cognizant of this relationship and exploit it in the development of his strategy.

#### Corporate Image

The aggregate image of a corporation is not simply a description of the company, its facilities, products, people and communications. It is rather an interpretation, based on the perceptions, motivations and social

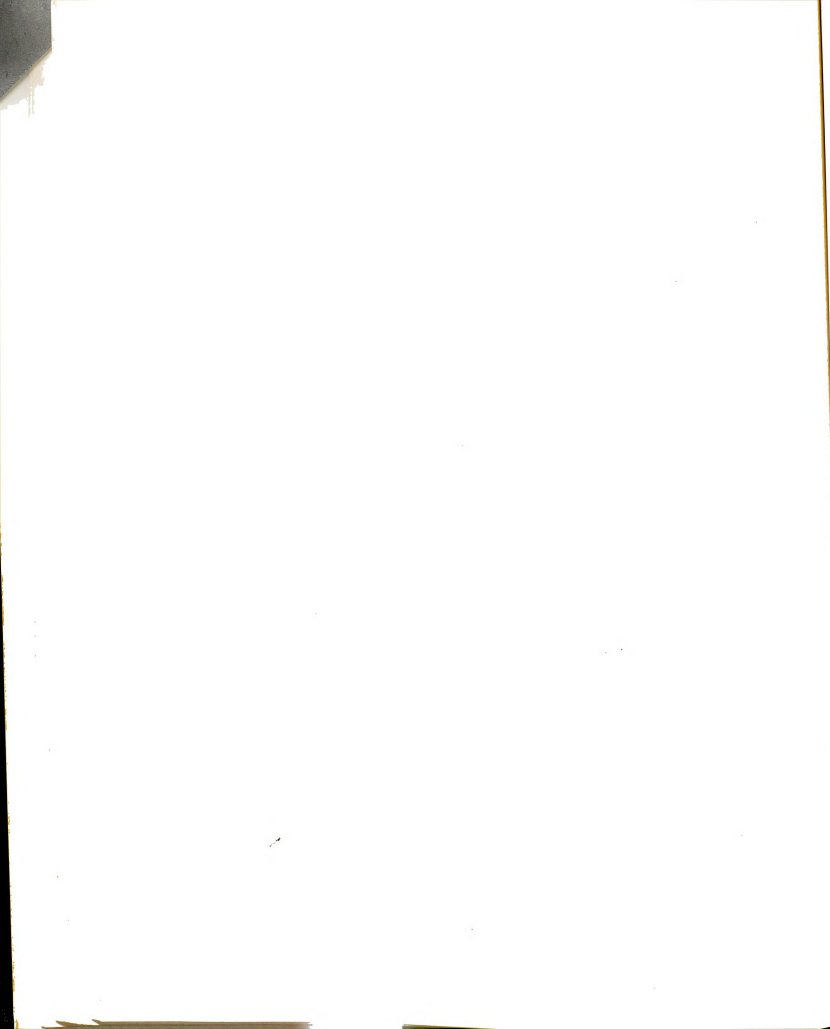
<sup>12</sup>Ibid., pp. 221-261.

<sup>13</sup>Leon Festinger, A Theory of Cognitive Dissonance (Evanston, Illinois: Row Peterson, 1957).

<sup>14</sup>Ibid., p. 188.

<sup>15</sup>See also, Bruce C. Straits, "The Pursuit of the Resonant Consumer," Journal of Marketing, XXVIII (July, 1964), pp. 62-66.

<sup>16</sup>James A. Bayton, "Motivation, Cognition and Learning--Basic Factors in Consumer Behavior," Journal of Marketing, XXII (January, 1958), 282-289.



relationships of individuals, of these facets of the corporation. The resulting set of attitudes clustered around the corporation is its image. The aggregate image is the summation of these consumer images.

Riley terms the corporate image the organizational counterpart of the self image.<sup>17</sup> This statement is significant in two ways. First, it points out two opposing perspectives of the image of a corporation. Second, it points out the tendency to endow the corporation with human qualities.

The corporate image may be seen from the perspective of those within the organization. From this vantage it is usually viewed as something created as a matter of policy and action. Martineau points out a problem of this perspective.

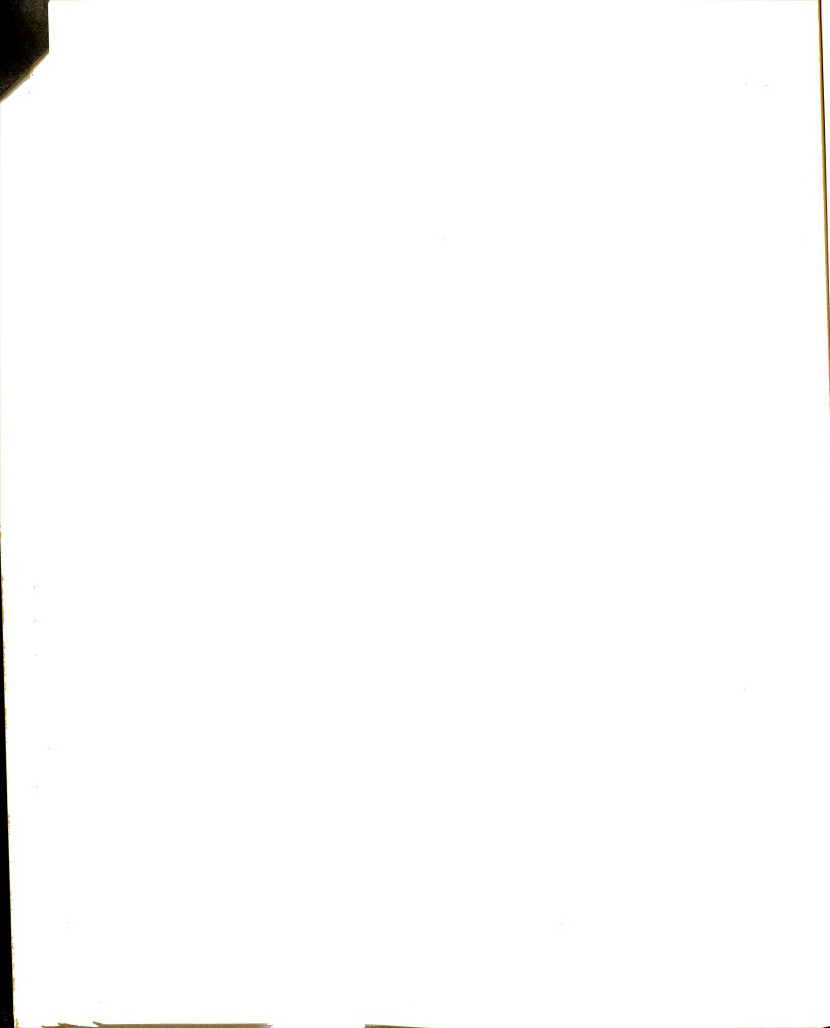
In virtually every area we have studied, we find the biggest discrepancies imaginable between what a company thinks of itself--the image it believes it is presenting to the public--and the way the consumer actually sees it.<sup>18</sup>

The corporate image can be viewed from another perspective--that of the consumer. The image is seen as the property of the individual perceiving the company, rather

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<sup>17</sup>John W. Riley, Jr., "The Nature of the Problem," The Corporation and Its Publics, John W. Riley, Jr., editor (New York: John Wiley and Sons, Inc., 1963), p. 91.

<sup>18</sup>Pierre Martineau, Motivation in Advertising: Motives That Make People Buy (New York: McGraw-Hill Book Company, Inc., 1957), p. 174.



than, as a property of the company. This conception of the corporate image more nearly agrees with perception and attitude theory.

Interpreting the corporate image as the counterpart of the self image also points out the human tendency to anthropomorphize. In replying to questions about companies people tend to attribute to the firms human qualities such as warmth-coldness, friendliness-unfriendliness, sophistication-lack of sophistication, and imaginative-unimaginative. This is reflected in the use of the terms reputation and personality in reference to companies in image research.<sup>19</sup>

#### Social Factors Affecting the Corporate Image

There are a number of social factors important to the understanding of the corporate image. The dynamics of the relationship between an individual's perceptions, attitudes and group memberships hold true for images. Martineau states,

. . . the corporation is addressing itself to many different publics, each of which is looking at the corporate image from behind a different

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<sup>19</sup>Pierre Martineau, "The Personality of the Retail Store," Harvard Business Review, XXXVI (January-February, 1958), 52-53; Stuart U. Rich and B. D. Portis, "The Imageries of Department Stores," Journal of Marketing, XXVIII (April, 1964), 15; Leon Arons, "Does TV Viewing Influence Store Image and Shopping Frequency?" Journal of Retailing, XXXVIII (Fall, 1961), 11.





set of lenses . . . they see the image differently because their perceptions, their expectations and their wishes differ.<sup>20</sup>

a similar vein Heidingsfield writes, the,

. . . interpretation of an image depends upon the personality, socio-economic status, current emotional well-being and culture of the consumer. Individuals react according to the conditioning of their social group . . .<sup>21</sup>

For the purpose of identifying aggregate images the public can be divided into groups on the basis of their relationship to the corporation customers--non-customers,<sup>22</sup> loyal customers--occasional customers,<sup>23</sup> employees--non-employees. The public can also be divided on the basis of membership groups and statistical groups: social classes, occupational groupings, age categories.<sup>24</sup> The experiences, expectations and values of the members of

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<sup>20</sup>Pierre Martineau, "Sharper Focus For the Corporate Image," Harvard Business Review, XXVI (November-December, 1958), 53.

<sup>21</sup>M. S. Heidingsfield, "Building the Image: An Essential Marketing Stratagem," New Directions in Marketing, F. B. Weber, editor (Chicago: American Marketing Association Proceedings, June, 1965), p. 135.

<sup>22</sup>Martineau, op. cit.; L. M. Harris and Mass Observation, Ltd., Buyers Market: How to Prepare for the New Era in Marketing (London: Business Publications, Ltd., 1963), p. 79.

<sup>23</sup>Loewer, op. cit., p. 146.

<sup>24</sup>See for example, Heidingsfield, op. cit., p. 1; Harris, op. cit., p. 85; Rich and Portis, op. cit., p. 12; Loewer, op. cit., p. 198.



each of these groups will result in differences in the aggregate images they hold of a particular company.

### The Corporate Image As A Stereotype

Tucker researched the question, how much of the corporate image is stereotype? He concluded that because, "... the correlation coefficients (were) high between bank images and other businesses . . . (that) . . . there may be a stereotype involved."<sup>25</sup> A year later, Hill reported on work done by National Analysts from which he asserted that corporate images, "... represent distinct corporate personalities and are only in part due to stereotypes, which are 'halo' images."<sup>26,27</sup> The conflict seems to be one of definition and emphasis. The image one holds of a corporation is a stereotype in that it is an oversimplification of reality. Also, because companies have many common characteristics, many of the elements of the images of these companies will be similar. However, it is the dissimilarities that are significant to the marketer. For it is those facets of

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<sup>25</sup>W. T. Tucker, "How Much of the Corporate Image is Stereotype?" Journal of Marketing, XXV (January, 1961), 52.

<sup>26</sup>Edward W. Hill, "Corporate Images Are Not Stereotypes," Journal of Marketing, XXVI (January, 1962), 75.

<sup>27</sup>Pierre Martineau, "The Personality of the Retail Store," Harvard Business Review, XXXVI (January-February, 1958), 53.



the company that consumers perceive as different that  
 give it its distinctive image.

### Department Store Image

The department store image is just a special case  
 of the corporate image. The difference lies in the  
 greater degree of intimacy and awareness that consumers  
 have of department stores. Consumers relate directly  
 with department stores, their physical premises, employees  
 and products. Thus a person develops more intimate images  
 of department stores based on more first-hand information  
 than he does about other corporations.

Harris, commenting on the British retail scene,  
 describes the store image in terms of "atmosphere." He  
 writes, ". . . the impressions the shop makes upon her  
 (the customer) will be synthesized to form the subjective  
 quality--atmosphere."<sup>28</sup> Although Harris agrees that many  
 factors influence the consumer image of a store he states,  
 "In the last resort, a 'good' atmosphere depends upon the  
 attitude of the staff . . ."<sup>29</sup> The negative side of the  
 relationship between staff members attitudes and actions  
 and the consumer's image is commented on by Collazzo:

An important source of mistrust arises out of  
 dealings with the person, who is, as far as most  
 customers are concerned, the store's image. That  
 person is the clerk. When he is incompetent, the

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<sup>28</sup>Harris, op. cit., p. 83.

<sup>29</sup>Ibid., p. 107.



store is incompetent, when he is inconsiderate the store is inconsiderate, when he high pressures the customer, the store is high pressuring the customer.<sup>30</sup>

The consumer's image of a department store is influenced by a multitude of factors. A shopping study Rich uncovered reasons women enjoy shopping in department stores. The reasons, in order of their importance (based on the percent of sample reporting reason),

- (a) recreational and social aspects;
- (b) seeing new things, getting new ideas;
- (c) pleasant store atmosphere, displays, excitement;
- (d) bargain hunting, comparing merchandise, spending money;
- (e) acquiring new clothes and household items, and
- (f) helpful salesclerks and other store services.<sup>31</sup>

It is interesting to note that only 3 percent of the sample of 4,500 women in New York and Cleveland gave help-store clerks as a reason for enjoying shopping. However, 20 percent of the sample indicated that discourteous and inefficient salesclerks made them dislike shopping. Other reasons for disliking shopping in order of importance are:

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<sup>30</sup>Charles J. Collazo, Jr., Consumer Attitudes and Motivations in Shopping (New York: National Retail Merchants Association, 1963), pp. 113-114.

<sup>31</sup>Stuart U. Rich, Shopping Behavior of Department Store Customers (Boston: Harvard University, Graduate School of Business, Division of Research, 1963), p. 66.





- (a) crowds, boredom, fatigue;
- (b) inconvenience in making arrangements for getting to store;
- (c) poor or confusing array of merchandise, difficulty in finding what you want;
- (d) deciding what to buy, spending money, high prices, and
- (e) discourteous or inefficient salesclerk service.<sup>32</sup>

Another report based on the same study indicated that salesclerk service was of prime importance for convenience to women shoppers.<sup>33</sup> The results of this study indicate that female consumer behavior is very much affected by the attitudes and actions of department store salesclerks.

These likes and dislikes of department store shopping are similar to Collazzo's satisfactions and frustrations of shopping<sup>34</sup> and Aron's store qualities.<sup>35</sup> Fisk summarizes these store qualities under the heading cognitive dimensions of the department store image<sup>36</sup> (see Table 1).

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<sup>32</sup>Ibid., p. 66.

<sup>33</sup>Stuart A. Rich and Bernard Portis, "Clues for Consumer Decision Making," Harvard Business Review, LIII (May-April, 1963), 147.

<sup>34</sup>Collazzo, op. cit., pp. 68-69.

<sup>35</sup>Arons, op. cit., p. 10.

<sup>36</sup>George Fish, "A Conceptual Model for Studying Consumer Image," Journal of Retailing, XXXVII (Winter, 1961-1962), 5.



TABLE 1.--Department store image.

Cognitive Dimensions	Determinants
Locational Convenience	(a) access routes (b) traffic barriers (c) traveling time (d) parking availability
Merchandise Suitability	(a) number of brands stocked (b) quality of lines (c) breadth of assortment (d) depth of assortment (e) number of outstanding departments in the store
Value for price	(a) price of a particular item in a particular store (b) price of same item in another store (c) price of same item in substitute store (c) trading stamps and discounts
Sales effort and store services	(a) courtesy of sales clerks (b) helpfulness of salesclerks (c) reliability and usefulness of advertising (d) billing procedures (e) adequacy of credit arrangements (f) delivery promptness and care (g) eating facilities
Congeniality	(a) store layout (b) store decor (c) merchandise displays (d) class of customers (e) store traffic and congestion
Post-trans-action satisfaction	(a) satisfaction with goods in use (b) satisfaction with returns and adjustments (c) satisfaction with price paid (d) satisfaction with accessibility to store



Although numerous facets of department store operations may influence a consumer's image, it is not necessary for a person to have any actual experience with a particular department store to have an image of it.<sup>37</sup> Second hand information or imagination are sufficient.<sup>38</sup>

#### The Influence of Experience on Department Store Image

What affect does experience have on an individual's image of a department store? There are two aspects of the answer to this question. On the one hand, Collazzo reports from his research that, ". . . attitudes become less favorable as shopping becomes more frequent and routine."<sup>39</sup> So, for the individual, repeated experience brings boredom and negative attitudes. On the other hand, Harris quotes a British housewife who says, "You get used to one shop and you feel at home there . . . but in a fresh shop you don't know where you are and that takes all the fun out of shopping."<sup>40,41</sup> These two positions are reconcilable because there are so many other factors which affect the individual's image. It is logical that

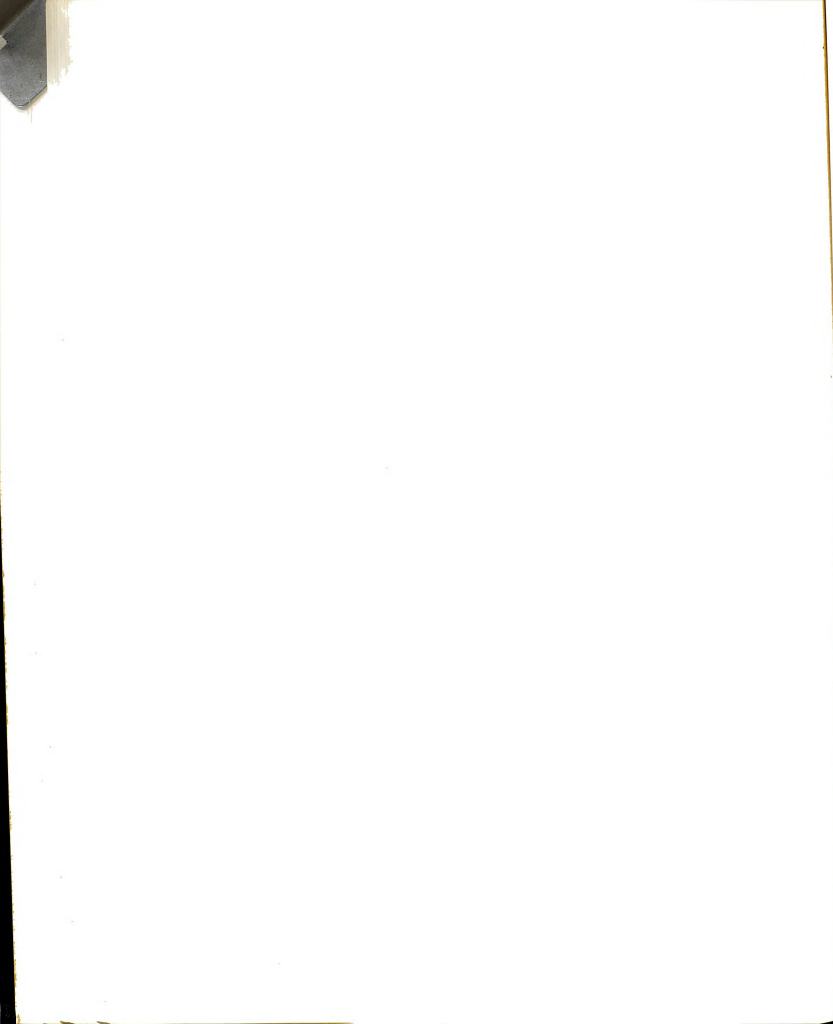
<sup>37</sup>Harris, op. cit., p. 79; Martineau, "Sharper Focus for the . . .", op. cit., p. 53.

<sup>38</sup>Heidingsfield, "Building the Image . . .", op. cit., p. 138.

<sup>39</sup>Collazzo, op. cit., p. 104.

<sup>40</sup>Harris, op. cit., p. 100.

<sup>41</sup>See also, Arons, op. cit., p. 9.



peated experience will bring about a change of attitudes because of the increased ability of the person to discriminate among retail institutions.

Martineau comments on the images held by customers and non-customers. Customers:

. . . like the products, they are familiar with them, they read the advertising to support their favorable opinions. But non-customers very often have negative stereotypes of the company which prevent them from learning anything about the products . . .<sup>42</sup>

person's behavior as a consumer is affected by his image and his behavior tends to lend support to that image.

comparison of viewers of Montgomery Ward's advertisements

with non-viewers by Arons, showed, "A general shift in the direction of more favorable image . . . (by viewers)

." <sup>43</sup> Experience with any of the facets of a department store results in some change, positive or negative, in the image held by the consumer, and ultimately in his buying behavior.

#### The Affect of Needs and Social Pressures on Department Store Image

Needs play a role in the creation of an individual's image of a department store. Collazzo emphasizes, ". . . the abilities and needs of consumers as determined by

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<sup>42</sup>Martineau, op. cit., p. 53.

<sup>43</sup>Arons, op. cit., p. 11.





their stage in the life cycle, economic status and experience, condition their attitudes to retail situations . . ." <sup>44</sup> In addition, individual's tend to form an image of a department store in accordance with the conditioning of their group. The norms, values and attitudes of the groups with which a person identifies shapes that person's image. <sup>45,46</sup> Intimate primary groups, secondary groups and even statistical groups have an impact on the image a person has of a department store.

Collazzo cites Rainwater's study of the working man's wife which indicates that lower class women feel less secure and are more pessimistic about the future. "This affected their attitudes towards charge accounts, sales-people, strange stores and brands . . ." <sup>47,48</sup> From his own research Collazzo reports that family size, stage in the family life cycle and economic and social conditions

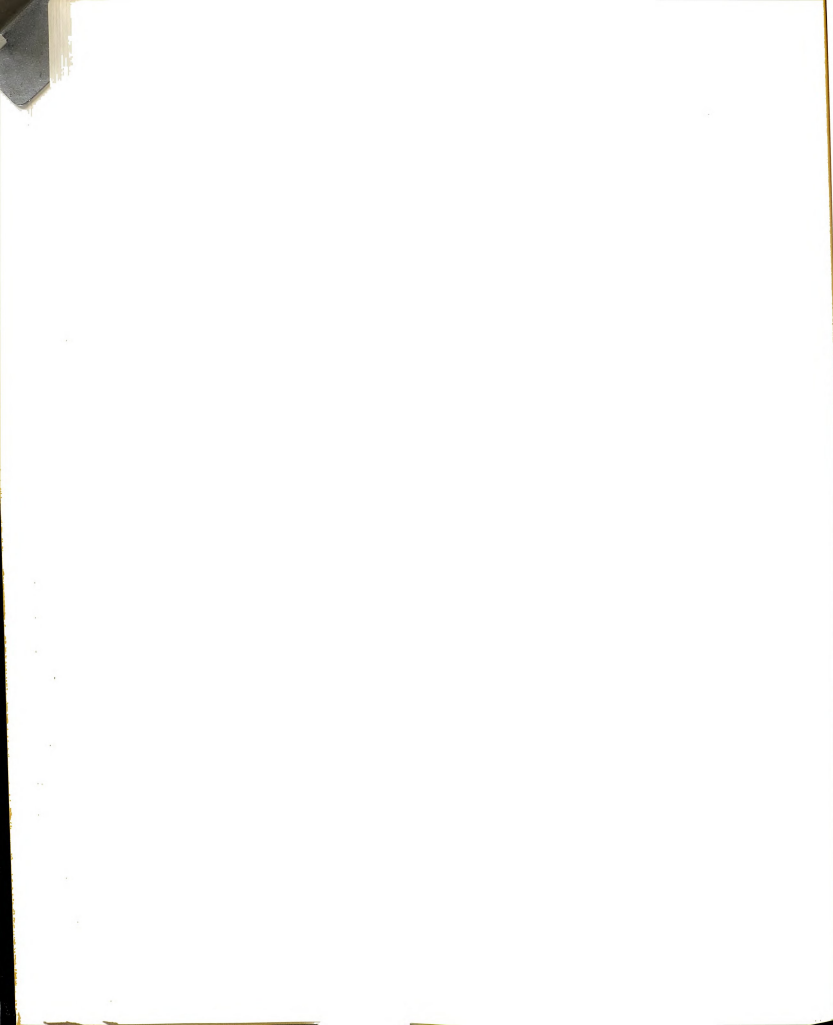
<sup>44</sup>Collazzo, op. cit., p. 63.

<sup>45</sup>Alfred Oxenfeldt, David Miller, Abraham Shuchman and Charles Winick, Insights Into Pricing . . ., op. cit., p. 81.

<sup>46</sup>See also, Levy, op. cit., pp. 413-414.

<sup>47</sup>Collazzo, op. cit., pp. 13-14.

<sup>48</sup>For the complete study see Lee Rainwater, Richard Coleman and Gerald Hander, Workingman's Wife (New York: Oceana Publications, 1959).



ect attitudes toward shopping and retail institutions.<sup>49</sup>

The importance of social class in influencing consumer attitudes about department stores is reported by Arons,<sup>50</sup> Harris,<sup>51</sup> Martineau<sup>52</sup> and Heidingsfield.<sup>53</sup> Martineau in discussing a number of Chicago Tribune studies of spending-saving behavior, retail store loyalties and commodity tastes concluded, and I agree, that, "all of these studies reveal close relation between the choice of store, patterns of spending and class membership."<sup>54</sup> Gardner, however, disagrees and states, "The difference of a . . . (department store) . . . does not vary from group to group . . . (i.e., social classes) . . . from users to non users."<sup>55</sup> The majority of the available evidence appears to refute Gardner's position.

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<sup>49</sup>Collazzo, op. cit., pp. 72-73, 103.

<sup>50</sup>Arons, op. cit., p. 95.

<sup>51</sup>Harris, op. cit., p. 85.

<sup>52</sup>Martineau, "The Personality of the Retail Store," op. cit., p. 50.

<sup>53</sup>Heidingsfield, op. cit., p. 141.

<sup>54</sup>Martineau, "Social Class and Spending Behavior," op. cit., p. 126.

<sup>55</sup>Burleigh B. Gardner, "Behavioral Sciences As Related to Image Building," New Directions in Marketing, S. Webster, editor (Chicago: American Marketing Association Proceedings, June, 1965), p. 147.



### Image of Self and Department Store Image

The image of self plays a role in the development of an individual's image of a department store and his buying behavior. Martineau writes, "The shopper seeks the store whose image is most congruent with the image he has of herself."<sup>56</sup> And a good part of the image of the store in the shopper's mind is composed of what kind of people shop there.<sup>57</sup>

Loewer, in a recent doctoral dissertation at Stanford University, using Newman's notion of the buying process, studied the relation between an individual's image of self and his image of the totality of the department store. He found that: ". . . at least as far as occupational categories were concerned persons tend to identify to a far greater degree with those stores where they perceived people like themselves to be customers."<sup>58</sup>

### Image of Branches of Department Stores

The image of a multi-unit department store is more complex because of interrelationships with the images of

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<sup>56</sup>Martineau, "The Personality of the Retail Store," op. cit., p. 48.

<sup>57</sup>See also Levy, op. cit., p. 410.

<sup>58</sup>Robert A. Loewer, "A Study of Consumer Perception of Department Stores and Department Store Prices," Unpublished doctoral dissertation, Stanford University, June, 1965, p. 198.



branch stores. Heidingsfield warns that, "If there more than one outlet the corporate image must be consistent with all of its outlets . . . unclear imagery notes a tendency on the part of the consumer to shift easily from one store to another."<sup>59</sup>

The meaning of this warning for market segmentation not clear. Does it indicate that all the branches of multi-unit department store should be identical regardless of their particular trading area? Or does it indicate that the corporate image should be sufficiently broad in scope so as to encompass the differences in the various branch images?

From their study Rich and Portis report that:

Martineau's belief that the branch stores take on the personality and characteristics of their downtown units was borne out to some degree. . . . However, they also found that the images of branch stores are weaker and that there is considerable similarity among suburban branches of downtown stores . . .<sup>60</sup>

somehow surprising finding was the consumers praise the wide variety available at the branch stores.

The traditional belief that downtown stores attract suburbanites for their wide selection of merchandise may no longer be true today. On the other hand, the downtown stores are still ahead of the suburban stores in terms of overall store reputation and reliability.<sup>61</sup>

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<sup>59</sup> Heidingsfield, op. cit., p. 139.

<sup>60</sup> Rich and Portis, op. cit., p. 15.

<sup>61</sup> Ibid.





Summary

The emotional filter through which consumers view department stores can be one of the strongest competitive advantages a store has. Over time, the store's image tends to become confirmed in the customer's eyes because of the selectivity of perception and the relatively fixed nature of attitudes. In fact, the image may act so that the store, "Gets credit for all sorts of things which are contrary to truth."<sup>62</sup>

An individual's image of a department store also tends to last because it is based on his needs and group affiliations which are slow to change. The image tends to be a stable phenomenon even in the midst of changes in the store itself and in its physical and psychological environment. This stability is an important competitive tool. The department store image, especially of multi-store, multi-city organizations, tends to give the consumer something familiar to identify with. In the modern mobile society, this is of importance to both department store executives and consumers.

The aggregate department store image is the summation of and so affects those factors which affect the consumer's image. It is upon this resulting totality of images that department store policy should be developed.

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<sup>62</sup> Martineau, "Sharper Focus for the Corporate Image," op. cit., p. 53.



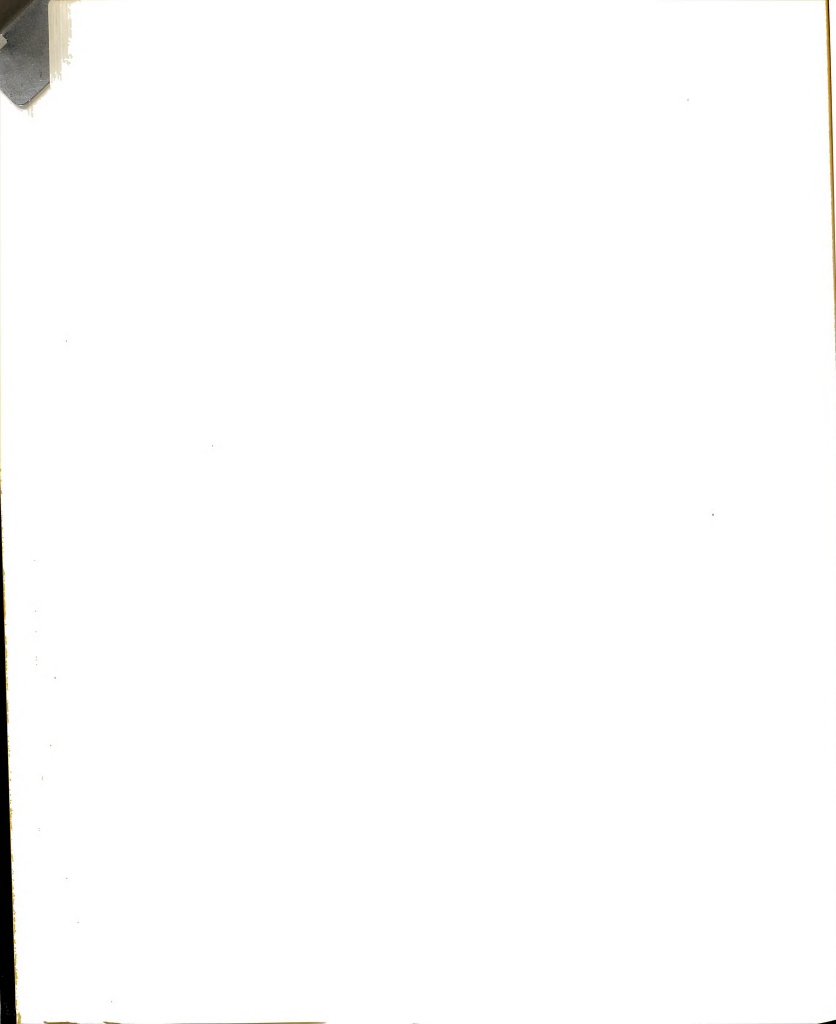
## CHAPTER IV

### RESEARCH DESIGN: SAMPLE AND QUESTIONNAIRE

This chapter is comprised of four sections. The first covers sample design: sampling considerations, sample type, sample size and sample selection method. The second contains a description of the questionnaire: semantic differential technique, selection of department stores, department store shopping questions and geographic questions. The third describes the field work: selection, training and control of interviewers. The fourth presents the sample responses: factors affecting sample composition and selected demographic characteristics of the sample.

#### Sample Design

The sample was designed to test the validity of the hypothesis that there is a relationship between social class membership and individuals' perceptions of particular department stores. It was selected on the basis of two considerations: first, the income of the subject's housing unit and, second, the geographic location



the subject's housing unit within the Detroit Standard Metropolitan Statistical Area (SMSA).<sup>1</sup>

The sample is a random, stratified, multi-stage sample. The population from which the sample was drawn is the Detroit SMSA, which includes Macomb, Oakland and Wayne counties and had a population of 41,000 and 1,156,200 occupied dwelling units as of July 1, 1962.<sup>2</sup> A sample size of 720 was determined to insure that no subsample would include less than thirty observations.

The sample does not include people in institutions, hospitals, nurses' homes, rooming houses, military and other types of barracks, college dormitories, fraternity, sorority houses, convents and monasteries, or persons who belong to a family of which a member is a department store employee.

Appendices A, B, C and D contain information on household size, the presence of children, household income and household tenure of the population.

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<sup>1</sup>U. S. Bureau of Census, U. S. Census of Population and Housing: 1960, Census Tracts, Final Report PHC (1) Washington: U. S. Government Printing Office, 1962.

<sup>2</sup>"Population and Occupied Dwelling Units in the Detroit Region, July 1, 1961," Report of the Population and Housing Committee of the Regional Planning Commission Detroit Metropolitan Area Planning Commission, December, 1961 (5).



### Sample Selection Method

The sample selection method was designed to select subjects in five income categories with a degree of geographical dispersion over the Detroit SMSA. Census tracts,<sup>3</sup> were randomly drawn to conform with nine geographic strata<sup>4</sup> and five income strata.<sup>5</sup> Blocks were chosen randomly from the tracts on a systematic basis.<sup>6</sup> Housing units<sup>7</sup> within the blocks were chosen in clusters on a random basis.

The following are the steps in the selection procedure:

1. All of the census tracts in the Detroit SMSA were coded according to income, using the

<sup>3</sup>U. S. Bureau of Census, op. cit.

<sup>4</sup>The nine geographic strata were based on the trading areas around the nine J. L. Hudson Company department stores.

<sup>5</sup>Detroit News Salesman's Map (Detroit, 1961).

<sup>6</sup>U. S. Bureau of Census, U. S. Census of Housing: 1960, Volume III, City Blocks, Series HC (3), Number 204 (Washington: U. S. Government Printing Office, 1962).

<sup>7</sup>Ibid., p. 1. A housing unit is defined as "A house, an apartment or other group of rooms, or a single room. . . . When it is occupied or intended for occupancy as separate living quarters, that is, when the occupants do not live or eat with any other persons in the structure and when there is either (1) direct access from the outside or through a common hall or (2) a kitchen or cooking equipment for the exclusive use of the occupants."





Detroit News Salesman's Map<sup>8</sup> as a guide, on  
a Census Tract Map.<sup>9</sup>

2. The nine J. L. Hudson department stores were located on the Census Tract Map.
3. Six-mile circles were drawn around each J. L. Hudson store (the six-mile circles were utilized because this is the normal practice of Hudson's management in describing an approximation of each store's trading area).
4. From the trading area for each store two census tracts of each income classification were randomly selected. This process resulted in the selection of 90 census tracts, 18 from each income classification, geographically distributed around the J. L. Hudson stores in the Detroit SMSA.
5. Using census data,<sup>10</sup> each of the blocks in the selected tracts was equalized and numbered, omitting blocks with no housing units. This was accomplished by arbitrarily adding together or dividing blocks so that each has approximately 25 housing units. The resulting

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<sup>8</sup>Detroit News Salesman's Map, op. cit.

<sup>9</sup>U. S. Bureau of Census, Census Tracts, 1960, op. cit.

<sup>10</sup>Ibid., pp. 1-156.



operational blocks were then numbered consecutively.

6. One operational block was selected from each tract by using a table of random numbers.

Thus 90 operational blocks were selected.

7. Using city directories<sup>11</sup> each housing unit in the selected operational blocks was listed and numbered starting at the southwestern corner of the operational block.<sup>12</sup> The rules used in numbering the housing units were:

- a. Commercial establishments were omitted.
- b. If more than one city block was included in the operational block, the housing units in each city block were numbered from their

<sup>11</sup>Polk's Detroit East Side Directory 1963 (Detroit: R. L. Polk and Company, 1963); Polk's Detroit West Side Directory 1964 (Detroit: R. L. Polk and Company, 1964); Polk's Birmingham Directory 1964 (Detroit: R. L. Polk and Company, 1964); Polk's Lincoln Park Directory 1964 (Detroit: R. L. Polk and Company, 1964); Polk's Pontiac Directory 1962 (Detroit: R. L. Polk and Company, 1962); Polk's Dearborn Directory 1965 (Detroit: R. L. Polk and Company, 1965); Polk's East Detroit Directory 1958 (Detroit: R. L. Polk and Company, 1958); Polk's Down River Directory 1965 (Detroit: R. L. Polk and Company, 1965); Polk's Ferndale Directory 1959 (Detroit: R. L. Polk and Company, 1959); Polk's Wayne Inkster and Garden City Directory 1960 (Detroit: R. L. Polk and Company, 1960); Polk's Royal Oak Directory 1960 (Detroit: R. L. Polk and Company, 1960).

<sup>12</sup>Leslie Kish, Survey Sampling (New York: John Wiley and Sons, Inc., 1965), p. 352. Kish estimates that, "Directories omit 5 per cent or less on the average" of housing units.



respective southwestern corners in a consecutive list following from the lowest to the highest block number as designated by the Census.<sup>13</sup>

- c. If a city block contained more than one operational block, the housing units were numbered in groups of 25 beginning at the southwestern corner of the city block.
  - d. In buildings containing multiple housing units the units were numbered from the lowest number or letter to the highest as if they were separate numerical addresses.
  - e. In cases where there was no complete listing of the housing units for a selected city block a field enumeration was carried out.
8. From the housing unit list for each operational block eight dwelling units were selected at random with the use of a table of random numbers.
9. This process yielded 720 subject addresses, 144 from each income classification, geographically distributed around the Hudson stores in the Detroit area.

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<sup>13</sup>U. S. Bureau of Census, U. S. Census of Housing  
..., op. cit.



10. It was estimated that approximately 30 percent of the selected subjects would not respond because of refusals to cooperate and "not at homes." To allow for this each interviewer was given a systematic method for randomly selecting additional subjects in his operational blocks so that the quota of eight subjects per selected operational block would be accomplished.
11. The subject within the housing unit was the male or female head of the household. It was assumed that because of availability, the majority of the subjects would be female. The interviewers were instructed to obtain one male subject for every three female subjects.

It was anticipated that this process would result in a sample with approximately equal numbers of subjects in each social class category.<sup>14</sup>

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<sup>14</sup>Subjects were assigned to social classes by means of Warner's Index of Social Characteristics administered as part of the interview. The social class groupings used were adapted from Warner's six strata. They were: upper, upper middle, lower middle, and lower. W. Lloyd Warner, Social Class in America (New York: Harper and Row Publishers, 1960), Chapters 8 and 9.





### The Questionnaire<sup>15</sup>

The questionnaire is made up of three parts each with a distinctive purpose. The first part (questions 1-11) contains a number of semantic differential scales designed to measure the subjects' attitudes towards three actual department stores, one hypothetical "ideal" department store, and the activity of shopping. The second part (questions 12-17) is composed of a set of questions to determine the subjects' actual department store shopping behavior. The third part (questions 18-27) is a series of questions designed to obtain demographic information about the subjects.

### The Semantic Differential

The semantic differential was developed by Osgood and his associates<sup>16</sup> as a tool for measuring meaning.

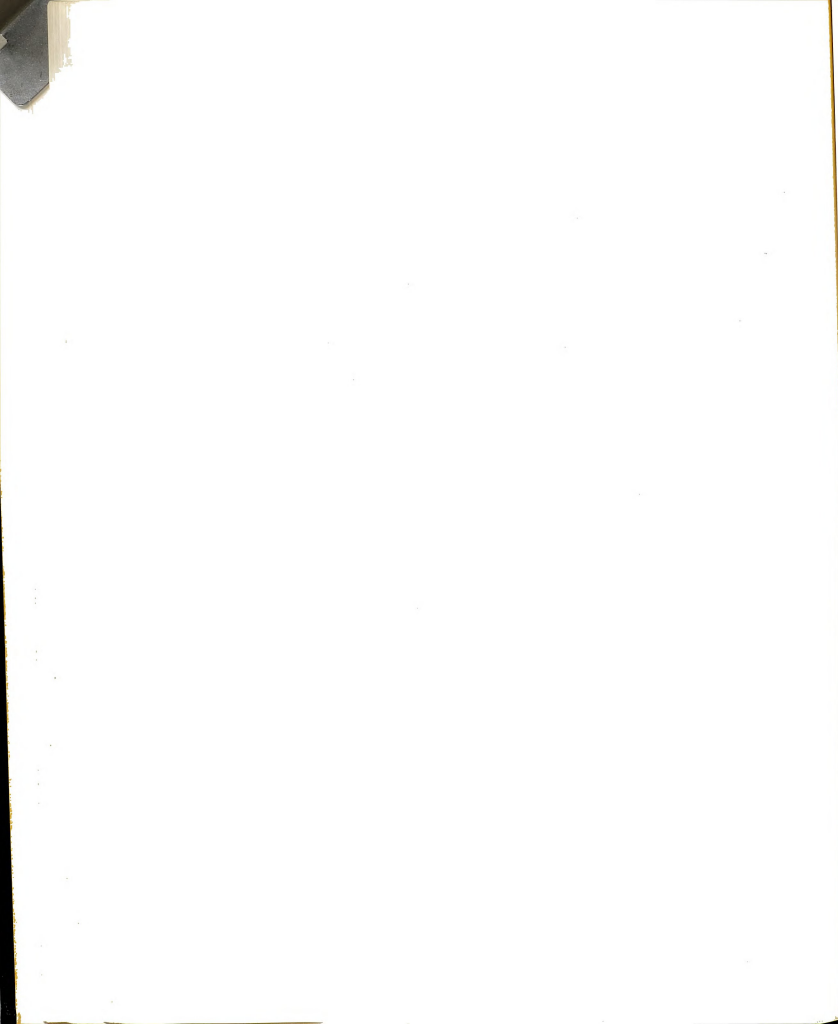
The purpose of our factor analytic work is to devise a scaling instrument which gives representation to the major dimensions along which meaningful reactions or judgments occur.<sup>17</sup>

A significant by-product of Osgood's work in experimental semantics was a new rationale and approach to the measurement of attitudes. In his research on meaning,

<sup>15</sup>See Appendix E.

<sup>16</sup>Charles E. Osgood, George J. Suci and Percy H. Tannenbaum, The Measurement of Meaning (Urbana: University of Illinois Press, 1957).

<sup>17</sup>Charles Osgood and George J. Suci, "Factor Analysis of Meaning," Journal of Experimental Psychology, 40 (May, 1955), 325.



attitude was identified, "As one of the major dimensions of meaning in general . . ."<sup>18</sup> Osgood and his colleagues used the term attitude to mean a: "Learned implicit process which is potentially bipolar, varies in its intensity, and mediates evaluative behavior . . ."<sup>19</sup> Attitude then, is part of the internal mediational activity that operates between most stimulus and response patterns.

Attitude is identified with the evaluative dimension of meaning.

In terms of the operations of measurement with the semantic differential, we have defined the meaning of a concept as its allocation to a point in the multi dimensional semantic space. We then define attitude toward a concept as the projection of that point onto the evaluative dimension of that space.<sup>20</sup>

Measurement of attitudes towards concepts with the semantic differential is accomplished by having subjects make repeated judgments of that concept against a series of descriptive bipolar scales. These judgments are made on a seven point interval ordinal scale.

The intervals on the scales in the questionnaire were labeled to assist the subjects in rating the concepts.

CONCEPT A

Warm : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ A Cold  
 Friendly Store : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ Unfriendly Store  
                   Very       Quite       Slightly   Neutral   Slightly   Quite       Very

<sup>18</sup>Osgood, The Measurement of Meaning, op. cit., p. 89.

<sup>19</sup>Ibid., pp. 189-190.

<sup>20</sup>Ibid., p. 190.



By assigning numerical values to each interval on the scale the qualitative data may be quantified. In this way both the direction and intensity of an attitude toward a concept may be measured.

For tabulation purposes the intervals were numbered from one through seven from what was judged to be the most desirable descriptive phrase (from the point of view of department store management) to the less preferable descriptive phrase.

#### Advantages and Limitations of the Semantic Differential

As was stated in Chapter II, the semantic differential has high test-retest reliability and high validity. The following are some of the advantages of using the semantic differential for marketing research:

1. It is a quick efficient means of getting, in a quantifiable form and for large samples, the direction and intensity of attitudes toward a concept.
2. It provides a comprehensive picture of the image.
3. It represents a standardized technique for getting at the multitude of factors which go to make up an image.
4. It is easily repeatable and quite reliable.
5. It avoids stereotyped responses and allows for individual frames of reference.



6. It eliminates some of the problems of question phrasing, such as ambiguity and some forms of question bias. It also facilitates the interviewing of respondents who may not be too articulate in describing their reactions to such an abstract concept as their image of a corporation.<sup>21</sup>

There are a number of limitations in using the semantic differential in marketing research.

1. It is an attitude scale and so does not allow direct prediction of behavior.<sup>22</sup>
2. It does not measure much of the content of an attitude in the denotative sense.<sup>23</sup>
3. It is difficult to select suitable scales for the concepts in question.
4. Gatty and Allais caution that: "There remain some questions of fundamental validity . . ." <sup>24,25</sup>

<sup>21</sup>William A. Mindak, "Fitting the Semantic Differential to Marketing Problems," Journal of Marketing, 25 (April, 1961), 28-29.

<sup>22</sup>Osgood, The Measurement of Meaning, op. cit., pp. 198-199.

<sup>23</sup>Ibid., p. 195.

<sup>24</sup>Ronald Gatty and Claude Allais, The Semantic Differential Applied to Image Research (New Brunswick, New Jersey: Department of Agricultural Economics, Rutgers University), pp. 3-4.

<sup>25</sup>See also, Gerald Zaltman, Marketing: Contributions from the Behavioral Sciences (New York: Harcourt, Brace and World, 1965), pp. 108-109.





A number of modifications which might be incorporated to make the semantic differential more useful in marketing research were suggested by Mindak. Descriptive nouns and phrases (in addition to Osgood's adjectives) developed from pretesting for the study of a particular concept may make the results more meaningful. Phrases may be used which, although not denotatively opposite, seem to fit logically in people's frame of reference. The use of these connotative or non-polar opposites may eliminate clustering about the middle of the scales which results from respondents' hesitancy to use the negative side of the scales. Built-in control concepts, such as the "ideal" company or product may be used to test concepts or competitive concepts.<sup>26</sup>

#### Selection of Descriptive Scales

The selection of the bipolar descriptive scales for the questionnaire resulted from an analysis of studies of department stores reported in the literature. These studies were concerned with the satisfactions and frustrations of consumers,<sup>27</sup> shoppers likes and dislikes of

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<sup>26</sup>Mindak, op. cit., pp. 29-30.

<sup>27</sup>Collazzo, op. cit., Chapters 6-10.



department stores,<sup>28</sup> and the images and personalities of department stores.<sup>29</sup>

Individual scales were designed to gather data about four department store image dimensions: congeniality of the store, sales personnel, locational convenience, and merchandise characteristics.<sup>30</sup> Thirty bipolar descriptive scales were selected to measure the images of the department stores.

#### Selection of Department Stores

The department stores selected for the study were chosen on two considerations, geographical location and socio-economic position. It was desired that each department store have a number of branch stores throughout the Detroit SMSA. This would allow subjects in all geographic locations an approximately equal opportunity to be acquainted with each department store.<sup>31</sup> The stores

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<sup>28</sup>Rich, Shopping Behavior of Department Store Customers, op. cit., pp. 65-66.

<sup>29</sup>Martineau, "The Personality of the Retail Store," p. cit., pp. 51-52; Stuart U. Rich and B. D. Porter, "The Imageries of Department Stores," Journal of Marketing (April, 1964), 10-15; Grey Matter (Retail Edition) (September, 1965), 11, no. 5 (New York: Grey Advertising, Incorporated, 1965); "The Detroit Consumers' Beliefs and Conceptions Associated with the J. L. Hudson Company," reported in a J. L. Hudson Company memo, March 30, 1959.

<sup>30</sup>These image dimensions were adapted from George J. Skis, "A Conceptual Model for Studying Customer Image," Journal of Retailing, 37, No. 4, p. 5.

<sup>31</sup>The J. L. Hudson Company had nine stores located in



osen were: the J. L. Hudson Company, Sears Roebuck and Company and Federal Department Store, Incorporated. Stores were selected to represent high, medium and low on a socio-economic continuum. It was judged that Hudsons would tend to place high on this continuum, Federals low and Sears in the middle.

A hypothetical "ideal" department store was also used in the study as a control concept.<sup>32</sup> Ratings on the "ideal" department store were obtained in order to make comparisons with the test stores.

To eliminate bias caused by order, the pages of the questionnaires were arranged so that each store appeared first, second, third and fourth in an equal number of questionnaires.

#### The Activity of Shopping

Five bipolar descriptive scales were selected to measure the consumers' attitudes towards the activity of shopping. The subjects were asked to disregard grocery shopping in rating this concept. The scales were based on reports of shopping studies.<sup>33</sup> This information was

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in this area; Federals had twenty-five stores and Sears Roebuck had twelve stores.

<sup>32</sup>Mindak, op. cit., p. 30.

<sup>33</sup>Collozzo, op. cit., Chapters 8 and 10; Rich, Shopping Behavior of Department Store Customers, op. cit., Chapter 6.



obtained in order to compare the images of the department stores held by those who enjoy shopping with those who do not enjoy shopping.

#### Shopping Behavior Questions

Questions 12 through 17 were designed to obtain information with regard to the respondents' department store shopping behavior, especially at the J. L. Hudson stores. In question 12 the subject was requested to list his or her first, second and third choices in department stores. This information was obtained in order to compare the images of each department store held by those who pick that store as their favorite as compared to the image of that store held by consumers who pick other stores as their favorite. It was expected that the use of three test stores in the semantic differential section of the questionnaire would create some bias in the listing of favorite department stores.

Question 13.1 was devised to find which J. L. Hudson store the respondent shops at most often. (Questions 13, 14 and 15 were omitted if the subject claimed she had never shopped at Hudsons.) This information was obtained in order to compare the image of Hudsons held by people who shop most often at one Hudson outlet with the image of Hudsons held by people who shop at another Hudson outlet.





Questions 13.2, 13.3, 13.4 and 14.1 were designed to acquire information regarding the loyalty of the respondent to the J. L. Hudson Company. These data were obtained to compare the image of Hudsons held by loyal shoppers with the image held by occasional shoppers. Also, from Question 13.2, the affect of recency of shopping on image may be measured. ✓

Question 15.1 was prepared to get information about the respondent's payment practices when shopping at Hudsons. The purpose of this question was to obtain information to allow comparison of the image held by cash customers and credit customers. ✓

Question 15.3 was devised to gather information regarding the location of the respondent's shopping activities within the J. L. Hudson stores--upstairs and for downstairs. The question was intended to allow comparison of the image held by people who shop only upstairs with the image held by those who shop only downstairs and with the image held by those who shop both upstairs and downstairs.

Question 16.1 relates to the respondent's frequency of reading Hudson's newspaper advertisements. This information was obtained to compare the image of Hudson's held by frequent, occasional and non-readers of Hudson's advertisements. ✓

Question 17.1 was designed to have the subject compare his or her feelings about Hudson's with those of his



er friends. The objective of this question was to  
w a comparison between the images of those who had  
al support and those who did not.

### Demographic Questions

The major purpose of the demographic questions is  
lassify the respondents into social classes and into  
ly life cycle groups.

Questions 18, 19 and 20 were devised to obtain in-  
ation regarding the respondent's age, marital status  
the presence of children. This information was ob-  
ned to compare the images of the department stores  
d by people in various stages of the family life  
le.

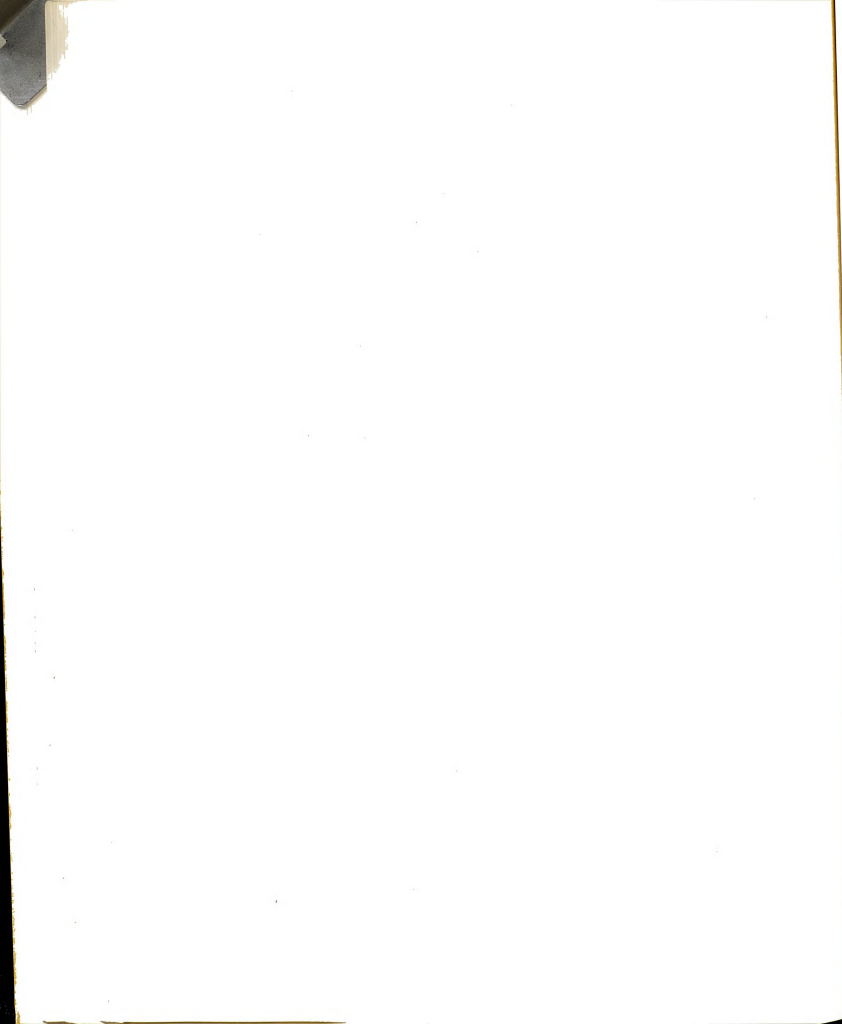
The following are the stages used:

1. Young,<sup>a</sup> single<sup>b</sup>
2. Young, married, no children
3. Young, married, with children<sup>c</sup>
4. Older,<sup>d</sup> married, with children
5. Older, married, no children
6. Older, single<sup>34</sup>

By young is meant, head of spending unit (male or  
ile) under 40; (b) by single is meant, head of spend-  
unit is not married, widowed, divorced, or separated;

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<sup>34</sup> Adapted from J. B. Lansing and J. M. Morgan,  
Consumer Finances Over the Life Cycle," in Lincoln  
rk (ed.), Consumer Behavior, Vol. II (New York: New  
University Press, 1955), p. 37.



) by children is meant children living at home or away from school and supported by the head of spending unit, and (d) by older is meant, head of spending unit (male or female) is 40 years or older.

Questions 21.1 through 26.3 were designed to obtain information to classify respondents into social class groups. Warner's Index of Social Characteristics, was used to place respondents into social class groups.<sup>35</sup> The four social classes used were adapted from Warner's six strata. The four used are: upper (which includes Warner's upper upper and lower upper), upper middle, lower middle and lower (which includes Warner's upper lower and lower lower).

There are three reasons for using four classes rather than six. One, to define a broad enough classification of the upper group to insure obtaining sufficient subjects. Two, to increase the relative size of the "middle" classes and decrease the size of the "lower" classes. Three, to simplify the analysis and reporting the results.

#### Index of Social Characteristics

The Index of Social Characteristics measures the socio-economic levels of the community. It is based

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<sup>35</sup> Warner, Social Class in America . . ., op. cit., chapters 8-11.



the propositions that economic and other prestige factors are closely correlated with social class and that these factors must be translated into behavior acceptable to members of a given social level if their potentialities for rank are to be realized.

Warner's methods of measuring social status have gone without criticism. Such eminent sociologists as C. Wright Mills, Ely Chinoy and Ruth Kornhauser have evaluated his work.

He was variously attacked for neglecting the dynamics of stratification, for a value orientation which favored the status quo, for the subjectiveness inherent in a ranking technique which reflects private opinion of informants and for his failure to clearly articulate his research procedure.<sup>36</sup>

None of the criticisms invalidate the use of the I. S. C. as an indicator of status in this study.

The four status characteristics used in the Index were developed in the Yankee City research.<sup>37</sup> They are: occupation, source of income, house type and dwelling. Each of the status characteristics is measured on a scale from one (highest) to seven (lowest). The resulting scores are then weighted and totaled to give an Index of social status.

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<sup>36</sup>Harold M. Hodges, Jr., Social Stratification: Status in America (Cambridge, Massachusetts: Schenkman Publishing Company, Inc., 1964), p. 64.

<sup>37</sup>W. Lloyd Warner and Paul S. Hunt, The Social Structure of An American Community, Vol. I, Yankee City (New Haven: Yale University Press, 1941).





Table 2 shows the seven point scales for each of the status characteristics.

The weighting used to obtain the Index is as follows:<sup>38</sup>

Occupation	4
Source of Income	3
Housing Type	3
Dwelling Area	2

Table 3, shown on page 93, shows the weighted total ratings and the social class equivalents.

Questions 21.1, 21.2, 21.3 and 21.4 were designed to obtain information to classify the respondents according to the occupation scale in Table 2.

Question 23.1 was devised to obtain data to classify the subjects according to the source of income scale in Table 2.

Question 25.1 was designed to allow classification of the respondents' home on a revised house type scale. The house type scale in the Index has been criticized for its lack of objectivity because the interviewer classified the subject's home by subjective judgment.<sup>39</sup> To avoid this problem the respondents' homes were classified on the basis of their market value (as seen by the respondent),

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<sup>38</sup>Warner, Social Class in America, op. cit., p. 123.

<sup>39</sup>Hodges, op. cit., p. 99.



TABLE 2.--Scales for making primary ratings of the status characteristics of the I. S. C.<sup>1</sup>

Occupation	
1.	Professionals and proprietors of large businesses
2.	Semi-professionals and smaller officials of large businesses
3.	Clerks and kindred workers
4.	Skilled workers
5.	Proprietors of small businesses
6.	Semi-skilled workers
7.	Unskilled workers
Source of Income	
1.	Inherited wealth
2.	Earned wealth
3.	Profits and fees
4.	Salary
5.	Wages
6.	Private relief
7.	Public relief and non-respectable income
House Type	
1.	Excellent houses
2.	Very good houses
3.	Good houses
4.	Average houses
5.	Fair houses
6.	Poor houses
7.	Very poor houses
Dwelling Area	
1.	Very high; North Shore, etc.
2.	High; the better suburbs and apartment house areas
3.	Above average; areas all residential, larger than average space around houses; apartment areas in good condition
4.	Average; residential neighborhoods, no deterioration in area
5.	Below average; area not quite holding its own, beginning to deteriorate, business entering
6.	Low; considerably deteriorated, run-down and semi-slum
7.	Very low; slum

<sup>1</sup> Warner, Social Class in America, p. 123.



TABLE 3.--Social-class equivalents for I. S. C. ratings.<sup>1</sup>

Weighted Total of Ratings	Social Class Equivalents
12 - 17	Upper class
18 - 22	Upper class probably, with some possibility of upper-middle class
23 - 24	Intermediate: either upper or upper-middle class
25 - 33	Upper-middle class
34 - 37	Intermediate: either upper- middle or lower-middle class
38 - 50	Lower-middle class
51 - 53	Intermediate: either lower- middle or upper-lower class
54 - 62	Upper-lower class
63 - 66	Intermediate: either upper- lower class or lower-lower class
67 - 69	Lower-lower class probably, with some possibility of upper-lower class
70 - 84	Lower-lower class

<sup>1</sup>Warner, Social Class in America, op. cit., p. 127.



the rent paid. This scheme also avoided the problems of judging apartment houses.

The following is the revised house type scale:

Rating	Market Value	Rent Paid Monthly
1	more than \$50,000	more than \$500
2	\$35,000 - 49,999	\$250 - 499
3	\$20,000 - 34,999	\$150 - 249
4	\$15,000 - 19,999	\$100 - 149
5	\$12,500 - 14,999	\$ 75 - 99
6	\$10,000 - 12,499	\$ 50 - 74
7	less than \$10,000	less than \$50

Respondents' addresses were obtained in question 26.1 in order to place each subject's residence in a dwelling area category according to the scale in Table 2. To accomplish this the Detroit News Salesman's Map,<sup>40</sup> the Social Rating of Communities in the Detroit Area<sup>41</sup> and personal observation were used.

The subjects were classified by social class in order to compare the images of the department stores held by members of one class with those held by members of other classes.

Question 27.1 was designed to allow a comparison of the images of department stores held by men and women.

<sup>40</sup>Detroit News Salesman's Map, op. cit.

<sup>41</sup>United Community Services of Metropolitan Detroit, Social Rating of Communities in the Detroit Area (1965).





Question 27.2 makes possible a comparison of the images of department stores held by white and non-white respondents.

#### Field Work

The questionnaire was administered by means of personal interviews at the homes of the subjects. Personal interviews were used because it was believed that the length and complexity of the questionnaire required interviewer supervision. In addition, a mail survey would allow the respondent too much time to deliberate on the ratings<sup>42</sup> and returns would likely be low.

A team of professional interviewers, from a Detroit-based marketing research firm, and a group of students from a university in Detroit were contracted to do the field work. They were trained to administer the questionnaire and given instructions as to their activities while interviewing.<sup>43</sup>

Each interviewer was equipped with a kit containing:

1. A set of interviewer instructions;
2. Questionnaires;
3. An identification tag;
4. Street maps of Detroit and suburbs with the general location of the subject addresses to be contacted marked;

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<sup>42</sup>Mindak, op. cit., p. 30.

<sup>43</sup>See Appendix F.



5. Subject address lists with a sketch of the city block or blocks within which the subjects were located.

The interviewers were instructed to follow address lists in order and to replace subjects only after refusals or after three unsuccessful attempts to contact the subject. Subjects were to be replaced by selecting the second address on the same side of the street in the direction of the listing of the addresses. If the newly selected address was already on the address list the interviewer was instructed to repeat the replacement process.

Interviewing was carried out during the months of November and December, 1966, January, February and March, 1967. The interviews were authenticated by contacting 10 percent of the total sample households by telephone. The interviewers were compensated from a research grant made by the J. L. Hudson Company to Michigan State University.

#### Sample Responses

The sample was not designed to be representative of the Detroit SMSA. Rather it was intended to include a total of 720 subjects in five income categories representing four social class categories. It was anticipated that the sample would be comprised of approximately equal numbers of subjects in the four social



classes. The field work resulted in 652 completed usable questionnaires.<sup>44</sup> Of those completed only 27 were deemed unusable.

#### Factors Affecting Sample Composition

A number of factors had some affect on the composition of the sample. Racial tension, especially in the lower socio-economic neighborhoods, eliminated some of the originally selected interview areas because: (1) many prospective respondents would not answer the door or refused to be interviewed, and (2) it was difficult to recruit interviewers to work in these areas. The Christmas season and inclement weather after the New Year posed problems for the interviewers in finding subjects at home. This problem was amplified by the fact that no interviewing was done on Saturdays, Sundays and evenings. The length of the interview (about thirty-five minutes) and the small size of the print used for the semantic differential scales resulted in a number of refusals and interviews terminated before completion. These factors seem to be the most significant in resulting in 395 not at homes (after two call backs) and 254 refusals.

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<sup>44</sup>A questionnaire was deemed usable if the respondent completed at least the semantic differential scales for the J. L. Hudson and the "ideal" department stores and sufficient other questions to allow placing the respondent into the various demographic categories.



lected Demographic Characteristics of the Sample

Demographic characteristics of the sample presented are: social class, family life cycle, race, sex, age, income and education.

Table 4 presents the results of classifying the respondents into social class groups by means of Warner's Index of Social Characteristics.<sup>45</sup> The objective of four social class groups of equal size, unfortunately was not attained. In the very high class suburban areas the number of refusals and not at homes was very high as might be expected. Household servants tended to discourage interviewers from contacting respondents. In addition, the rigor of Warner's Index, in which only the top 3 percent of the population are classified as upper class,<sup>46</sup> tended to make it difficult to place people in this class. Consequently, only 13.3 percent of the sample responses were classified as upper as compared to the objective of 25.0 percent. The upper middle and lower middle classes were represented approximately in accordance with the objective of social class groups of equal size. The lower class was over-represented with 33 percent of the sample being placed in this category. Again the rigor of Warner's Index, with its strong emphasis on

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<sup>45</sup>Warner, op. cit., Chapters VIII-X.

<sup>46</sup>Charles B. McCann, Women and Department Store Advertising (Chicago: Social Research, Inc., 1957), p. .





TABLE 4.--Social class of respondents of usable sample responses.

Social Class	Number <sup>a</sup> 1966-67	Proportion <sup>b</sup> 1966-67
Upper	87	13.3%
Upper Middle	154	23.6
Lower Middle	195	29.9
Lower	216	33.0
Total	652	100%

<sup>a</sup> Respondents were classified into Social Classes by means of Warner's Index of Social Characteristics, see W. Lloyd Warner, Social Class in America: The Evaluation of Status (New York: Harper and Row Publishers, 1960) especially Chapters 8-10.

<sup>b</sup> Percentages may not equal 100 due to rounding.

occupation may have resulted in the high proportion of lower class classifications.

The classification of respondents' households into stages of the family life cycle is shown in Table 5. It was anticipated, for purposes of analysis, that each of the life cycle stages would include at least 30 subjects. The sample includes less than this number in the young single and young married no children stages and so they were combined into one stage. Each of the other family stages contain more than 30 subjects.

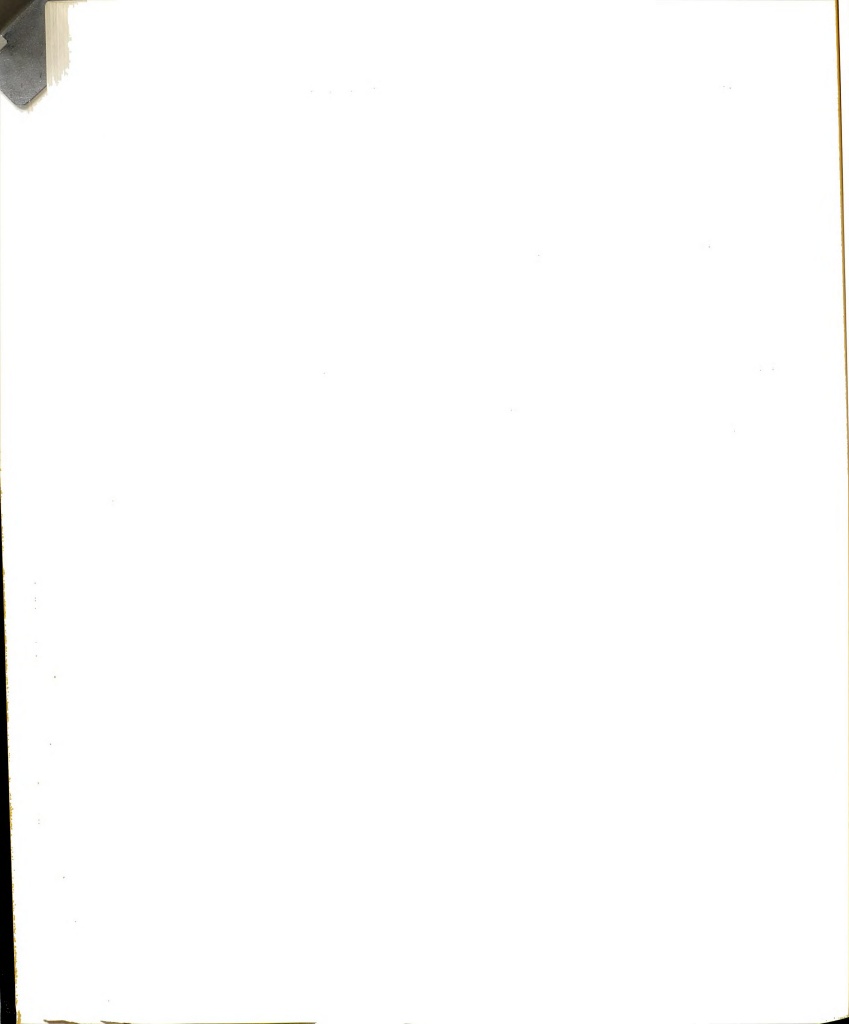


TABLE 5.--Family life cycle stage of usable sample responses.

Family Life Cycle Stage	Number		Proportion	
1. Young, Single	23		3.5%	
Young, Married, no children	<u>13</u>	36	<u>1.9</u>	5.4%
2. Young, Married, children		214		32.8
3. Older, Married, children		210		32.2
4. Older, Married, no children		127		19.4
5. Older, Single		66		9.9
Total		652		100% <sup>a</sup>

<sup>a</sup>Percentages may not equal 100 due to rounding.

Table 6 describes the racial characteristics of the sample. The sample is comprised of 87.5 percent white and 12.5 percent non-white subjects. The proportion of white and non-white subjects may have been affected by the racial tension described above. It may also have been influenced by the geographic stratification in the sample selection process which tended to under-represent the "inner city" where most of the Negro population is concentrated.



TABLE 6.--Race of usable sample responses.

Race	Number	Proportion
White	571	87.5%
Non-White	81	12.5
Total	652	100%

The data about the sex of the respondents in the sample is presented in Table 7. Of the usable sample responses, 15.5 percent were male and 84.5 percent were female.

TABLE 7.--Sex of respondents of usable sample responses.

Sex of Respondent	Number	Proportion <sup>a</sup>
Male	101	15.5%
Female	551	84.5
Total	652	100%

<sup>a</sup>No attempt was made to select respondents by sex in such a way as to be proportional to the male-female ratio of the population of the Detroit Standard Metropolitan Statistical Area.

In Table 8 the age of the respondents from the usable sample responses is outlined. It shows that nearly 15 percent of the sample is less than 30 years;



TABLE 8.--Age of respondents of usable sample responses.

Age	Number	Proportion <sup>b</sup>
Less than 20 years	9	1.4%
20 but less than 30 years	88	13.4
30 but less than 40 years	156	23.8
40 but less than 50 years	208	32.1
50 but less than 65 years	131	20.3
65 years and more	57	8.7
Total	649 <sup>a</sup>	100%

<sup>a</sup>Three respondents refused to answer the age question.

<sup>b</sup>Percentages may not equal 100 due to rounding.

almost 56 percent of the sample is between 30 and 49 years; and about 29 percent is 50 years or older.

Table 9 describes the education of the head of the household of the usable sample responses. This table indicates that 31.5 percent of the respondents did not graduate from high school; 21.1 percent attended college; and 24.6 percent hold bachelors or graduate degrees. The proportion in each education bracket was influenced by the sample selection method.

Table 10 presents the household income of the usable sample responses. A breakdown of the sample by household income shows 11.9 percent have incomes of less than





TABLE 9.--Education of head of household of usable sample responses.

Education	Number	Proportion <sup>b</sup>
Elementary	71	11.5%
Some high school	123	20.0
Graduated high school	130	21.1
Some college	140	22.6
Graduated college	81	13.1
Graduate school	71	11.5
Total	616 <sup>a</sup>	100%

<sup>a</sup>36 respondents refused to answer education question.

<sup>b</sup>Percentages may not equal 100 due to rounding.

TABLE 10.--Household income of usable sample responses.

Income	Number	Proportion <sup>b</sup>
Less than \$4,000	69	11.9%
\$4,000 - 7,999	132	22.8
\$8,000 - 9,999	108	18.6
\$10,000 - 14,999	146	25.3
\$15,000 - 24,999	83	14.3
More than \$25,000	40	6.8
Total	578 <sup>a</sup>	100%

<sup>a</sup>74 respondents did not answer income question.

<sup>b</sup>Percentages may not equal 100 due to rounding.



\$4,000; 22.8 percent have incomes of \$4,000 to \$7,999; 18.6 percent have incomes of \$8,000 to \$9,999; 25.3 percent have incomes of \$10,000 to \$14,999; and 21.1 percent have incomes of \$15,000 or more. The proportions were strongly influenced by the sample selection process. Interviewing difficulties and under-representation of the low income "inner city" may have contributed to the small proportion of the lowest income group.

Two limitations result in the sample of respondents. First, insufficient subjects in the upper class make comparisons of the family life cycle stages within this class impossible. Second, the small number of subjects in the young, single and young, married no children stages of the life cycle necessitate the combination of these stages into one. The division of the sample, on the basis of the other demographic characteristics, results in groups sufficiently large for purposes of analysis.



## CHAPTER V

### DEPARTMENT STORE IMAGE: AGGREGATE IMAGES OF TEST AND "IDEAL" STORES

This chapter is divided into three sections. The first section describes the method of analysis. The second presents some factors which may have affected the aggregate images of the test department stores. The third is a comparison among the aggregate images of the test and "ideal" department stores as shown by the results of the sample survey.

#### Method of Analysis

As was stated in Chapter IV the stores were judged on a seven step interval scale against thirty bi-polar semantic differential scales. To quantify the results the steps were numbered from one through seven; one representing the most favorable judgment from a management point of view, and seven representing the most unfavorable judgment.

For purposes of analysis the thirty bi-polar semantic scales were classified by four image dimensions. The four dimensions are: merchandise suitability, sales

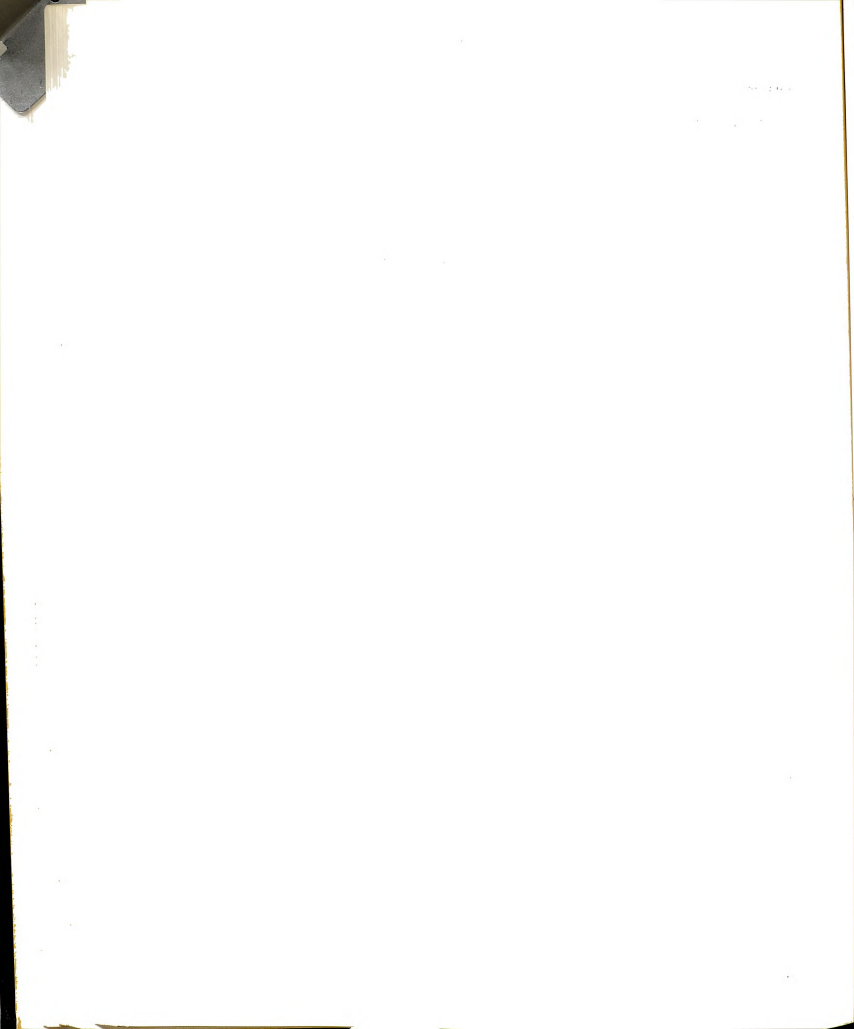


personnel, store congeniality and locational convenience. Assignment of the scales to the dimensions is shown in Appendix G.

Each respondent's score for the scales making up each of the four dimensions was totaled and the mean obtained. The means were then subjected to two nonparametric statistical tests, the Wilcoxon Matched-Pairs Signed-Ranks Test and the Mann-Whitney U Test. The tests are described in Appendix H.

The Wilcoxon test was used to measure the differences in scores between test and "ideal" stores for social classes, family life cycle stages and social classes at various family life cycle stages. For example, the Wilcoxon was used to compare the aggregate image of Sears with that of Federal for young married couples with children in the lower middle class. The Mann-Whitney test was used to measure the differences in scores between social classes, between family life cycle stages and between the same family life cycle stage in different social classes. For instance, the Mann-Whitney was used to compare the aggregate department store image of Hudson's held by members of the upper class with that held by the lower class.

The Wilcoxon test results in T scores, which are converted to z scores if the number of pairs in a comparison (omitting ties) is larger than 25. The statistic





T equals the smaller sum of like signed ranks. The Mann-Whitney test results in U scores, which are converted to z scores if the number of cases in the larger group is greater than 20. The value of U is given by the number of times that a score in one group in a comparison precedes a score in the other group.

Equivalent two-tailed probabilities may be found by referring T, U and z scores to appropriate tables. The null hypothesis in each comparison is that any difference between the means is due to chance. For example, a two-tailed probability value of .025 would indicate that there are only 25 chances in a thousand that a difference as large as that found occurred by chance. The inference then would be that the statistics were not drawn from the same population. The null hypothesis was rejected only if the two-tailed probability was equal to or less than .05, that is, there was at least a 95 percent change of an actual difference.

#### Possible Factors Affecting Aggregate Department Store Images

Two significant events occurred during the period of the study which may have affected the image of the J. L. Hudson Company. One, the Hudson's Thanksgiving Day Parade, may have had a positive influence. The other, a shooting of a clerk in Hudson's downtown store, may have had a negative influence.



Aggregate Images of Test and "Ideal"  
Department Stores

This section presents a comparison among the aggregate images of the test and "ideal" department stores by consumers in each social class, in each family life cycle stage and in each family life cycle stage in each social class.

Comparison of the Dimensions of  
Aggregate Department Store  
Images by Social Class

Table 11 presents a summary of the Wilcoxon T and probabilities associated with the null hypotheses that there are no perceived differences on the image dimensions among the test and "ideal" stores for subjects classified by social class. In general the results indicate that members of each social class have different perceptions of Hudson's, Sears, Federal's and the hypothetical "ideal" department store. Of the 96 between store comparisons 89 yield differences which are significant at the 5 percent level.

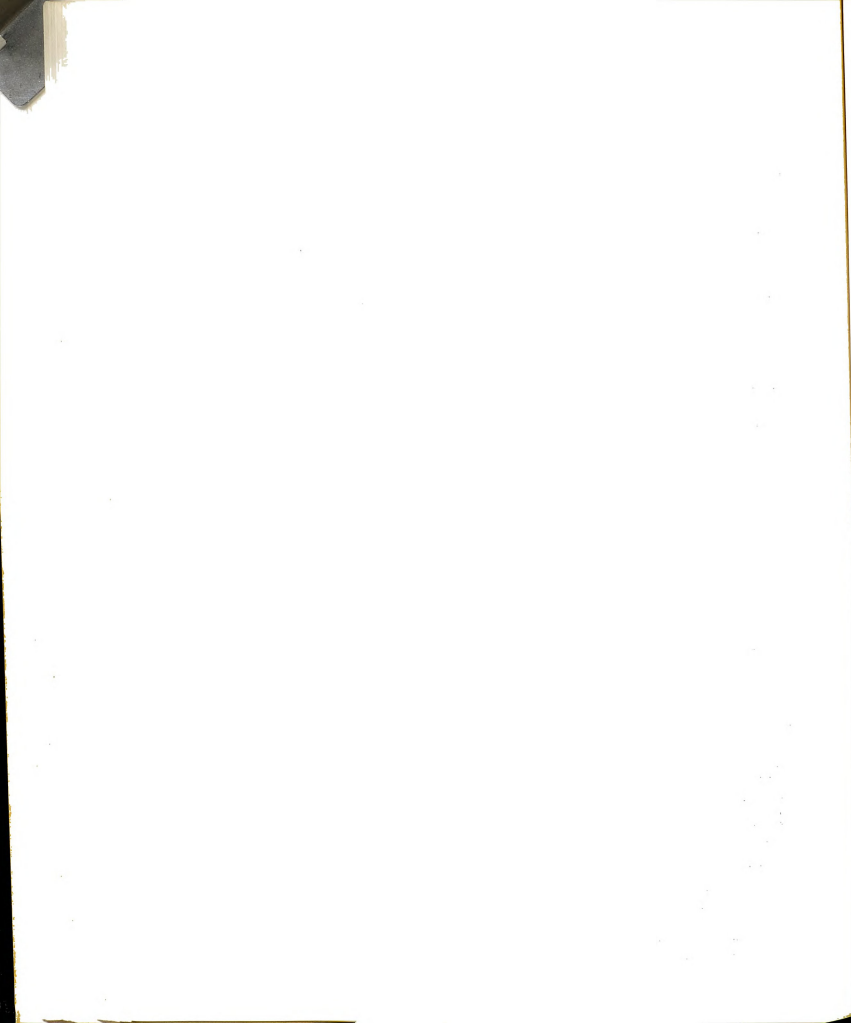
In all but one comparison Hudson's is rated higher than Sears and higher than Federal's. Sears is rated higher than Federal's in all cases and "ideal" is rated higher than Hudson's, Sears and Federal's in all comparisons. These data support the assumption, outlined in Chapter IV, that the three test stores could be placed on a continuum with Hudson's ranked highest and Federal's



TABLE 11.--Summary of Wilcoxon T and probabilities associated with the null hypotheses by social classes for image dimensions between test and "ideal" department stores.

Department Stores <sup>a</sup>		Social Classes			
		Upper	Upper Middle	Lower Middle	Lower
Merchandise Suitability					
Hudsons-	z <sup>c</sup>	-6.17	-7.53	-6.90	-4.46
Sears	p <sup>d</sup>	<.01	<.01	<.01	<.01
Hudsons-	z	-6.70	-9.86	-10.77	-9.86
Federals	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-5.58	-9.48	-8.67	-7.83
Hudsons	p	<.01	<.01	<.01	<.01
Sears-	z	-5.34	-7.14	-8.30	-8.21
Federals	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-7.66	-10.26	-10.67	-10.18
Sears	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-6.95	-10.53	-11.54	-12.06
Federals	p	<.01	<.01	<.01	<.01
Sales Personnel					
Hudsons-	z <sup>c</sup>	-0.56	-0.36 <sup>b</sup>	-1.25	-3.38
Sears	p <sup>d</sup>	.5754	.7188	.2112	<.01
Hudsons-	z	-2.48	-2.45	-5.29	-5.92
Federals	p	.0132	.0142	<.01	<.01
"Ideal"-	z	-5.53	-9.19	-7.47	-6.85
Hudsons	p	<.01	<.01	<.01	<.01
Sears-	z	-3.39	-2.98	-4.96	-3.43
Federals	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-5.99	-9.04	-8.07	-8.30
Sears	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-6.41	-9.65	-10.12	-9.74
Federals	p	<.01	<.01	<.01	<.01
Store Congeniality					
Hudsons-	z <sup>c</sup>	-4.81	-6.57	-3.93	-1.86
Sears	p <sup>d</sup>	<.01	<.01	<.01	.0628
Hudsons-	z	-5.86	-8.38	-7.17	-4.57
Federals	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.20	-7.16	-5.62	-8.27
Hudsons	p	<.01	<.01	<.01	<.01
Sears-	z	-4.90	-4.46	-3.46	-3.91
Federals	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-6.76	-9.28	-7.70	-8.82
Sears	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-6.55	-9.39	-9.02	-10.74
Federals	p	<.01	<.01	<.01	<.01
Locational Convenience					
Hudsons-	z <sup>c</sup>	-5.23	-6.26	-3.41	-1.33
Sears	p <sup>d</sup>	<.01	<.01	<.01	.1836
Hudsons-	z	-5.69	-6.58	-3.55	-3.23
Federals	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-6.48	-9.07	-9.05	-10.10
Hudsons	p	<.01	<.01	<.01	<.01
Sears-	z	-3.43	-0.29	-0.74	-2.71
Federals	p	<.01	.7718	.4592	<.01
"Ideal"-	z	-7.32	-10.22	-10.26	-10.34
Sears	p	<.01	<.01	<.01	<.01
"Ideal"-	z	-6.70	-9.91	-10.52	-11.34
Federal	p	<.01	<.01	<.01	<.01

<sup>a</sup>Except where noted, first store in each comparison was rated higher by the social class in question.<sup>b</sup>Second store was rated higher.<sup>c</sup>Value of T with N > 25.<sup>d</sup>Probabilities of true null hypotheses.



lowest. The findings also concur with Martineau's conclusion that consumers, regardless of social class, distinguish between department stores on a socio-economic basis.<sup>1</sup>

The fact that consumers classify department stores in this way is important to store management. It implies that action taken to maintain or change the store image must be based on knowledge of the precise nature of the image. What is the image of the store in the eyes of consumers? What are the most important factors in this image? How can image maintenance or change be best accomplished? Martineau emphasizes the importance of the subtle impressions made by the store's advertising and interior decor.<sup>2</sup> Management should also be concerned with the affect on the image of the type and variety of merchandise sold, the actions and attitudes of sales personnel, the congeniality of the store, and the store's locational convenience.

In all comparisons on merchandise suitability the subjects in each social class perceive statistically significant differences among the test and "ideal" department stores. This finding is interesting in that although the total merchandise mix carried by each store is

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<sup>1</sup>Martineau, Motivation in Advertising, op. cit., pp. 173-175.

<sup>2</sup>Ibid., Chapter XV.





different there are products which are common to each outlet. Does this mean that an item sold in Hudson's has different psychological qualities than the same item sold in Sears or Federal's? If this is so, and I suspect it is, the merchandising policies for identical products in different stores must be different. They must be designed to be congruent with what the consumer expects.

Comparisons on the sales personnel dimension between Hudson's and Sears and Hudson's and Federal's indicate that only the members of the lower classes perceive statistically significant differences. It may be hypothesized that this reflects the opinion held by many shoppers in the upper classes that the quality of sales personnel in the better department stores is declining. This points to a need for more emphasis on recruiting, selecting, training and compensation of sales personnel, especially in those stores in which the consumer expects high quality service.

The results of the comparisons on store congeniality show that, overall, consumers in each social class do perceive statistically significant differences between the stores. This, no doubt, reflects the differences in merchandise and sales personnel as they affect the "atmosphere" in the store. An exception to this are members of the lower class who perceive no difference between



the congeniality of Hudson's and Sears. It may be that such consumers have had little experience in these stores or that both stores are perceived of as being above them and so similar. One implication of this finding is that the atmosphere of Hudson's and Sears may discourage, by management intention or not, lower class shoppers.

In general, the comparisons of locational convenience reveal that subjects in each social class perceive statistically significant differences among the test and "ideal" stores. However, as in the case of store congeniality, the members of lower class do not perceive a statistically significant difference between Hudson's and Sears. It appears that if the managements of these stores wish to appeal to lower class consumers they must discover unique advantages to offer to them.

Comparison of Dimensions of  
Aggregate Department Store  
Images by Family Life Cycle  
Stage

A summary of Wilcoxon T and probabilities associated with the null hypotheses that there are no perceived differences on image dimensions among test and "ideal" stores for subjects classified by family life cycle stage is presented in Table 12. The results indicate that, overall, subjects grouped by family life cycle stages do perceive differences among the test and "ideal"



TABLE 17.--Summary of Wilcoxon T and probabilities associated with the null hypotheses by family life cycle stages for image dimensions between test and "ideal" department stores.

Department Stores <sup>a</sup>		Family Life Cycle Stages <sup>b</sup>				
		1	2	3	4	5
Merchandise Suitability						
Hudsons-	z <sup>b</sup>	-3.14	-6.09	-8.04 <sup>b</sup>	-5.34	-4.14
Sears	p <sup>c</sup>	<.01	<.01	<.01	<.01	<.01
Hudsons-	z	-4.22	-10.68	-11.49	-7.79	-5.83
Federals	p	<.01	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.51	-9.97	-9.66	-5.85	-3.44
Hudsons	p	<.01	<.01	<.01	<.01	<.01
Sears-	z	-2.64	-8.45	-9.05	-5.81	-4.75
Federals	p	.0081	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.98	-11.62	-11.51	-8.20	-5.48
Sears	p	<.01	<.01	<.01	<.01	<.01
"Ideal"-	z	-5.01	-12.07	-12.01	-8.89	-6.50
Federals	p	<.01	<.01	<.01	<.01	<.01
Sales Personnel						
Hudsons-	z <sup>b</sup>	-1.74	-0.49	-0.70	-1.46	-3.02
Sears	p <sup>c</sup>	.0818	.6242	.4840	.1442	<.01
Hudsons-	z	-1.84	-4.14	-5.68	-3.34	-2.84
Federals	p	.0658	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.11	-9.56	-8.42	-4.98	-3.45
Hudsons	p	<.01	<.01	<.01	<.01	<.01
Sears-	z	-1.24	-4.28	-5.19	-3.24	-0.59
Federals	p	.2150	<.01	<.01	<.01	.9522
"Ideal"-	z	-4.74	-9.74	-8.19	-5.24	-5.61
Sears	p	<.01	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.50	-11.06	-10.51	-6.96	-5.18
Federals	p	<.01	<.01	<.01	<.01	<.01
Store Congeniality						
Hudsons-	z <sup>b</sup>	-2.28	-3.05	-5.40	-3.81	-2.47
Sears	p <sup>c</sup>	.0226	<.01	<.01	<.01	.0136
Hudsons-	z	-2.59	-6.89	-7.03	-5.75	-3.01
Federals	p	<.01	<.01	<.01	<.01	<.01
"Ideal"-	z	-3.33	-8.22	-7.67	-4.95	-3.90
Hudsons	p	<.01	<.01	<.01	<.01	<.01
Sears-	z	-1.51	-3.74	-5.01	-3.58	-2.60
Federals	p	.1310	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.50	-9.82	-9.65	-6.04	-5.23
Sears	p	<.01	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.44	-10.25	-10.73	-7.60	-5.41
Federals	p	<.01	<.01	<.01	<.01	<.01
Locational Convenience						
Hudsons-	z <sup>b</sup>	-2.62	-4.24	-4.91	-2.53	-3.20
Sears	p <sup>c</sup>	<.01	<.01	<.01	.0114	<.01
Hudsons-	z	-2.73	-5.00	-6.36	-2.12	-4.09
Federals	p	<.01	<.01	<.01	.0340	<.01
"Ideal"-	z	-4.43	-10.54	-9.77	-7.82	-5.11
Hudsons	p	<.01	<.01	<.01	<.01	<.01
Sears-	z	-0.97	-1.18	-3.24	-0.46	-0.63
Federals	p	.3320	.2380	.01	.6456	.5286
"Ideal"-	z	-4.90	-11.36	-11.13	-8.17	-5.61
Sears	p	<.01	<.01	<.01	<.01	<.01
"Ideal"-	z	-4.63	-11.38	-11.31	-8.23	-6.13
Federals	p	<.01	<.01	<.01	<.01	<.01

<sup>a</sup>Except as noted, first store in each comparison was rated higher by the family life cycle in question.<sup>b</sup>Second store was rated higher.<sup>c</sup>Value of T with N = 25.<sup>d</sup>Probability of true null hypotheses.<sup>e</sup>Family Life Cycle Stages: 1 - Young, Single and Young, Married, no children; 2 - Young, Married with children; 3 - Older, Married with children; 4 - Older, Married, no children; 5 - Older, Single.



stores. In 84 of the 96 comparisons the differences are significant at the 5 percent level.

Hudson's is rated higher than Sears in all cases but one and in all cases higher than Federal's. The "ideal" is rated higher than Hudson's, Sears and Federal's in all comparisons. Sears is rated higher than Federal's by all family life cycle stages. These results are parallel to the findings on social class and support the contention that the test stores are perceived in a hierarchy with Hudson's on top and Federal's on the bottom.

These findings add to our knowledge of the communality of images of department stores. The implication of the results is that the classification of department stores on a quality continuum by consumers is a general phenomenon. This supports the notion of the "public image" described by Boulding.<sup>3</sup>

The results of the comparisons on the individual image dimensions held by consumers in various family life cycle stages are not as clear cut as those for social classes. Comparisons on the sales personnel dimension between Hudson's and Sears indicate that the differences are not statistically significant for subjects in life cycle stages one through four. This is also true for

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<sup>3</sup>Boulding, The Image, op. cit., p. 48.



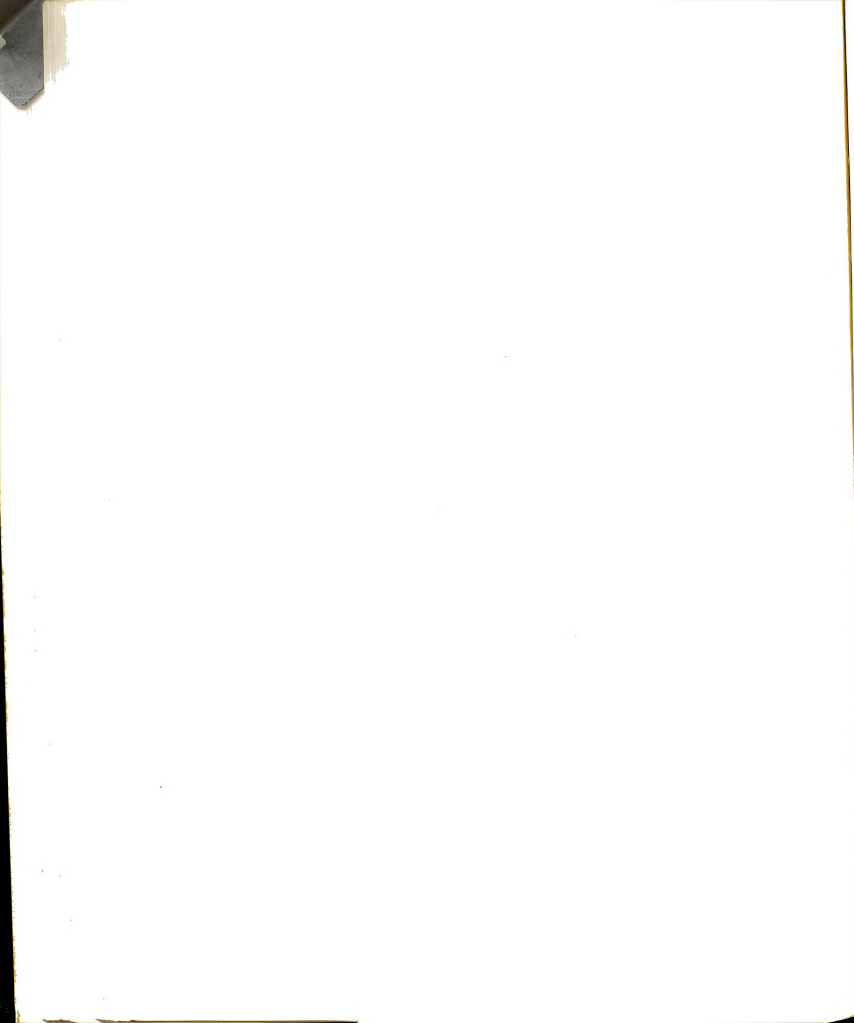


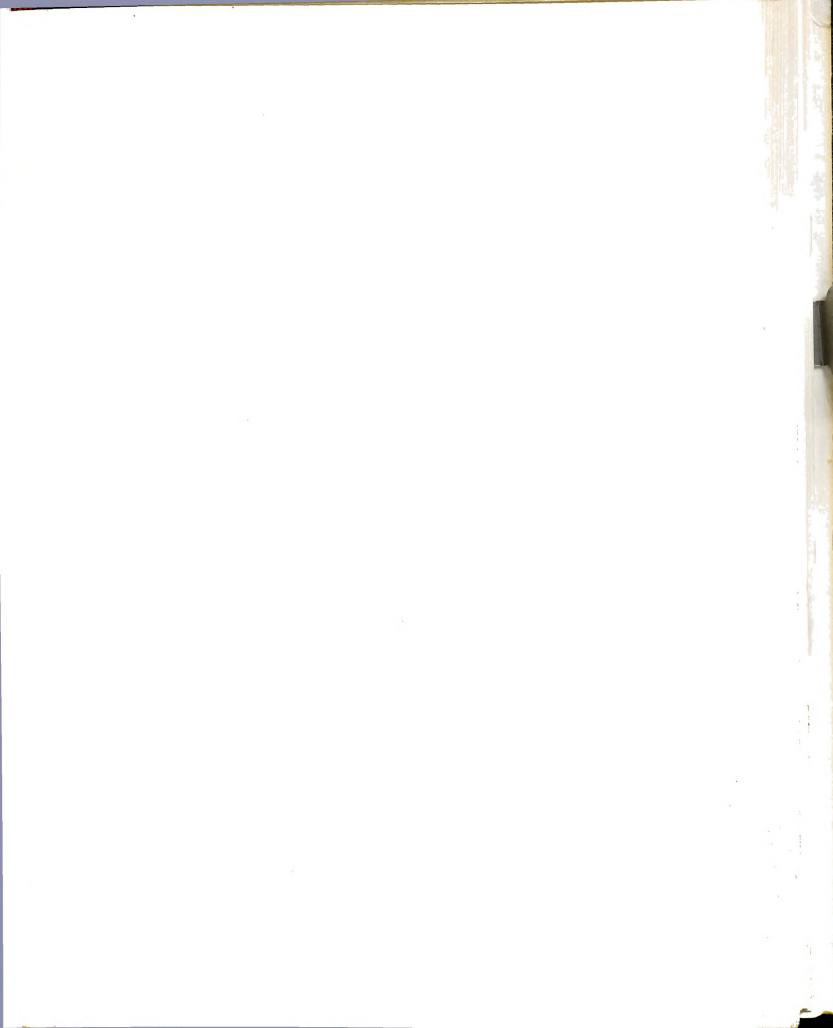
the comparison of Hudson's and Federal's for members of stage one and for Sears and Federal's for members of stages one and five for sales personnel. This parallels the results of the comparisons of Hudson's and Sears' sales personnel by social class. It is further evidence that the consumer no longer feels that the traditional department store offers superior personal sales service. The fact that the older single consumers tend to rate Hudson's significantly higher may result from a "halo effect" from past experiences.

In addition, there are no perceived differences between Hudson's and Federal's on locational convenience by subjects in stage four and no perceived differences between Sears and Federal's by subjects in stages one, two, four and five on locational convenience. These results may indicate that each of the stores has done an effective job in store location. Or, the findings may be interpreted to mean that locational convenience, although important, is not a major factor in establishing the image of a department store.

Comparison of Dimensions of  
Aggregate Department Store  
Images by Family Life Cycle  
Stages Within Social Classes

Table 13 presents a summary of the Wilcoxon T and probabilities associated with the null hypotheses that there are no perceived differences for image dimensions







		Store Congeniality											
		3.00	72.50	2.00	1.00	11.50	3.75	40.50	50.00	4.00	16.00	29.00	18.50
Hudsons- Sears	T	(1)	NS	<.01	(1)	NS	<.01	<.01	<.01	NS	NS	<.01	NS
Hudsons- Sears	P	(1)	NS	<.01	(1)	NS	<.01	<.01	<.01	NS	NS	<.01	NS
Hudsons- Federals	T	2.00	23.50	1.00	0.00	6.00	-4.66	-5.44	<.01	NS	<.01	NS	NS
Hudsons- Federals	P	(1)	.05	<.01	.05	(1)	NS	<.01	<.01	NS	<.01	NS	NS
"Ideal"- Hudsons	T	0.00	24.50	28.00 <sup>b</sup>	3.00	6.50	-3.69	-4.23	<.01	NS	<.01	NS	NS
"Ideal"- Hudsons	P	(1)	<.01	<.01	NS	(1)	NS	<.01	<.01	NS	<.01	NS	NS
Sears- Federals	T	1.50	24.00	-2.84	4.00	0.00	-2.23	-3.36	68.50	11.00 <sup>b</sup>	7.00	-2.79	-1.10
Sears- Federals	P	(1)	NS	<.01	(1)	NS	<.01	<.01	NS	NS	<.01	NS	NS
"Ideal"- Sears	T	0.00	10.50	-1.80	4.50	2.00	0.00	-5.00	21.20	5.50	8.50	-5.33	-3.89
"Ideal"- Sears	P	(1)	<.01	<.01	(1)	NS	<.01	<.01	NS	<.01	NS	<.01	NS
Hudsons- Federals	T	3.00	3.00	-3.50	0.00	0.00	1.00	<.01	11.00	8.00	3.00	-5.88	-3.87
Hudsons- Federals	P	(1)	<.01	<.01	(1)	NS	<.01	<.01	NS	<.01	NS	<.01	NS

		Localational Convenience											
		1.00	37.00	8.50	4.00	6.00	-3.56	-3.89	38.00	5.50	3.00	27.00	29.50
Hudsons- Sears	T	(1)	.05	<.01	.05	NS	<.01	<.01	<.01	NS	<.01	NS	NS
Hudsons- Sears	P	(1)	.05	<.01	.05	NS	<.01	<.01	<.01	NS	<.01	NS	NS
Hudsons- Federals	T	3.00	1.50	-4.31	5.00	1.00	-4.29	-4.32	49.00	14.00	0.00	-2.16	-1.67
Hudsons- Federals	P	(1)	<.01	<.01	NS	(1)	NS	<.01	<.01	NS	<.01	NS	NS
"Ideal"- Hudsons	T	0.00	15.00	11.50	6.50	0.00	-4.64	-4.23	<.01	0.00	8.00	-6.34	-3.82
"Ideal"- Hudsons	P	(1)	<.01	<.01	NS	<.01	<.01	<.01	<.01	NS	<.01	<.01	<.01
Sears- Federals	T	3.00	20.00	-2.32	5.00	0.00	-1.78	-5.72	99.00 <sup>b</sup>	3.00 <sup>b</sup>	15.50	-0.21	-1.34
Sears- Federals	P	(1)	.05	<.01	(1)	NS	NS	<.01	<.01	NS	NS	NS	NS
"Ideal"- Sears	T	0.00	7.00	-5.51	0.00	4.00	-5.40	-6.83	6.00	0.00	0.00	-7.33	-4.93
"Ideal"- Sears	P	(1)	<.01	<.01	<.01	NS	<.01	<.01	<.01	<.01	<.01	<.01	<.01
"Ideal"- Federals	T	0.00	2.00	-5.09	0.00	1.00	-5.14	-6.76	4.50	0.00	0.00	-3.53	-4.56
"Ideal"- Federals	P	(1)	<.01	<.01	.05	(1)	<.01	<.01	<.01	<.01	<.01	<.01	<.01

(1) - N too small to estimate significance.

NS - Not significant at the five percent level.

First store in each comparison was rated higher by family life cycle in question, except where noted.

Second store in comparison was rated higher by family life cycle stage in question.

Value of T with N = 25.

Probabilities of true null hypothesis.



among the test and "ideal" stores by subjects in family life cycle stages within social classes. The results indicate that consumers grouped by family life cycle stages within social classes do perceive differences among the test and "ideal" stores. Over two-thirds of the 480 comparisons of the test and "ideal" stores yield differences that are significant at the 5 percent level. One-quarter of the 162 comparisons which did not yield statistically significant differences occurred in cases where the N was too small to estimate significance.<sup>4</sup>

In only twenty comparisons of the test stores by subjects in family stages is the second store in a comparison rated higher than the first store. Thus, Hudson's receives higher ratings than Sears and Federal's, and Sears receives higher ratings than Federal's. This is further evidence that the test stores may be placed on a continuum from highest to lowest. The "ideal" store is rated higher than the test stores in all comparisons.

These results agree with those found in comparisons among stores by social class and by family life cycle stage which show that department stores have distinct aggregate images. Department store executives should be aware of the image of their store and the images of competing stores. The marketing strategist may define

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<sup>4</sup> This occurred primarily in life cycle stages one and five in the upper class.





his role as exploiting his firm's perceived strengths and his competitor's perceived weaknesses. In evaluating present and future store policies consideration should be given to their effect on the store image.

Merchandise suitability.--The comparisons among the test and "ideal" stores on merchandise suitability by respondents in life cycle stages within social classes indicate that perceived differences do exist. Almost 80 percent of the comparisons yield differences which are statistically significant. In all cases Hudson's again is rated higher than Sears and Federal's, and Sears is rated higher than Federal's, and "ideal" rated higher than the test stores.

These differences in consumers' perceptions of the merchandise among test stores make it imperative that the marketing practices of the stores be different. For each department store the merchandise mix, prices, displays and promotions should be designed to be congruent with the consumers' image of the store's goods.

Although no research evidence is available, it is hypothesized that marketing actions which diverge greatly from the consumers' image of a department store might tend to damage the store's image by confusing consumers. Heidingsfield warns that unclear imagery may result in "no significant market penetration."<sup>5</sup>

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<sup>5</sup>Heidingsfield, "Building the Image," op. cit., p. 135.



Sales personnel.--Consumers classified by family stages within social classes perceive differences on the sales personnel dimension among the test and "ideal" stores. Approximately 64 percent of the comparisons on sales personnel result in differences which are significant at the 5 percent level. However, in only 4 of the 20 comparisons between Hudson's and Sears are the perceived differences on sales personnel statistically significant. Also, in comparisons between Hudson's and Federal's and Sears and Federal's only about one-half the comparisons yield results that are statistically significant. However, in over 80 percent of the comparisons among the "ideal" and the test stores the differences are significant at the 5 percent level. Consumers apparently perceive the test stores as lacking in the sales personnel dimension compared to their "ideal."

In comparisons of sales personnel, where the differences are statistically significant, consumers rate the first store in each comparison higher. Again, overall, Hudson's was rated higher than Sears and Federal's, and Sears was rated higher than Federal's, and the "ideal" rated higher than the test stores.

These results parallel those found in comparisons of sales personnel among the stores by social class and by family life cycle. Consumers, especially at the higher social class levels and in the younger family



stages do not perceive of differences among the test stores' sales personnel. From the consumers' point of view, none of the stores has a competitive advantage in this area.

It may be assumed, because the traditional department store was formerly recognized for its superior sales service, that the relative level of personal sales has declined. The members of the higher social classes may be expecting better quality personal service than they are receiving. In addition, consumers in the younger family stages may be more concerned with other aspects of the buying process, such as merchandise selection and price, and so pay little attention to sales personnel.

Store congeniality.--The comparisons among the test and "ideal" stores reveal that consumers in family life cycle stages within social classes do perceive differences in store congeniality. About 65 percent of the comparisons yield differences that are significant at the 5 percent level.

However, there are some exceptions to this trend. The first is the comparison between Hudson's and Sears by the lower class in which subjects in various life cycle stages do not perceive differences that are statistically significant. The second exception is in the comparisons of the test and "ideal" stores by



respondents in the first and fifth life cycle stages in the upper middle, lower middle and lower classes in which only half of the comparisons yield results that are significant at the 5 percent level.

It may be that members of the lower classes and the younger stages have little experience on which to discriminate between Hudson's and Sears. Younger and lower class shoppers may not have developed habitual shopping patterns and may be more amenable to persuasion. This suggests that a department store which directs marketing effort towards these consumers may benefit by their patronage as they move into later stages of the life cycle and/or move up the socio-economic scale.

Locational convenience.--Comparisons among the test and "ideal" stores on locational convenience by subjects in life cycle stages in social classes yield mixed results. Overall, about 60 percent of the comparisons between stores yield differences which are significant at the 5 percent level. For lower class consumers at various stages of the life cycle, comparisons of Hudson's-Sears, Hudson's-Federal's and Sears-Federal's yield results which are not statistically significant. This agrees with the results of the comparisons among stores by social class. It may be that for the lower class consumer locational convenience is not a meaningful dimension on which to judge a department store.





Comparisons between Sears and Federal's by family life cycle stages in the upper middle and lower middle classes also yield results that are not statistically significant. This is in contrast to the results of the comparisons by social class which showed significant differences between these two stores. It may be hypothesized that the locations of the Sears and Federal's stores do not yield either company a competitive advantage with middle class consumers.

However, subjects in the upper and upper middle do perceive differences between Hudson's and Sears on locational convenience. Upper and upper middle class consumers may perceive Hudson's as significantly better than Sears on location for two reasons. One, the Hudson's downtown store is close to their business offices. And two, Hudson's major branch stores are located in higher class neighborhoods while Sears' stores, with few exceptions, tend to be located in middle and lower class areas.



## CHAPTER VI

### DEPARTMENT STORE IMAGE: SOCIAL CLASS AND FAMILY LIFE CYCLE FACTORS

This chapter presents the results of the affects of social class, family life cycle and social classes at various life cycle stages on consumers' perceptions of the test and "ideal" department stores.

#### Social Class Affect

Table 14 summarizes the Mann-Whitney U scores and the probabilities associated with the null hypotheses that there are no perceived differences on the four image dimensions of the test and "ideal" stores among social classes. The majority of comparisons (50 of 96) among social classes do not yield differences which are statistically significant. But, there are differences among the images held by members of social classes which can only be clearly seen in comparisons of widely separated classes. Over 65 percent of the comparisons in which there is a significant probability of a difference between social classes resulted in cases where the classes compared were not adjacent to one another.

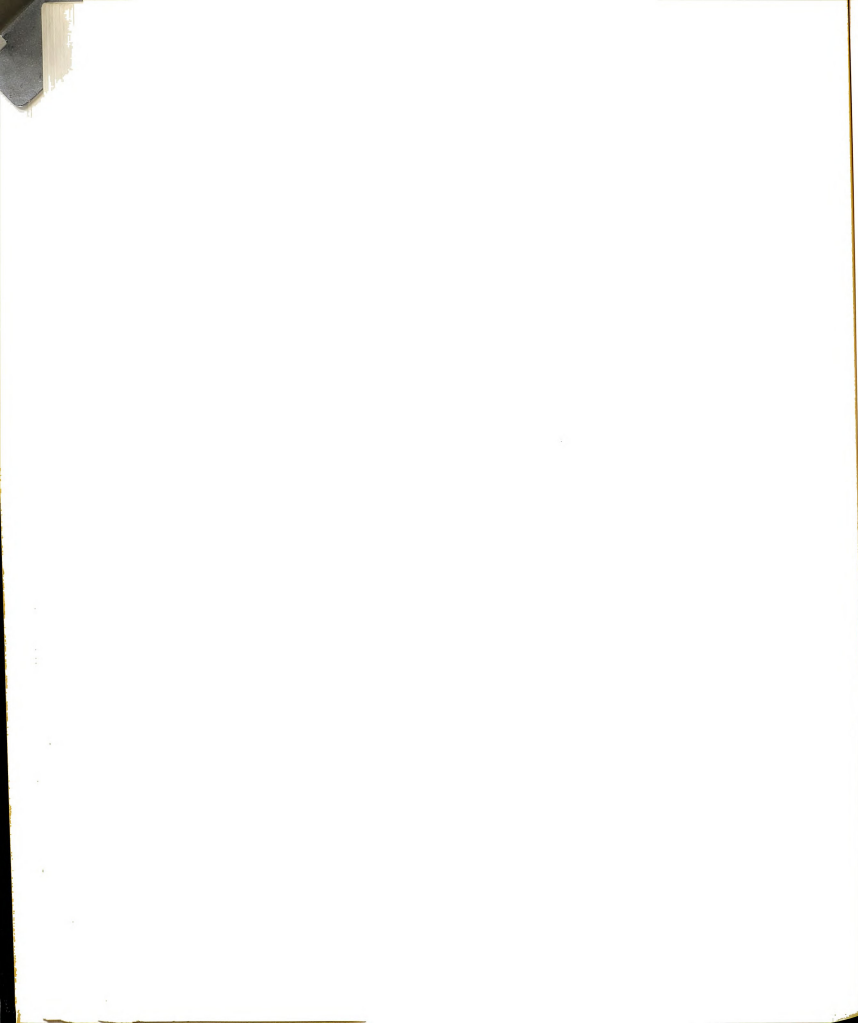


TABLE 14.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses for image dimensions of test and "ideal" department stores between social classes.

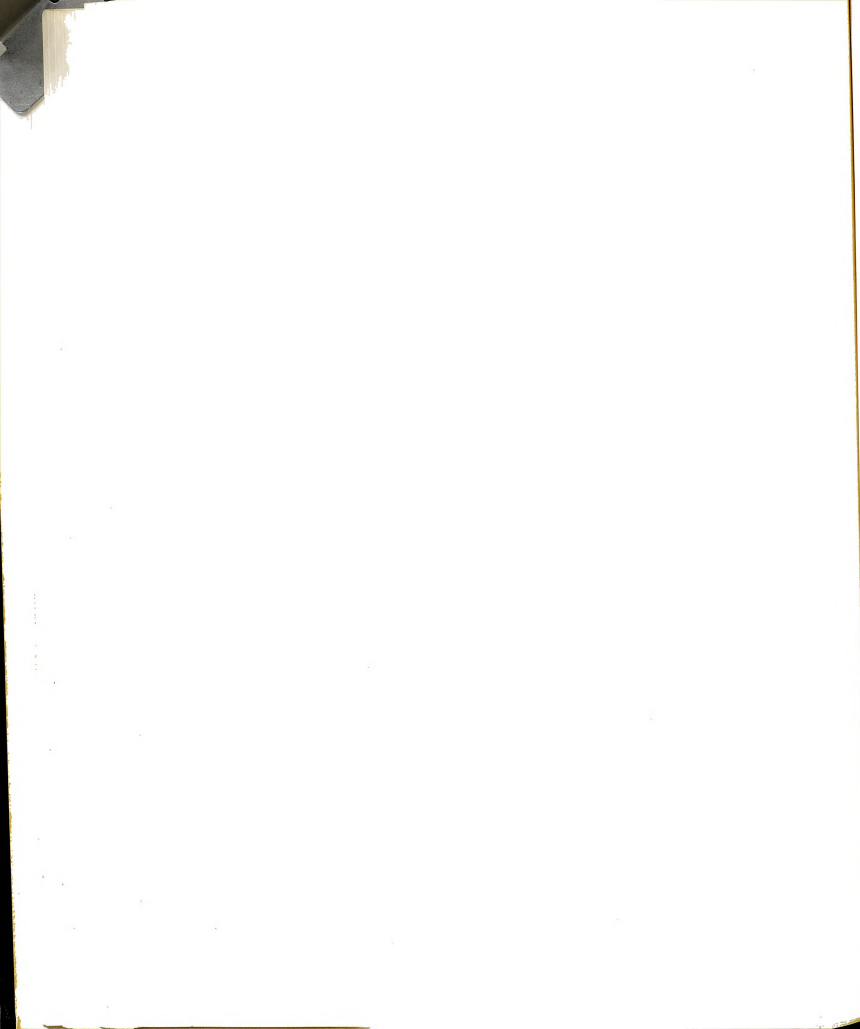
Social Classes <sup>a</sup>		Department Stores			
		Hudsons	Sears	Federals	"Ideal"
Merchandise Suitability					
Upper-	z <sup>c</sup>	-2.29	-1.57	-0.65	-0.19
Upper Middle	p <sup>d</sup>	.05	NS	NS	NS
Upper-	z	-1.14	-2.34 <sup>b</sup>	-2.62 <sup>b</sup>	-2.48
Lower Middle	p	NS	.05	.05	.05
Upper-	z	-1.99	-3.67 <sup>b</sup>	-4.82 <sup>b</sup>	-4.41
Lower	p	.05	<.01	<.01	<.01
Upper Middle-	z	-1.67 <sup>b</sup>	-4.62 <sup>b</sup>	-4.08 <sup>b</sup>	-2.56
Lower Middle	p	NS	<.01	<.01	.05
Upper Middle-	z	-0.65 <sup>b</sup>	-6.47 <sup>b</sup>	-6.75 <sup>b</sup>	-5.10
Lower	p	NS	<.01	<.01	<.01
Lower Middle-	z	-1.18	-1.57 <sup>b</sup>	-3.02 <sup>b</sup>	-2.73
Lower	p	NS	NS	<.01	<.01
Sales Personnel					
Upper-	z <sup>c</sup>	-1.80	-1.21	-1.01	-0.22 <sup>b</sup>
Upper Middle	p <sup>d</sup>	NS	NS	NS	NS
Upper-	z	-0.18	-0.36 <sup>b</sup>	-0.05	-1.37
Lower Middle	p	NS	NS	NS	NS
Upper-	z	-1.26 <sup>b</sup>	-0.65 <sup>b</sup>	-1.95 <sup>b</sup>	-1.10
Lower	p	NS	NS	.05	NS
Upper Middle-	z	-2.11 <sup>b</sup>	-1.82 <sup>b</sup>	-1.19 <sup>b</sup>	-1.92
Lower Middle	p	.05	NS	NS	NS
Upper Middle-	z	-3.73 <sup>b</sup>	-2.21 <sup>b</sup>	-3.22 <sup>b</sup>	-1.62
Lower	p	<.01	.05	<.01	NS
Lower Middle-	z	-1.83 <sup>b</sup>	-0.52 <sup>b</sup>	-2.46 <sup>b</sup>	-0.39 <sup>b</sup>
Lower	p	NS	NS	.05	NS
Store Congeniality					
Upper-	z <sup>c</sup>	-0.69	-0.40	-0.68 <sup>b</sup>	-0.25
Upper Middle	p <sup>d</sup>	NS	NS	NS	NS
Upper-	z	-0.48	-1.69 <sup>b</sup>	-3.03 <sup>b</sup>	-2.33
Lower Middle	p	NS	NS	<.01	.05
Upper-	z	-0.53	-3.38 <sup>b</sup>	-5.17 <sup>b</sup>	-0.01 <sup>b</sup>
Lower	p	NS	<.01	<.01	NS
Upper Middle-	z	-0.33 <sup>b</sup>	-2.59 <sup>b</sup>	-4.10 <sup>b</sup>	-2.54
Lower Middle	p	NS	.05	<.01	.05
Upper Middle-	z	-0.36	-4.63 <sup>b</sup>	-6.12 <sup>b</sup>	-0.32 <sup>b</sup>
Lower	p	NS	<.01	<.01	NS
Lower Middle-	z	-0.12 <sup>b</sup>	-2.05 <sup>b</sup>	-2.63 <sup>b</sup>	-2.99 <sup>b</sup>
Lower	p	NS	.05	.05	<.01
Locational Convenience					
Upper-	z <sup>c</sup>	-1.17	-1.57	-1.32 <sup>b</sup>	-1.07
Upper Middle	p <sup>d</sup>	NS	NS	NS	NS
Upper-	z	-0.37	-2.54 <sup>b</sup>	-4.88 <sup>b</sup>	-3.64
Lower Middle	p	NS	.05	<.01	<.01
Upper-	z	-1.01	-3.59 <sup>b</sup>	-5.06 <sup>b</sup>	-3.46
Lower	p	NS	<.01	<.01	<.01
Upper Middle-	z	-0.93 <sup>b</sup>	-4.93 <sup>b</sup>	-4.89 <sup>b</sup>	-2.63
Lower Middle	p	NS	<.01	<.01	.05
Upper Middle-	z	-0.33 <sup>b</sup>	-6.23 <sup>b</sup>	-5.00	-2.45
Lower	p	NS	<.01	<.01	.05
Lower Middle-	z	-0.76	-1.33 <sup>b</sup>	-0.08	-0.22 <sup>b</sup>
Lower	p	NS	NS	NS	NS

<sup>a</sup>First social class in each comparison rated store in question higher, except where noted.

<sup>b</sup>Second social class in comparison rated store in question higher.

<sup>c</sup>The value of U with  $N_2 > 20$ .

<sup>d</sup>Probabilities of true null hypotheses.



It is interesting to observe the direction of the preferences shown by the comparisons among social classes. In a majority of the comparisons in which the differences were statistically significant the lower class in the comparison rated the store in question higher. This phenomenon was especially prevalent in comparisons of Sears and Federal's. It appears that the relatively lower classes are less critical of these two stores while the upper classes tend to be less critical of Hudson's and tend to set a higher standard for the "ideal" store.

This may be interpreted to mean that consumers in the lower classes prefer Sears and Federal's while consumers in the upper classes prefer Hudson's. If this is true, it tends to support Martineau's hypothesis that a department store cannot be all things to all people. He writes, ". . . there is no such thing as a store image with equal appeal . . . for all social classes. . . ." <sup>1</sup>

However, the results do not suggest that department store managers act to limit the appeal or services offered to only one group. Although members of one social class may be most strongly attracted to a particular department store, there are members of other social classes who also prefer that store.

It may be possible for a department store to create different types of branches to appeal to different social

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<sup>1</sup>Martineau, "The Personality of a Department Store," op. cit., p. 50.





class groups. Physical location, store design, merchandise selection and personnel could be planned to meet the needs of the social class of the customer population.

#### Merchandise Suitability

Consumers in social classes appear to have distinctive images of the suitability of merchandise in the test stores and have a differentiable image of an "ideal" store on this dimension. Almost 70 percent of the comparisons among classes on merchandise yield statistically significant differences. As in the analysis directly above, two-thirds of the significant differences result from comparisons of social classes not adjacent.

The direction of the preferences also fits the general pattern in which over one-half of the comparisons show the lower class rates the store in question higher. Again this occurs almost totally with regard to Sears and Federal's while the relatively higher classes are more favorable to Hudson's and present a higher hypothetical "ideal." It is assumed that Sears and Federal's offer merchandise which fits the desires and the budgets of lower class consumers while Hudson's merchandise satisfies higher class consumers.

Although there are some differences among members of various social classes in their taste for merchandise these differences are only distinct between non-adjacent



classes. This implies that the market for a particular classification of merchandise is fairly broad. A department store with a limited range of merchandise can appeal to consumers in more than one social class.

#### Sales Personnel

There does not appear to be any perceived difference on the sales personnel dimension of the test and "ideal" stores among social classes. Only one-quarter of the comparisons result in differences which are statistically significant. Again 65 percent of the differences which are statistically significant come from comparisons of classes not adjacent. All of the comparisons which have significant differences indicate that the lower class rates the store in question higher. As in the previous analysis the lower classes prefer Sears and Federal's but, in addition, also rate Hudson's higher than did the relatively higher classes. It seems that the higher classes perceive something lacking in this aspect of Hudson's operations.

The higher ratings given by members of the lower classes may indicate lower expectations in personal service. It is also possible that the sales clerks are themselves members of lower classes and so better able to serve the needs of lower class consumers. This is a critical area for store management. Harris contends that people base their impressions of a store primarily



on the attitude of the sales personnel.<sup>2</sup> This contention should be researched. The results may indicate how a department store can project a better image by improving its sales people. Better training, compensation and supervision may result in a better aggregate image.

### Store Congeniality

Consumers in social class groups appear to have distinguishable images of store congeniality for the test and "ideal" stores. Half of the comparisons among social classes on store congeniality result in differences which are statistically significant. Almost 60 percent of the differences which are statistically significant come from comparisons of non-adjacent social classes. Two-thirds of the comparisons show that the relatively lower classes give higher ratings than higher classes for the store in question. Again, the lower classes perceive Sears and Federal's more favorably. This was true in every comparison with the lower class.

It may be that consumers in the lower class need a greater measure of store congeniality to feel comfortable while shopping in a department store. This conjecture agrees with Martineau's contention that the members of the lower classes are insecure in shopping situations.<sup>3</sup>

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<sup>2</sup>Harris, Buyers Market, op. cit., p. 103.

<sup>3</sup>Martineau, "Social Class and Spending Behavior," op. cit., p. 129.



Management may be able to make lower class shoppers more comfortable in the store environment. Lower class consumers will feel more secure in a store where they know they will receive a pleasant reception from the clerks and where they can afford to purchase at least the low end of the merchandise selection. They will feel more comfortable in a store which offers credit privileges to responsible lower class shoppers.

#### Locational Convenience

Consumers in social class groups appear to have distinguishable images of locational convenience for Sears, Federal's and "ideal" but not for Hudson's. In addition, comparisons of upper and upper middle, and lower and lower middle reveal no statistically significant differences. Overall, 50 percent of the comparisons yield differences that are statistically significant and 85 percent of these (compared to 65 percent overall) are from social classes not adjacent. As was the case overall, 50 percent of the comparisons indicate higher ratings by the lower classes for the store in question. Again the relatively lower classes give Sears and Federal's higher ratings and the relatively higher classes present a higher "ideal."

Consumers in all classes apparently have a similar view of the locational convenience of Hudson's. This may reflect Hudson's attempt to cover a broad spectrum





of geographic and economic markets. Lower class consumers favor the locational convenience of Sears and Federal's which is an indication of the success of their location policies. Consumer perceptions of the appropriateness of a location may be a useful guide in new store planning.

#### Family Life Cycle Affect

Table 15 summarizes the Mann-Whitney U scores and the probabilities associated with the null hypotheses that there are no perceived differences for the image dimensions of the test and "ideal" stores among family life cycle stages. It appears that consumers grouped as to family life cycle do not perceive differences in the test and "ideal" department stores. Of the 160 comparisons on the test and "ideal" stores only thirty, or less than 20 percent, result in differences significant at the 5 percent level. Seventy percent of the comparisons where the differences are statistically significant are between non-adjacent family life cycle stages.

In those instances where differences are statistically significant, over one-half of the comparisons show that consumers in the second life cycle stage in a comparison prefer the store in question. Subjects in the older family stage in a comparison rate Hudson's, Sears and "ideal" higher while consumers in the younger stage prefer Federal's.



TABLE 15.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses for image dimensions of test and "ideal" department stores between family life cycle stages.

Family Life Cycle Stages <sup>a,b</sup>		Department Stores			
		Hudsons	Sears	Federals	"Ideal"
Merchandise Suitability					
1-2	z <sup>d</sup>	-1.08	-1.72	-1.02	-1.52
	p <sup>e</sup>	NS	NS	NS	NS
1-3	z	-1.80	-1.15	-0.17 <sup>c</sup>	-1.84
	p	NS	NS	NS	NS
1-4	z	-2.22	-1.91	-2.00	-0.41 <sup>c</sup>
	p	.05	NS	.05	NS
1-5	z	-1.50	-1.45	-1.31	-0.56 <sup>c</sup>
	p	NS	NS	NS	NS
2-3	z	-1.18	-0.95 <sup>c</sup>	-2.14 <sup>c</sup>	-0.42
	p	NS	NS	.05	NS
2-4	z	-1.90	-0.56	-1.81	-2.73 <sup>c</sup>
	p	NS	NS	NS	<.01
2-5	z	-0.81	-0.05	-0.73	-2.26 <sup>c</sup>
	p	NS	NS	NS	.05
3-4	z	-0.96	-1.35	-3.43	-3.38 <sup>c</sup>
	p	NS	NS	<.01	<.01
3-5	z	-0.06	-0.70	-2.13	-2.71 <sup>c</sup>
	p	NS	NS	.05	<.01
4-5	z	-0.59 <sup>c</sup>	-0.30 <sup>c</sup>	-0.69 <sup>c</sup>	-0.29 <sup>c</sup>
	p	NS	NS	NS	NS
Sales Personnel					
1-2	z <sup>d</sup>	-1.14 <sup>c</sup>	-1.97 <sup>c</sup>	-0.95 <sup>c</sup>	-0.18 <sup>c</sup>
	p <sup>e</sup>	NS	.05	NS	NS
1-3	z	-1.98 <sup>c</sup>	-2.63 <sup>c</sup>	-0.79 <sup>c</sup>	-0.03
	p	.05	<.01	NS	NS
1-4	z	1.88 <sup>c</sup>	-2.66 <sup>c</sup>	-1.72 <sup>c</sup>	-1.72
	p	NS	<.01	NS	NS
1-5	z	2.72 <sup>c</sup>	-2.37 <sup>c</sup>	-2.08 <sup>c</sup>	-0.21 <sup>c</sup>
	p	<.01	.05	.05	NS
2-3	z	1.67 <sup>c</sup>	-1.23 <sup>c</sup>	-0.17	-0.25
	p	NS	NS	NS	NS
2-4	z	-1.24 <sup>c</sup>	-0.88 <sup>c</sup>	-1.50 <sup>c</sup>	-3.19
	p	NS	NS	NS	<.01
2-5	z	-2.84 <sup>c</sup>	-0.73 <sup>c</sup>	-2.14 <sup>c</sup>	-0.05 <sup>c</sup>
	p	<.01	NS	.05	NS
3-4	z	-0.18	-0.08 <sup>c</sup>	-1.53 <sup>c</sup>	-3.00
	p	NS	NS	NS	<.01
3-5	z	-1.79 <sup>c</sup>	-0.06 <sup>c</sup>	2.15 <sup>c</sup>	-0.22 <sup>c</sup>
	p	NS	NS	.05	NS
4-5	z	-1.67 <sup>c</sup>	-0.09 <sup>c</sup>	-1.11 <sup>c</sup>	-2.28 <sup>c</sup>
	p	NS	NS	NS	.05

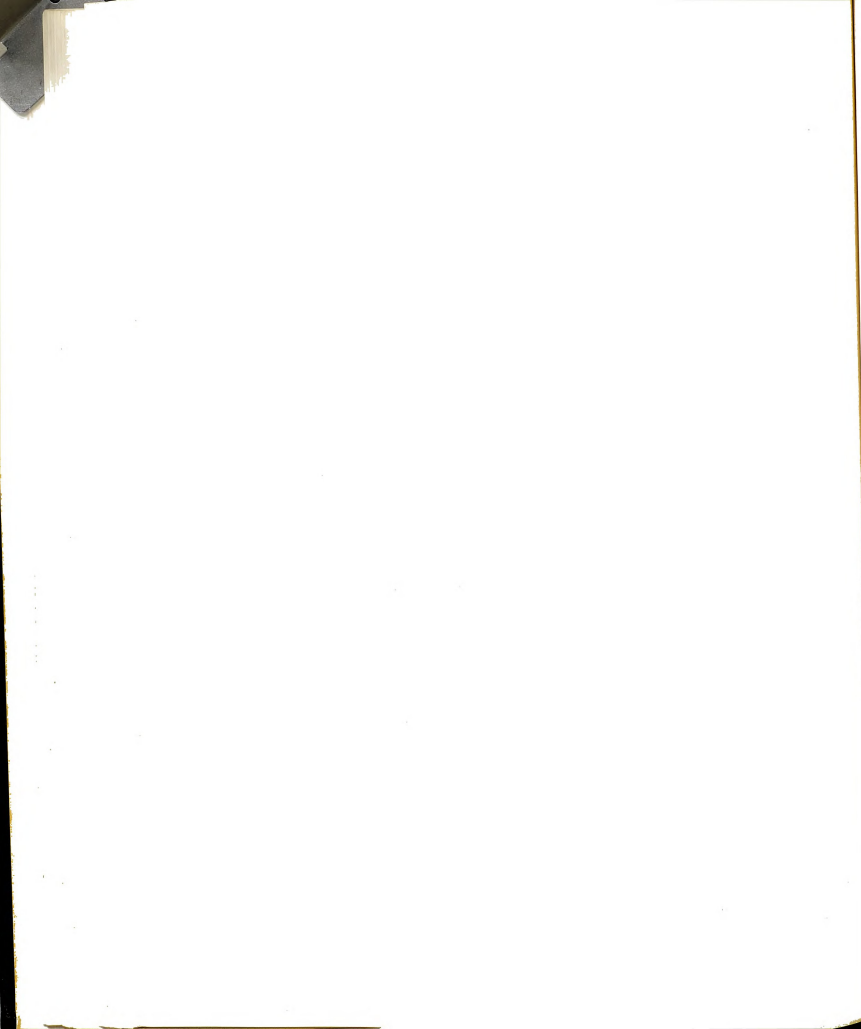


TABLE 15.--Continued.

Family Life Cycle Stages <sup>a,b</sup>		Department Stores			
		Hudsons	Sears	Federals	"Ideal"
Store Congeniality					
1-2	z <sup>d</sup>	-0.36	-0.55	-0.07	-0.99 <sup>c</sup>
	p <sup>e</sup>	NS	NS	NS	NS
1-3	z	-0.70	-0.52	-0.52 <sup>c</sup>	-0.91
	p	NS	NS	NS	NS
1-4	z	-1.84	-1.57	-0.99	-1.22
	p	NS	NS	NS	NS
1-5	z	-1.49	-1.32	-1.01	-0.59
	p	NS	NS	NS	NS
2-3	z	-0.51	-0.00	-1.01 <sup>c</sup>	-0.33
	p	NS	NS	NS	NS
2-4	z	-2.27	-1.64	-1.61	-0.12
	p	.05	NS	NS	NS
2-5	z	-1.45	-1.28	-1.42	-0.44
	p	NS	NS	NS	NS
3-4	z	-1.90	-1.61	-2.28	-0.48
	p	NS	NS	.05	NS
3-5	z	-1.14	-1.21	-1.98	-0.24
	p	NS	NS	.05	NS
4-5	z	-0.50 <sup>c</sup>	-0.05	-0.22	-0.55
	p	NS	NS	NS	NS
Locational Convenience					
1-2	z <sup>d</sup>	-1.32 <sup>c</sup>	-0.77 <sup>c</sup>	-0.47 <sup>c</sup>	-0.81 <sup>c</sup>
	p <sup>e</sup>	NS	NS	NS	NS
1-3	z	-0.59 <sup>c</sup>	-0.69 <sup>c</sup>	-1.12 <sup>c</sup>	-0.71 <sup>c</sup>
	p	NS	NS	NS	NS
1-4	z	-0.03	-0.63	-0.91	-1.66 <sup>c</sup>
	p	NS	NS	NS	NS
1-5	z	-0.04	-0.68 <sup>c</sup>	-0.35 <sup>c</sup>	-1.13 <sup>c</sup>
	p	NS	NS	NS	NS
2-3	z	-1.27	-0.16 <sup>c</sup>	-1.41 <sup>c</sup>	-0.29
	p	NS	NS	NS	NS
2-4	z	-1.65	-1.83	-2.23	-1.47 <sup>c</sup>
	p	NS	NS	.05	NS
2-5	z	-1.75	-0.11 <sup>c</sup>	-0.09 <sup>c</sup>	-0.59 <sup>c</sup>
	p	NS	NS	NS	NS
3-4	z	-0.50	-2.00	-3.26	-1.80 <sup>c</sup>
	p	NS	.05	<.01	NS
3-5	z	-0.81	-0.03 <sup>c</sup>	-0.88	-0.82 <sup>c</sup>
	p	NS	NS	NS	NS
4-5	z	-0.15	-1.41 <sup>c</sup>	-1.77 <sup>c</sup>	-0.51
	p	NS	NS	NS	NS

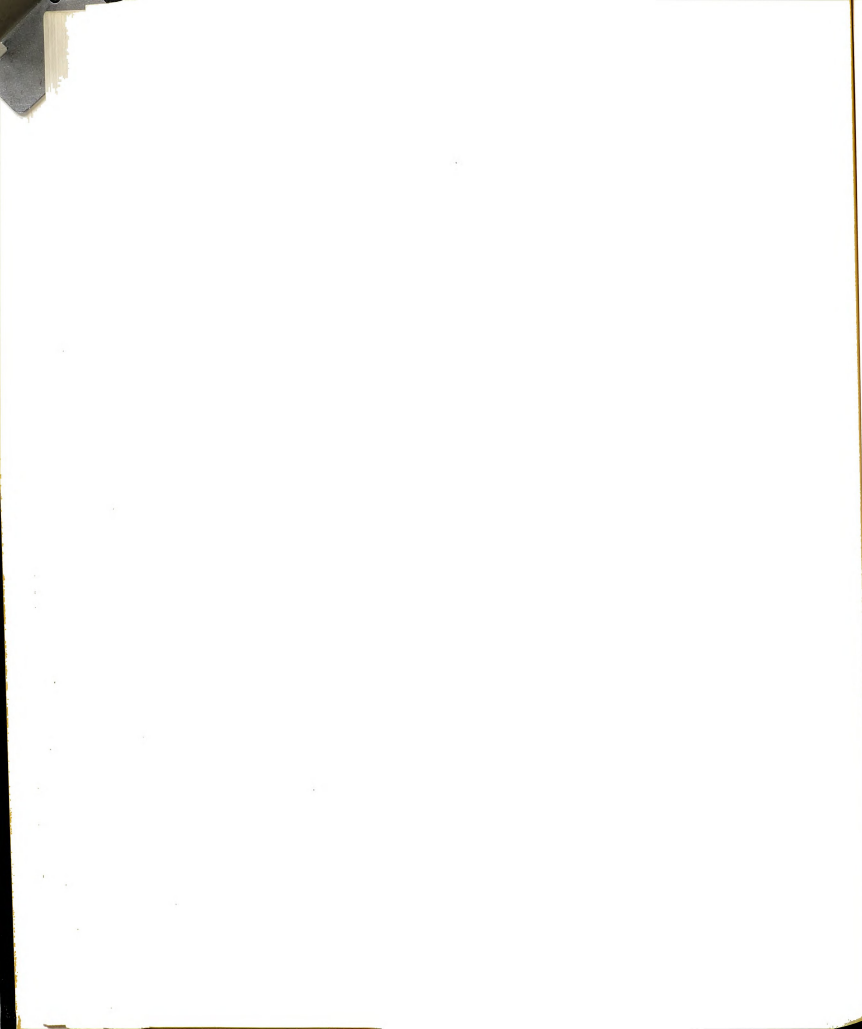
<sup>a</sup>Family life cycle stages: 1 - Young, single & Young, married no children; 2 - Young, married with children; 3 - Older, married with children; 4 - Older, married no children; 5 - Older, single.

<sup>b</sup>First family life cycle in each comparison rated store in question higher, except where noted.

<sup>c</sup>Second family life cycle stage rated store in question higher.

<sup>d</sup>The value of U with  $n_2 > 20$ .

<sup>e</sup>Probabilities of true null hypotheses.



It appears that Federal's has a stronger appeal to consumers in the younger stages in the life cycle.

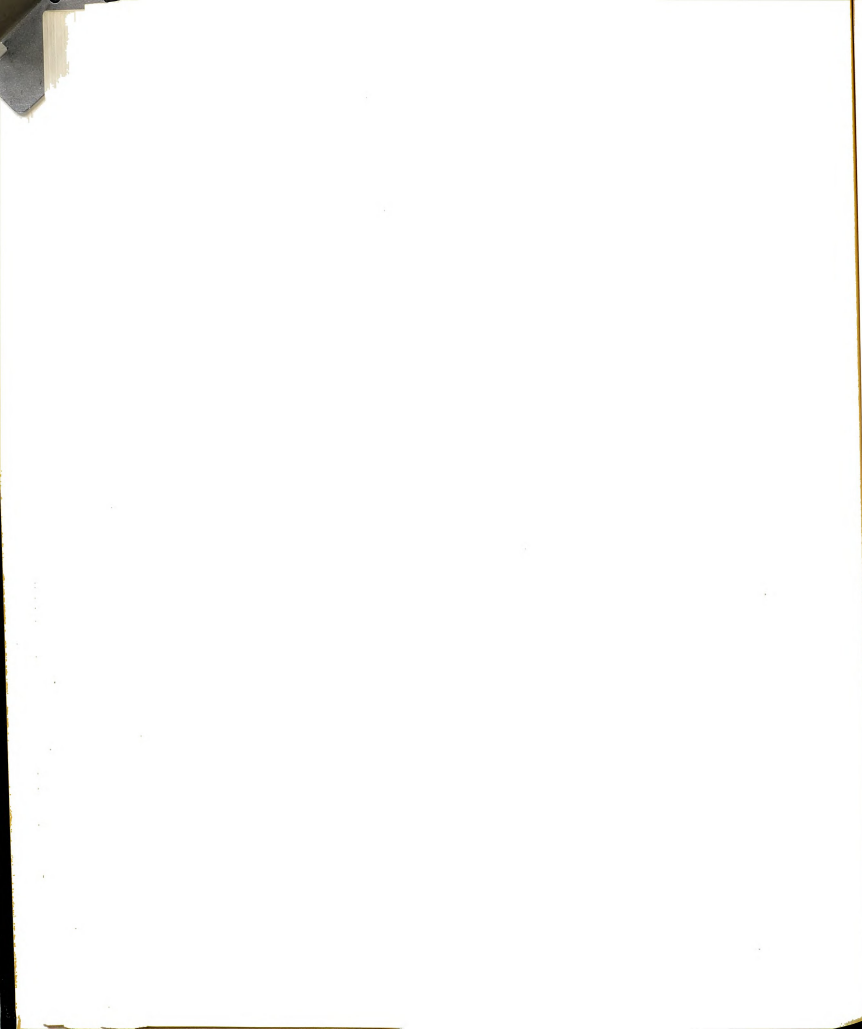
The lack of a family life cycle affect in the results may simply indicate that attitudes about department stores are not greatly influenced by family stage. This conclusion is in opposition to Collazzo's contention that consumer attitudes are influenced by their stage in the life cycle.<sup>4</sup>

On the other hand, these findings may have come about because the definitions of the stages used in this study were too narrow to show differences. Support for this is indicated by the fact that 70 percent of the comparisons yielding statistically significant differences were between non-adjacent stages.

Data on the preferences of members of family stages for particular department stores is inconclusive but may indicate tendencies. Younger families may tend to rate Federal's higher because it satisfies their needs within their budget restrictions. If this is true, Federal's management may be able to capitalize on this by slanting their merchandising and promotional activities toward this younger group. In the same way Sears and Hudson's may desire to concentrate their attentions on somewhat more mature family stages while attempting a new marketing approach to the younger families.

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<sup>4</sup>Collazzo, Consumer Attitudes and Frustrations in Shopping, op. cit., p. 1.



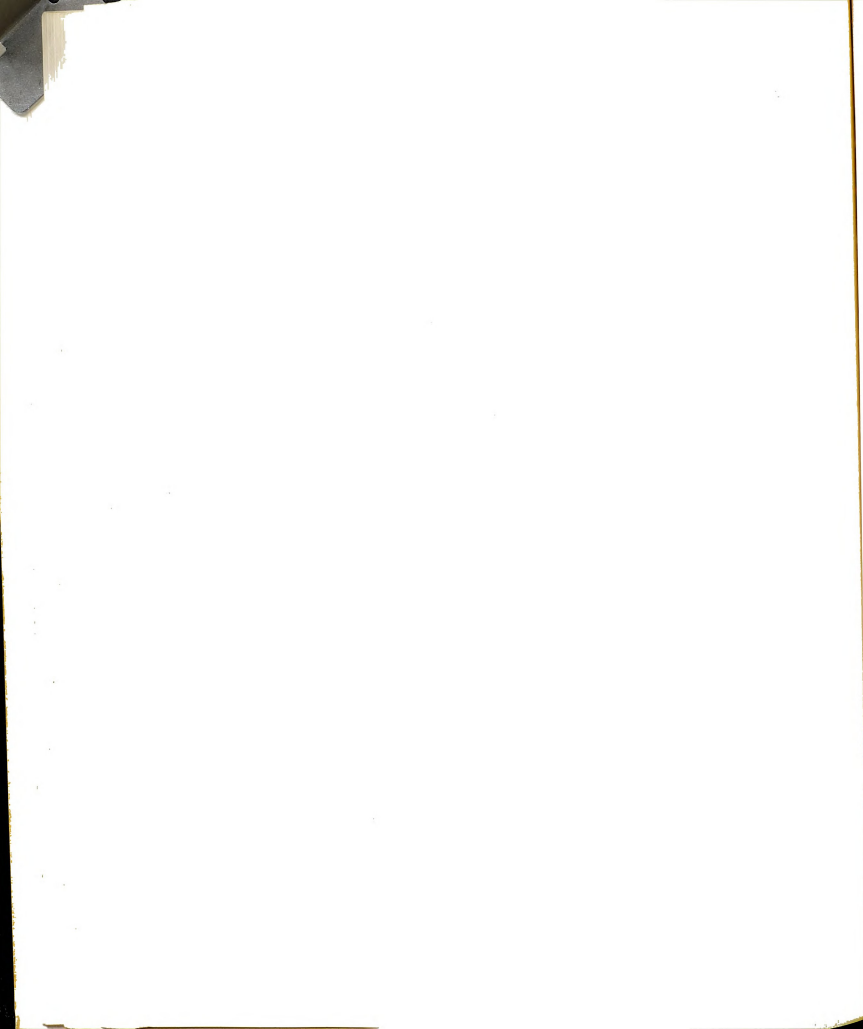


Merchandise Suitability

There does not seem to be any strong evidence of perceived differences of merchandise suitability of the test and "ideal" stores among consumers grouped by family life cycle stage. Only one-quarter of the comparisons among family life cycle stages on merchandise suitability yield statistically significant differences. Further, 60 percent of the comparisons in which the differences were significant were between non-adjacent life cycle stages.

Of the nine comparisons on merchandise suitability which yield significant differences, over 50 percent show that consumers in the relatively older stages rate the stores higher. Almost all of these higher ratings by consumers in the older stages are on the "ideal" while consumers in the younger stages rate Federal's higher.

Apparently Hudson's and Sears are presenting their merchandise equally well to consumers at all stages of the family life cycle. This, no doubt, reflects the breadth of type and quality of merchandise available in these stores. The preference of the younger families for the merchandise in Federal's may result from narrower and less expensive lines.



### Sales Personnel

The results indicate that consumers do not perceive differences on sales personnel for the test and "ideal" stores among subjects in family life cycle stages. Approximately 30 percent of the comparisons of sales personnel among consumers in family life cycle stages yield differences which are statistically significant. Of these comparisons 77 percent are between non-adjacent family stages.

Almost 75 percent of the comparisons yielding significant differences on sales personnel of the test stores among family stages indicate that the second stage in a comparison rates the store in question higher. This may indicate that the activities of salesclerks are more important to the relatively older life cycle stages. As was the case with merchandise suitability, there appear to be some differences in the perception of sales personnel among the younger and older stages.

Sales personnel should be trained to be sensitive to the needs of consumers in the more mature life stages. Departments which cater to these shoppers should be staffed with clerks who are best able to relate to the older shopper.

### Store Congeniality

There are no apparent differences in perception of store congeniality of test and "ideal" stores among

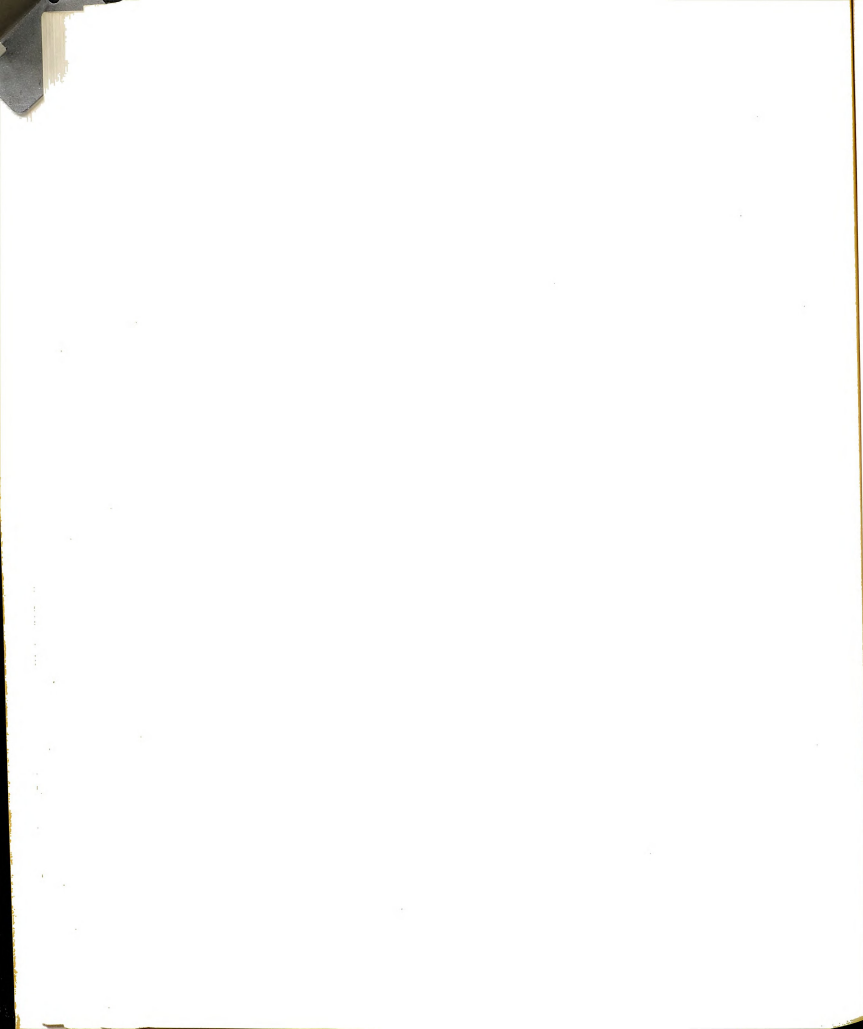


consumers in life cycle stages. Seven and one-half percent of the comparisons among life cycle stages on store congeniality of the test and "ideal" stores result in differences which are statistically significant. Of the three statistically significant differences two are between non-adjacent family life cycles. All three of these differences show that subjects in the relatively younger stage rate the stores in question higher.

These findings indicate that consumers in various family stages hold similar views of the congeniality of the test stores. This may reflect the diversity of the shopping areas within the stores but it seems unlikely that the atmosphere of a store would be equally attractive to members of old and young family stages. This conjecture is supported by the evidence that, overall, the younger families tend to prefer Federal's and the older families tend to prefer Sears and Hudson's.

#### Locational Convenience

The findings indicate no perceived differences in locational convenience among subjects in stages of the life cycle for the test and "ideal" stores. The three comparisons yielding statistically significant differences come from non-adjacent life cycle stages, and again show that consumers in the relatively younger family stages rate the test stores higher. It might be concluded that the test stores have been successful or



unsuccessful in locating their stores so all family stages rate each of them equally.

Social Class--Family Life Cycle Affect

Table 16 summarizes the Mann-Whitney U scores and the probabilities associated with the null hypotheses that there are no perceived differences in the test and "ideal" stores among consumers in family life cycle stages in different social classes. The null hypothesis is supported. There is no indication that there are perceived differences in the test and "ideal" stores among subjects in family life cycle stages in various social classes.

There does appear to be a tendency for differences to exist between stages in non-adjacent social class, especially in life cycle stages two, three and four. Less than 20 percent of the 480 comparisons of the test and "ideal" stores yield differences which are statistically significant. Of the comparisons which are significant at the 5 percent level, 60 percent result from comparisons of family stages in non-adjacent social classes. In addition, 90 percent of these comparisons are in life cycle stages two, three and four.

This is not consistent with the results of the affect of social class reported in the first section of this chapter. Those results indicated that comparisons among social classes did result in different images of

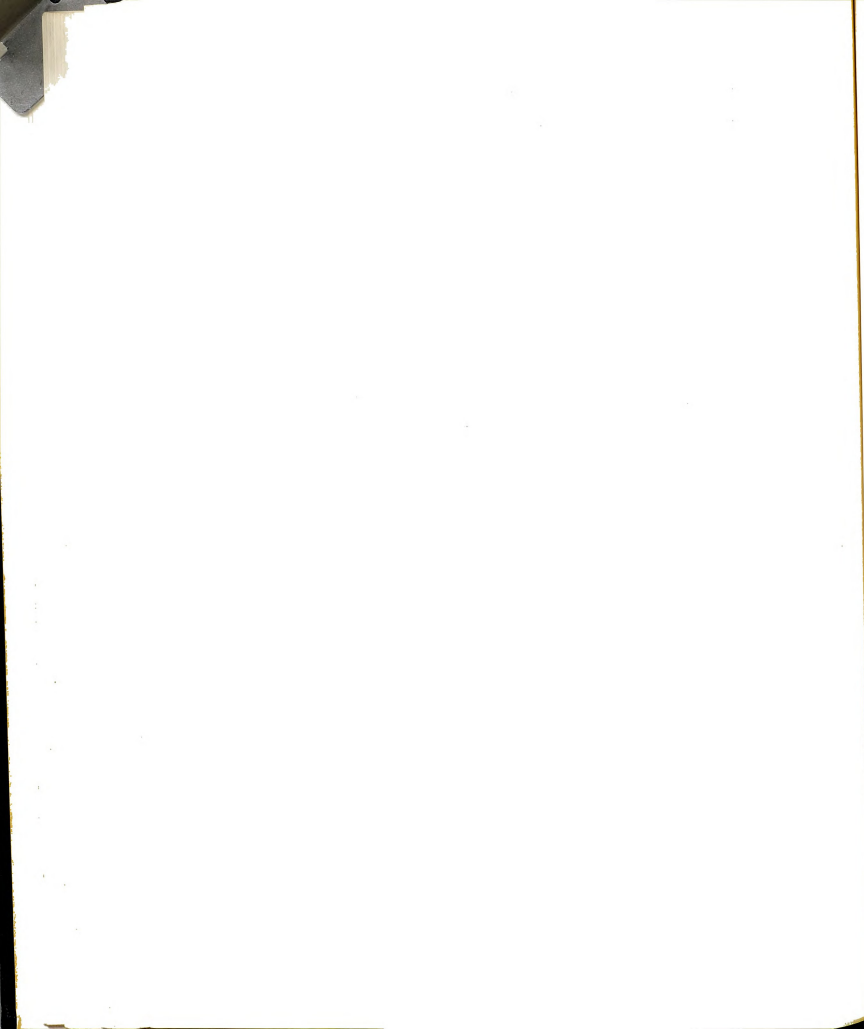


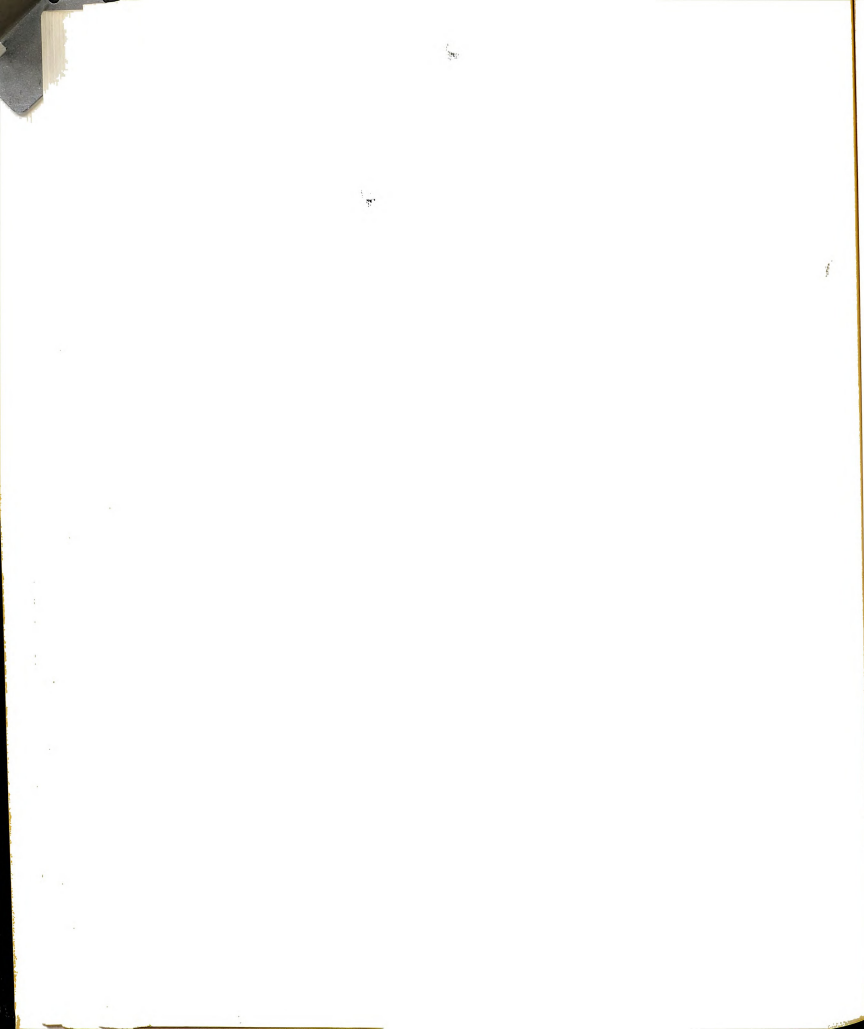




Table 16.--Summary of Mean-Whitney U and Probabilities associated with the null hypotheses between family life, social stages within social classes for large, intermediate, small and "ideal" apartment stores.

Social Class	Family Cycle	Department Stores										Total <sup>z</sup>	
		u					Federal						
		u <sup>a</sup>	u <sup>b</sup>	p <sup>c</sup>	u	s	p	u	s	p	u		z
Merchandise Suitability													
Upper-Middle	1	5.50 <sup>d</sup>	NS	NS	8.50 <sup>e</sup>	-0.11 <sup>e</sup>	NS	7.00	-0.11 <sup>e</sup>	NS	10.00	-1.13 <sup>e</sup>	NS
Upper-Lower	2	22.00	-1.54	NS	24.00	-2.00 <sup>e</sup>	NS	12.00 <sup>e</sup>	-0.21 <sup>e</sup>	NS	25.50	-0.42	NS
Upper-Middle	3	24.00	-0.42 <sup>e</sup>	NS	0.00 <sup>e</sup>	-1.03 <sup>e</sup>	NS	4.50	-1.00 <sup>e</sup>	NS	6.00	-1.84	NS
Upper-Lower	4	43.00	-1.93	NS	51.50	-1.75 <sup>e</sup>	NS	42.00 <sup>e</sup>	-2.20 <sup>e</sup>	NS	51.00	-0.53	NS
Upper-Middle	5	9.00 <sup>e</sup>	-0.95	NS	10.00 <sup>e</sup>	-2.00 <sup>e</sup>	NS	16.50	-2.44 <sup>e</sup>	NS	13.00	-3.02	NS
Upper-Lower	6	1.00	-1.60	NS	2.00	-1.10 <sup>e</sup>	NS	3.00	-2.90 <sup>e</sup>	NS	4.00	-1.92	NS
Upper-Middle	7	12.50 <sup>e</sup>	-2.02 <sup>e</sup>	NS	12.00 <sup>e</sup>	-1.10 <sup>e</sup>	NS	23.50	-1.48 <sup>e</sup>	NS	19.00	-0.53	NS
Upper-Lower	8	77.50 <sup>e</sup>	-0.37	NS	64.50	-2.00 <sup>e</sup>	NS	49.00	-3.18 <sup>e</sup>	NS	68.50 <sup>e</sup>	-0.51	NS
Upper-Middle	9	46.50	-0.47 <sup>e</sup>	NS	42.50 <sup>e</sup>	-2.44 <sup>e</sup>	NS	45.00 <sup>e</sup>	-3.32 <sup>e</sup>	NS	44.00	-2.48	NS
Upper-Lower	10	63.50 <sup>e</sup>	-2.40	NS	46.00	-1.38 <sup>e</sup>	NS	36.00 <sup>e</sup>	-2.43 <sup>e</sup>	NS	53.50 <sup>e</sup>	-2.42	NS
Upper-Middle	11	28.00	-1.05	NS	22.50 <sup>e</sup>	-0.14	NS	7.50 <sup>e</sup>	-0.37 <sup>e</sup>	NS	25.50 <sup>e</sup>	-0.49	NS
Upper-Lower	12	9.00 <sup>e</sup>	-2.21 <sup>e</sup>	NS	12.50	-0.38 <sup>e</sup>	NS	6.50	-0.19	NS	13.00 <sup>e</sup>	-1.87	NS
Upper-Middle	13	37.50	-1.13	NS	59.50 <sup>e</sup>	-0.88 <sup>e</sup>	NS	31.00 <sup>e</sup>	-1.45 <sup>e</sup>	NS	56.50 <sup>e</sup>	-0.61	NS
Upper-Lower	14	12.50 <sup>e</sup>	-0.76	NS	13.00	-0.66	NS	16.00	-0.67 <sup>e</sup>	NS	21.50 <sup>e</sup>	-1.48	NS
Upper-Middle	15	35.50	-0.23	NS	33.50	-1.16 <sup>e</sup>	NS	20.00	-1.23 <sup>e</sup>	NS	11.50	-1.17	NS
Upper-Lower	16	69.50	-1.28 <sup>e</sup>	NS	60.50	-0.25 <sup>e</sup>	NS	48.50	-1.80 <sup>e</sup>	NS	75.50	-0.25 <sup>e</sup>	NS
Upper-Middle	17	52.00 <sup>e</sup>	-1.10	NS	47.00	-0.03 <sup>e</sup>	NS	41.50	-1.00 <sup>e</sup>	NS	55.00	-1.49	NS
Upper-Lower	18	66.00 <sup>e</sup>	-0.40	NS	56.00	-0.38 <sup>e</sup>	NS	51.00 <sup>e</sup>	-0.41 <sup>e</sup>	NS	50.00 <sup>e</sup>	-0.50	NS
Upper-Middle	19												
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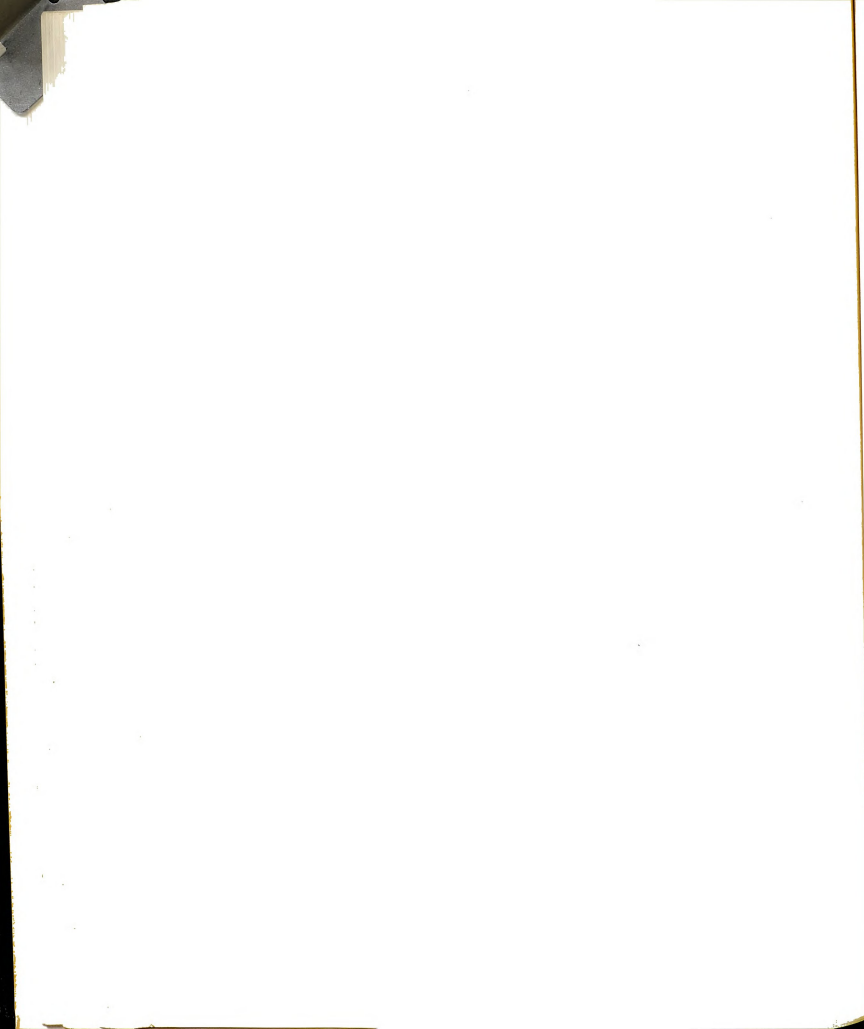




the test stores. It appears that there is some communality of department store images within each family life cycle stage. However, as is shown in the section on family life cycle affect, there are few significant differences among family stages. Why the social class affect disappears when comparisons are made by family stage among social classes is not known. The influence of family life cycle on consumers' attitudes bears further research.

For both Hudson's and "ideal," only eleven of the 120 comparisons among stages in different classes result in differences which are statistically significant. About one-quarter of the comparisons on Sears and over 30 percent of the comparisons on Federal's yield differences which are statistically significant. There is some indication that the family life cycle-social class affect is greater for Sears and Federal's than it is for Hudson's and "ideal."

These findings seem to indicate that Hudson's has a broader appeal than do Sears and Federal's. The variety in merchandising policies seen in Hudson's main store, major branches and budget branches may account for their high ratings across the various family stages and social classes. These results may also be interpreted as an indication of the success of Hudson's attempt to serve many markets. This appears to refute



Heidingsfield's contention that if a store attempts to serve a very broad segment of the market its, "Image will be contradictory and confusing."<sup>5</sup>

About 90 percent of the comparisons which result in significant differences indicate that the subjects in family life cycles in the relatively lower classes rate the store in question higher. Subjects in family stages in the relatively higher social classes tend to present a higher "ideal."

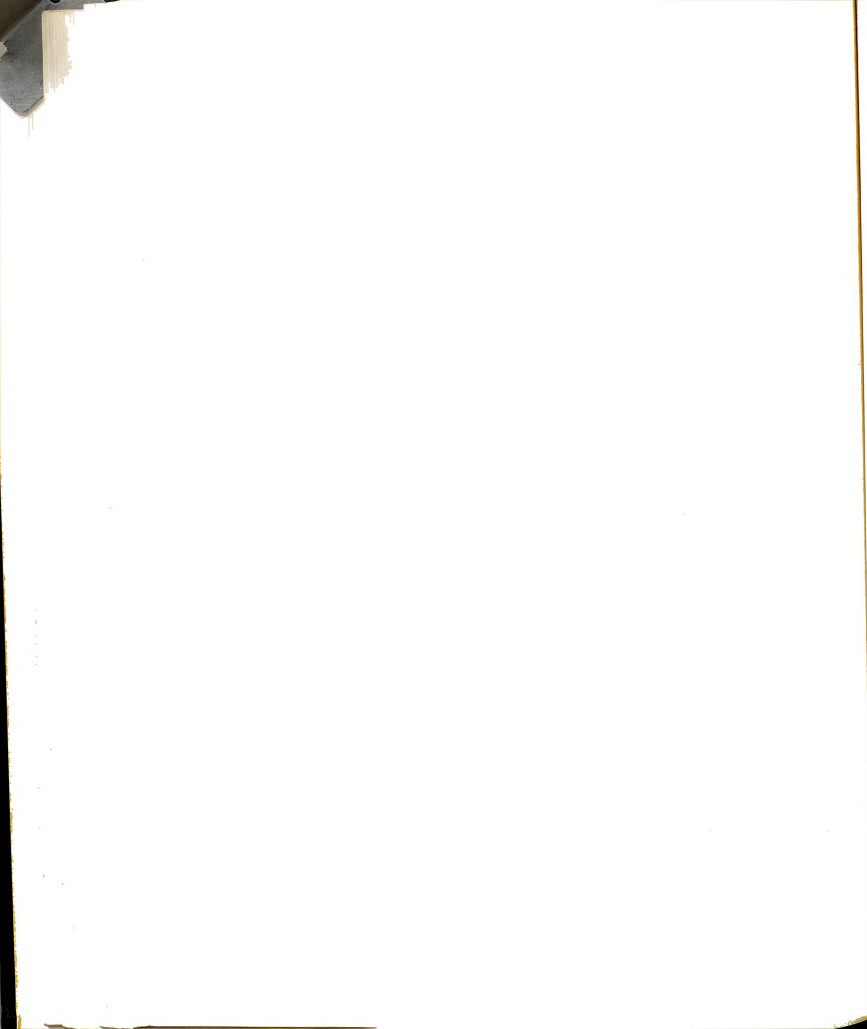
Members of the lower classes apparently have lower expectations and so rate the stores higher than do the members of the upper classes. This seems to support the notion of using varying qualities of merchandising, sales personnel and furnishings in different departments depending on the anticipated clientele.

#### Merchandise Suitability

There is no indication that there are perceived differences in the test and "ideal" stores on merchandise suitability among respondents in family stages in different social classes. Approximately 20 percent of the comparisons among consumers in family stages in different social classes result in differences which are statistically significant. About 60 percent of these comparisons come from stages in non-adjacent

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<sup>5</sup>Heidingsfield, "Building the Image--An Essential Marketing Stratagem," op. cit., p. 139.





social classes. Over 90 percent of the differences which are statistically significant come from comparisons of stages two, three and four.

The direction of the ratings fits the overall pattern which indicates that consumers in relatively lower classes tend to favor Hudson's, Sears and Federal's while subjects in relatively higher classes tend to have a higher "ideal." Almost 80 percent of the comparisons which have significant differences on merchandise suitability show that consumers in the life cycle stages in the relatively lower classes rate the store in question higher.

These results are not consistent with those in the first section of this chapter in which it was found that there were differentiable images on merchandise suitability among social classes. It is assumed from the research evidence that there is a social class affect but that it is somehow obscured when the social classes are divided into family life cycle stages. Why this occurs should be studied.

Similar to the findings on social class, there tend to be more differences among members of family stages in non-adjacent than adjacent social classes. This suggests that a stores' merchandise will appeal to members of adjacent social classes. It supports the contention

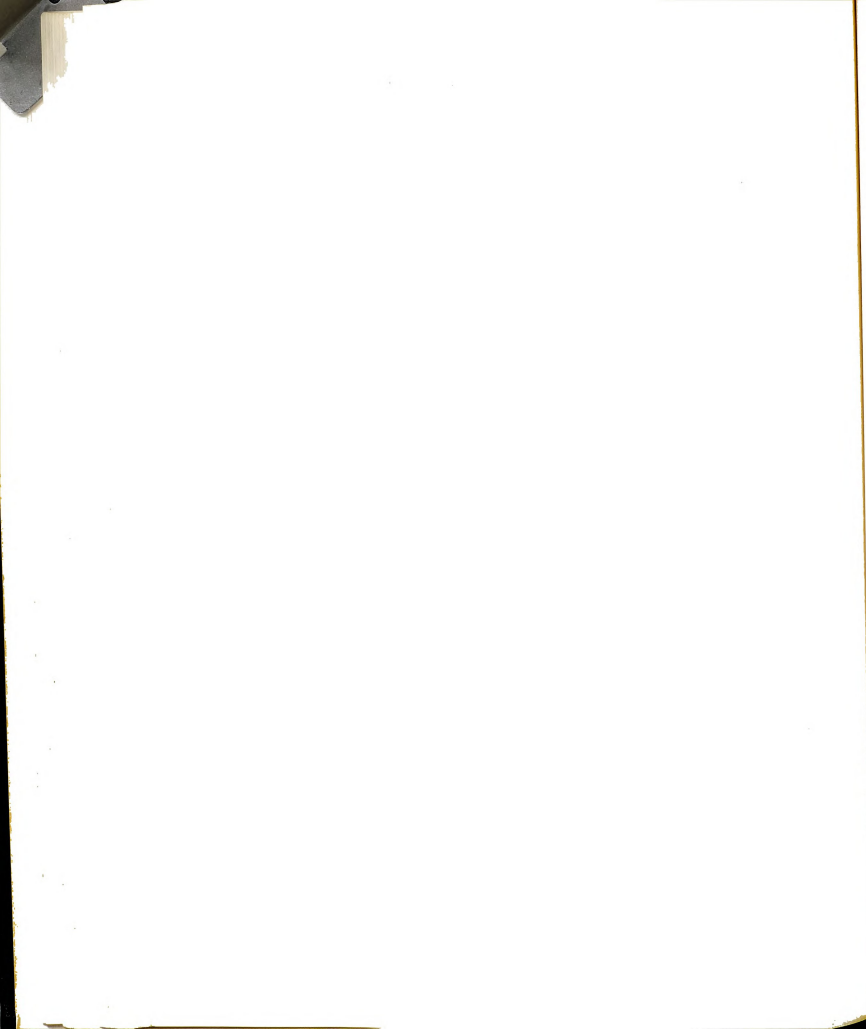


made in Chapter V that a department store can attract shoppers from a number of social classes.

### Sales Personnel

Similar to the findings on merchandise suitability there is no evidence of perceived differences of the test and "ideal" stores on sales personnel among consumers in life cycle stages in different social classes. Slightly more than 10 percent of the comparisons on sales personnel among subjects in family stages in different classes result in differences which are statistically significant. Of these, 70 percent are between family life cycle stages in non-adjacent social classes. Almost 80 percent of the statistically significant differences result from comparisons in family stages three and four.

The direction of the ratings on sales personnel is different from the normal pattern regarding the "ideal." For the "ideal" store no statistically significant differences result from the comparisons and thus no direction can be assigned to the ratings. The results of the comparisons on Hudson's, Sears and Federal's conform to the general pattern which shows respondents in the family stages in the relatively lower classes favor these stores.

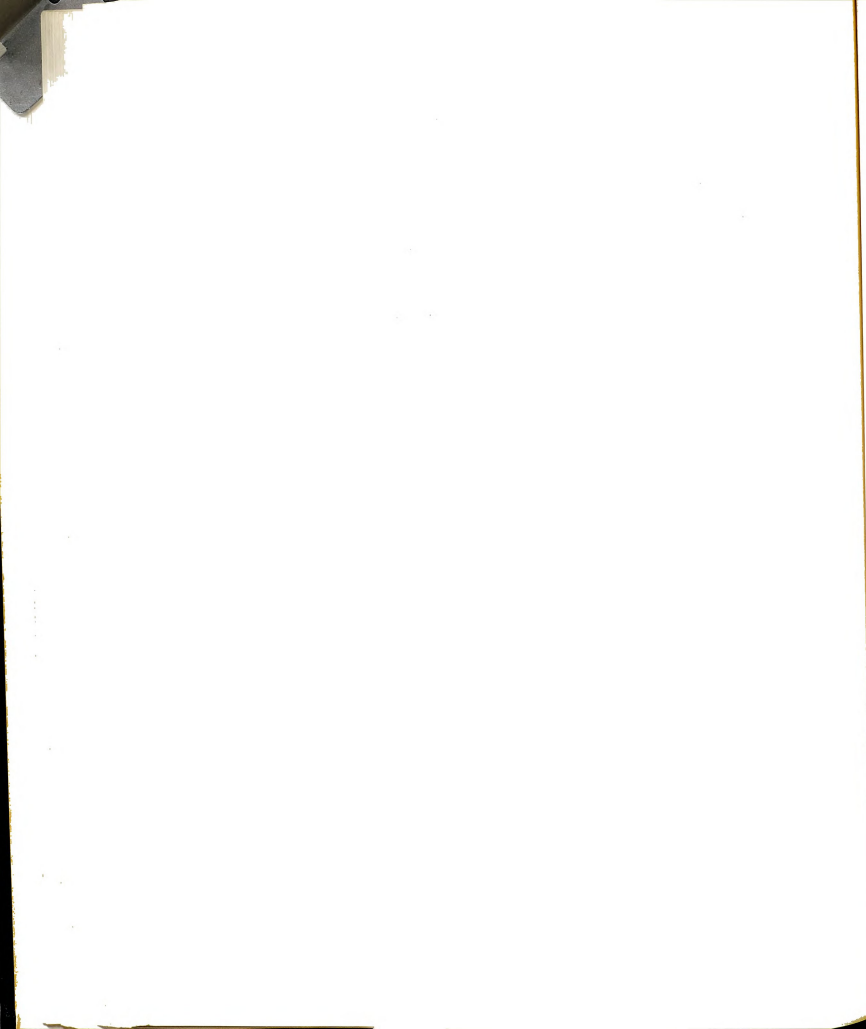


These results agree with those found in the analyses of the social class affect and the family life cycle affect reported above. The lack of differentiability among social classes of the sales services offered suggests that management attention be directed in this area. The higher ratings given by consumers in the lower classes may indicate that personal selling in these stores is of a quality which satisfies only lower class consumers. Members of the upper classes may have expectations which cannot be satisfied under present conditions. This important contention requires an answer.

#### Store Congeniality

There is no indication that there are perceived differences of the test and "ideal" scores on store congeniality among subjects in the family life cycle stages in different social classes. About 18 percent of the comparisons on store congeniality among life cycles in different social classes yield differences which are statistically significant. Of these, 65 percent are between family stages in non-adjacent social classes. Almost 90 percent of the differences which are statistically significant come from comparisons on stages three, four and five.

Similar to the findings on sales personnel, the direction of the ratings shows that the subjects in the family stages in the relatively lower classes rate



Hudson's, Sears and Federal's higher on store congeniality. However, in the only comparison on the "ideal" which results in a significant difference, the subjects in the relatively lower class presented a higher "ideal."

This lack of differentiability on store congeniality may be interpreted in a number of ways. It may mean that the atmosphere of a store appeals equally to members of family stages in each social class. Or, it may imply disinterest on the part of consumers.

#### Locational Convenience

As was found in comparisons on the other image dimensions there is no indication that there are perceived differences in the test and "ideal" stores on locational convenience among subjects in family life cycle stages in different social classes. Twenty percent of the comparisons on locational convenience among respondents in family life cycle stages in different classes result in differences which are statistically significant. Of these, over 70 percent are between family stages in non-adjacent social classes. All of the statistically significant differences are from comparisons on stages two, three and four.

Sixty percent of the comparisons on Sears and Federal's consumers in family stages in upper middle-lower middle and upper middle-lower classes yield statistically significant differences. In every case





the lower class consumers prefer Sears and Federal's on locational convenience. This concurs with the results of the social class affect shown earlier in this chapter. It appears that these stores are convenient to lower class shoppers but not to upper middle class shoppers. This is confirmed by examination of the location of Sears and Federal's stores.

Comparisons on Hudson's result in no statistically significant differences on locational convenience. This may mean that location of Hudson's outlets makes them convenient to all classes of consumers.



## CHAPTER VII

### DEPARTMENT STORE IMAGES: SELECTED DEMOGRAPHIC CHARACTERISTICS AND SHOPPING HABITS

This chapter presents additional findings on the affect of demographic characteristics and shopping habits on department store image. It is comprised of three sections. The first shows the affect of race and sex on the image of the test and "ideal" stores. The second presents the affect of attitudes toward shopping and shopping companionship practices on department store image. The third describes the affect of shopping practices on the image of one test store, Hudson's.

#### The Affect of Race and Sex on Department Store Image

##### Race

Race is a factor which influences the images consumers hold of department stores. The results of the study indicate perceived differences between races, especially with regard to two of the test stores.

Table 17 presents the Mann-Whitney U scores and probabilities associated with the null hypotheses that



TABLE 17.--Summary of Mann-Whitney U and probabilities associated with null hypotheses between races for image elements of test and "ideal" stores.

White-Non-White <sup>d</sup>		Department Stores			
Image Dimensions		Hudsons	Sears	Federal	"Ideal"
Merchandise Suitability	z <sup>a</sup>	-1.21	-0.04	-2.06 <sup>e</sup>	-0.71
	p <sup>b</sup>	NS <sup>c</sup>	NS	.05	NS
Sales Personnel	z	-0.45	-2.39	-1.46	-0.86
	p	NS	.05	NS	NS
Store Congeniality	z	-1.88	-2.02 <sup>e</sup>	-1.27	-0.42
	p	NS	.05	NS	NS
Locational Convenience	z	-1.10	-1.33 <sup>e</sup>	-2.16 <sup>e</sup>	-1.88 <sup>e</sup>
	p	NS	NS	.05	NS

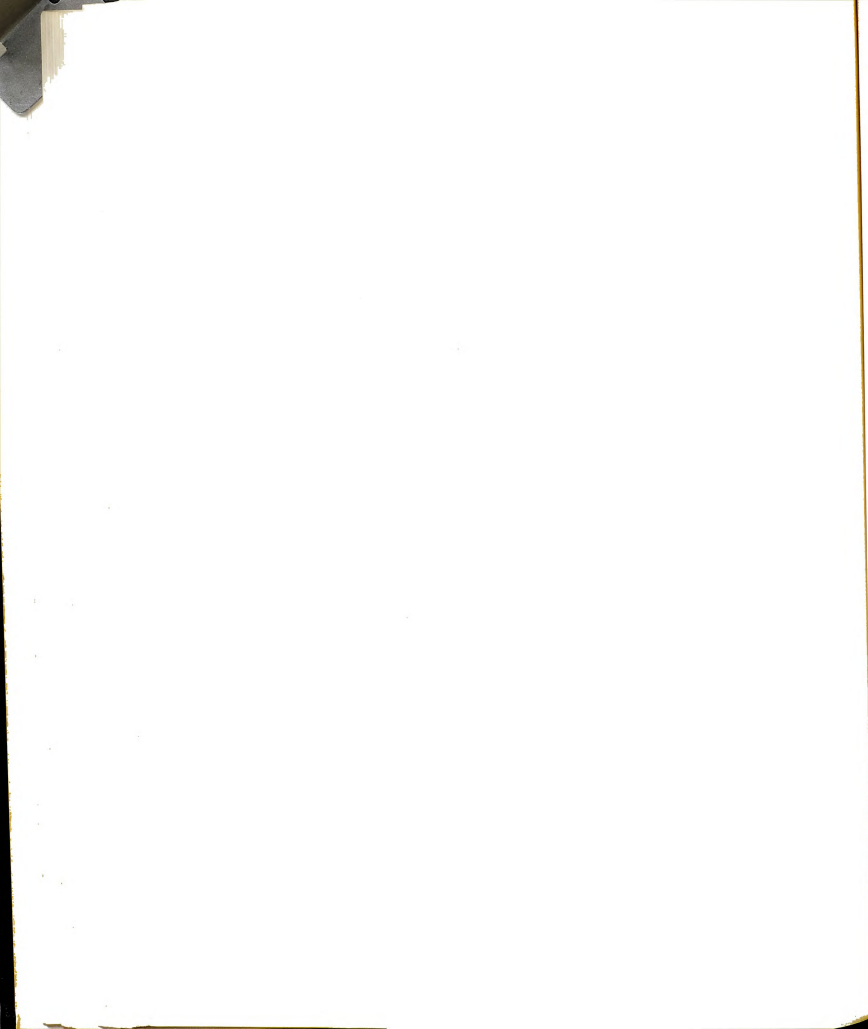
<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Not significant at the 5 percent level.

<sup>d</sup>White subjects rate store in question higher than non-white subjects, except where noted.

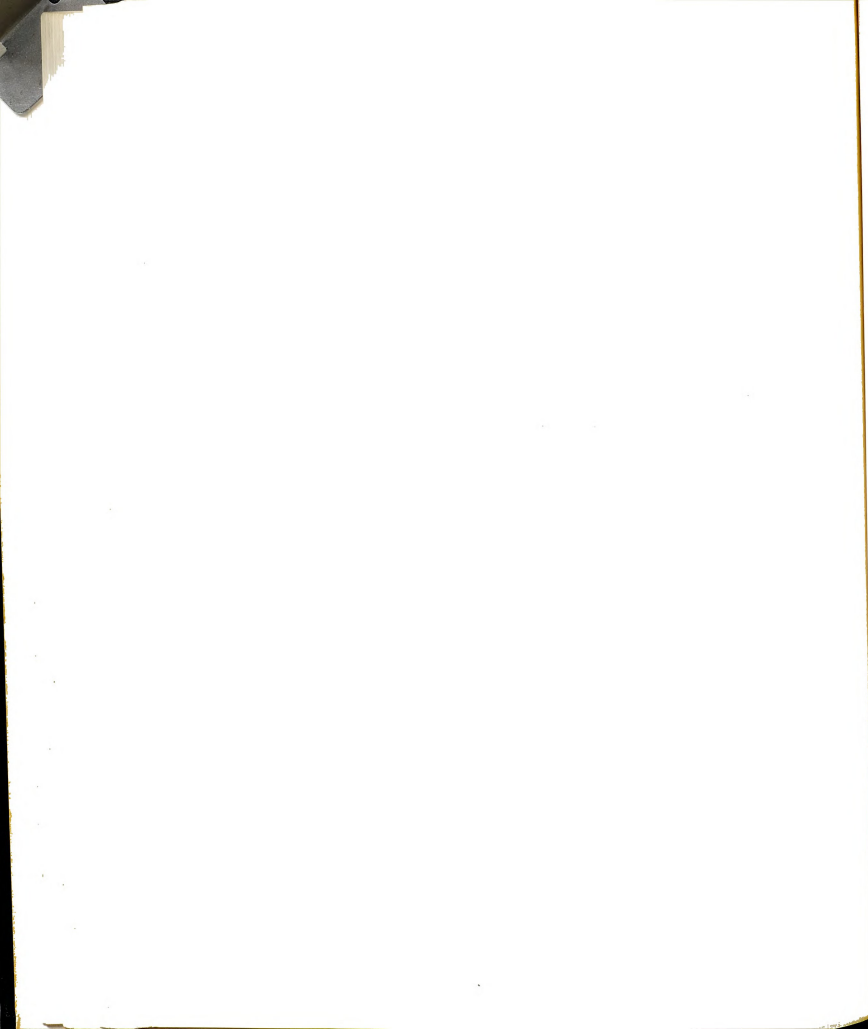
<sup>e</sup>Non-white rate store in question higher than white subjects.



there are no perceived differences between races for image dimensions of the test and "ideal" stores. In total, only one-quarter of the comparisons between white and non-white subjects result in differences that are significant at the 5 percent level. But, all of these differences occur on Sears and Federal's where, in each case, statistically significant differences are seen in one-half of the comparisons.

The comparisons between races on the individual image dimensions fit the pattern described above. Significant differences occur in comparisons on Sears and Federal's and indicate that, with the exception of Sears' sales personnel, non-white consumers rate the stores higher than white consumers. White subjects are concerned with the quality of sales personnel while non-white subjects emphasize the importance of store congeniality.

Although consumers' perceptions of the competitive strengths and weaknesses of Sears and Federal's differ between races, before management action can be taken to exploit these differences the basis for them must be understood. For example, why do non-white consumers rate Sears' sales personnel low and yet prefer the congeniality of the store? Do they expect poor sales service and so rate the service low regardless of its nature? Are there changes which could be made in the recruiting and training of sales people which would solve this problem?





Federal's appears to be successful in obtaining the non-white consumers preference for merchandise and store location. Should Federal's management investigate the white shoppers' merchandise needs so as to better serve these customers? Should Federal's re-evaluate their store location policies to make their new stores more convenient to white shoppers?

Comparisons of Hudson's on the four image dimensions between races reveal no perceived differences. It may be that the diversity of Hudson's stores has resulted in satisfying the demands of white and non-white shoppers. It is also possible, however, that the dissimilarity of Hudson's various types of outlets has left the consumers confused about Hudson's so that no preferences are seen in comparisons between races. This question bears investigation.

### Sex

The sex of the subject has only a small influence on consumers' images of department stores. Findings of the research show little evidence of perceived differences in the test and "ideal" stores between sexes.

Table 18 presents the Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences between sexes for the image dimensions of the test and "ideal" stores. Eighty-two percent of the comparisons between sexes yield

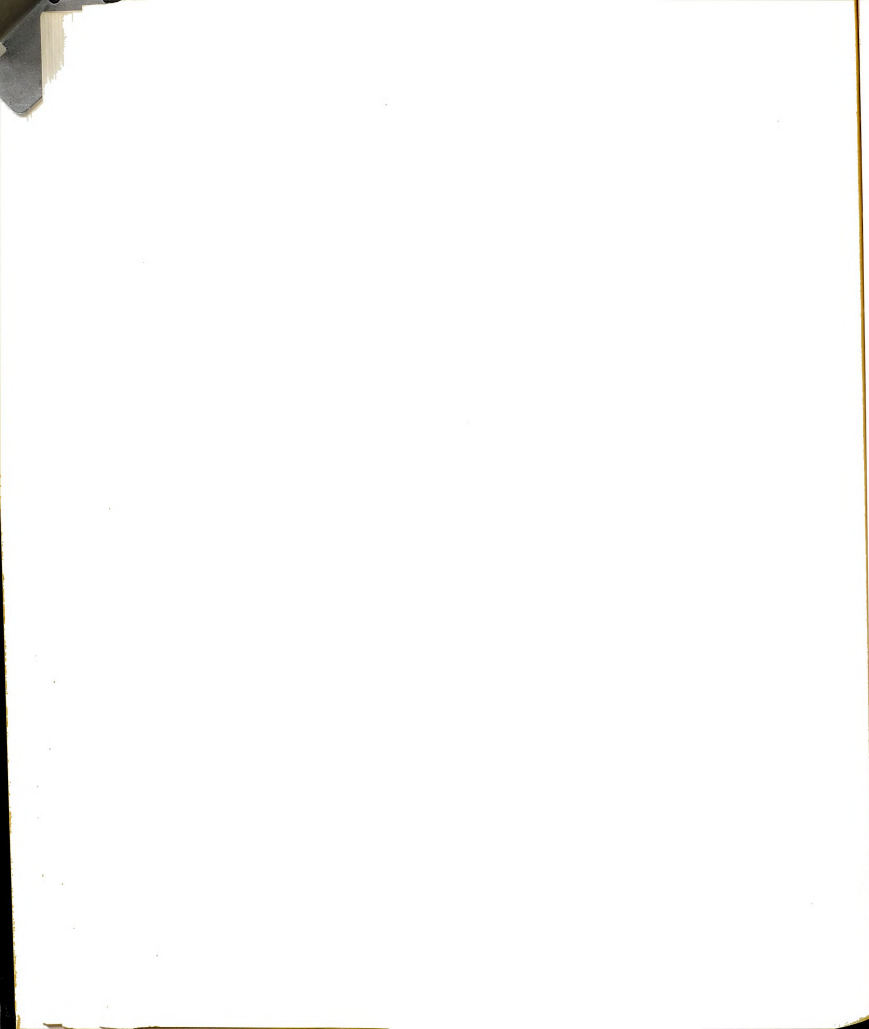


TABLE 18.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses between sexes for image dimensions of test and "ideal" stores.

Male-Female <sup>d</sup>		Department Stores			
Image Elements		Hudsons	Sears	Federal	"Ideal"
Merchandise Suitability	z <sup>a</sup>	-3.59	-0.18	-0.27 <sup>e</sup>	-0.61
	p <sup>b</sup>	<.01	NS	NS	NS
Sales Personnel	z	-0.93	-3.16	-1.33	-0.54
	p	NS <sup>c</sup>	<.01	NS	NS
Store Congeniality	z	-1.15	-0.13	-0.20	-0.29
	p	NS	NS	NS	NS
Locational Convenience	z	-2.12	-0.44 <sup>e</sup>	-0.38	-0.19
	p	.05	NS	NS	NS

<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Not significant at the 5 percent level.

<sup>d</sup>Females rate store in question higher than males, except where noted.

<sup>e</sup>Males rate store in question higher than females.



differences which are not statistically significant. However, one-half of the comparisons on Hudson's (those on merchandise suitability and locational convenience) result in differences which are statistically significant. It appears that the sex effect is much stronger on Hudson's than on the other test stores and the "ideal."

The direction of the ratings, in comparisons between sexes resulting in significant differences, show female respondents rate Hudson's higher than men on merchandise suitability and locational convenience. Female subjects also rate Sears higher on sales personnel.

Females play a dominant role in consumer purchasing in mid-20th century America.<sup>1</sup> Hudson's appeal to the female shopper may give the store a strong competitive advantage. Sears and Federal's would be wise to evaluate their images to relate more effectively to the female consumer. It might also be profitable for department stores to design areas frequented by men in such a way as to satisfy their special needs. For example, centralizing men's clothing, shoes and accessories would reduce the time and energy now required by the numerous departments scattered throughout the store.

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<sup>1</sup>Ferdinand F. Mauser, Modern Marketing Management (New York: McGraw Hill Book Company, Inc., 1961), pp. 176-177.



The Affect of Shopping Attitudes and Shopping  
Companionship Practices on  
Department Store Image

Shopping Attitudes

Shopping attitudes affect consumer's perceptions of particular department stores. The results of the study indicate that subjects who enjoy shopping have images of department stores which are different from those of subjects who do not enjoy shopping.

Table 19 presents the Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences between consumers grouped by shopping enjoyment for image dimensions of test and "ideal" stores. Two-thirds of the comparisons on the test stores result in differences which are statistically significant. For Hudson's, all of the comparisons between consumers who enjoy shopping and those who do not yield differences which are statistically significant. Three-quarters of the comparisons on Sears result in differences which are significant. However, for Federal's only one comparison, and for the "ideal" none of the comparisons, give statistically significant differences.

In all of the comparisons on the test stores resulting in significant differences consumers who enjoy shopping score the stores higher than those who do not enjoy shopping. On the "ideal" store, none of the

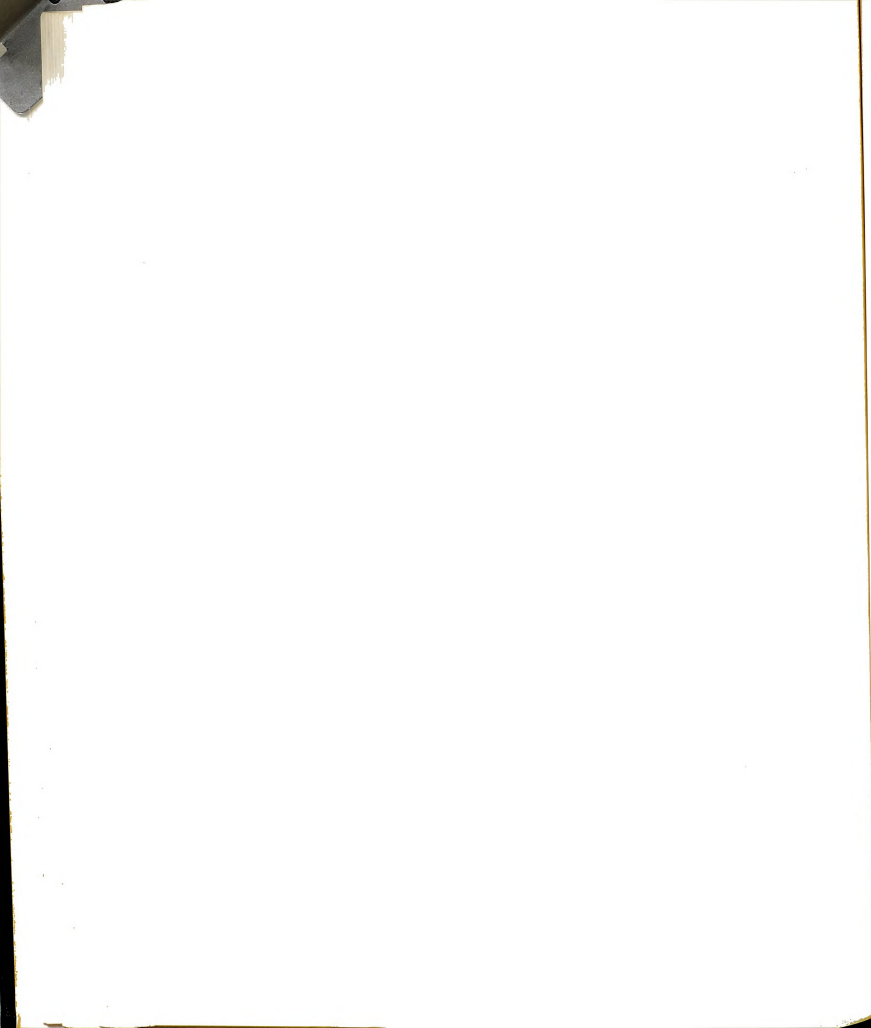




TABLE 19.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses between consumers classified by shopping enjoyment for image dimensions of test and "ideal" stores.

Enjoy-Don't Enjoy <sup>d</sup>		Department Stores			
Image Elements		Hudsons	Sears	Federal	"Ideal"
Merchandise Suitability	z <sup>a</sup>	-3.12	-3.56	-1.64	-0.11 <sup>e</sup>
	p <sup>b</sup>	<.01	<.01	NS	NS
Sales Personnel	z	-4.61	-3.54	-3.07	-1.57
	p	<.01	<.01	<.01	NS
Store Congeniality	z	-3.20	-1.20	-1.39	-0.15
	p	<.01	NS <sup>c</sup>	NS	NS
Locational Convenience	z	-1.98	-2.73	-1.77	-0.15
	p	.05	<.01	NS	NS

<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Not significant at the 5 percent level.

<sup>d</sup>Consumers who enjoy shopping rate store in question higher than consumers who don't enjoy shopping, except where noted.

<sup>e</sup>Consumers who don't enjoy shopping rate store in question higher.



comparisons yield significant differences so no indication of the direction of subjects' preferences is available.

The shopping attitude affect is stronger for Hudson's and Sears than for Federal's. This may indicate that Hudson's and Sears have greater potential for taking actions which encourage those people who enjoy shopping. Activities which tend to encourage customer creativity and provide shopping excitement may prove profitable. Small fashion shows on the floor of various men's and women's clothing departments would bring color and excitement into regular shopping. Home decorating consultants shown furnishing model rooms and explaining the process may make shopping for home furnishings more enjoyable.

For those who dislike shopping, department stores may be able to decrease dissatisfaction by making the shopping process as fast and easy as possible. For example, special sales personnel may be assigned to look after the needs of shoppers who are in a hurry.

It may be that consumers' attitudes towards shopping activities and institutions interact and tend to amplify one another resulting in higher scores for department stores by those who enjoy shopping and vice versa.



Shopping Companionship

Shopping companionship has little influence on consumers' images of department stores. Research findings show few significant differences in comparisons among subjects who like to shop alone, those who like to have company while shopping and those who have no preference.

Table 20 presents the summary of Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences among consumers classified by shopping companionship for image dimensions of test and "ideal" stores. Less than 20 percent of the comparisons result in differences which are statistically significant. About one-third of the comparisons between consumers who like to shop alone and those who like to have company when shopping yield statistically significant differences. None of the comparisons between consumers who like to shop alone and those who have no preference on shopping companionship result in significant differences. One-quarter of the comparisons between those who have no preference on shopping companionship and those who like company when shopping yield significant differences.

Comparisons on Sears are most affected by a shopping companionship affect with 50 percent of the comparisons resulting in statistically significant differences. Hudson's and Federal's have only two and one comparisons



TABLE 20.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses between consumers classified as to shopping companionship for image dimensions of test and "ideal" stores.

Shopping Companionship <sup>c</sup>		Department Stores			
		Hudsons	Sears	Federal	"Ideal"
Merchandise Suitability					
Alone-	z <sup>a</sup>	-0.56 <sup>d</sup>	-2.75 <sup>d</sup>	-1.25 <sup>d</sup>	-0.08 <sup>d</sup>
In Company	p <sup>b</sup>	NS	<.01	NS	NS
Alone-	z	-0.15 <sup>d</sup>	-1.46	-0.26	-0.75 <sup>d</sup>
Neutral	p	NS	NS	NS	NS
In Company-	z	-0.08	-2.25	-0.82	-0.75 <sup>d</sup>
Neutral	p	NS	.05	NS	NS
Sales Personnel					
Alone-	z <sup>a</sup>	-1.74 <sup>d</sup>	-2.01 <sup>d</sup>	-0.98 <sup>d</sup>	-1.16 <sup>d</sup>
In Company	p <sup>b</sup>	NS	.05	NS	NS
Alone-	z	-1.61	-1.23	-1.18	-0.02
Neutral	p	NS	NS	NS	NS
In Company-	z	-2.30	-1.96	-1.79	-0.29
Neutral	p	.05	.05	NS	NS
Store Congeniality					
Alone-	z <sup>a</sup>	-1.64 <sup>d</sup>	-0.79 <sup>d</sup>	-2.47 <sup>d</sup>	-2.71 <sup>d</sup>
In Company	p <sup>b</sup>	NS	NS	.05	.01
Alone-	z	-0.19	-0.72	-0.75	-0.33
Neutral	p	NS	NS	NS	NS
In Company-	z	-0.50	-1.98	-1.76	-1.13
Neutral	p	NS	.05	NS	NS
Locational Convenience					
Alone-	z <sup>a</sup>	-2.05 <sup>d</sup>	-2.17 <sup>d</sup>	-0.78 <sup>d</sup>	-0.05 <sup>d</sup>
In Company	p <sup>b</sup>	.05	.05	NS	NS
Alone-	z	-0.60 <sup>d</sup>	-1.04	-0.73	-1.32 <sup>d</sup>
Neutral	p	NS	NS	NS	NS
In Company-	z	-0.03	-1.68	-1.22	1.36 <sup>d</sup>
Neutral	p	NS	NS	NS	NS

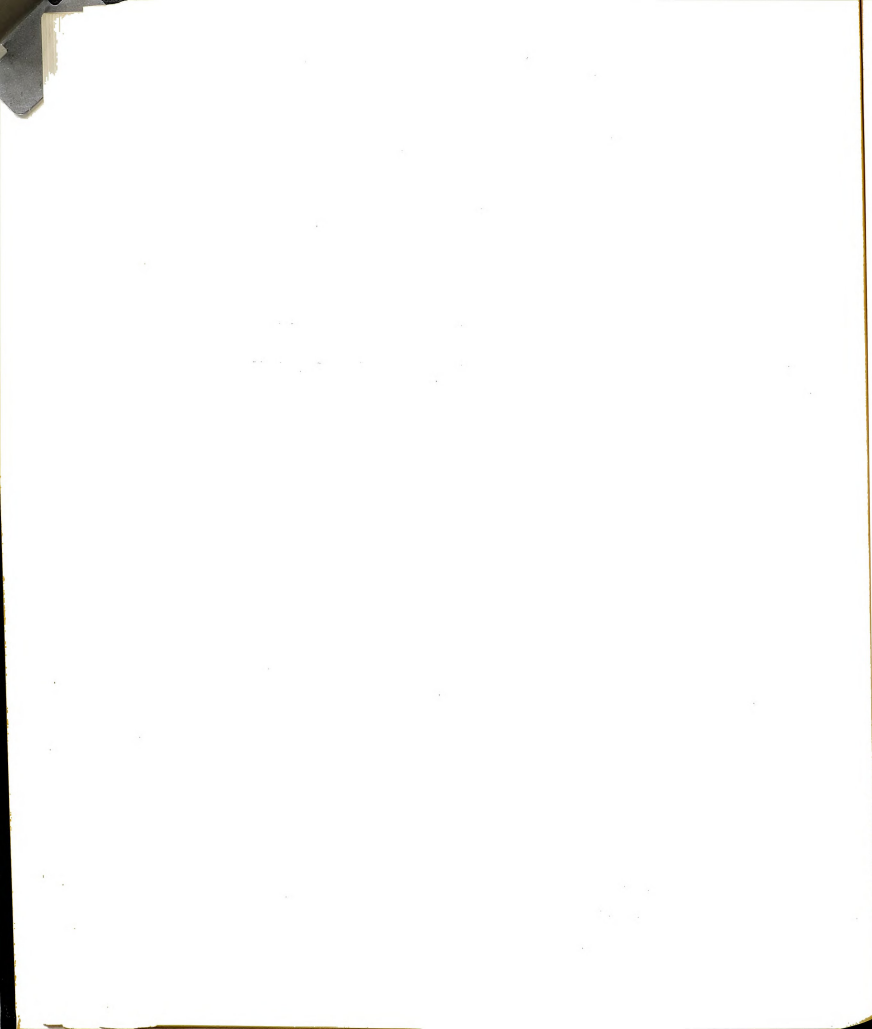
<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Consumers in first group in each comparison rated store in question higher, except where noted.

<sup>d</sup>Consumers in second group in comparison rated store in question higher.

<sup>e</sup>Not significant at 5 percent level.

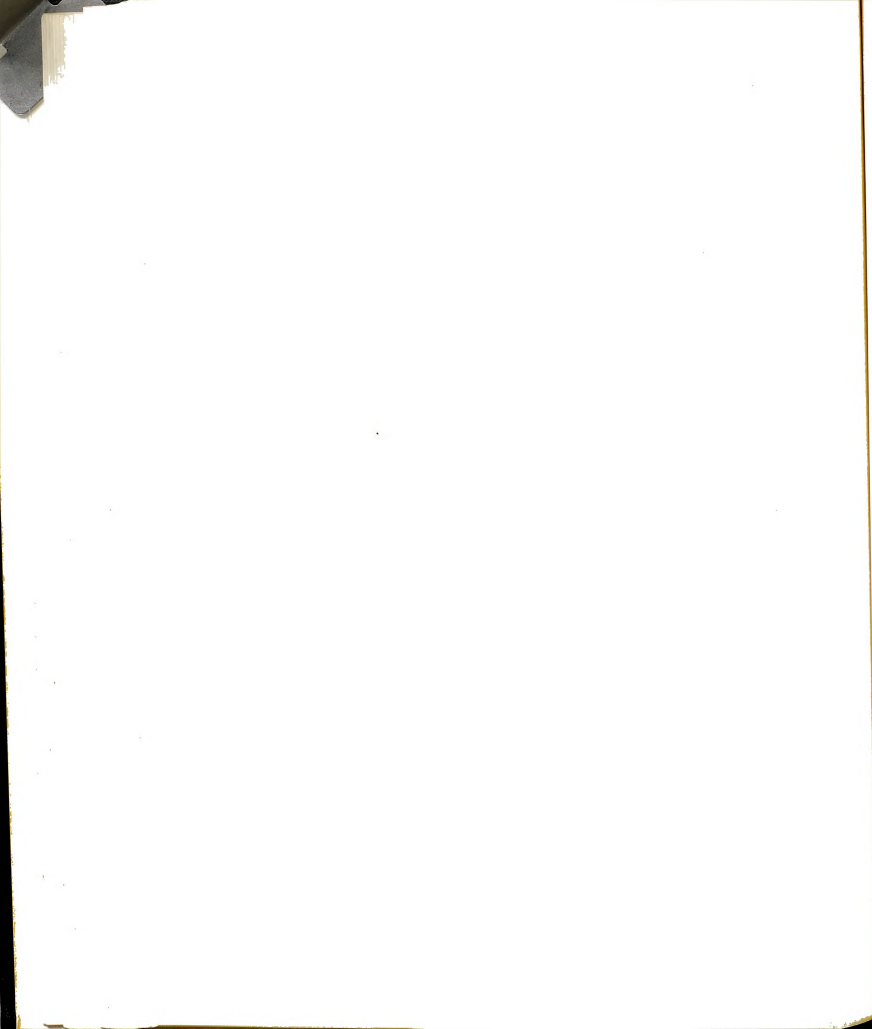




respectively which result in significant differences. It may be that shopping at Sears is more conducive to shopping in company than the other test stores. None of the comparisons on "ideal" show a shopping companion-ship affect.

There is some indication that those who like to shop in company have more favorable images of department stores. Eighty percent of the comparisons which result in significant differences reveal that those subjects who like to have company while shopping rate the store in question higher. This finding is consistent on all image dimensions except store congeniality where Federal's and "ideal" are rated higher by consumers who like to shop alone. It may be that the higher scores result from social interaction between shopping companions. For example, a person who regularly shops with a group of friends who have a favorable image of a particular department store may tend to adopt that image of the store.

Management strategy may be designed to encourage people to shop in groups. Communications and activities stressing the social side of shopping may help to make the shopping activity more enjoyable for more people. This should lead to greater sales assuming that consumers tend to purchase in stores where they find shopping enjoyable.



The Affect of Consumer Shopping Practices  
on the Image of Hudson's

Shopping Recency

Shopping recency has only a slight influence on the image consumers have of Hudson's. The results of the study show little evidence of perceived differences of Hudson's among subjects grouped by recency of shopping there.

Table 21 presents the summary of the Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences among consumers classified by shopping recency at Hudson's for image dimensions of Hudson's. Only 25 percent of the comparisons between groups of consumers classified by shopping recency yield differences which are statistically significant. None of the comparisons of the images between consumers in group one (most recent) with those in group two (intermediate recency) resulted in statistically significant differences. However, 50 percent of the comparisons between groups one and three (least recent) and 25 percent of the comparisons between groups two and three give differences which are statistically significant.

The direction of the ratings, where comparisons result in significant differences, indicate that the shorter the period between shopping and questioning the



TABLE 21.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses between consumers classified as to shopping recency for image dimensions for a test store.

Hudsons Shopping Recency <sup>c</sup>		Image Dimensions			
		Merchandise Suitability	Sales Personnel	Store Congeniality	Locational Convenience
<1 week ago-	z <sup>a</sup>	-0.71	-0.40 <sup>d</sup>	-0.99 <sup>d</sup>	-1.65
>1 week but <1 month ago	p <sup>b</sup>	NS <sup>e</sup>	NS	NS	NS
<1 week ago-	z	-2.27	-0.09	-0.92	-3.75
>1 month ago	p	.05	NS	NS	<.01
>1 week but >1 month ago-	z	-1.79	-0.59	-1.89	-2.05
>1 month ago	p	NS	NS	NS	.05

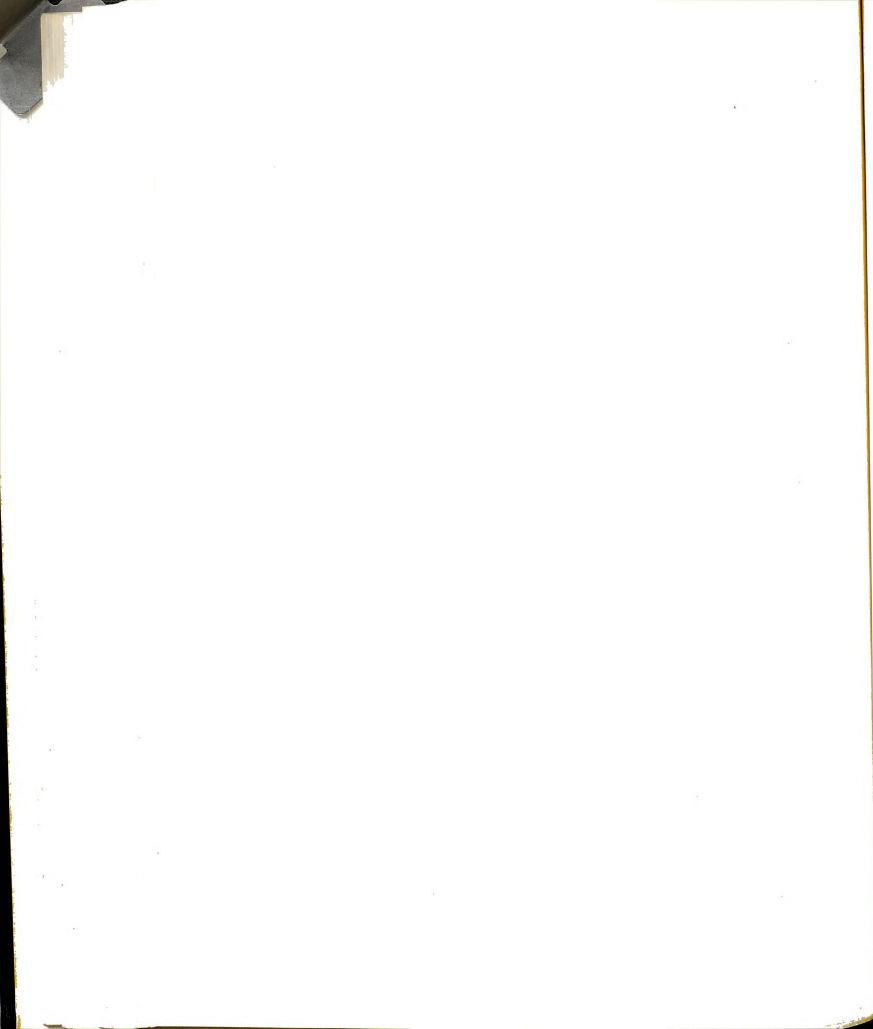
<sup>a</sup>Value of U with  $n > 25$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Consumers in first time period of each comparison rated Hudsons higher on image dimension in question, except where noted.

<sup>d</sup>Consumers in second time period of comparison rated Hudsons higher on image dimension.

<sup>e</sup>Not significant at the 5 percent level.



higher the rating. Apparently, over time, consumers' impressions of a particular department store become less favorable if they are not reinforced. Differences do occur between groups in which there is a large time difference in the recency of their shopping at Hudson's.

It might be assumed that consumers who shopped at Hudson's recently would hold a different image of the store than those who had not. The recent shopper may well shop at Hudson's on a regular basis and thus have a more intimate knowledge of the store. Also, the recent shopper has less time to forget, and can selectively remember various things about Hudson's. The results tend to support this assumption. Further study of the affect of recency on consumer attitudes may be useful. The question of how often reinforcement is needed to maintain images is important to the marketing strategist.

### Shopping Loyalty

Consumer perceptions of Hudson's are influenced by shopping loyalty. Research findings show that differentiable images of Hudson's are held by consumers when they are grouped by shopping loyalty.

Table 22 presents the summary of the Mann-Whitney U scores and the probabilities associated with the null hypotheses that there are no perceived differences among consumers classified by shopping loyalty to Hudson's for image dimensions of Hudson's. In 75 percent of the

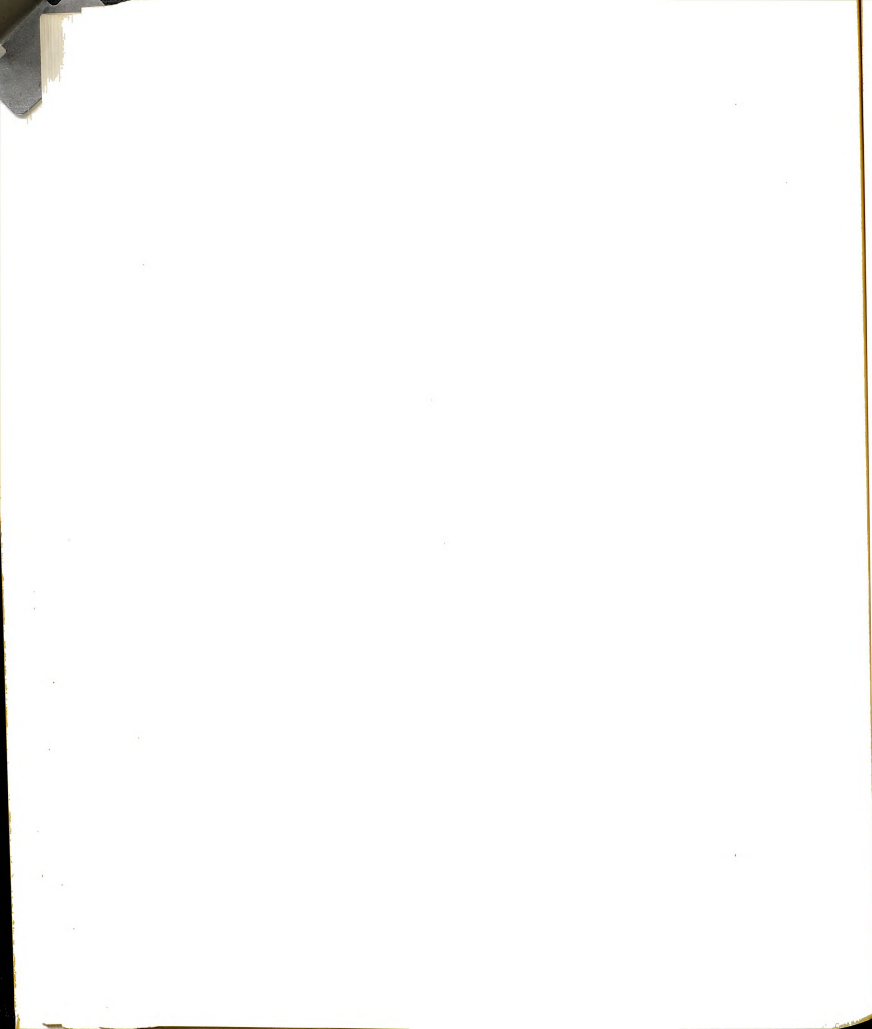




TABLE 22.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses between consumers classified as to shopping loyalty to a test store for image dimensions.

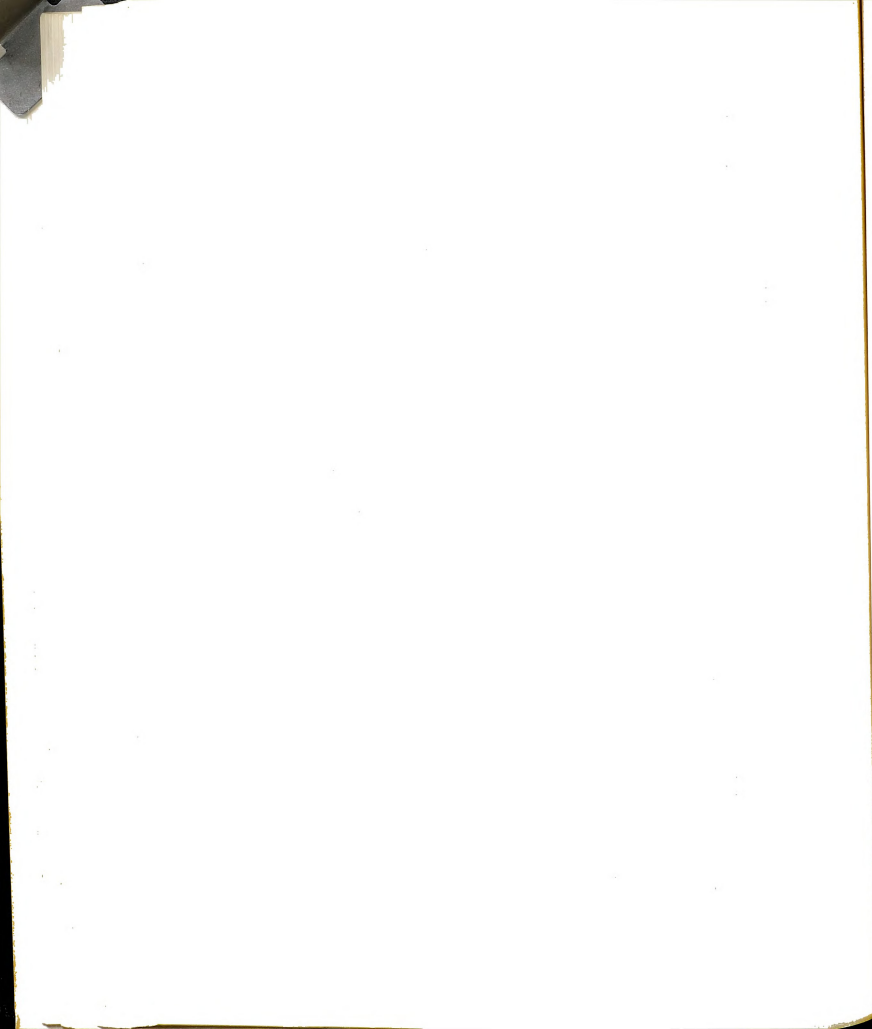
Hudsons		Image Dimensions			
Shopping Loyalty		Merchandise Suitability	Sales Personnel	Store Congeniality	Locational Convenience
Loyal-	z <sup>a</sup>	-3.08	-0.67	-2.37	-4.23
Occasional	p <sup>b</sup>	<.01	NS <sup>d</sup>	.05	<.01
Loyal-	z	-3.71	-0.56	-3.95	-3.74
Never	p	<.01	NS	<.01	<.01
Occasional-	z	-3.22	-0.38	-3.24	-2.50
Never	p	<.01	NS	<.01	.05

<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Consumers in first group of each comparison rate Hudsons higher than second group for image dimension in question.

<sup>d</sup>Not significant at the 5 percent level.



comparisons among consumers grouped by their shopping loyalty to Hudson's, differences are found which are statistically significant. Only those comparisons on the sales personnel dimension yield differences which are not statistically significant. In every case where significant differences occur the first (most loyal) group in each comparison rate Hudson's higher on the image dimension in question.

It was anticipated that loyal customers would hold more favorable images of a department store than other consumers. Loyal shoppers should be more aware of the various aspects of the store and may be psychologically committed to the store. Martineau describes a "halo effect" of shopping loyalty which causes the consumer to forget or overlook any undesirable qualities of the store.<sup>2</sup>

The differences in the images held by loyal, occasional and non-shoppers may be useful to the store manager in developing his marketing plans. Promotional and other merchandising activities aimed at the loyal customer should concentrate on the qualities of the products and services available. This will give the loyal shopper support for purchases already made and encourage him to buy again. Promotion to the non-loyal consumer should be designed to sell the store as a good place to

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<sup>2</sup>Martineau, "Sharper Focus for the Corporate Image," op. cit., p. 53.



shop. This will encourage the non-loyal shopper to sample what the store has to offer.

The findings of this study suggest the value of further research on the development, maintenance and decline of customer loyalty. How do consumers' attitudes toward stores change? Is it possible to describe in demographic or psychological terms persons who are more or less likely to be loyal? Do shoppers classified by loyalty have distinct shopping patterns within the store? Answers to these and other questions would assist in the understanding of consumer images.

#### Cash versus Credit

Consumers' perceptions of Hudson's are only slightly influenced by whether they pay for their purchases by cash or charge. Study results show little evidence of differentiable images of Hudson's among subjects grouped by payment method.

Table 23 shows the summary of the Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences between consumers classified by their method of payment to Hudson's for image dimensions of Hudson's.

Only one of the four comparisons between cash and charge customers results in a difference which is statistically significant. In this comparison the charge

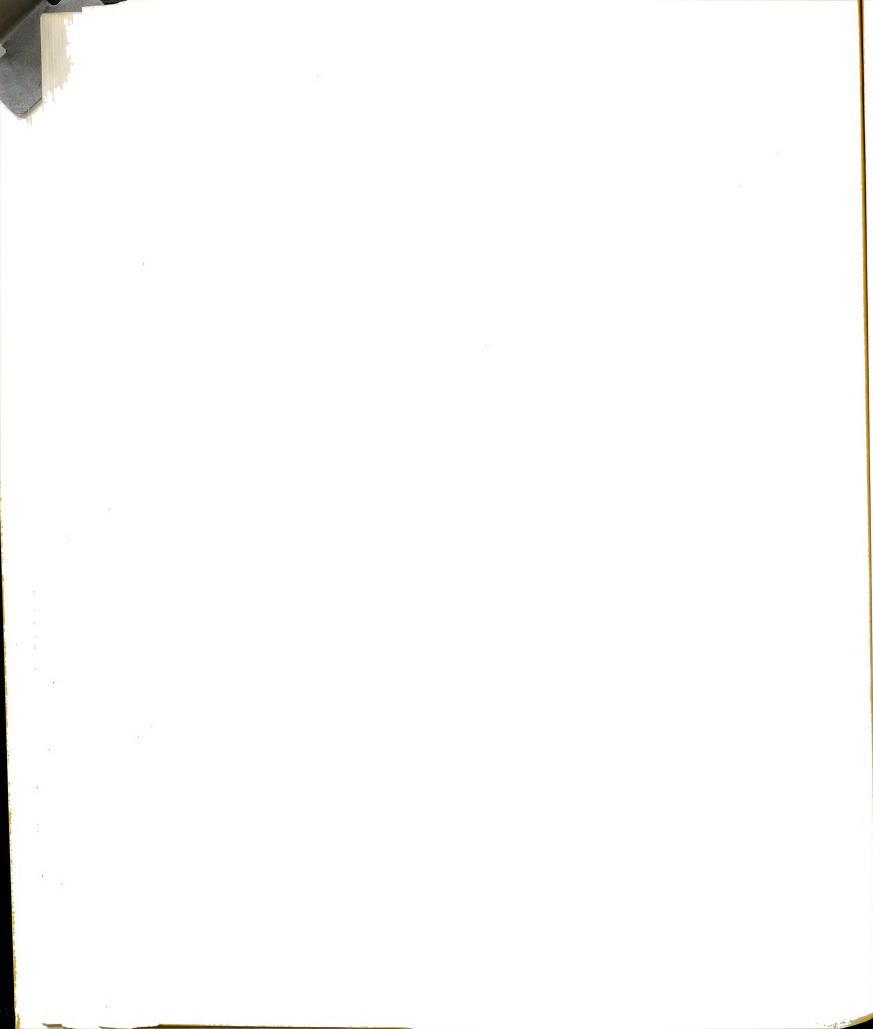


TABLE 23.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses between consumers classified as to their method of payment to a test store for image dimensions.

	Hudsons Payment Method <sup>c</sup>	Image Dimensions			
		Merchandise Suitability	Sales Personnel	Store Congeniality	Locational Convenience
Cash-	$z^a$	-2.31	-0.94 <sup>d</sup>	-1.25	-0.85
Charge	$p^b$	.05	NS <sup>e</sup>	NS	NS

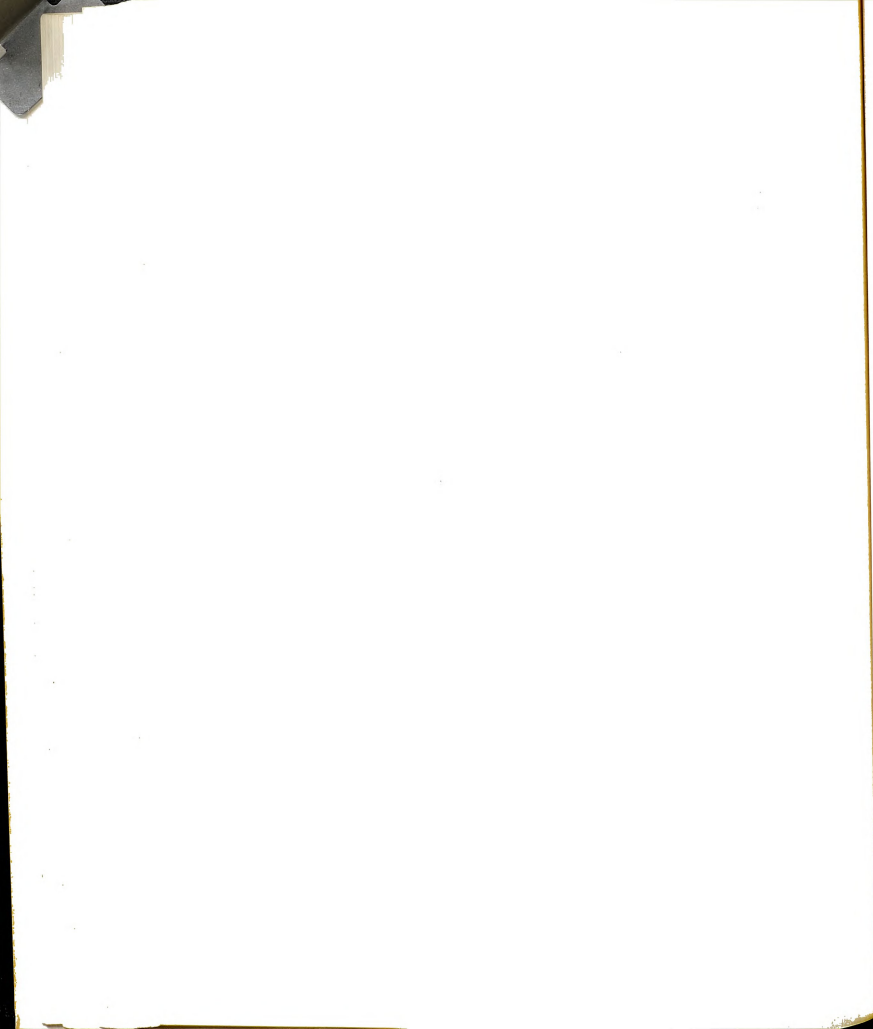
<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Charge customers rated Hudsons higher than cash customers on image dimension in question.

<sup>d</sup>Cash customers rated Hudsons higher than charge customers on image dimension in question.

<sup>e</sup>Not significant at the 5 percent level.





customers rate Hudson's higher than the cash customers on merchandise suitability.

It was assumed that charge account customers would be more closely associated with the store and so hold different images than cash customers. It was also assumed that charge account customers would be more loyal than cash customers. However, the results show that loyal customers have favorably different images of Hudson's while charge account customers do not. These findings cast doubt on the use of charge accounts to build customer loyalty.

#### Shopping Location

Shopping location within Hudson's does not affect consumers' perceptions of the store. The research findings indicate few significant differences in comparisons of consumers grouped by their shopping location within Hudson's.

Table 24 shows the summary of Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences among consumers classified by shopping location within Hudson's for image dimensions of Hudson's. Less than 20 percent of the comparisons result in statistically significant differences. The two comparisons which do yield significant differences are on sales personnel. Both of these comparisons are with people who shop exclusively upstairs

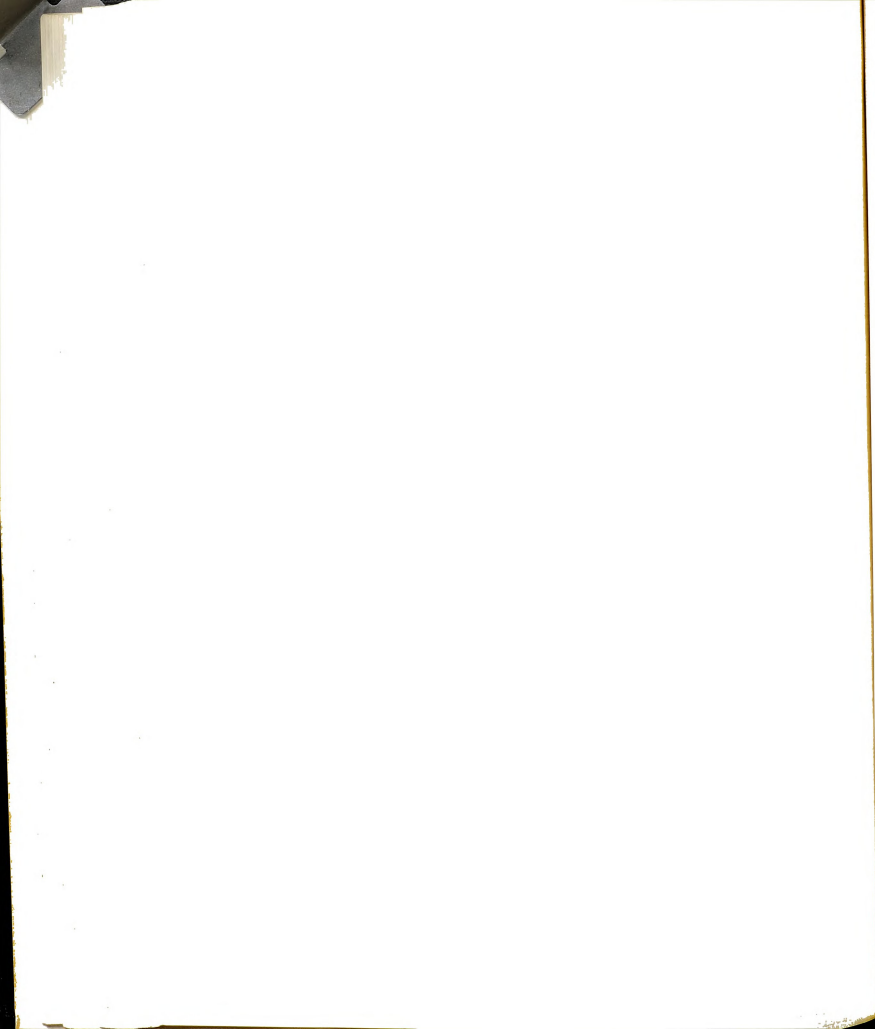


TABLE 24.---Summary of Mann-Whitney U and probabilities associated with the null hypotheses between consumers classified as to shopping location within a test store for image dimensions.

Hudsons		Image Dimensions			
Shopping Location Within Hudsons		Merchandise Suitability	Sales Personnel	Store Congeniality	Locational Convenience
Upstairs-	z <sup>a</sup>	-0.48 <sup>d</sup>	-2.93 <sup>d</sup>	-0.11 <sup>c</sup>	-0.49 <sup>d</sup>
Downstairs	p <sup>b</sup>	NS	<.01	NS	NS
Upstairs-	z	-0.98 <sup>d</sup>	-2.99 <sup>d</sup>	-0.13 <sup>d</sup>	-1.53 <sup>d</sup>
Upstairs and Downstairs	p	NS	<.01	NS	NS
Downstairs-	z	-0.19 <sup>d</sup>	-1.33 <sup>c</sup>	-0.13 <sup>d</sup>	-0.33 <sup>d</sup>
Upstairs and Downstairs	p	NS	NS	NS	NS

<sup>a</sup>Value for U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Consumers in first group of each comparison rate Hudsons higher than second group on image dimension in question.

<sup>d</sup>Consumers in second group of comparison rate Hudsons higher on image dimension in question.

<sup>e</sup>Not significant at the 5 percent level.



and both indicate that the upstairs shopper rates Hudson's lower on sales personnel.

Customers who shop exclusively upstairs apparently are more exacting in their needs for personal service in Hudson's than other customers. It may be that the type and quality of merchandise they purchase requires special sales personnel assistance. For example, departments which sell luxury items such as jewelry, high quality furniture and furs require special sales service. It is also possible that the self images of these consumers cause them to feel that they deserve better service. Analysis of the customer group which shops exclusively upstairs at Hudson's to discover their demographic and shopping characteristics may be valuable.

#### Advertising Readership

Consumers' advertising reading practices influence their perception of Hudson's. The results of the study show significant differences in comparisons among consumers grouped by readership of Hudson's advertisements.

Table 25 presents the Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences among consumers classified by their readership of Hudson's advertisements for image dimensions of Hudson's. Almost 60 percent of the comparisons result in differences which are

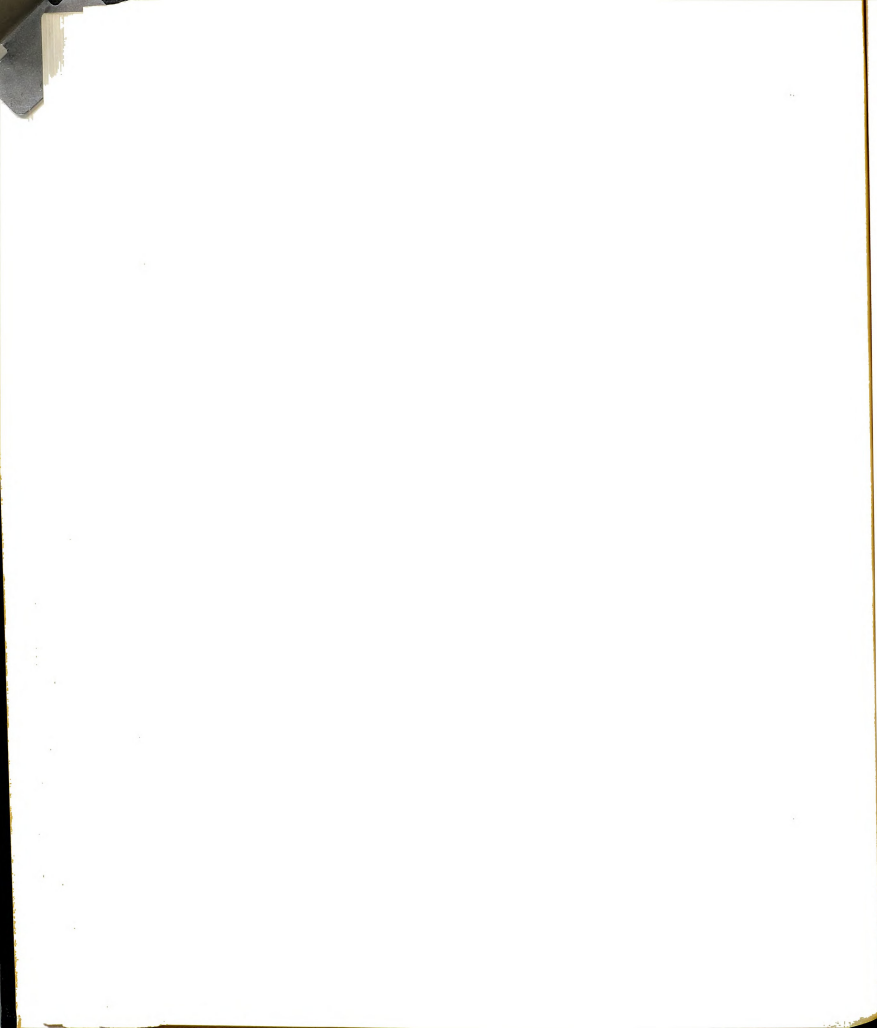


TABLE 25.--Summary of Mann-Whitney U and probabilities associated with the null hypotheses between consumers classified as to readership of test store's advertising for image dimensions.

Hudsons		Image Dimensions			
Readership of Hudson's Advertisements <sup>c</sup>		Merchandise Suitability	Sales Personnel	Store Congeniality	Locational Convenience
Always-	z <sup>a</sup>	-4.04	-3.56	-4.16	-2.35
Sometimes	p <sup>b</sup>	<.01	<.01	<.01	.05
Always-	z	-2.36	-2.54	-2.81	-1.73
Never	p	.05	.05	<.01	NS
Sometimes-	z	-0.66	-1.10	-1.35	-0.95
Never	p	NS <sup>d</sup>	NS	NS	NS

<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

<sup>c</sup>Consumers in the first group of each comparison rate Hudsons higher than second group on image dimension in question.

<sup>d</sup>Not significant at 5 percent level.





statistically significant. Seven of the eight comparisons of consumers who always read Hudson's advertisements with those who sometimes do and those who never do, yield statistically significant differences. All of the comparisons which result in significant differences indicate that the first group in each comparison (the more avid reader) rates Hudson's higher on each image dimension. The results clearly point out that those consumers who read Hudson's advertisements perceive the test store on the image dimensions as different than those who tend not to read the advertisements.

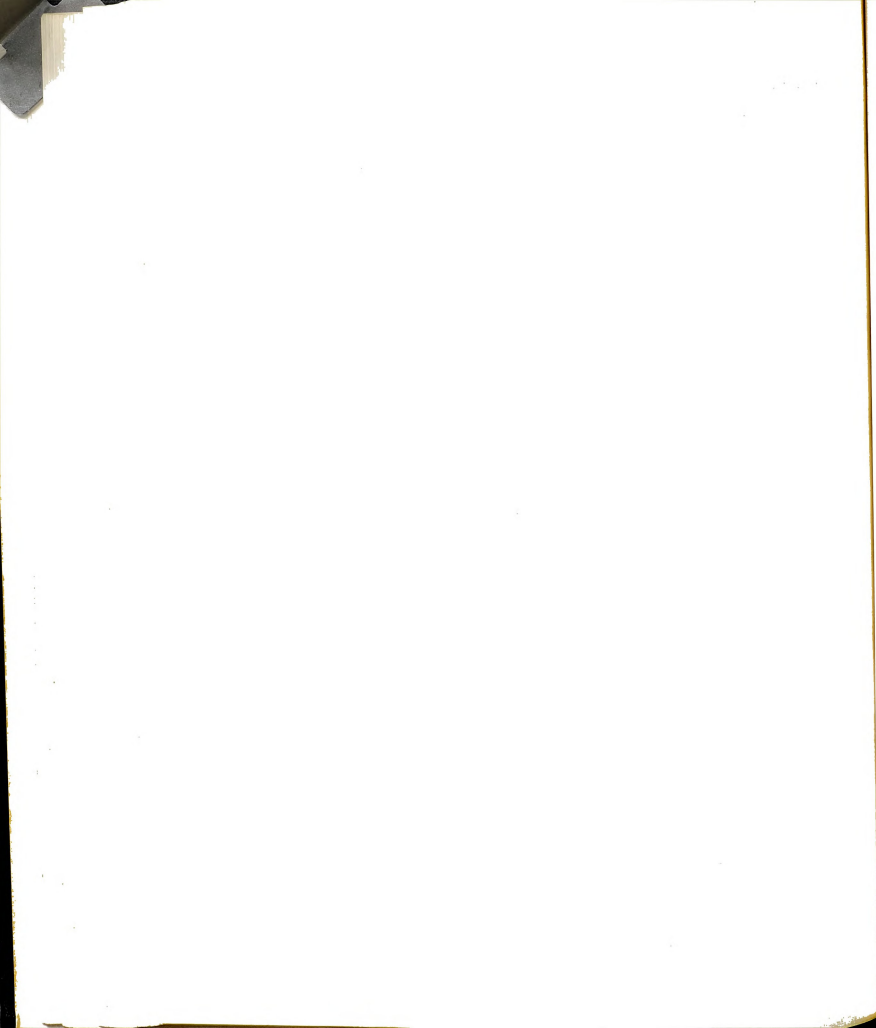
The advertising readership affect on consumers' images of Hudson's may result from selective exposure, perception and memory of Hudson's advertisements. This might be explained in terms of Festinger's theory of cognitive dissonance<sup>3</sup> in that those who prefer Hudson's tend to seek support for their views. The results of the advertising readership affect coincide with those of Arons which show viewers of a department store's advertising have more favorable images than non-viewers.<sup>4</sup>

Avid readers of Hudson's advertisements may be loyal Hudson's customers and non-readers may be non-customers. This should be investigated. If the assumption is correct it lends support to the recommendation

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<sup>3</sup>Festinger, op. cit.

<sup>4</sup>Arons, op. cit., p. 11.



made above that promotion to customers and non-customers should be based on different objectives.

### Social Support

Social support for consumers' beliefs about Hudson's have an affect on their perception of that store. Results of the research show significant differences in comparisons between consumers who have social support for their beliefs and those who do not.

Table 26 shows the summary of the Mann-Whitney U scores and probabilities associated with the null hypotheses that there are no perceived differences between consumers classified by the social support for their beliefs about Hudson's for image dimensions of Hudson's. Half the comparisons result in statistically significant differences. Comparisons on store congeniality and locational convenience give differences which are statistically significant. Comparisons on merchandise suitability and sales personnel do not yield significant differences. All comparisons yielding significant differences indicate that those who have social support (friends agree) for their beliefs about Hudson's rate the store higher than those without social support.

Although the results are somewhat inconclusive they do tend to support the notion that individuals who have social support for their feelings about a department store will have more definite images of that store.

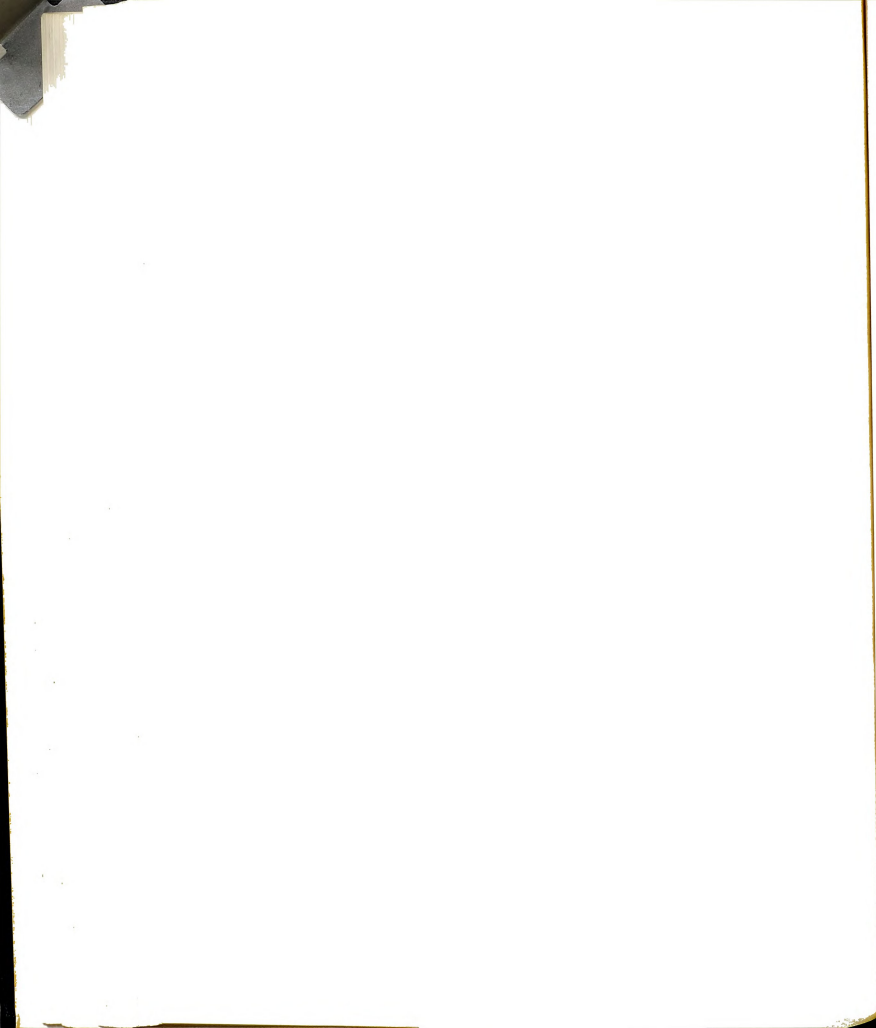


TABLE 26.---Summary of Mann-Whitney U and probabilities associated with null hypotheses between consumers classified as to social support for their beliefs about a test store for image dimensions.

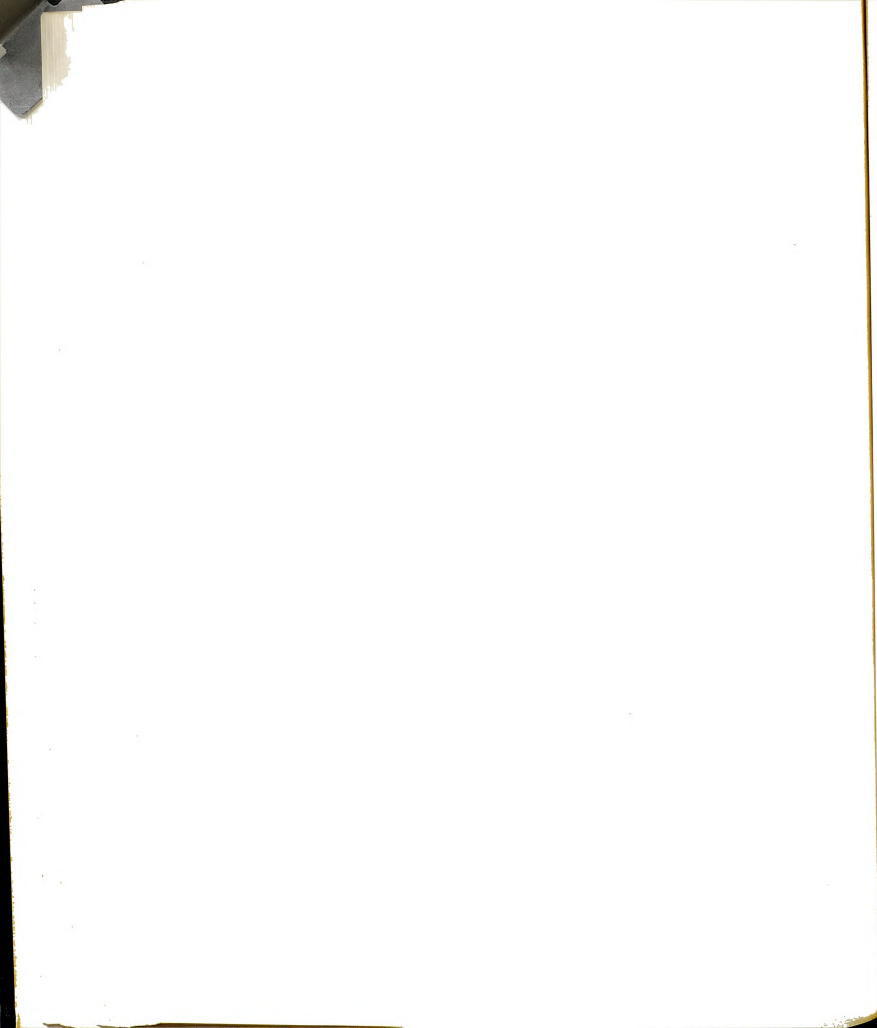
Hudsons		Image Dimensions			
Social Support <sup>c</sup>	Merchandise Suitability	Sales Personnel	Store Congeniality	Locational Convenience	
Friends Agree- <sup>a</sup> z	-1.14	-1.40	-2.70	-3.91	
Friends Disagree <sup>b</sup> p	NS <sup>d</sup>	NS	<.01	<.01	

<sup>a</sup>Value of U with  $n_2 > 20$ .

<sup>b</sup>Probabilities of true null hypotheses.

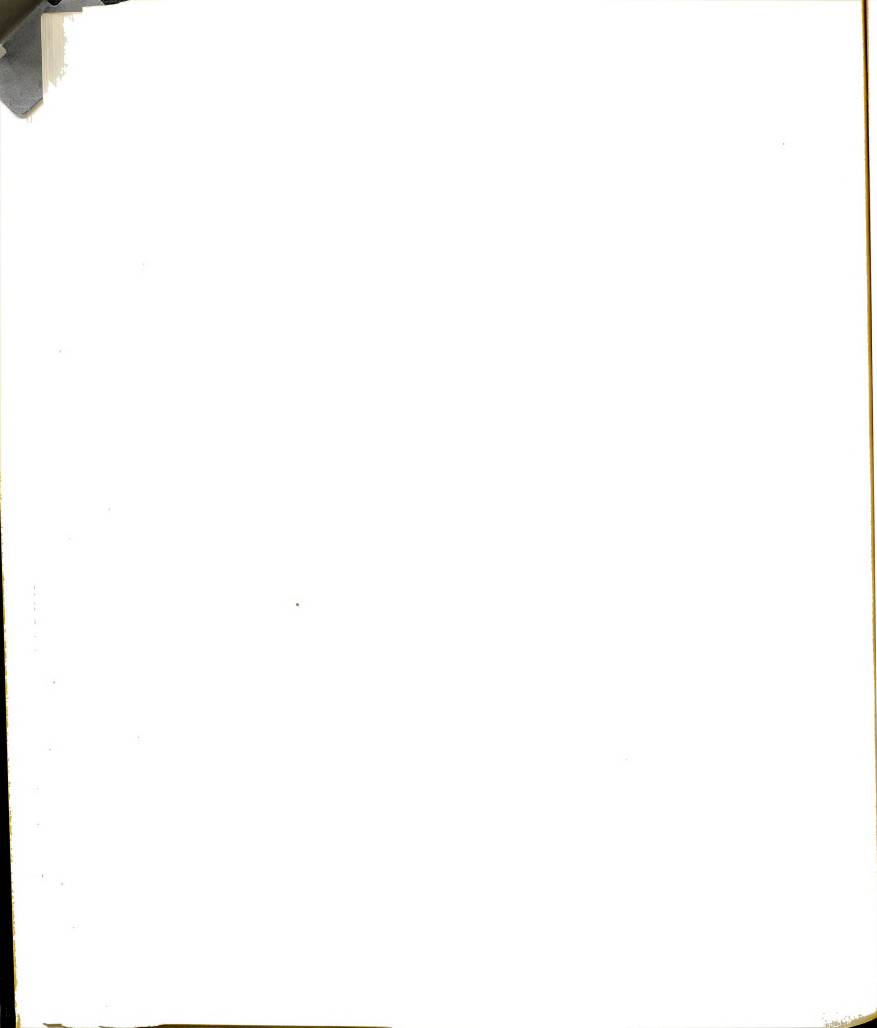
<sup>c</sup>Consumers whose friends agree with their feelings about Hudson's rate Hudson's higher on image dimension in question.

<sup>d</sup>Not significant at the 5 percent level.



These results concur with the findings on shopping companionship which show that consumers who shop in company have favorably different images of Hudson's compared to those who shop alone.

Department store managers should be aware of and attempt to use the interpersonal channel of communication to influence consumers. Mass communication messages may be used to encourage shoppers to "ask the man who owns one" in order to bring personal influence to bear. Group activities in the store such as auctions and demonstrations may encourage the flow of interpersonal persuasion.





## CHAPTER VIII

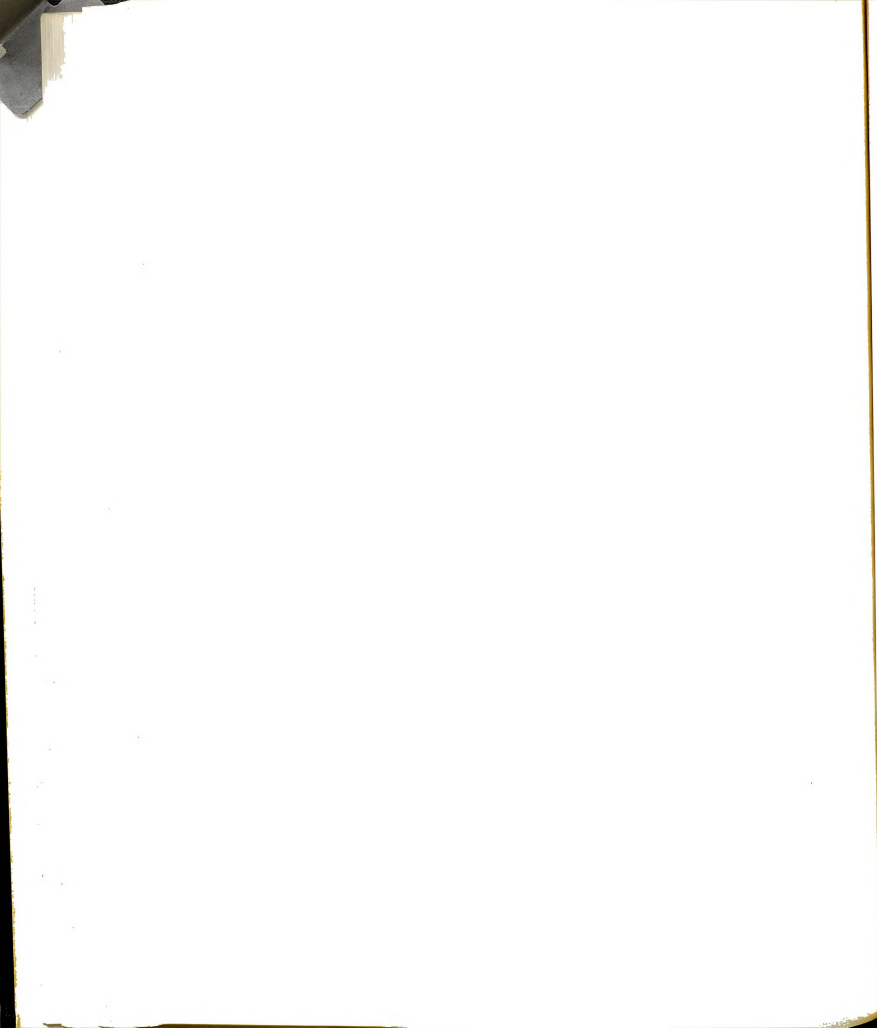
### SUMMARY AND CONCLUSIONS

The basis for this study is the premise that consumers when classified by social and experiential factors hold different images of particular department stores. These differences in consumer perception should play a role in determining the marketing policies of department stores. The objective of this study is to compare the images of three test stores and a hypothetical "ideal" among consumers classified by various social, demographic and shopping characteristics.

#### Conclusions on Hypotheses

##### Images of Department Stores

The analyses in Tables 11, 12 and 13 indicate that the hypothesis that differentiable aggregate images of particular department stores are held by consumers should be accepted. Consumers in different social classes, in different family life cycle stages and in family life cycle stages in different social classes hold differentiable images of the test and "ideal" stores. These data also show that the test stores are perceived on a



continuum with Hudsons highest and Federal's lowest on the image dimensions. None of the test stores rated as high as the "ideal" store. These findings support the conclusions of Collazzo, Martineau and Rich.<sup>1</sup> Each of these authors presents research which indicates that consumers do have distinct images of department stores. Martineau sums up this view when he states ". . . an institution is a symbol whose shades of meaning lie mostly in people's minds. . . ."<sup>2</sup>

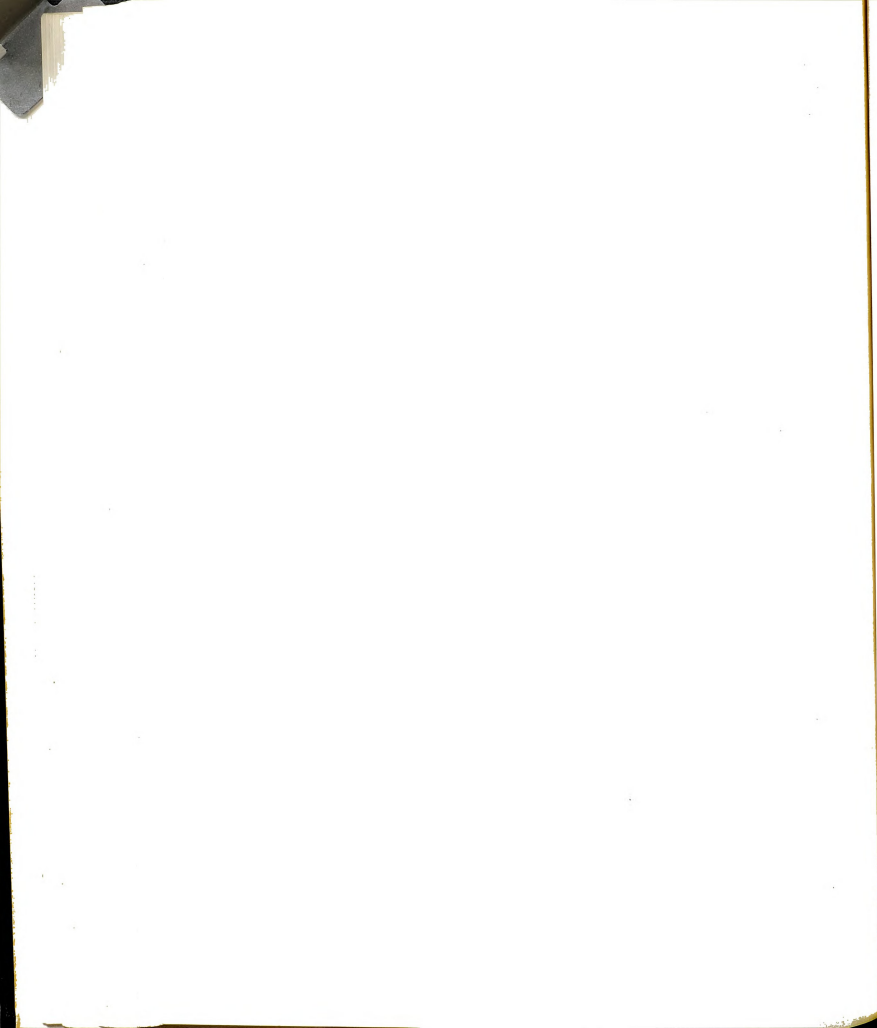
#### Images of Department Stores by Social Class

Table 14 presents the summary of the comparisons among social classes. Although the results are not conclusive, they tend to support the hypothesis that differentiable aggregate images of particular department stores are held by members of different social classes. There are differences among images held by members of different social classes, especially between widely separated

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<sup>1</sup>Collazzo, Consumer Attitudes and Frustrations in Shopping, op. cit., p. 1; Martineau, "The Personality of the Retail Store," op. cit., p. 48; Rich, Shopping Behavior of Department Store Customers, op. cit., Chapter VIII; Robert N. Carter, "The Corporate Image As It Reflects Firm Self Image and Effects Patronage Motives" (Unpublished Dissertation, University of Florida, June, 1965), p. 40; Myron S. Heidingsfield, "Why Do People Shop in Downtown Department Stores," Journal of Marketing, XXXI (April, 1949), 141.

<sup>2</sup>Pierre Martineau, Motivation in Advertising: Motives that Make People Buy (New York: McGraw Hill Book Company, 1957), p. 199.



classes. The social class affect appears to be most strong on the merchandise suitability, store congeniality and locational convenience dimensions and most weak on sales personnel.

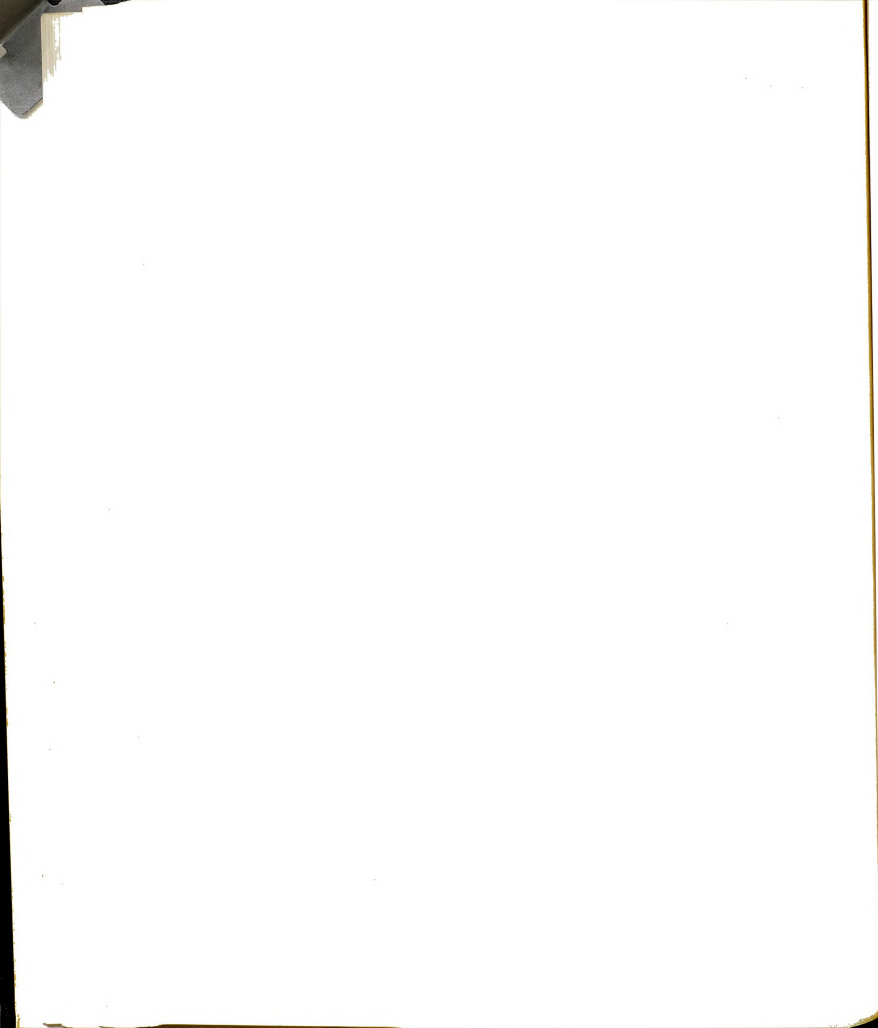
These data support the findings of Arons, Harris, Martineau and Heidingsfield.<sup>3</sup> They run contrary to the conclusions of Gardner.<sup>4</sup> Arons, Martineau and Loewer argue that consumers perceive of a department store in social class terms, that is, based on the class of the clientele. Heidingsfield writes that "Public interpretation of an image depends on the . . . socioeconomic status . . . of the consumer."<sup>5</sup> Gardner, however, disagrees, noting that "The image of a [department store] does not vary from group to group. . . ."<sup>6</sup>

<sup>3</sup>Arons, "Does TV Viewing Influence Store Image and Shopping Frequency?" op. cit., p. 11; Harris, Buyers Market: How to Prepare for the New Era in Retailing, op. cit., p. 79; Martineau, "The Personality of the Retail Store," op. cit., p. 50; Heidingsfield, "Building the Image--An Essential Marketing Stratagem," op. cit., p. 138.

<sup>4</sup>Gardner, "Behavioral Sciences as Related to Image Building," op. cit., p. 147.

<sup>5</sup>Heidingsfield, "Building the Image--An Essential Marketing Stratagem," op. cit., p. 134.

<sup>6</sup>Gardner, "Behavioral Sciences as Related to Image Building," op. cit.



Images of Department Stores  
by Family Life Cycle

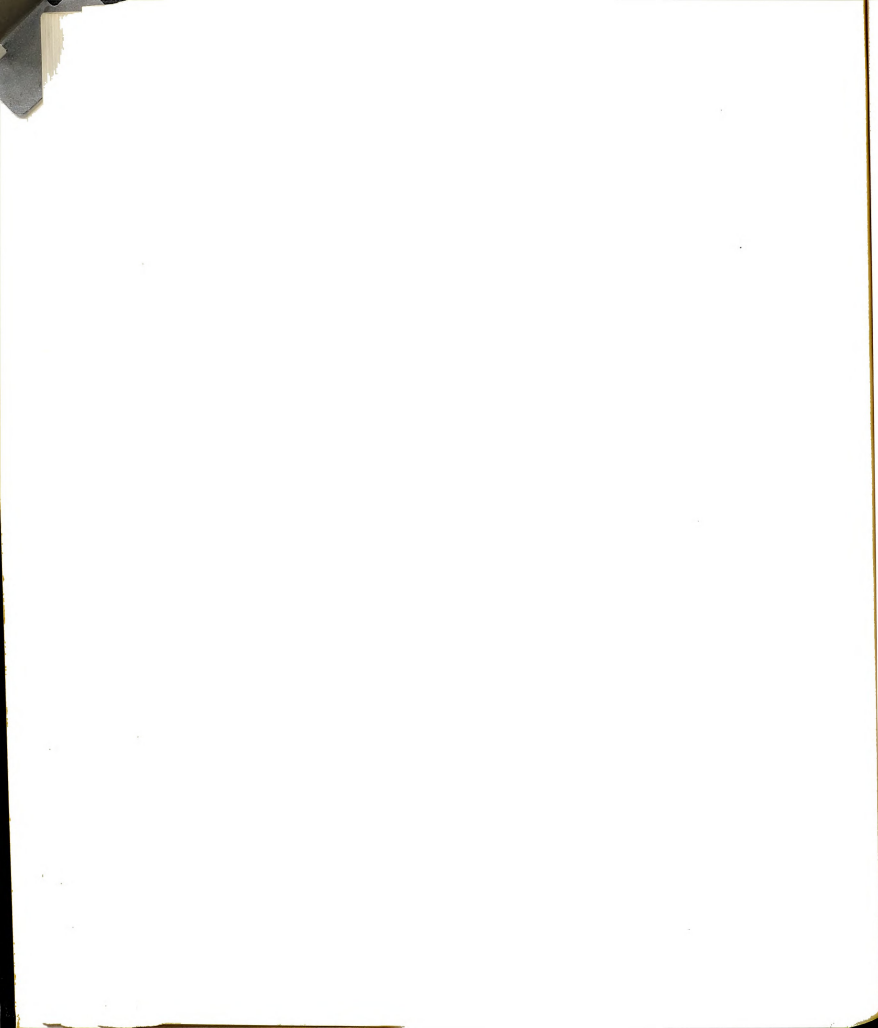
Data in Table 15 indicate that the hypothesis that differentiable aggregate images of particular department stores are held by members of groups which are at different stages in the family life cycle, should not be accepted. Less than 20 percent of the comparisons between family life cycle stages on the test scores result in differences which are statistically significant. Where differences do exist, they are among non-adjacent life cycle stages. These findings are contrary to the conclusions of Collazzo that consumers' attitudes are affected by their stage in the family life cycle.<sup>7</sup>

Images of Department Stores  
by Family Life Cycle in  
Social Classes

Table 16 presents a summary of the analyses of the comparisons among family life cycle stages in different social classes. The results indicate that the hypothesis, that differentiable aggregate images of particular department stores are held by members of social classes at different stages in the family life cycle, should be rejected. Less than 20 percent of the comparisons yield differences significant at the 5 percent level. Where

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<sup>7</sup>Collazzo, Consumer Attitudes and Frustrations in Shopping, op. cit., p. 66.





differences are significant, they are among family stages in non-adjacent social classes.

Images of Department Stores  
Held by Consumers Classified  
by Shopping Enjoyment

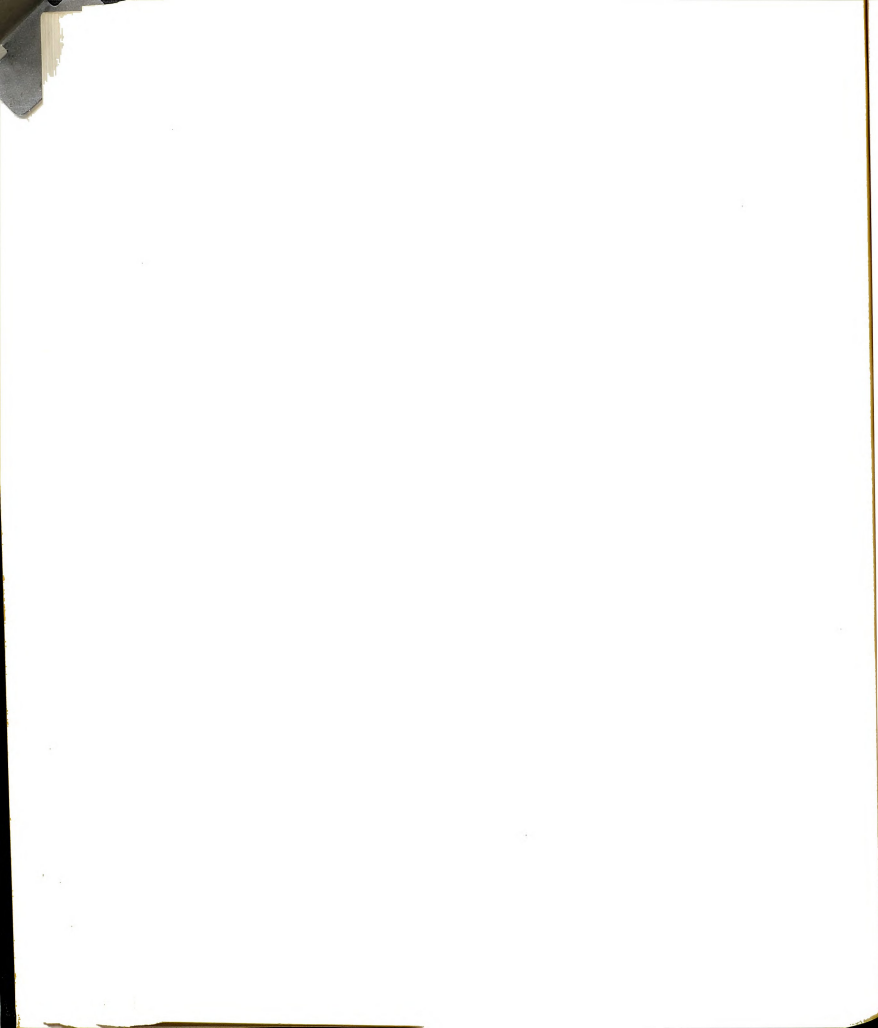
The results shown in Table 19 support the hypothesis that differentiable aggregate images of particular department stores are held by members of groups differing in their attitude toward shopping. Consumers who enjoy shopping rate a store higher, and perceive test stores differently, than do those who do not. It is not known whether the attitude toward shopping affects the perception of the department stores or whether the reverse is true. These findings gain importance when combined with the conclusions of Rich<sup>8</sup> which indicate that most women like to shop.

Images of Department Stores  
Held by Consumers Classified  
by Shopping Companionship

Table 20 presents findings which indicate that the hypothesis, that differentiable aggregate images of particular department stores are held by members of groups which differ in their shopping companionship practices should be rejected. Less than 20 percent of the comparisons among those who like to shop alone, those who like to have company when shopping and those who have

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<sup>8</sup>Rich, op. cit., Chapter 6.



no preference on shopping companionship result in statistically significant differences. The direction of the ratings indicates that those who shop in company rate the test stores higher than other shoppers. In view of the amount of shopping done by husbands and wives together,<sup>9</sup> further information regarding the affect of shopping companionship on images would be valuable.

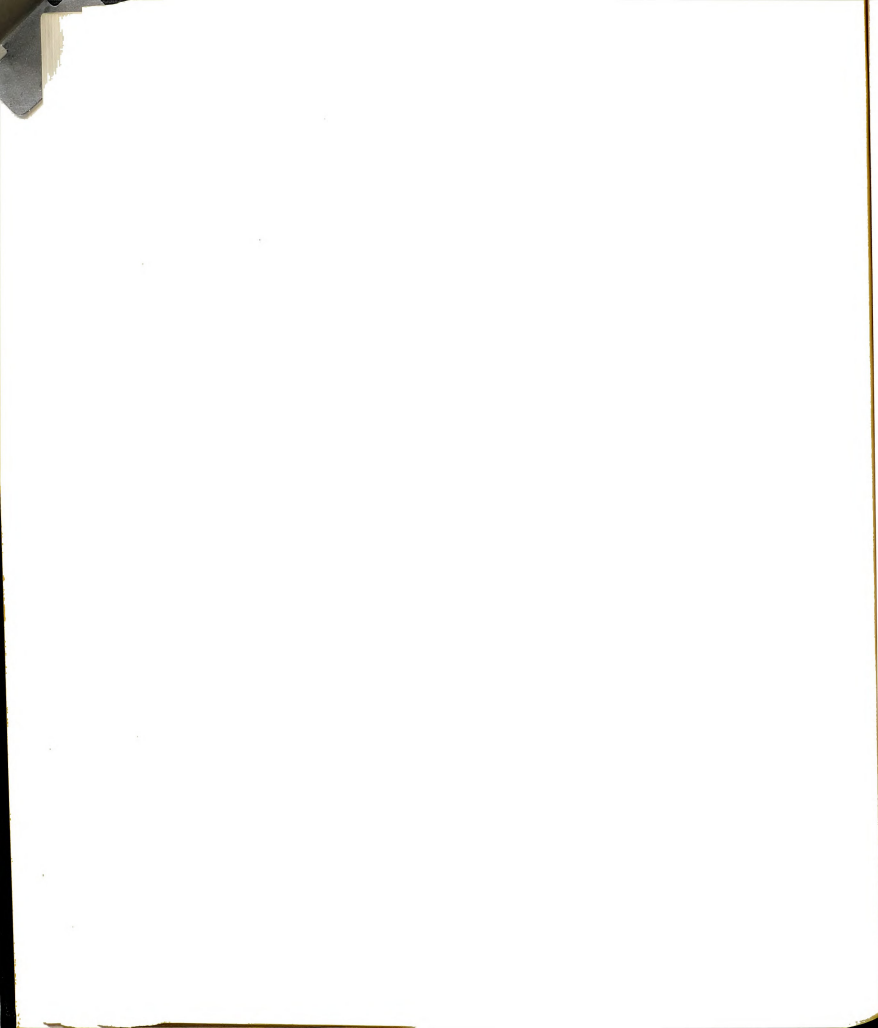
Images of Department Stores  
by Race

Results found in Table 17 indicate that the hypothesis, that differentiable aggregate images of particular department stores are held by members of different races, should be accepted. Although only one-quarter of the comparisons resulted in significant differences, all of these differences occurred on Sears and Federal's. Non-white consumers prefer Sears and Federal's but there does not appear to be any preference by race of Hudson's.

These findings, combined with those on social class, concur with the conclusions of Davis that attitude differences are greater among social classes than among races. In a study on attitudes toward

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<sup>9</sup>The Sixth duPont Consumer Buying Habits Study,  
E. I. duPont de Nemours Co., Inc.



child-rearing practices he found more differences on the basis of social class than on color.<sup>10</sup>

Images of Department Stores  
by Sex

Table 13 indicates that the hypothesis, that differentiable aggregate images of particular department stores are held by members of different sexes, should be rejected. About 70 percent of the comparisons between sexes result in differences which are not statistically significant. Overall, the direction of the ratings show females rate Hudson's higher than males. There does not appear to be any difference in preference by sex for Sears and Federal's.

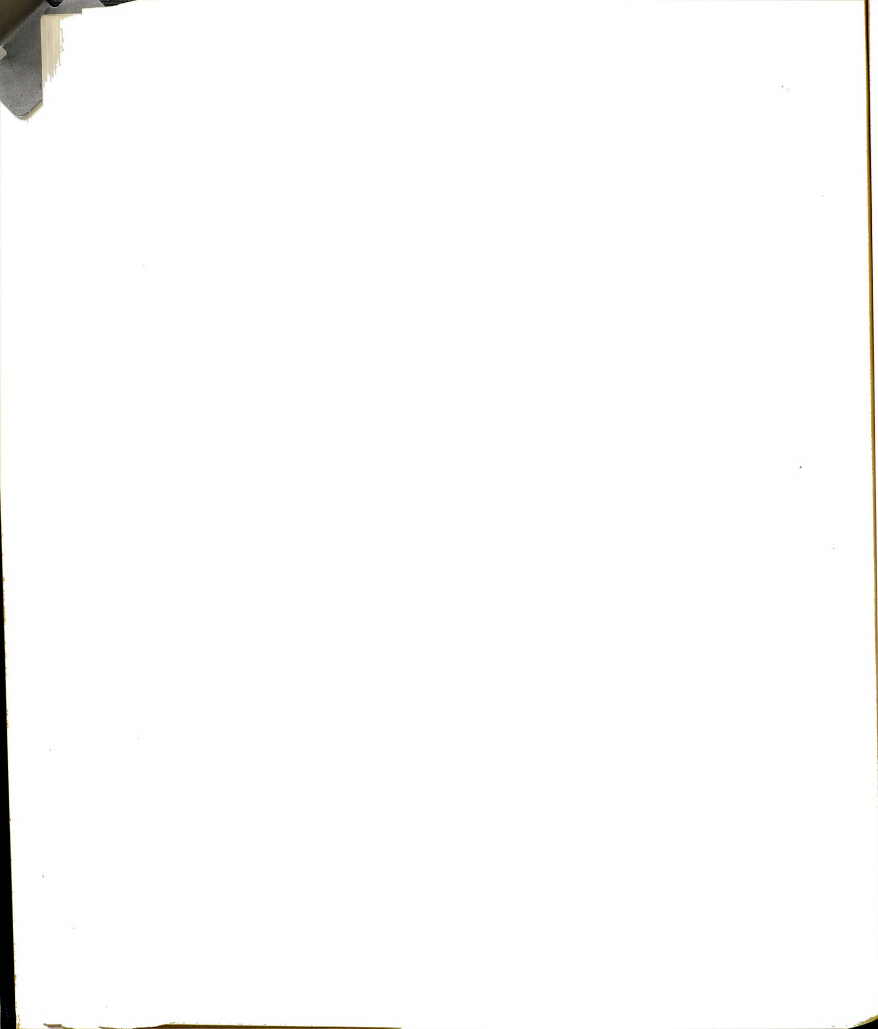
These results were not expected. It was assumed, on the basis of the differences of attitudes between men and women,<sup>11</sup> that their images of particular department stores would also be different.

Images of a Department Store  
Held by Consumers Classified  
by Shopping Practices

Tables 21, 22, 23, 24 and 25 present a summary of the analyses of the comparisons among consumers who differ

<sup>10</sup>Allison Davis, "Social Class and Color Differences in Child-Rearing," American Sociological Review, November, 1946.

<sup>11</sup>Janet L. Wolff, What Makes Women Buy? (New York: McGraw-Hill Book Company, Inc., 1958), especially Chapters V, VI and VII.



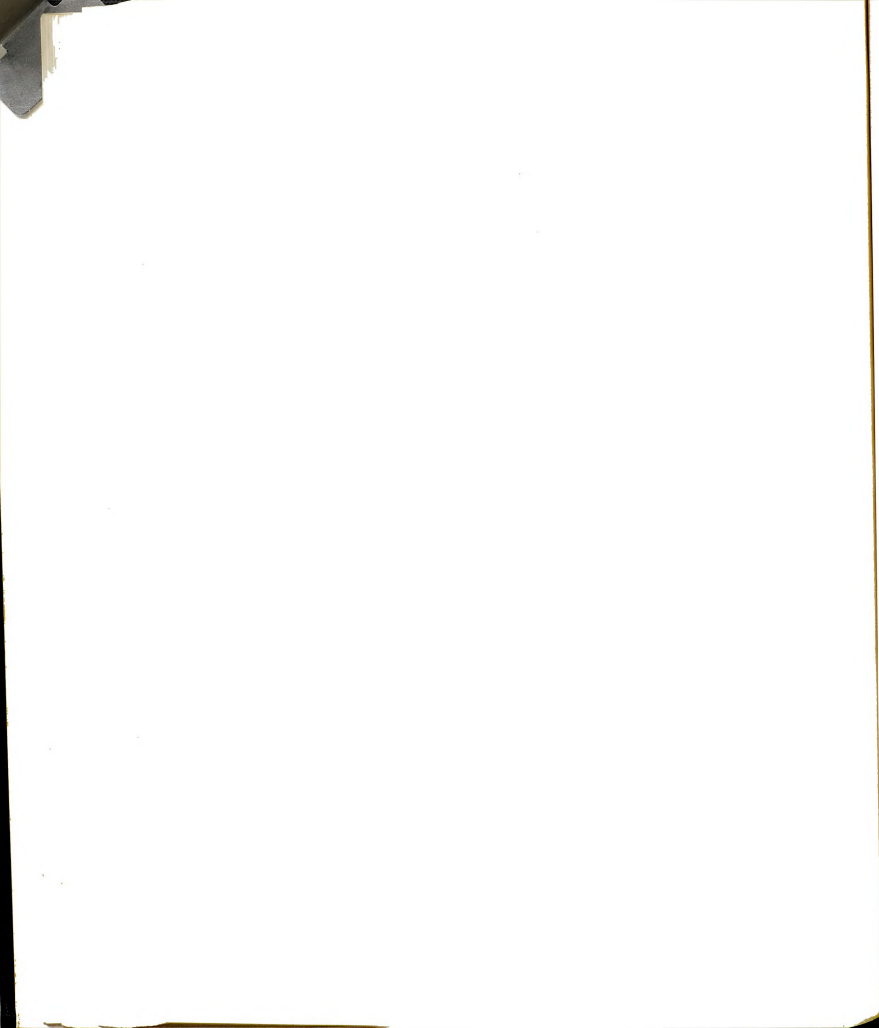
in their shopping practices. The shopping practices examined are: shopping recency, shopping loyalty, payment method, shopping location within a store and readership of a store's advertising. Results of the research indicate that loyal Hudson's customers have a more favorable image and one that is differentiable from the images of occasional and non-shoppers. This tends to support the findings of Martineau and of Harris.<sup>12</sup> Martineau pointed out that loyal customers have a "halo effect" of the image of "their" department store. The regular customer may even impart attributes to his favorite department store which are contrary to the truth.<sup>13</sup> The data also indicate that consumers who always read Hudson's advertisements have a differentiable image and rate the store higher than those who sometimes or never read Hudson's advertisements. This advertising readership affect lends support to Festinger's theory of cognitive dissonance since those who prefer Hudson's tend to seek out support for their views.<sup>14</sup> It also agrees

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<sup>12</sup>Harris, Buyers Market: How to Prepare for the New Era in Retailing, op. cit., p. 79; Martineau, "Sharper Focus for the Corporate Image," op. cit., p. 53.

<sup>13</sup>Martineau, ibid.

<sup>14</sup>Festinger, A Theory of Cognitive Dissonance, op. cit.





with Aron's finding that "comparison of viewer/non-viewer profiles shows a general shift in the direction of a more favorable image of Montgomery Ward. . . ."15

Recency of shopping, location of shopping within the store, and method of payment, do not affect consumers' images of the test store. Comparisons of groups within these categories yield few statistically significant differences. Customers who shopped most recently, those who shop both upstairs and down and those who have charge accounts all rated Hudson's higher.

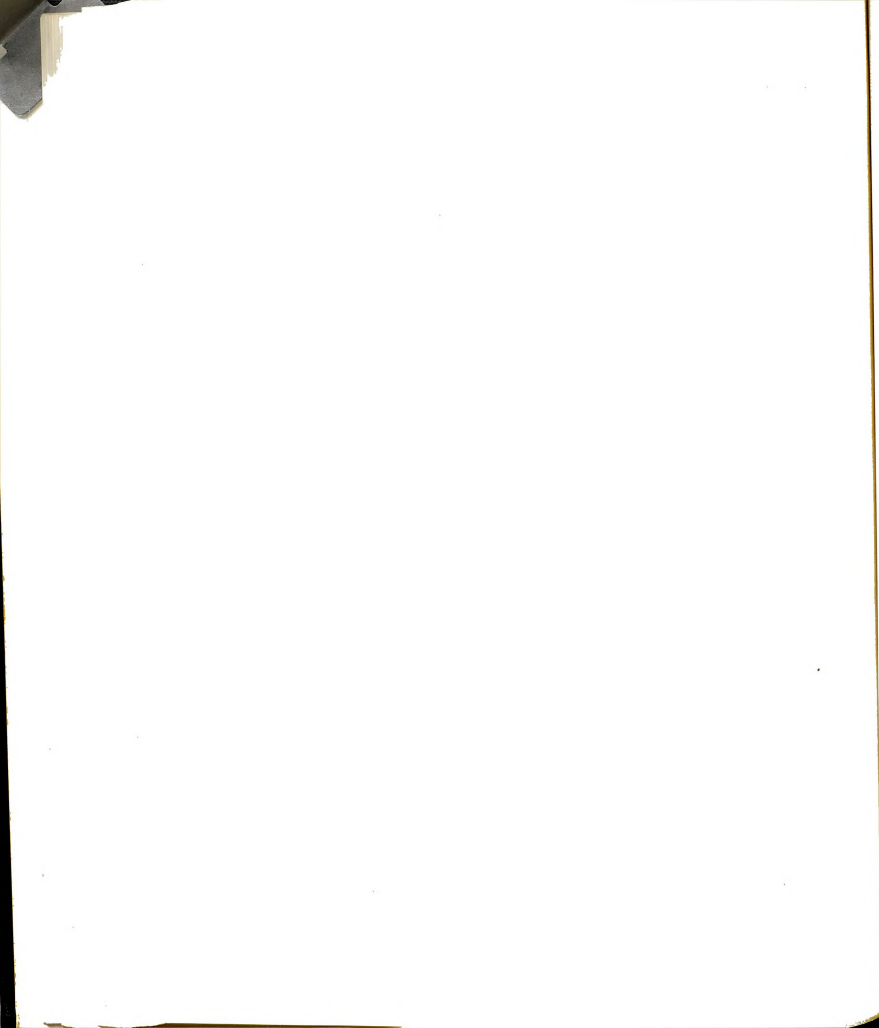
Images of a Department Store  
Held by Consumers Classified  
by Social Support

The results regarding the hypothesis that differentiable aggregate images of a particular department store are held by members of groups which differ in the social support for their beliefs about Hudson's are found in Table 26 and are inconclusive. Comparisons between consumers whose friends agree with their beliefs about Hudson's and those whose friends do not agree yield significant differences on store congeniality and locational convenience but differences which are not significant on merchandise suitability and sales personnel. These data neither lend support nor refute Festinger's contention that people tend to seek to remove dissonance through social support.<sup>16</sup>

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<sup>15</sup>Arons, op. cit., p. 11.

<sup>16</sup>Festinger, op. cit., p. 188.



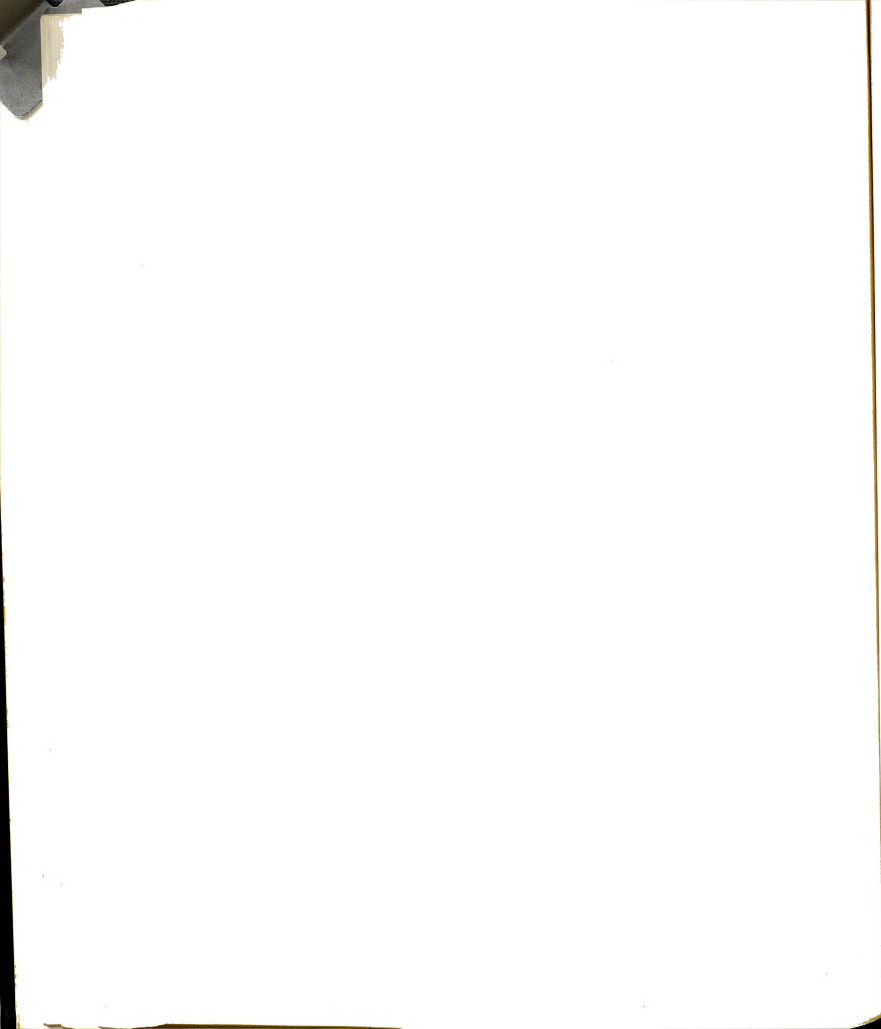
Implications of the Findings for Marketing  
Research and Strategy

It is interesting to note, that regardless of social class, consumers place the three test stores in a hierarchy from highest to lowest on the image dimensions. This clearly shows the communality of aggregate department store images in consumers' minds.

Comparisons of department stores by image dimensions point out areas of perceived strength and weakness of the individual stores. For example, Hudson's is considered weak in sales personnel, especially by the higher class consumers. Sears and Federal's are seen as strong in merchandise suitability by the lower classes. Department store management may find this information useful as a guide to future action.

The findings about the affect of social class on consumer perception are important for marketing research. In addition to lending support to past research of the relation between social class and consumer attitudes, the results indicate the need for image research on other marketing institutions. It may be useful to discover what affect social class has on the images of institutions at various levels in the channels of distribution.

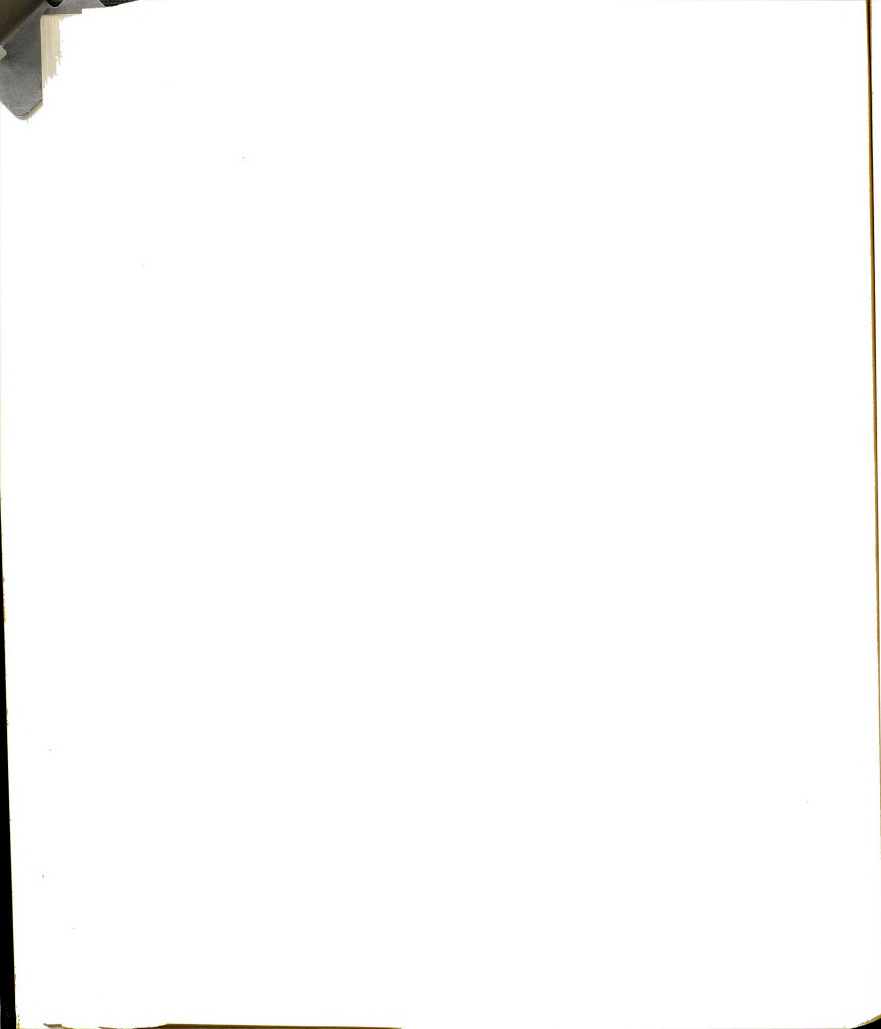
For the marketing strategist the research results on social class confirm what has been intuitively felt and acted upon in the past. The department store manager should develop policy which takes into consideration the



social class differences in perception. This appears to be especially true for the perceptions of the suitability of merchandise which varies by each social class. It may be possible to take actions which will satisfy the higher classes' expectations for sales personnel and to develop the needs of the relatively lower classes for greater store congeniality. Marketing policy relevant to product offerings, training of sales personnel, advertising and store location may be guided by market segmentation by social class. However, the results do not indicate any basis for confining the promotion of a department store to only one class of consumers.

The results of this study add little to an understanding of the effect of the family life cycle on consumer behavior. Consumers at various stages of the life cycle may have different spending patterns but they do not appear to perceive department stores differently. Perhaps future research on attitudes held by consumers in life cycle stages that use different definitions of the stages, or fewer stages, would result in more meaningful findings. The potential value of this research is suggested by the results which show that most of the significant differences in perception come from comparisons of non-adjacent stages.

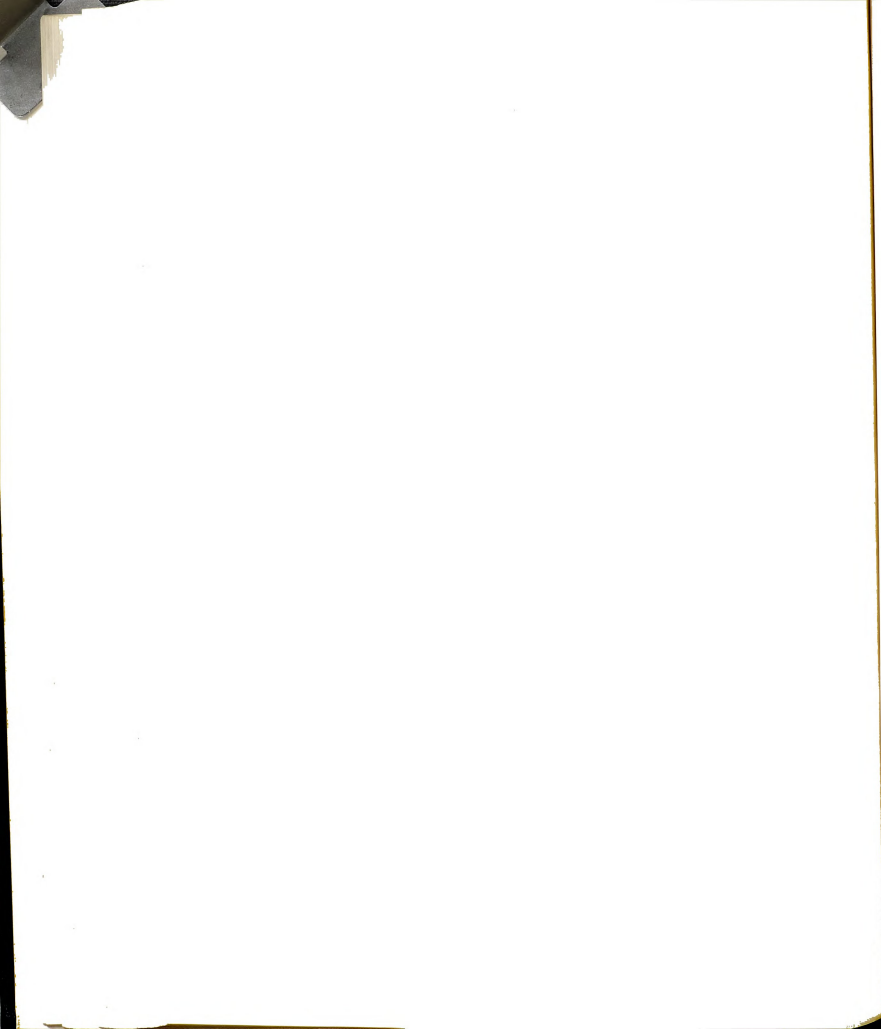
These findings do not rule out the desirability of developing marketing strategies aimed at particular stages



in the family life cycle. The study does indicate, however, that caution should be used in taking actions based on the assumption of differences in perception between the various family stages.

The results showing that consumers' attitudes toward shopping affect their images of department stores are important. It would be useful to separate consumers on the basis of their enjoyment of shopping and to compare them in terms of social or demographic characteristics. It would also be helpful in developing a theory of consumer behavior to investigate the reasons why people like or dislike shopping.

The marketing practitioner may use the findings on shopping attitudes as a guide to policy on store congeniality. Actions may be taken to encourage those who enjoy shopping to shop more often and to make it easier and more enjoyable for those who dislike shopping. The department store may be able to provide activities such as auctions and demonstrations to make shopping more fun, more exciting, more fulfilling. For the people who dislike shopping, it may be possible to speed up and ease the transaction process either in the store or at the consumer's residence. Store personnel may be trained to be more sensitive to the customer's attitude toward shopping. Advertising, promotion and store layout may be based on increasing shopping enjoyment.

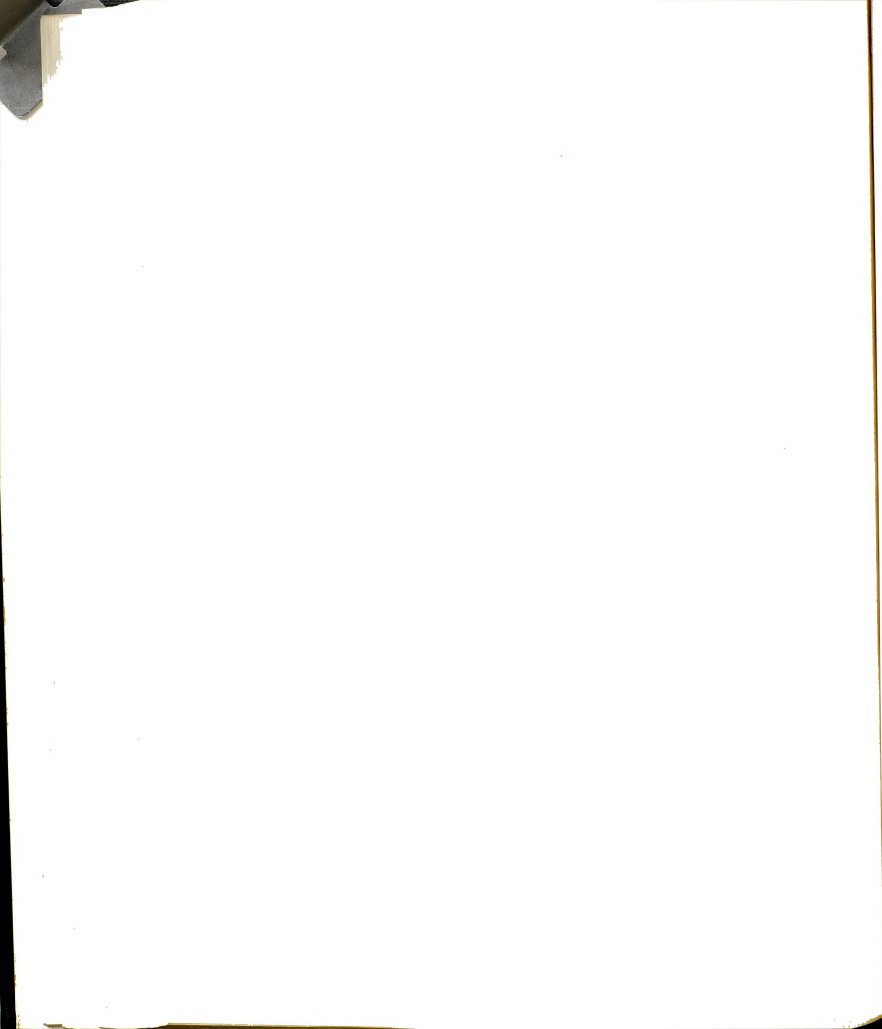




Shopping companionship practices apparently have little affect on consumer perceptions of department stores. For the marketing researcher this presents an interesting problem. Based on the notions of group theory one would expect that consumers who shop in company would have different images of particular department stores than solitary shoppers. Further study of why individuals choose particular shopping companionship practices may shed light on the answer to this problem. It may be of interest to compare the shopping practices of solitary and comparison shoppers. One group or the other may tend to spend more, shop longer or buy particular kinds of merchandise.

Although comparisons of department store images between races do not yield conclusive results, they do indicate some differences in perception. This was especially true for two of the test stores which were favored by non-white respondents. This suggests that research toward the development of a theory of consumer behavior may have to consider racial as well as cultural factors.

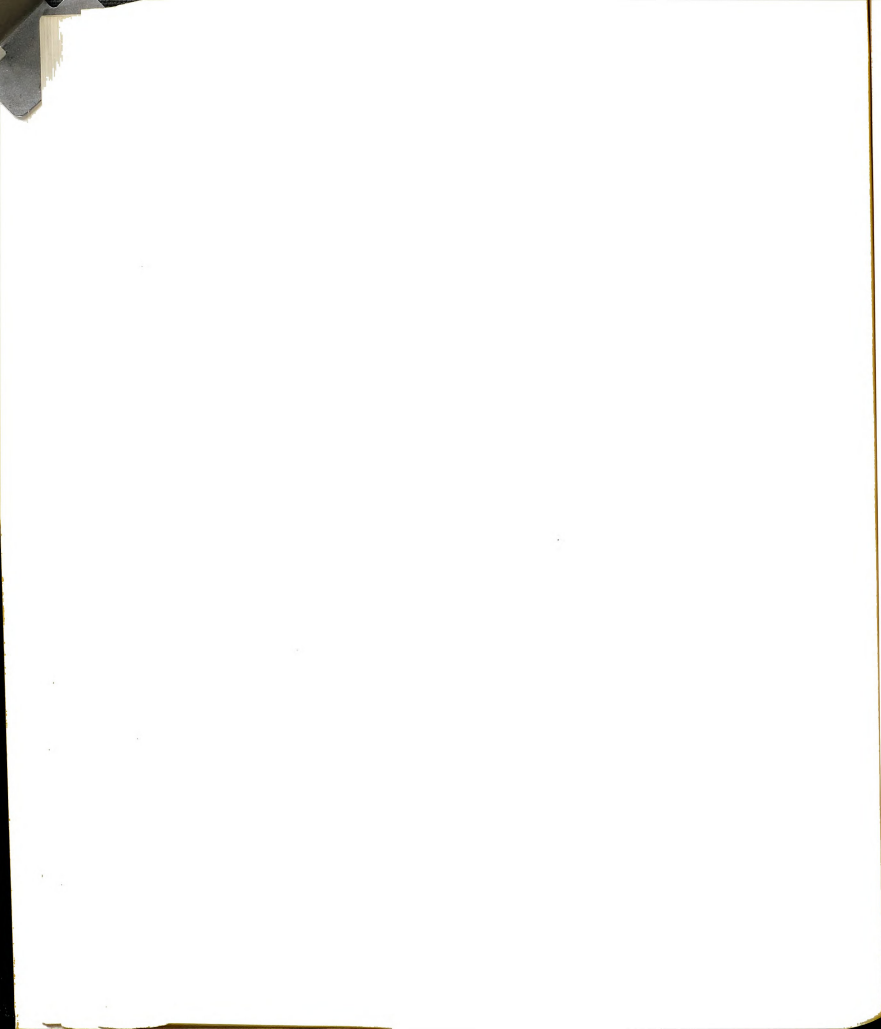
The appeal of Sears and Federal's to the non-white subjects suggests that store management take action to encourage this portion of the market to become loyal shoppers. It also implies that other stores wishing to serve this market should study the operation of these stores in order to gain ideas about appealing to non-white consumers, especially on store congeniality.



Apparently atmosphere is an important aspect of a department store to non-white consumers. Other stores, such as Hudson's, may have to act to change the atmosphere of their stores to encourage non-white shoppers.

The importance of further research into the development of customer store loyalty is indicated by the findings of this study. Individuals who are loyal shoppers perceive the store differently and more favorably than those who are not. Research into the creation, development and decline of loyalty may be of considerable importance to improved understanding of consumer images. It may also be useful to discover the pattern of shopping enjoyment among loyal and non-loyal shoppers. Does the loyal shopper remain loyal because she enjoys shopping or does shopping in the same store make it easier to get a distasteful task finished?

Customer loyalty should be a high priority concern to the department store manager. The problems of how to encourage and sustain loyalty are complex. The traditional method of tying the customer to the store with a charge account may not be proving successful. This failure is indicated by the results of the comparisons between cash and charge customers. A partial explanation for this may be found in the fact that all department stores offer credit and many consumers have charge accounts in numerous stores. Hence the charge account no longer ties a

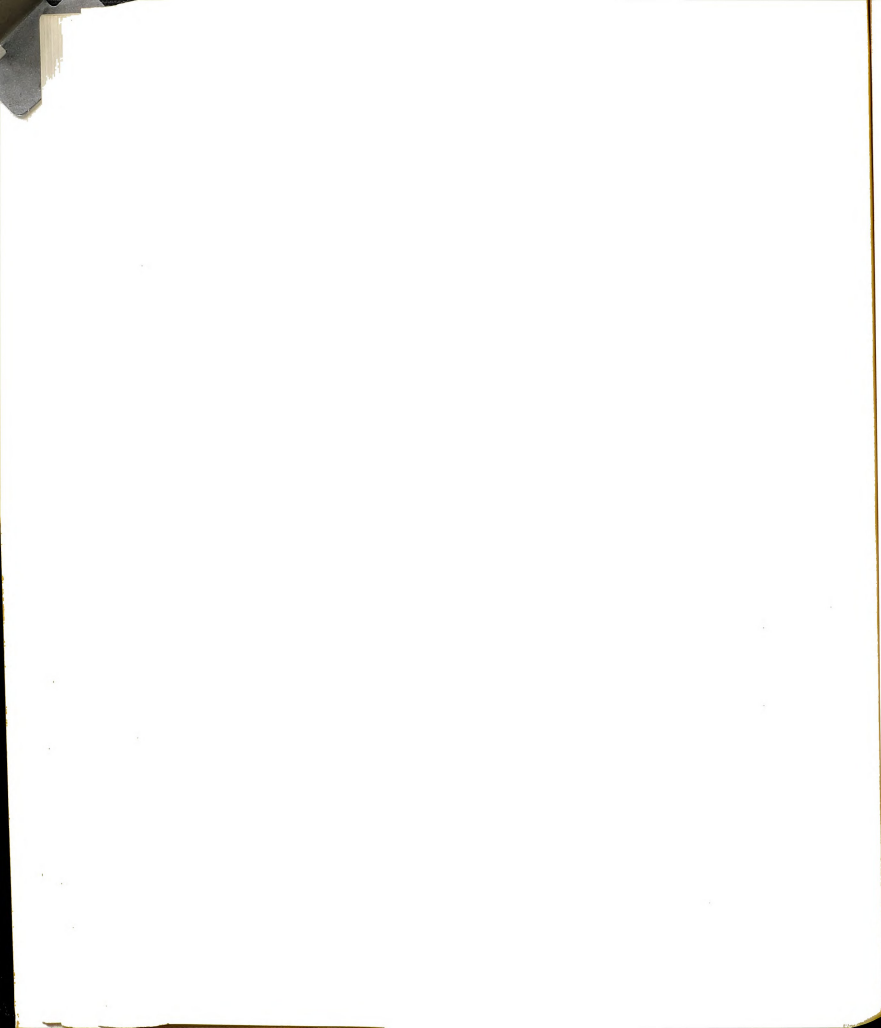


consumer to one department store. Further investigation of this area is warranted.

It was shown that consumer advertisement reading practices affect department store images. This confirms two theoretical notions. First, selectivity of perception occurs. Customers favorable to a store tend to read that store's advertising. Second, cognitive dissonance exists. A store's customers look for support for their choice through reading the store's advertisements.

These results suggest that department store executives should design advertisements which communicate differently to customers and non-customers. Advertisements aimed at customers should be supportive and encourage post-transaction satisfaction. Advertisements to non-customers may be more effective if they attempt to catch their interest and tempt them to sample what the store has to offer.

The results on the social support affect on a department store's image are not as definite as expected. According to group theory it would be logical to expect that consumers would hold beliefs similar to their friends, and that these beliefs would affect their image of a department store. However, this was only true for half the comparisons of the test store. It may be that beliefs about department stores are not strongly affected



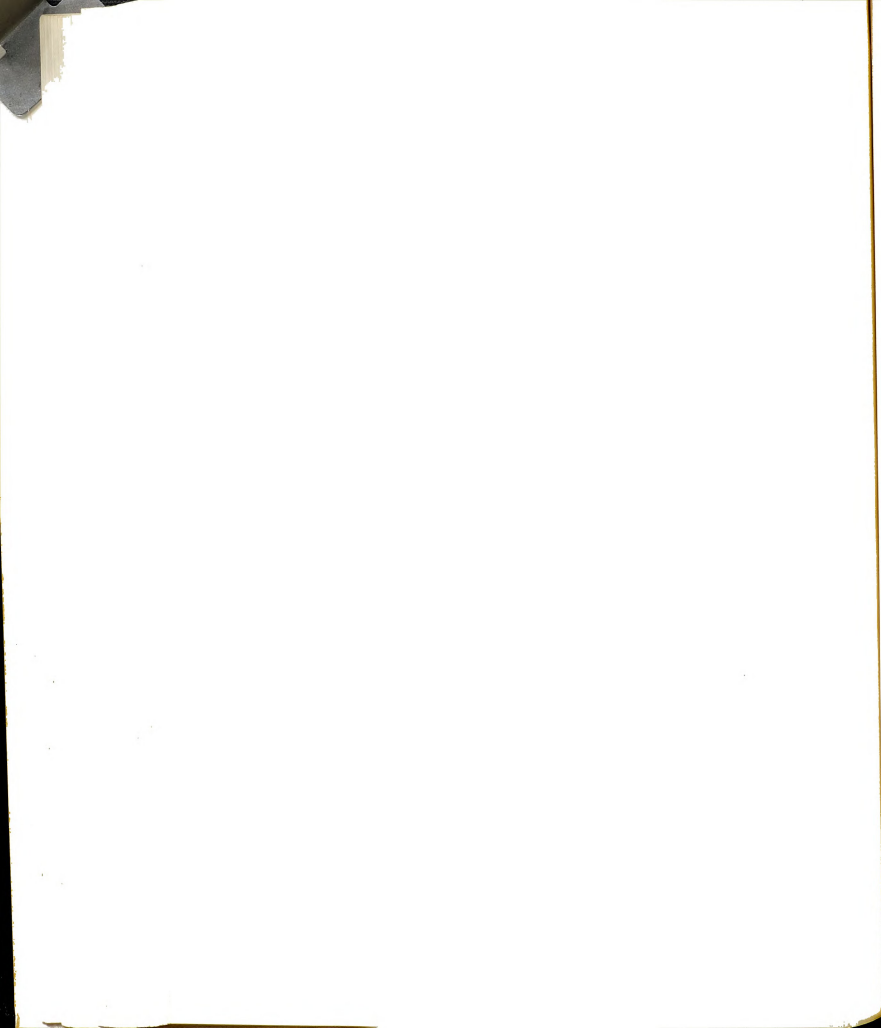
by friendship groups or that only certain aspects of a store's image are influenced by social relationships.

Although the findings on social support are inconclusive, they do not refute the assumption that social interaction through word-of-mouth advertising is a powerful communicator. The results do suggest, however, that the main emphasis should be placed on communicating directly with the individual consumer.

#### Some Additional Questions

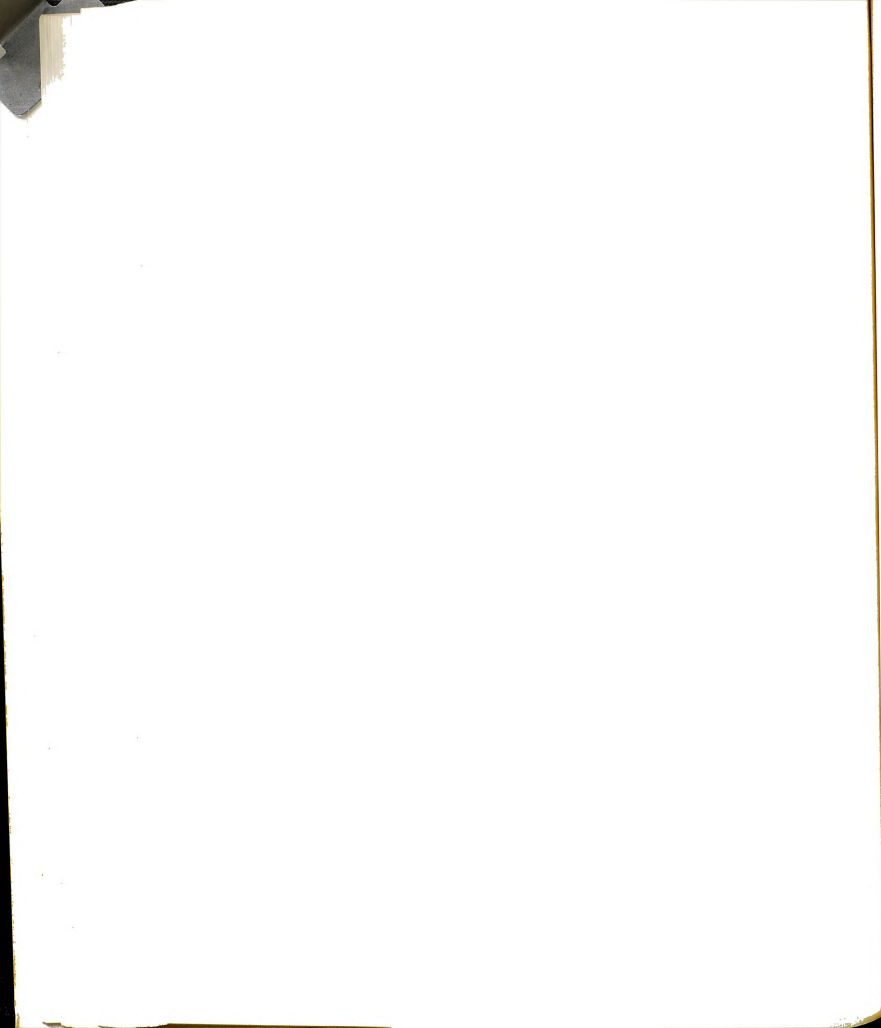
The results of this study show that consumers grouped by social class, race and some shopping practice characteristics do perceive department stores differently. One of the questions that remains unanswered is how does this image difference affect consumer behavior. This general question suggests several specific questions.

1. Is it possible to discover what the relationship is between changes in image and changes in consumer behavior? Do changes in the image of a department store precede or follow changes in the individual's behavior toward that store?
2. How can department store managers encourage and sustain images in consumers' minds which will be conducive to loyal shopping habits? Are there more appropriate methods than are presently being used?

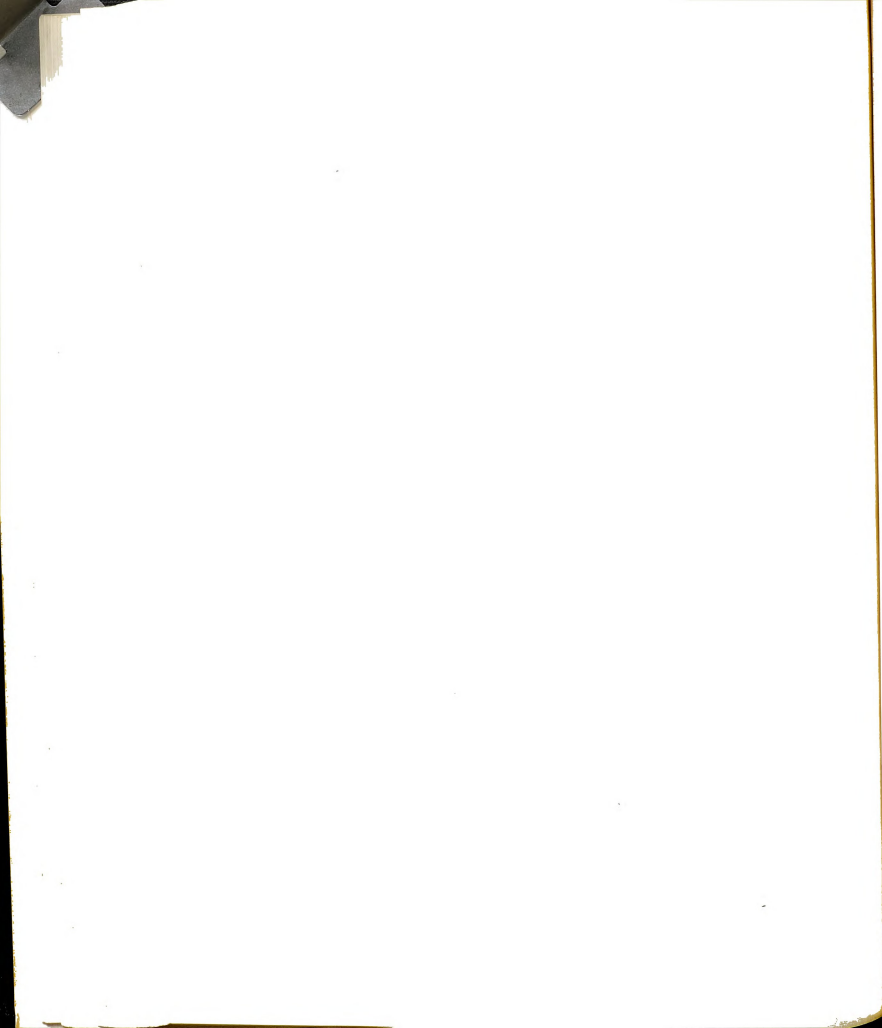




3. Do customers perceive of various department stores differently depending on the product they wish to purchase? Do individual departments and products within a store have images which, in conjunction with the aggregate department store image, affect customer behavior?
4. Do such aspects of the department store as advertising style, logo, and brand names evoke the same image as the store itself? What affect would dissimilar images have?
5. In a multi-branch department store operation do all the branches have similar images? Should their images be similar or different?



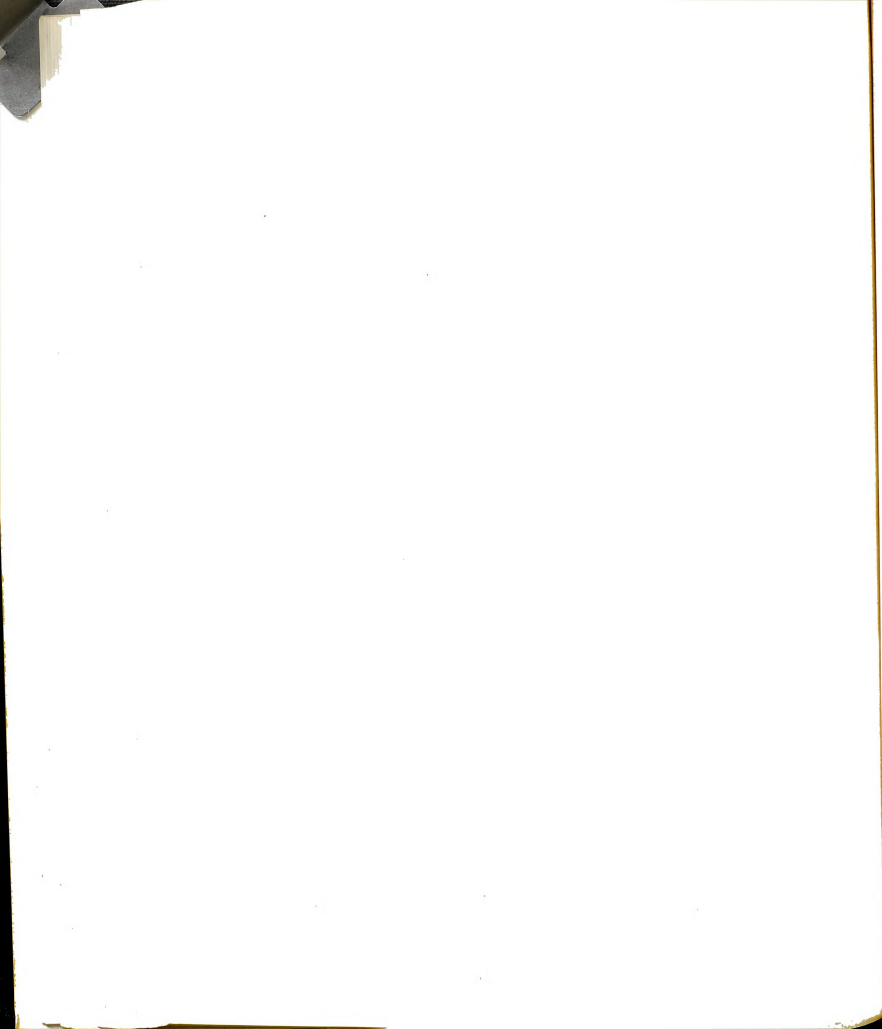
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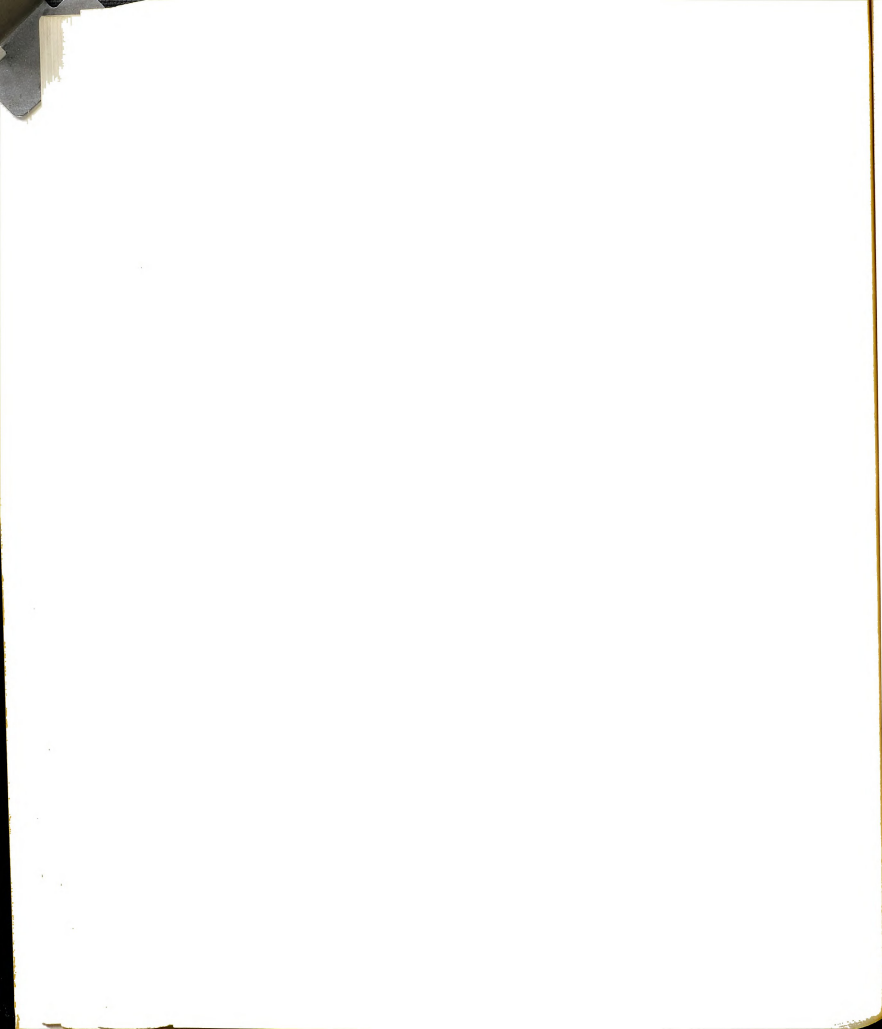
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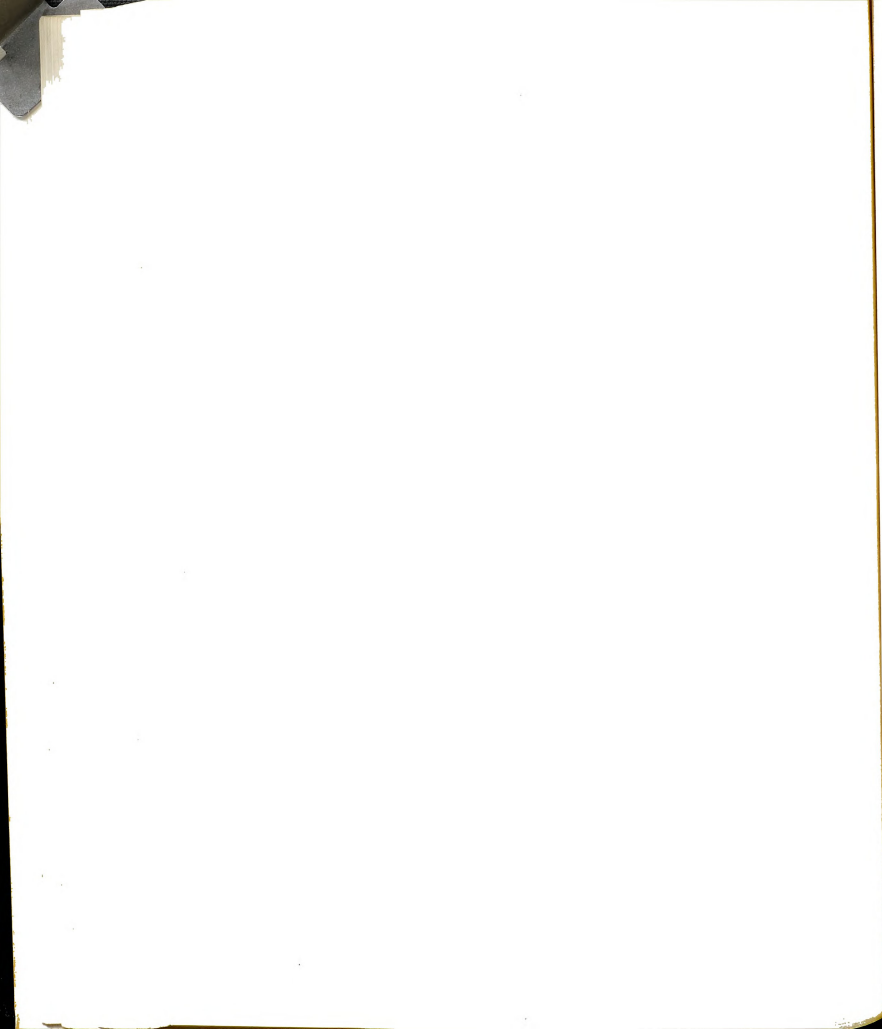


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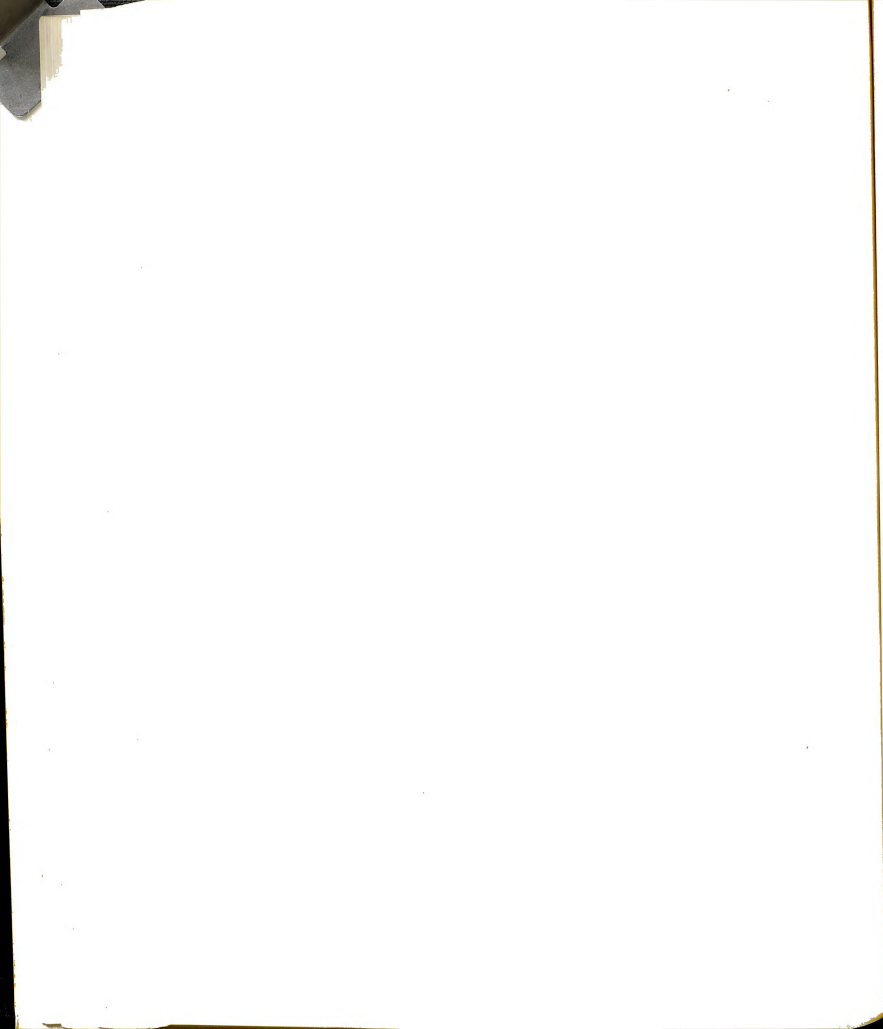




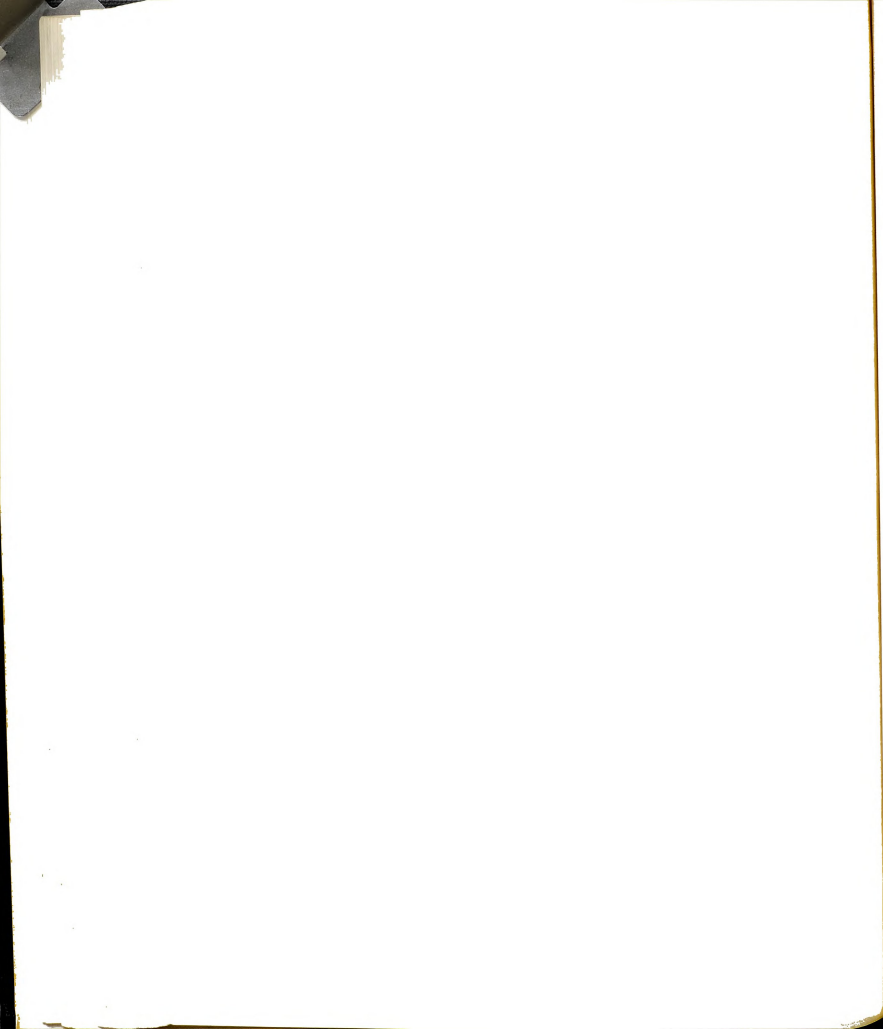
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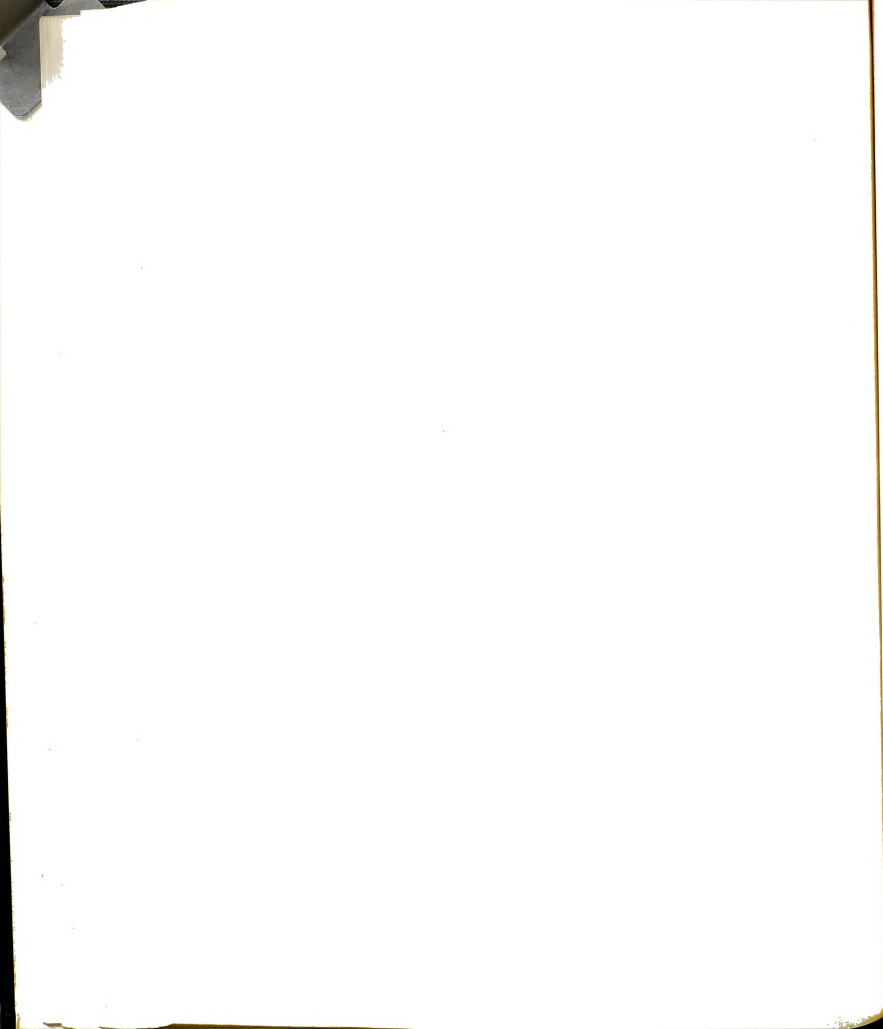
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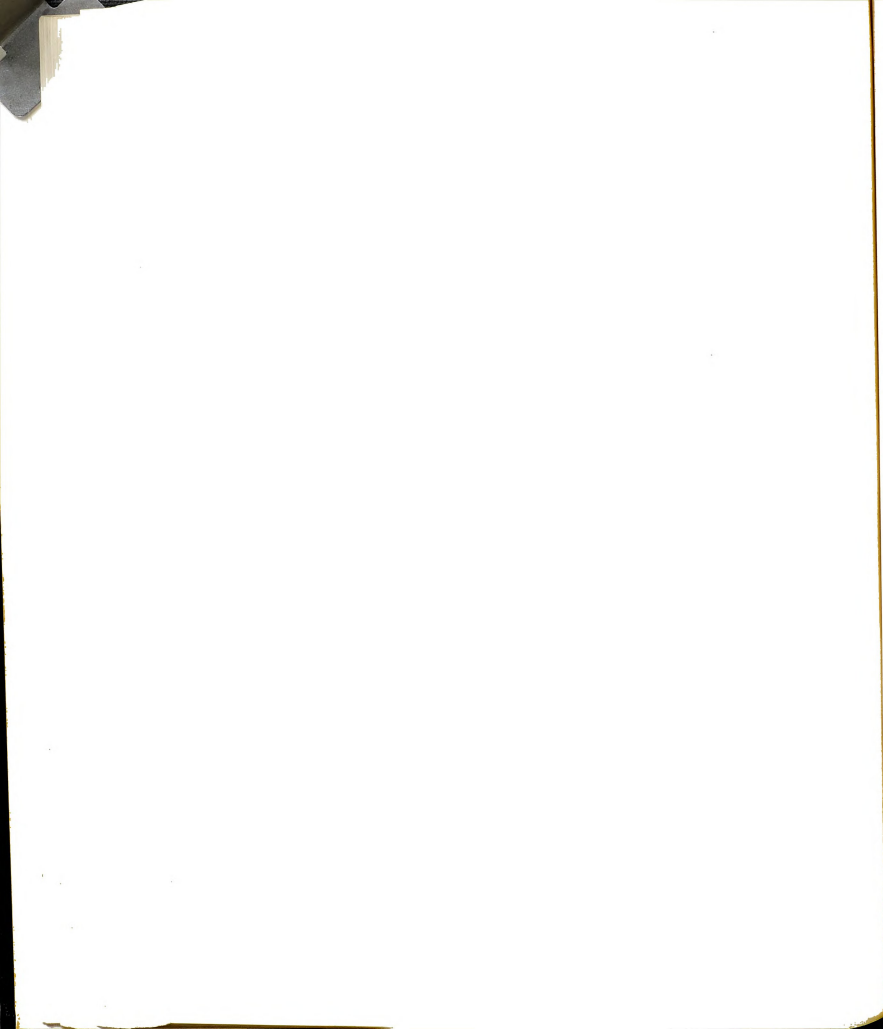
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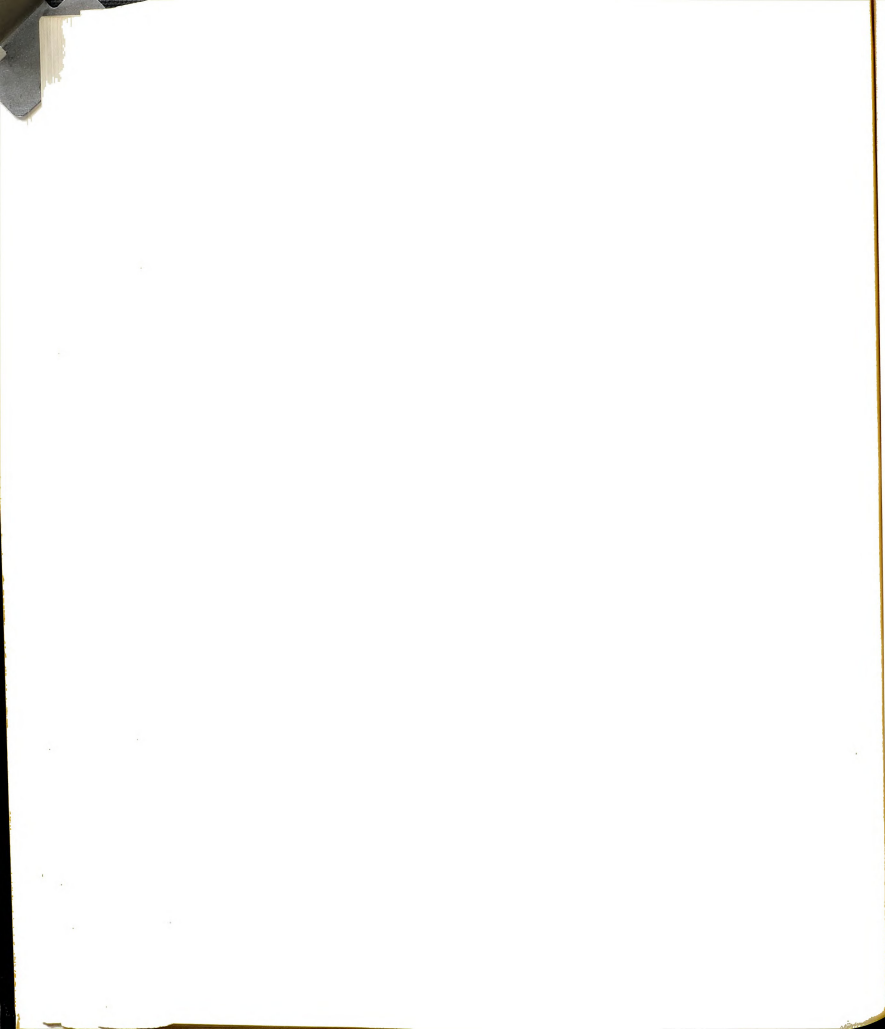
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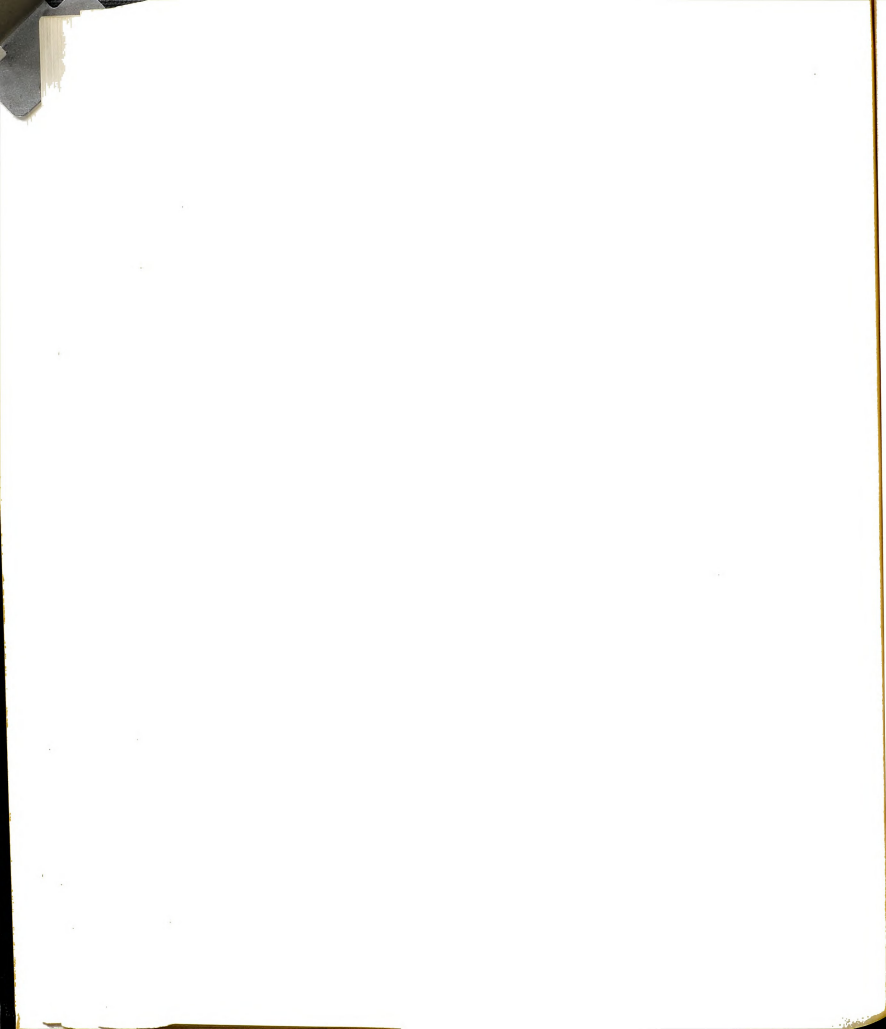


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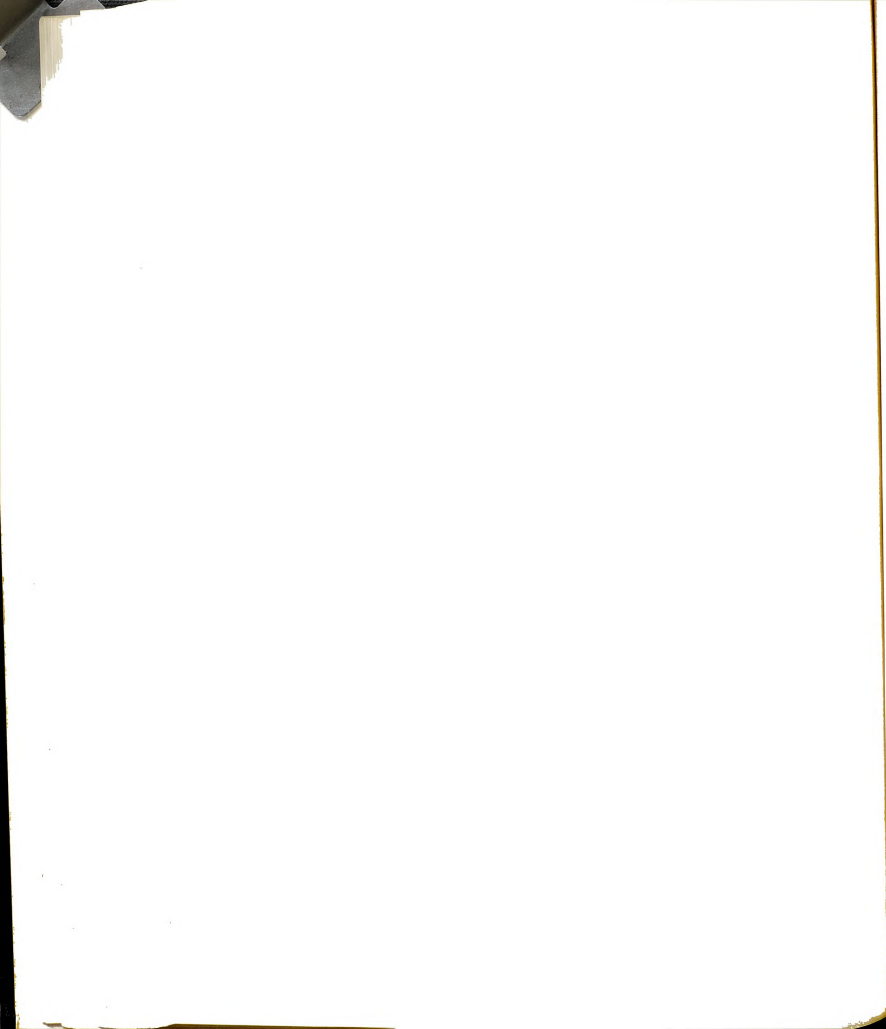




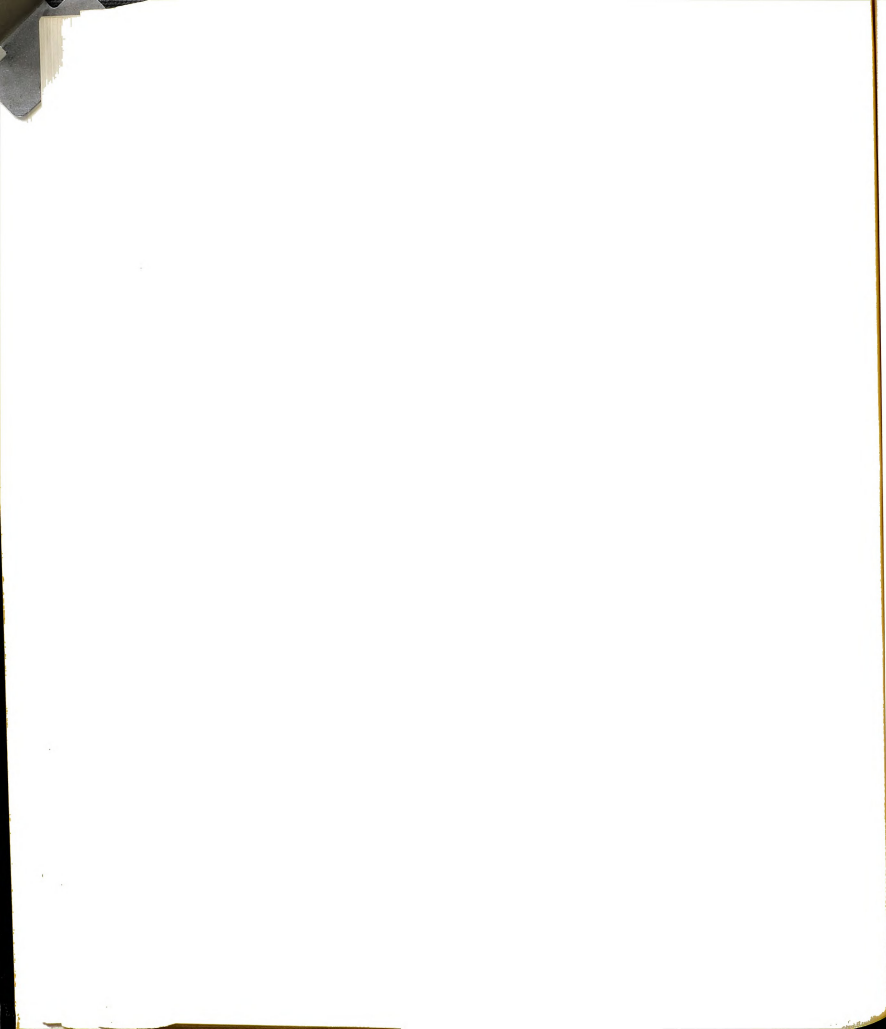
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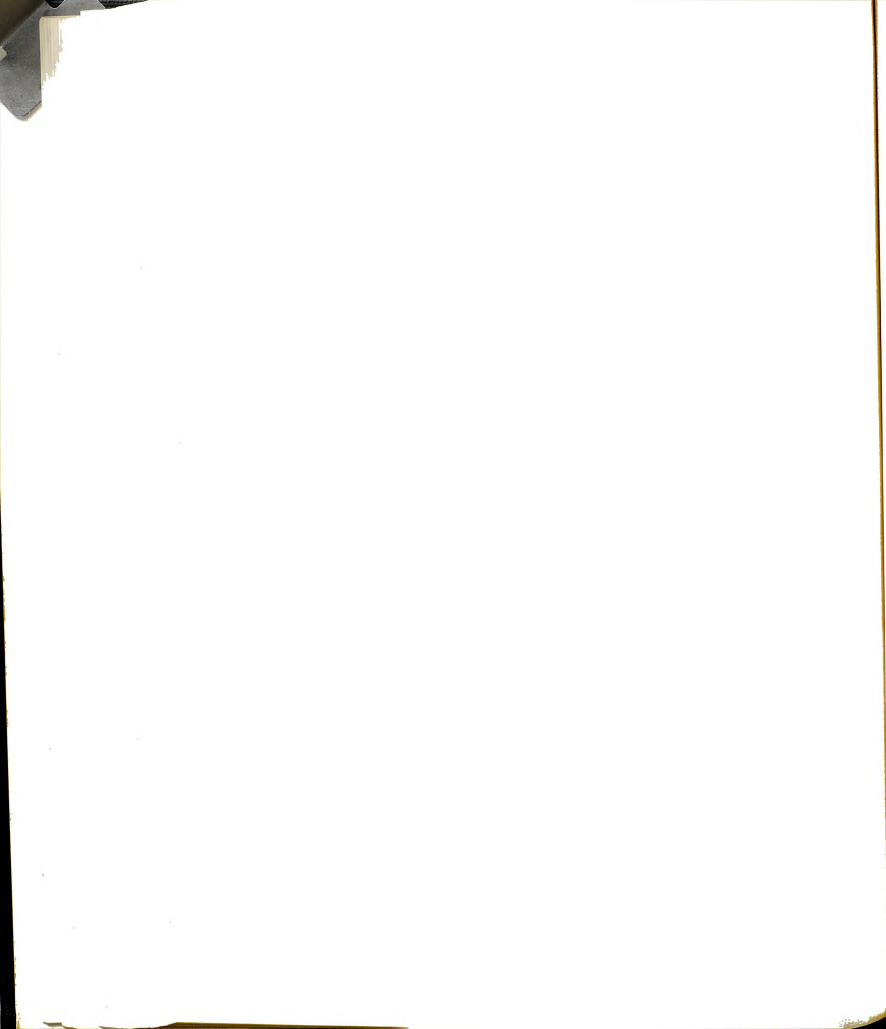


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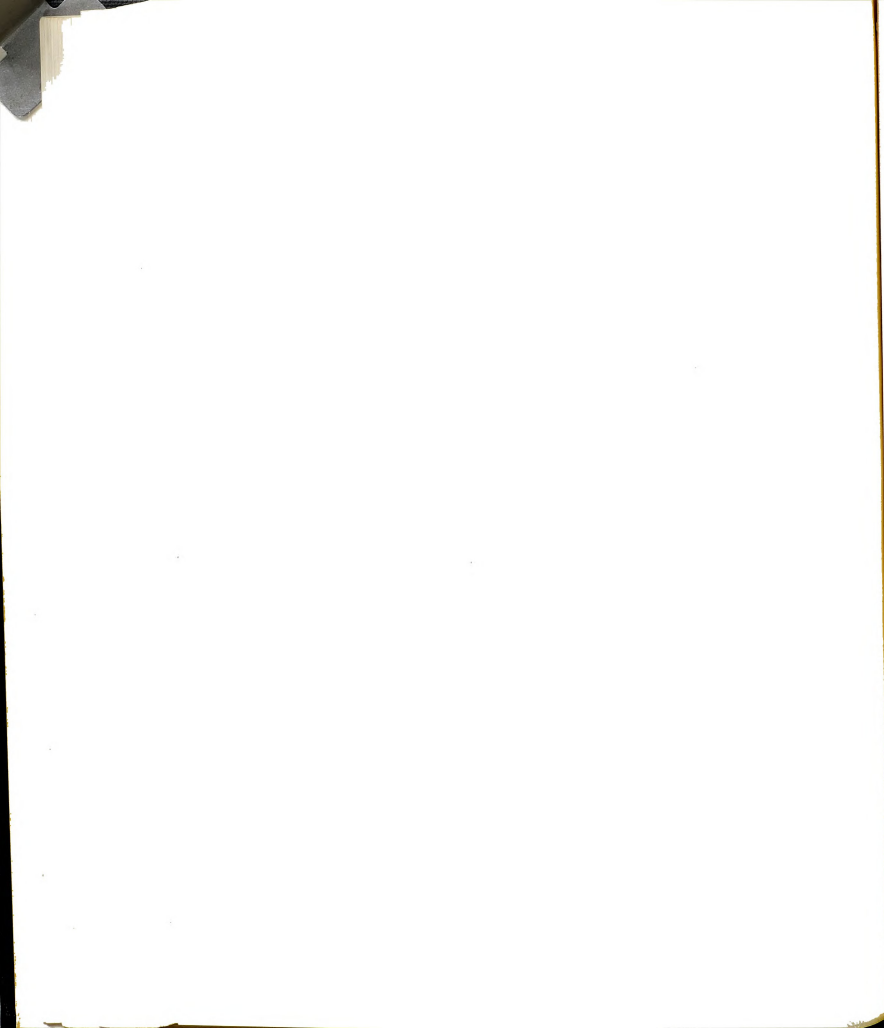
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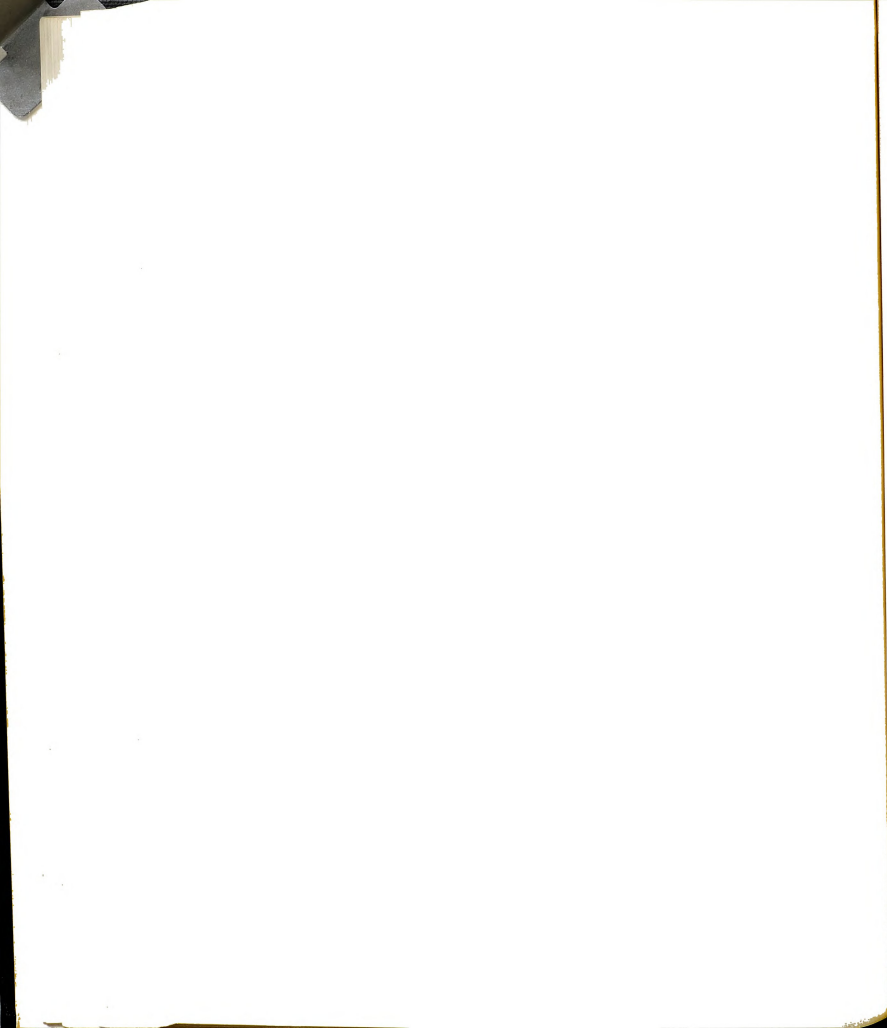
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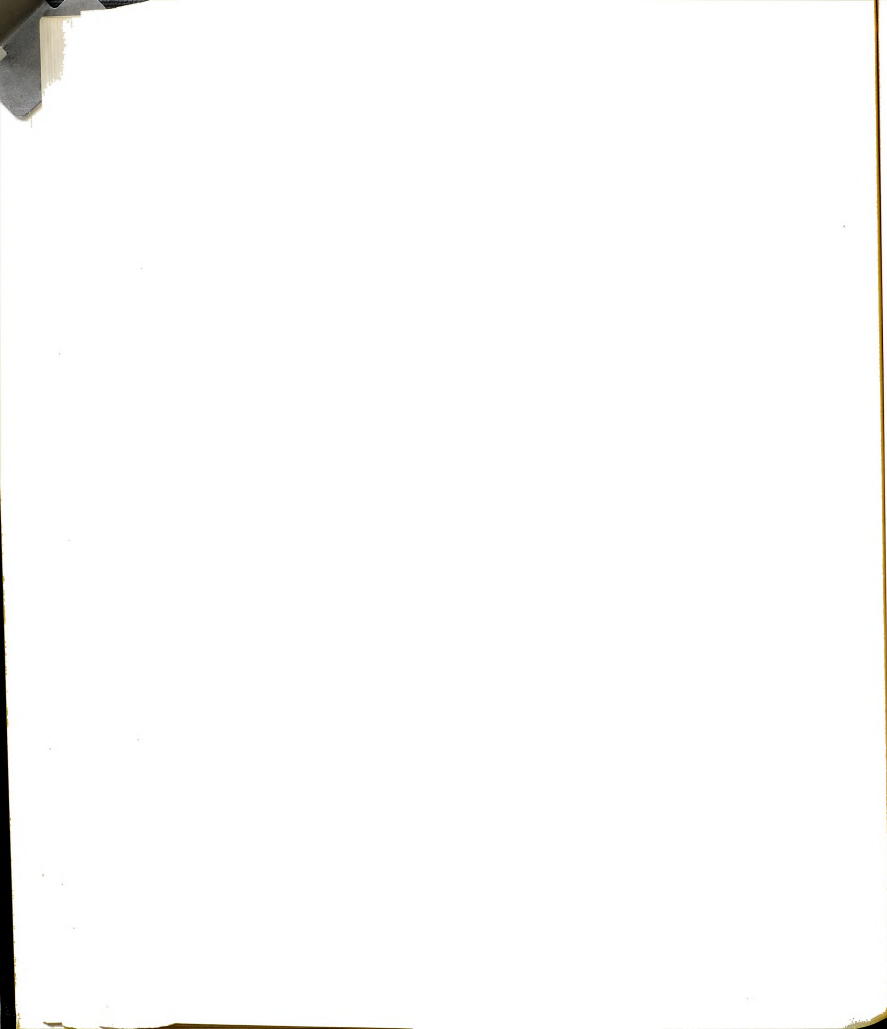
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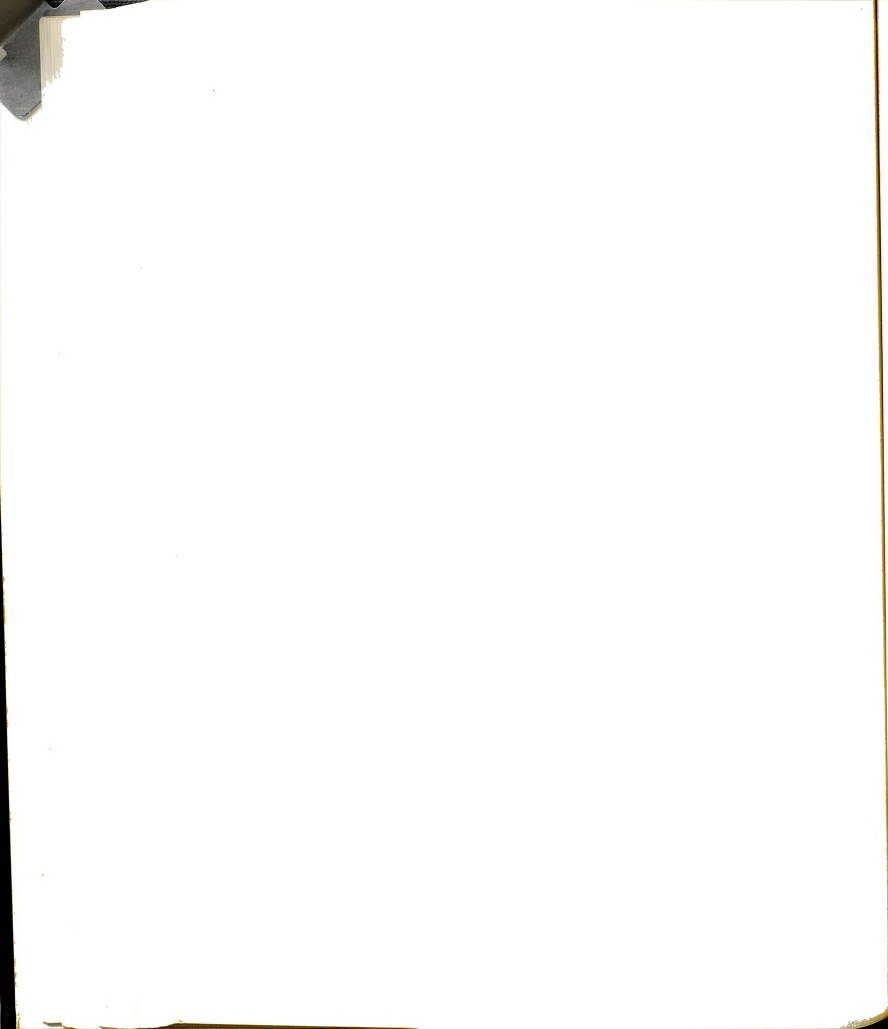
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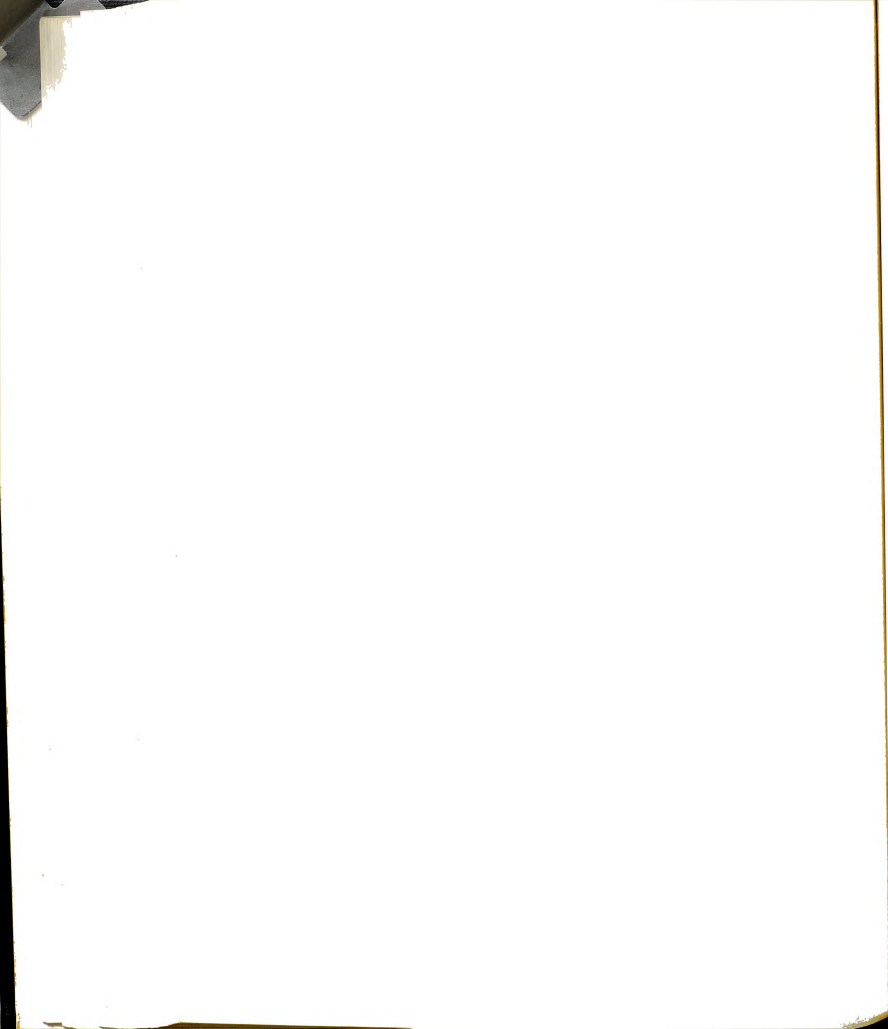
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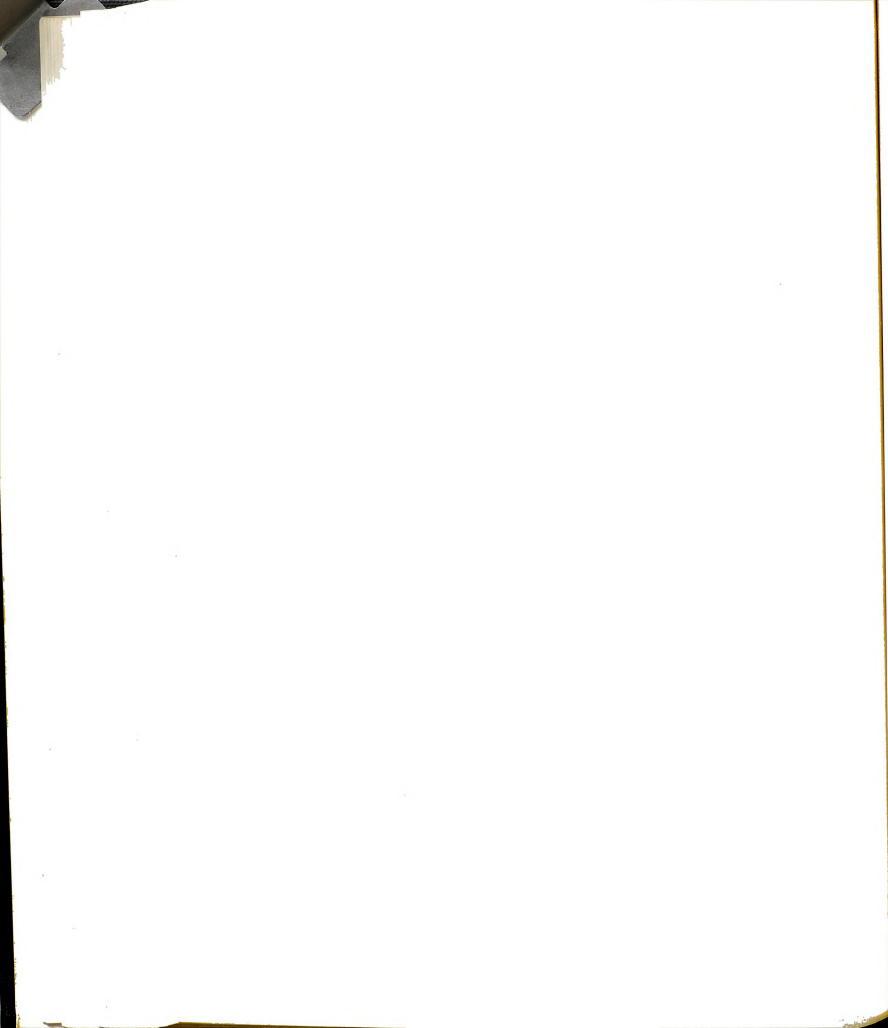


## APPENDICES



APPENDIX A

HOUSEHOLD SIZE

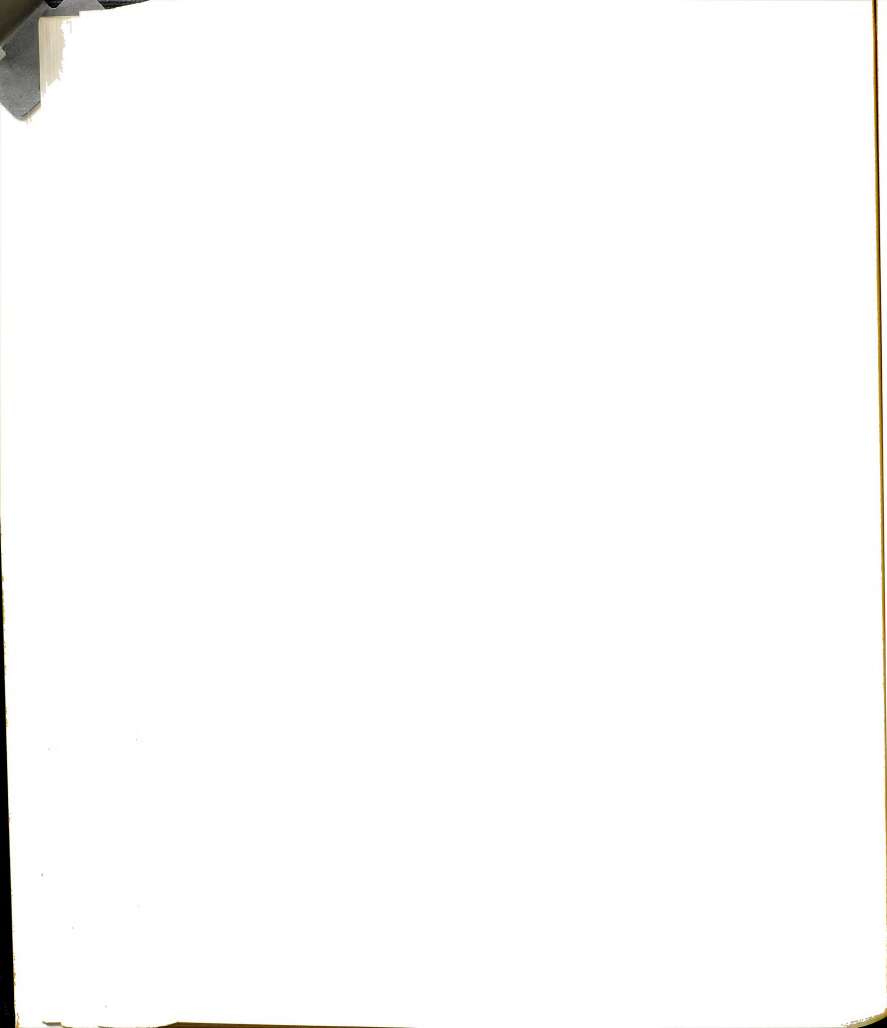




## Household Size\*

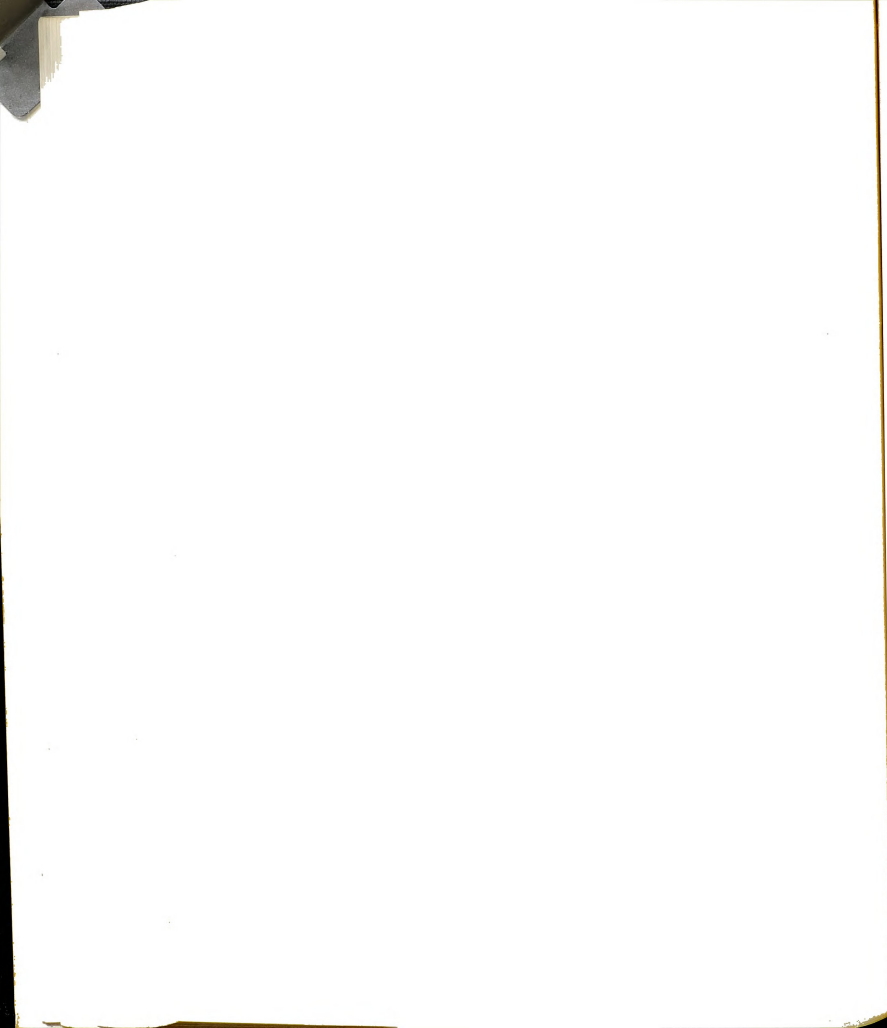
Household Size	Number of Households	Per Cent
1 or 2 members	381,550	33.0
3 or 4 members	428,950	37.1
5 or more members	<u>345,700</u>	<u>29.9</u>
Total	1,156,200	100.0

\*Second Biennial Survey of the Metropolitan  
Detroit Newspaper Audience (The Detroit News:  
Detroit, 1966), p. 12.



APPENDIX B

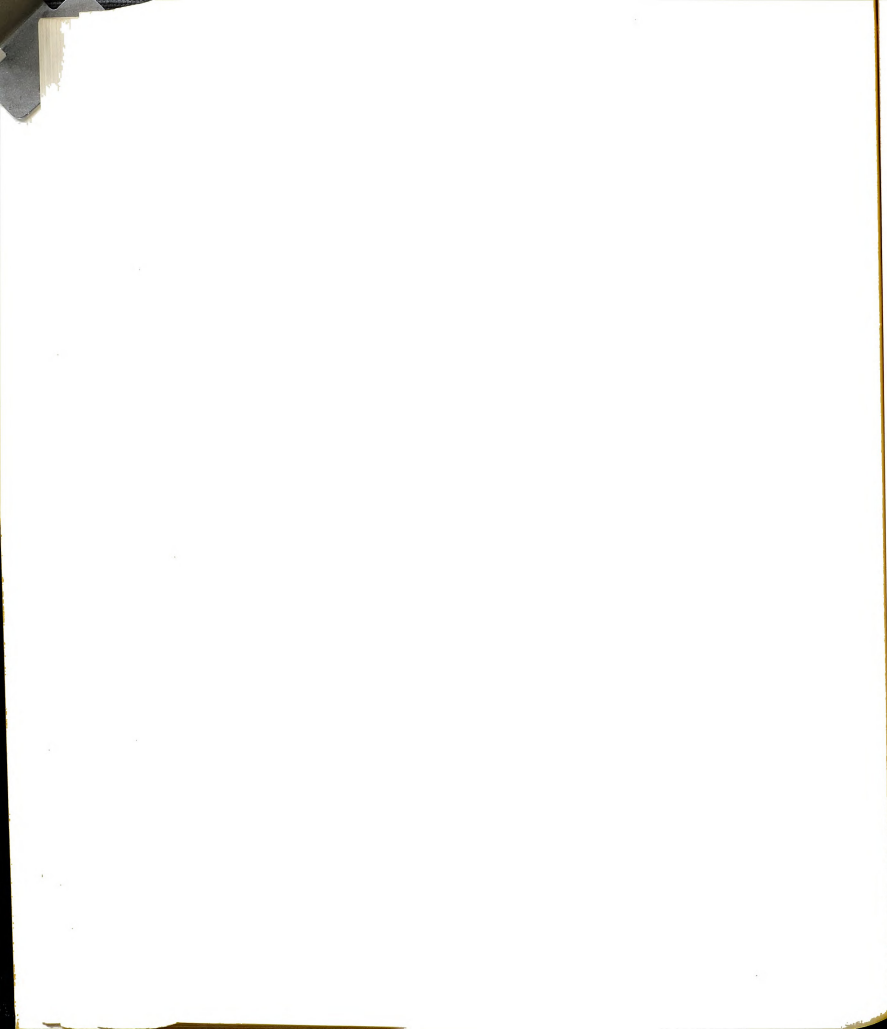
PRESENCE OF CHILDREN



## Presence of Children\*

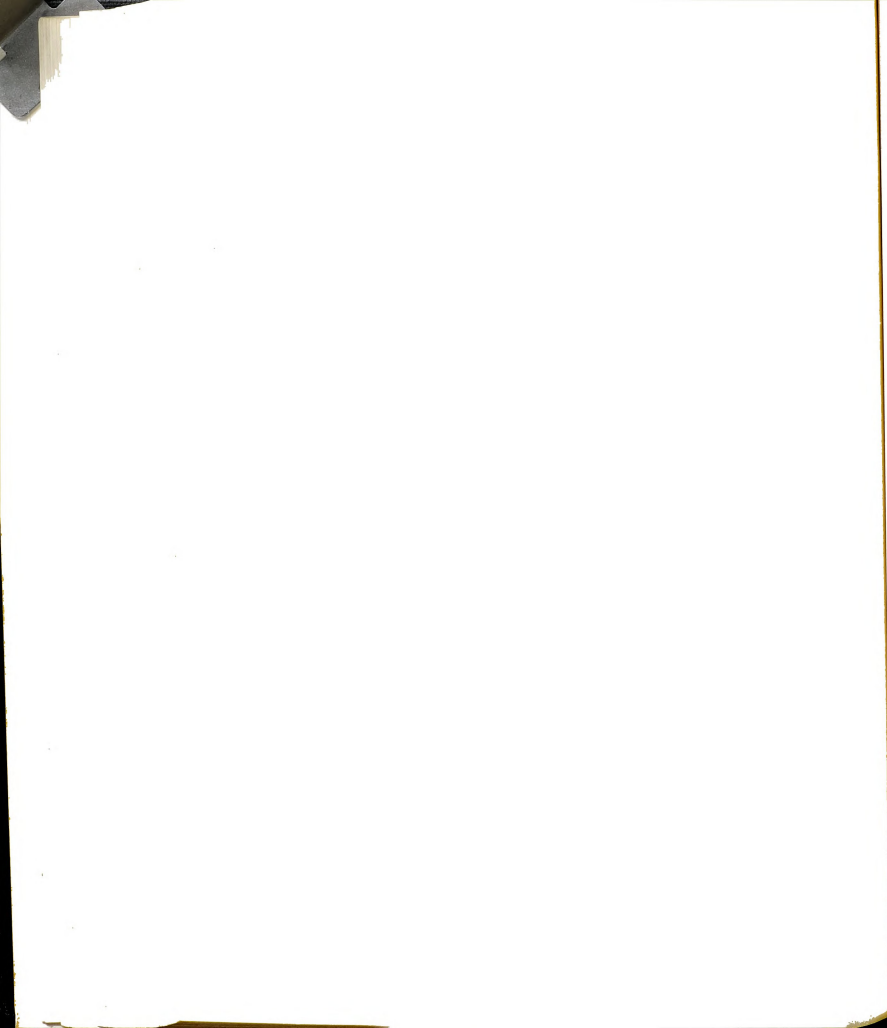
Presence of Children	Number of Children	Per Cent
Youngest child under 6	360,730	31.2
Youngest child 6 - 11	172,270	14.9
Youngest child 12-17	137,590	11.9
Any child under 18	420,460	58.0
No child under 18	291,850	42.0

\*Second Biennial Survey of the Metropolitan  
Detroit Newspaper Audience (The Detroit News:  
Detroit, 1966), p. 12.



APPENDIX C

HOUSEHOLD INCOME



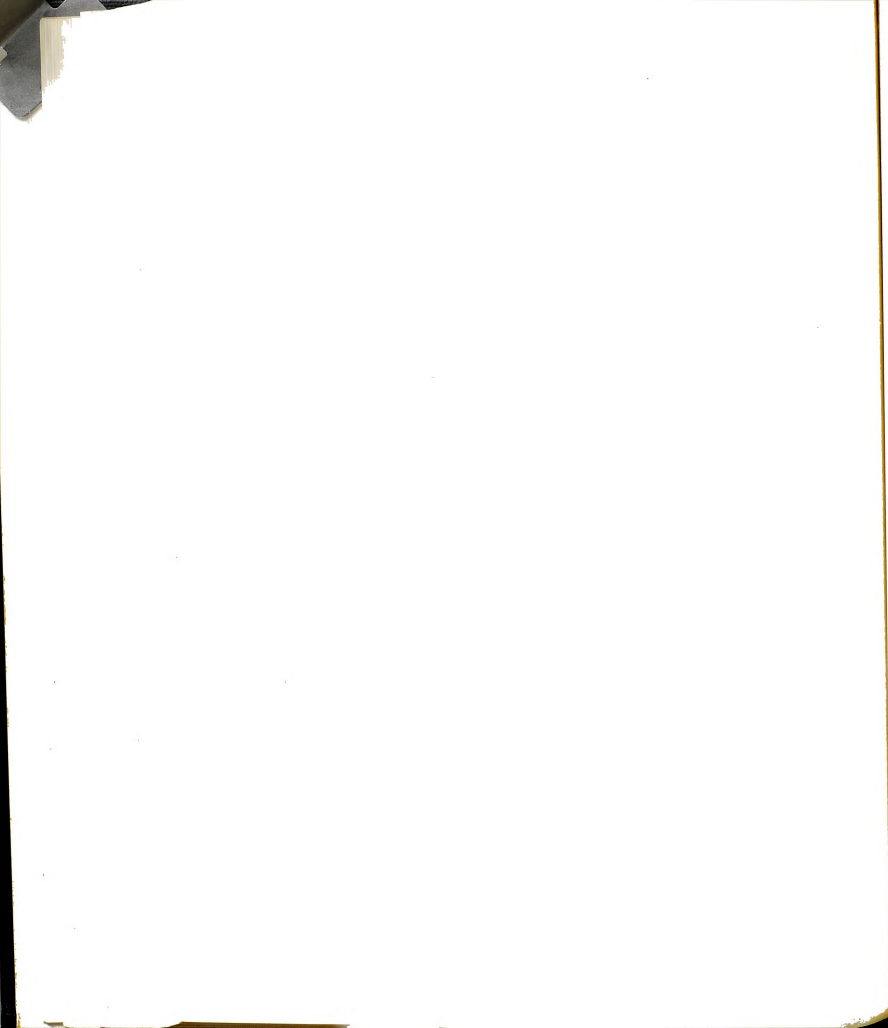


## Household Income\*

Household Income	Number of Households	Per Cent
Under \$3,000	112,150	9.7
\$ 3 - 4,999	115,620	10.0
\$ 5 - 7,999	322,580	27.9
\$ 8 - 9,999	200,020	17.3
\$10 - 14,999	240,490	20.8
\$15 - 24,999	83,250	7.2
\$25,000 or more	30,060	2.6**

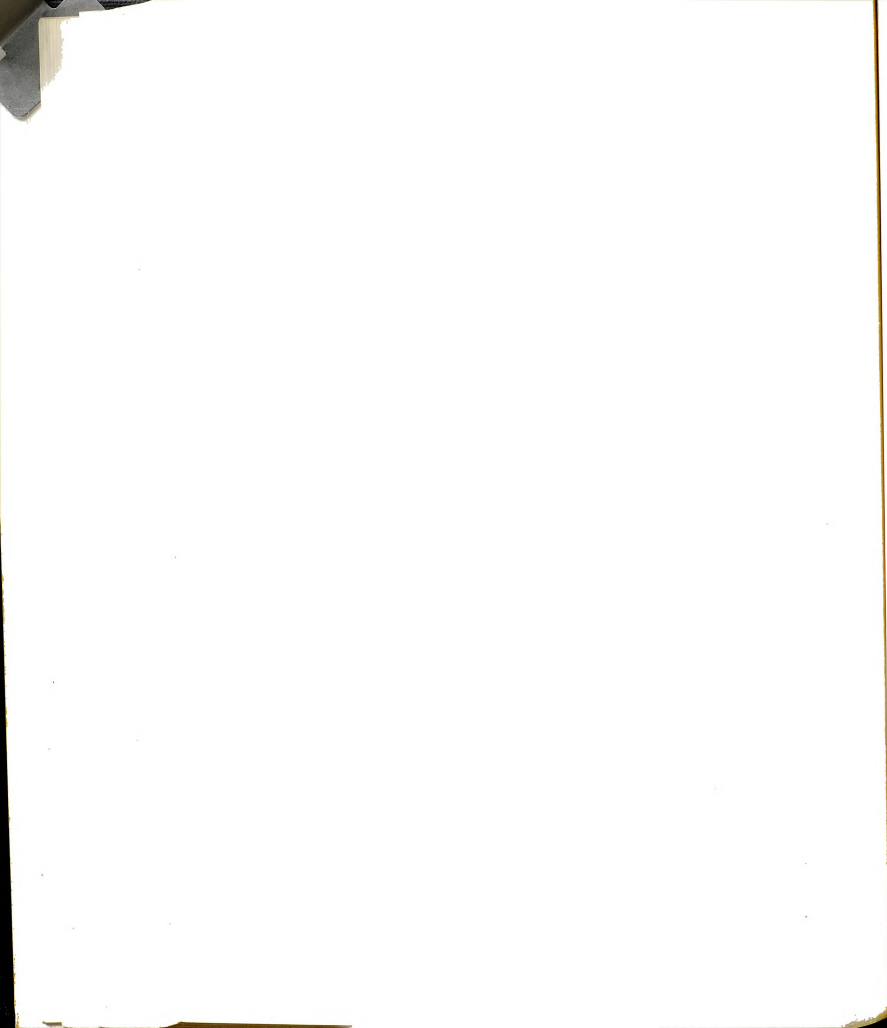
\*Second Biennial Survey of the Metropolitan Detroit Newspaper Audience (The Detroit News: Detroit, 1966), p. 12.

\*\*Outside maximum sampling error tolerance.



APPENDIX D

HOUSEHOLD TENURE, VALUE, MONTHLY RENT



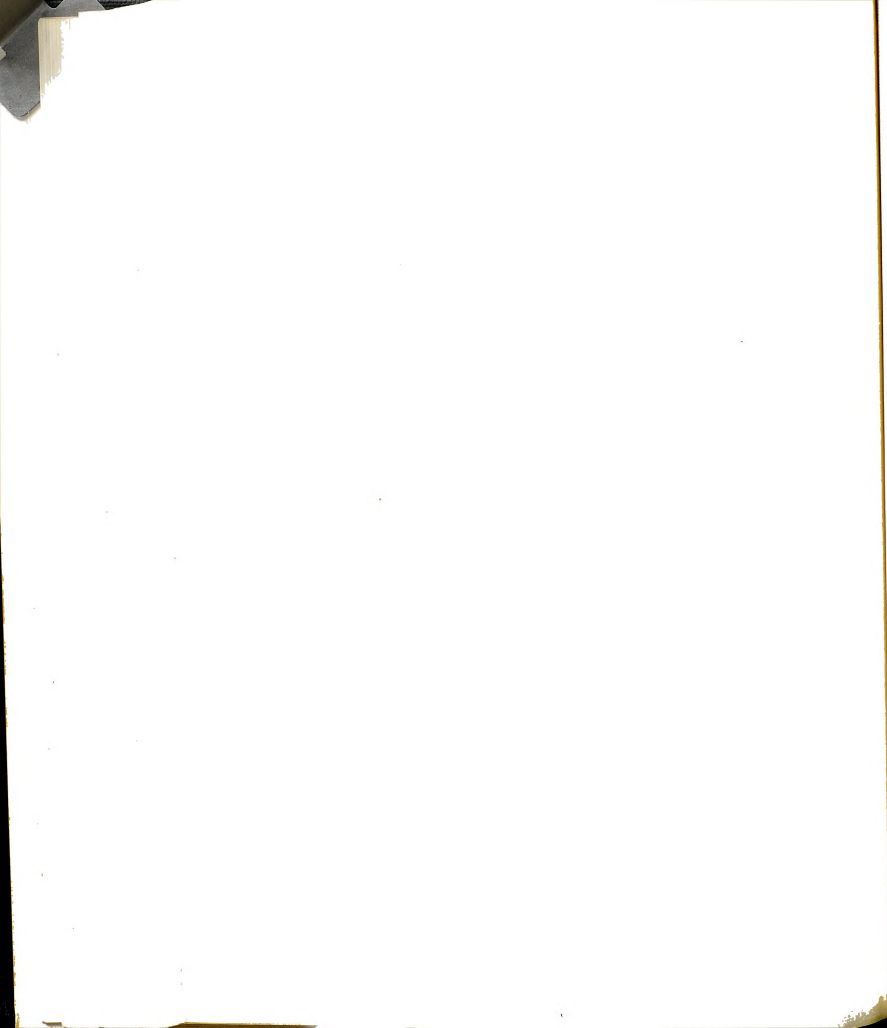
## Household Tenure, Value, Monthly Rent\*

<u>Owner Occupied</u>		
Home Value	Total Number of Households	Per Cent
Under \$7,500	58,970	5.1
\$ 7,500 - 9,999	107,530	9.3
\$10,000 - 12,499	173,430	15.0
\$12,500 - 14,999	164,180	14.2
\$15,000 - 19,999	220,830	19.1
\$20,000 - 24,999	77,470	6.7
\$25,000 or more	89,030	7.7

<u>Renter Occupied</u>		
Monthly Rent	Number of Households	Per Cent
Under \$50	28,910	2.5**
\$ 50 - 74	134,120	11.6
\$ 75 - 99	62,440	5.4
\$100 - 149	25,440	2.2**
\$150 or more	15,030	1.3**

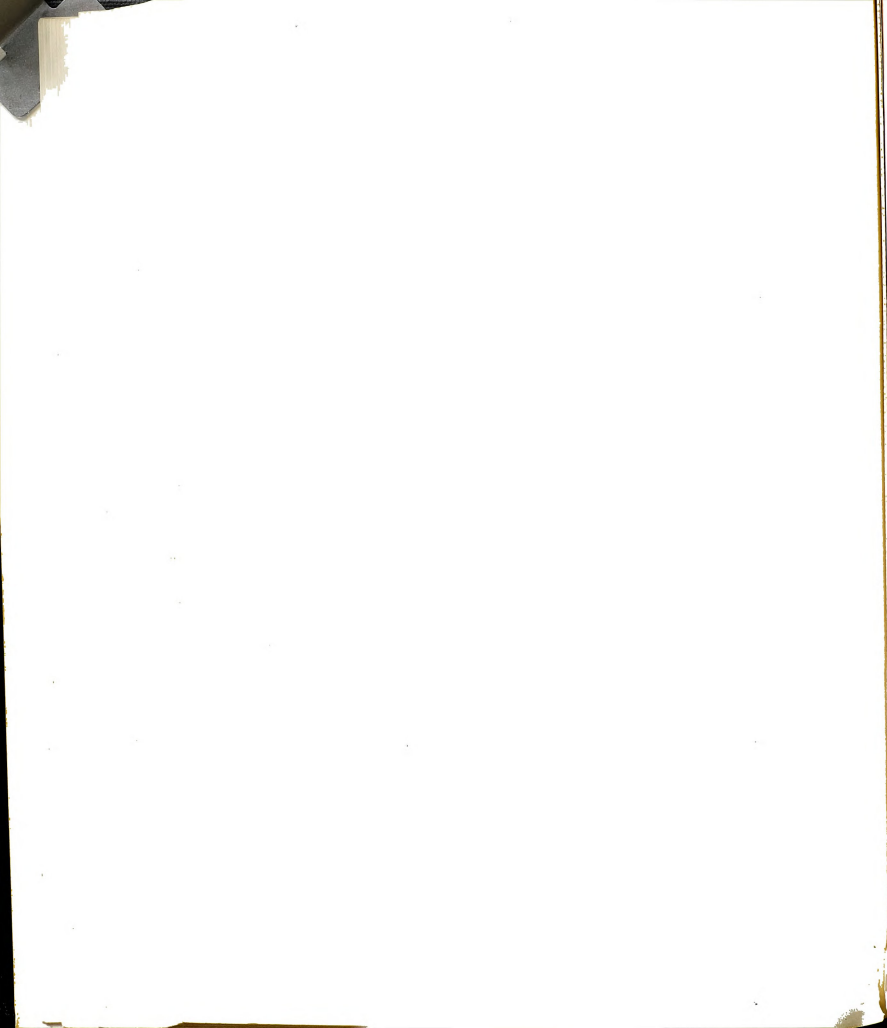
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\*\*Outside maximum sampling error tolerance.



APPENDIX E

QUESTIONNAIRE





MICHIGAN STATE UNIVERSITY RESEARCH  
Michigan State University  
East Lansing, Michigan

Consumer Shopping Habits in the Detroit Area

Hello, I'm \_ \_ \_ \_ from Michigan State University Research. We are conducting a survey of shopping habits in your area. I would like you to help us by answering some questions.

1.1. Does any member of your immediate family work for a department store in the Detroit area?

.1 ☐ Yes .2. ☐ No. .3 ☐ D/K, N/A

If No continue interview. If Yes discontinue interview. Explain the purpose of the study and thank the individual for his assistance. This is an incomplete interview. Interviewer should consult instructions for locating additional subjects.

INSTRUCTIONS FOR ANSWERING THE SEMANTIC DIFFERENTIAL

The purpose of this study is to measure the meanings of certain things to various people. You will be asked to judge these things against a series of descriptive scales. In giving your answers, please make your judgements on the basis of what these things mean to you.

On each page you will find a different item to be judged and beneath it a set of scales. Please rate each item on each scale in order.

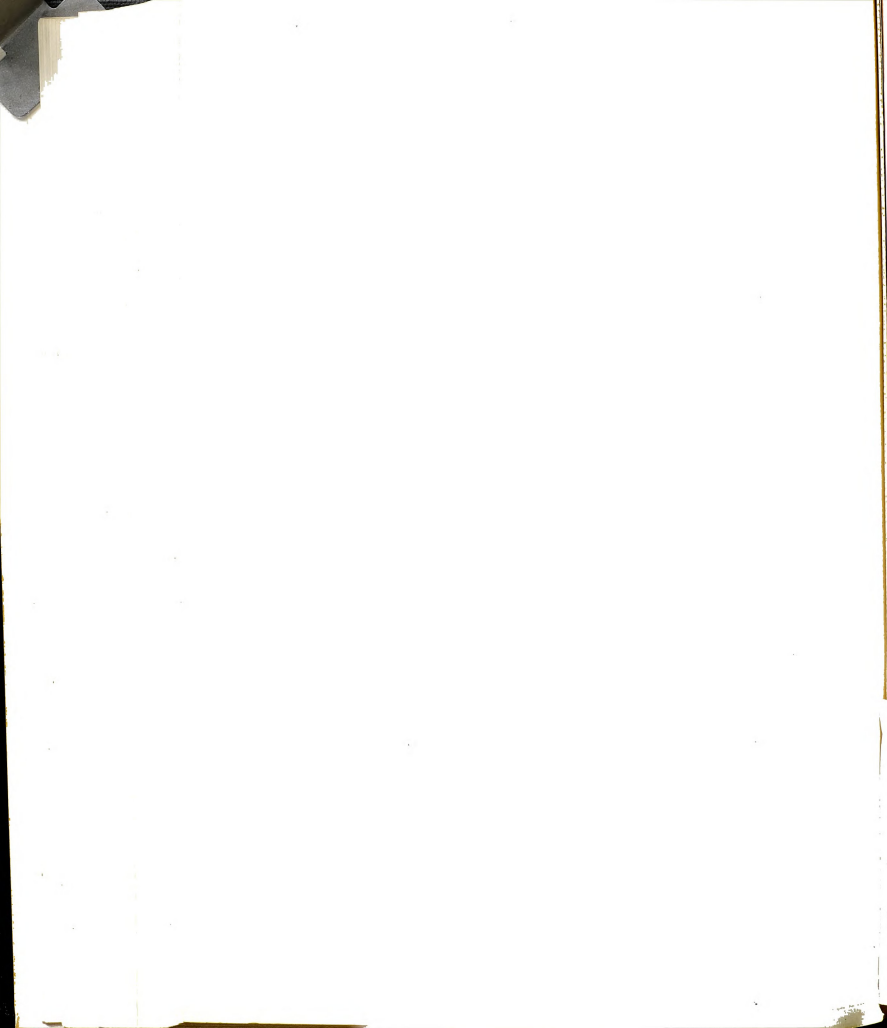
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.1 ☐ Yes .2. ☐ No. .3 ☐ D/K, N/A

If No continue interview. If Yes discontinue interview. Explain the purpose of the study and thank the individual for his assistance. This is an incomplete interview. Interviewer should consult instructions for locating additional subjects.

INSTRUCTIONS FOR ANSWERING THE SEMANTIC DIFFERENTIAL

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On each page you will find a different item to be judged and beneath it a set of scales. Please rate each item on each scale in order.

Here are some examples of how to use these scales:

If the item to be judged was city and the scale was big - small it would look like this

City  
Big: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : Small  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very :

If you think city is very small you would mark the scale as follows

Big: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : X : Small  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very :

If you think city is slightly big you would mark the scale as follows

Big: \_\_\_\_\_ : \_\_\_\_\_ : X : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : Small  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very :

If you think city is neutral, equally applicable to big or small, or that the scale big - small is not applicable to city, you would mark the scale as follows:

Big: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : X : \_\_\_\_\_ : \_\_\_\_\_ : Small  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very :

IMPORTANT

1. Please place your marks in the middle of the scale spaces, not on the boundaries.  
:.....X.....X.....:  
This Not this
2. Never put more than one mark on a single scale.
3. Be sure to mark every scale for every item - do not omit any.
4. Please move directly from one scale to the next - do not check back and forth.
5. Don't worry over the items. It is your first impression that is important. On the other hand, try not to be careless, we value your judgement.
6. Please try to fill in the scales at a fairly high speed.

1. The J. L. Hudson Company

The Hudson Company has a number of stores in the Detroit area. Please think of them all when you mark the following scales.

- 1.1. They show the newest styles sooner than other department stores. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 1.2. Sells low quality merchandise. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 1.3. The merchandise they sell is the kind I like to buy. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 1.4. You can never find a wide variety of things to choose from. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 1.5. A good place to get new ideas about home furnishings. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 1.6. Rarely runs out of merchandise. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 2.1. Very strict in cashing customers' checks. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 2.2. Very easy to get a charge account. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 3.1. Sales people make you feel that you are unimportant. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 3.2. Sales people know their merchandise very well. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 3.3. Sales people are not interested in being of service to customers. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 3.4. Sales people are courteous to customers. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 3.5. Sales people make you feel uncomfortable if you are just browsing. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 4.1. When they have a sale, the sale merchandise is of regular quality. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 4.2. Prices are likely to be higher here than in other department stores for the same merchandise. Very : Quite : Slightly:Neutral : Slightly: Quite : Very

same stores in the Detroit area. Please think of them

- 5.1. A warm friendly store. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.2. The store is often too crowded for enjoyable shopping. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.3. The way the departments in the store are arranged makes it easy to find things. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.4. I am unlikely to meet friends in the store. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.5. Friendly to colored people. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.6. You are unlikely to see upper class people there. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.7. You are likely to see middle class people there. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.8. You are unlikely to see lower class people there. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 5.9. I can't save any time by shopping there. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 6.1. You can believe their advertisements. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 7.1. They are strict on exchanges and returns. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 7.2. I am always satisfied with the goods I buy there after I purchase them. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 8.1. Hard for me to get there. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 8.2. Parking facilities are excellent. Very : Quite : Slightly:Neutral : Slightly: Quite : Very
- 8.3. Inconvenient because it is near other stores I want to shop at. Very : Quite : Slightly:Neutral : Slightly: Quite : Very

### 3. Sears, Roebuck and Company

Seers has a number of department stores in the Detroit area. Please think of them all when you make the following scales.

- 1.1. They show the newest styles sooner than other department stores. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 1.2. Sells low quality merchandise. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 1.3. The merchandise they sell is the kind I like to buy. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 1.4. You can never find a wide variety of things to choose from. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 1.5. A good place to get new ideas about home furnishings. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 1.6. Barely runs out of merchandise. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 2.1. Very strict in cashing customers' checks. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 2.2. Very easy to get a charge account. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 3.1. Sales people make you feel that you are unimportant. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 3.2. Sales people know their merchandise very well. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 3.3. Sales people are not interested in being of service to customers. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 3.4. Sales people are courteous to customers. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 3.5. Sales people make you feel uncomfortable if you are just browsing. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 4.1. When they have a sale, the sale merchandise is of regular quality. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 4.2. Prices are likely to be higher here than in other department stores for the same merchandise. Very : Quite : Slightly : Neutral : Slightly : Quite : Very

- 5.1. A warm friendly store. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.2. The store is often too crowded for enjoyable shopping. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.3. The way the departments in the store are arranged makes it easy to find things. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.4. I am unlikely to meet friends in the store. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.5. Friendly to colored people. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.6. You are unlikely to see upper class people there. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.7. You are likely to see middle class people there. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.8. You are unlikely to see lower class people there. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 5.9. I can't save any time by shopping there. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 6.1. You can believe their advertisements. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 7.1. They are strict on exchanges and returns. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 7.2. I am always satisfied with the goods I buy there after I purchase them. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 8.1. Hard for me to get there. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 8.2. Parking facilities are excellent. Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 8.3. Inconvenient because it is not near other stores I want to shop at. Very : Quite : Slightly : Neutral : Slightly : Quite : Very



### 3. Federal Department Stores

Federals has a number of stores in the Detroit area. Please think of them all when you mark the following scales.

- 1.1. They show the newest styles sooner than other department stores  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : They show the newest styles later than other department stores
- 1.2. Sells low quality merchandise : Sells high quality merchandise  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very
- 1.3. The merchandise they sell is the kind I like to buy  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : The merchandise they sell is not the kind I like to buy
- 1.4. You can never find a wide variety of things to choose from  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You can always find a wide variety of things to choose from
- 1.5. A good place to get new ideas about home furnishings  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : A poor place to get new ideas about home furnishings
- 1.6. Rarely runs out of merchandise  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Frequently runs out of merchandise
- 2.1. Very strict in cashing customers' checks  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Very liberal in cashing customers' checks
- 2.2. Very easy to get a charge account  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Very hard to get a charge account
- 3.1. Sales people make you feel that you are unimportant  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sales people make you feel that you are important
- 3.2. Sales people know their merchandise very well  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sales people don't know their merchandise very well
- 3.3. Sales people are not interested in being of service to customers  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sales people are interested in being of service to customers
- 3.4. Sales people are courteous to customers  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sales people are discourteous to customers
- 3.5. Sales people make you feel uncomfortable if you are just browsing  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sales people make you feel comfortable if you are just browsing
- 4.1. When they have a sale, the sale merchandise is of regular quality  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : When they have a sale, the sale merchandise is below regular quality
- 4.2. Prices are likely to be higher here than in other department stores for the same merchandise  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Prices are likely to be lower here than in other department stores for the same merchandise

- 5.1. A warm friendly store  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : A cold unfriendly store
- 5.2. The store is often too crowded for enjoyable shopping  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : The store is never too crowded for enjoyable shopping
- 5.3. The way the departments in the store are arranged makes it easy to find things  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : The way the departments in the store are arranged makes it hard to find things
- 5.4. I am unlikely to meet friends in the store  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : I am likely to meet friends in the store
- 5.5. Friendly to colored people  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Unfriendly to colored people
- 5.6. You are unlikely to see upper class people there  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are likely to see upper class people there
- 5.7. You are likely to see middle class people there  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are unlikely to see middle class people there
- 5.8. You are unlikely to see lower class people there  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are likely to see lower class people there
- 5.9. I can't save any time by shopping there  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : I can save time by shopping there
- 6.1. You can believe their advertisements  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You can't believe their advertisements
- 7.1. They are strict on exchanges and returns  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : They are liberal on exchanges and returns
- 7.2. I am always satisfied with the goods I buy there after I purchase them  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : I am never satisfied with the goods I buy there after I purchase them
- 8.1. Hard for me to get there  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Easy for me to get there
- 8.2. Parking facilities are excellent  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Parking facilities are poor
- 8.3. Inconvenient because it is not near other stores I want to shop at  
Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Convenient because it is near other stores I want to shop at

#### 4 The 'Ideal' Department Store

If you were thinking of the 'ideal' department store how would you mark the following scales? This store does not have to exist: it is simply what you imagine would be the ultimate in department stores.

1.1. They show the newest styles sooner than other department stores	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	They show the newest styles later than other department stores	////
1.2. Sells low quality merchandise	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Sells high quality merchandise	////
1.3. The merchandise they sell is the kind I like to buy	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	The merchandise they sell is not the kind I like to buy	////
1.4. You can never find a wide variety of things to choose from	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	You can always find a wide variety of things to choose from	////
1.5. A good place to get new ideas about home furnishings	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	A poor place to get new ideas about home furnishings	////
1.6. Rarely runs out of merchandise	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Frequently runs out of merchandise	////
2.1. Very strict in cashing customers' checks	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Very liberal in cashing customers' checks	////
2.2. Very easy to get a charge account	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Very hard to get a charge account	////
3.1. Sales people make you feel that you are unimportant	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Sales people make you feel that you are important	////
3.2. Sales people know their merchandise very well	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Sales people don't know their merchandise very well	////
3.3. Sales people are not interested in being of service to customers	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Sales people are interested in being of service to customers	////
3.4. Sales people are courteous to customers	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Sales people are discourteous to customers	////
3.5. Sales people make you feel uncomfortable if you are just browsing	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Sales people make you feel comfortable if you are just browsing	////
4.1. When they have a sale, the sale merchandise is of regular quality	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	When they have a sale, the sale merchandise is below regular quality	////
4.2. Prices are likely to be higher here than in other department stores for the same merchandise	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Prices are likely to be lower here than in other department stores for the same merchandise	////

5.1. A warm friendly store	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	A cold unfriendly store	////
5.2. The store is often too crowded for enjoyable shopping	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	The store is never too crowded for enjoyable shopping	////
5.3. The way the departments in the store are arranged makes it easy to find things	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	The way the departments in the store are arranged makes it hard to find things	////
5.4. I am unlikely to meet friends in the store	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	I am likely to meet friends in the store	////
5.5. Friendly to colored people	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Unfriendly to colored people	////
5.6. You are unlikely to see upper class people there	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	You are likely to see upper class people there	////
5.7. You are likely to see middle class people there	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	You are unlikely to see middle class people there	////
5.8. You are unlikely to see lower class people there	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	You are likely to see lower class people there	////
5.9. I can't save any time by shopping there	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	I can save time by shopping there	////
6.1. You can believe their advertisements	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	You can't believe their advertisements	////
7.1. They are strict on exchanges and returns	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	They are liberal on exchanges and returns	////
7.2. I am always satisfied with the goods I buy there after I purchase them	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	I am never satisfied with the goods I buy there after I purchase them	////
8.1. Hard for me to get there	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Easy for me to get there	////
8.2. Parking facilities are excellent	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Parking facilities are poor	////
8.3. Inconvenient because it is not near other stores I want to shop at	Very	Quite	Slightly	Neutral	Slightly	Quite	Very	Convenient because it is near other stores I want to shop at	////



5. Hudson's Furniture Department (Male & Female respondents)

Please mark the following scales as you feel they describe Hudson's Furniture Department.

- 1.2. Sells low quality merchandise: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Sells high quality merchandise ☒
- 1.3. The merchandise they sell is the kind I like to buy: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | The merchandise they sell is not the kind I like to buy ☒
- 1.4. You can never find a wide variety of things to choose from: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You can always find a wide variety of things to choose from ☒
- 1.8. Rarely runs out of merchandise: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Frequently runs out of merchandise ☒
- 1.2. Sales people don't know their merchandise very well: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Sales people know their merchandise very well ☒
- 1.5. Clerks make you feel comfortable if you are just browsing: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Clerks make you feel uncomfortable if you are just browsing ☒
- 4.1. When they have a sale, the sale merchandise is of regular quality: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | When they have a sale, the sale merchandise is below regular quality ☒
- 4.2. Prices are likely to be higher at Hudson's than in other department stores for the same merchandise: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Prices are likely to be lower at Hudson's than in other department stores for the same merchandise ☒
- 5.1. A warm friendly department: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | A cold unfriendly department ☒
- 5.2. This department is always too crowded for enjoyable shopping: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | This department is never too crowded for enjoyable shopping ☒
- 5.5. Friendly to colored people: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Unfriendly to colored people ☒
- 5.6. You are likely to see upper class people there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You are unlikely to see upper class people there ☒
- 6.7. You are unlikely to see middle class people there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You are likely to see middle class people there ☒
- 5.8. You are likely to see lower class people there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You are unlikely to see lower class people there ☒
- 5.9. I can save time by shopping there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | I can't save time by shopping there ☒

6. Hudson's Large Appliances Department (Male & Female respondents)

Please mark the following scales as you feel they describe Hudson's Large Appliance Department.

- 1.2. Sells low quality merchandise: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Sells high quality merchandise ☒
- 1.3. The merchandise they sell is the kind I like to buy: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | The merchandise they sell is not the kind I like to buy ☒
- 1.4. You can never find a wide variety of things to choose from: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You can always find a wide variety of things to choose from ☒
- 1.8. Rarely runs out of merchandise: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Frequently runs out of merchandise ☒
- 1.2. Sales people don't know their merchandise very well: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Sales people know their merchandise very well ☒
- 1.5. Clerks make you feel comfortable if you are just browsing: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Clerks make you feel uncomfortable if you are just browsing ☒
- 4.1. When they have a sale, the sale merchandise is of regular quality: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | When they have a sale, the sale merchandise is below regular quality ☒
- 4.2. Prices are likely to be higher at Hudson's than in other department stores for the same merchandise: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Prices are likely to be lower at Hudson's than in other department stores for the same merchandise ☒
- 5.1. A warm friendly department: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | A cold unfriendly department ☒
- 5.2. This department is always too crowded for enjoyable shopping: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | This department is never too crowded for enjoyable shopping ☒
- 5.5. Friendly to colored people: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | Unfriendly to colored people ☒
- 5.6. You are likely to see upper class people there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You are unlikely to see upper class people there ☒
- 6.7. You are unlikely to see middle class people there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You are likely to see middle class people there ☒
- 5.8. You are likely to see lower class people there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | You are unlikely to see lower class people there ☒
- 5.9. I can save time by shopping there: Very | Quite | Slightly | Neutral | Slightly | Quite | Very | I can't save time by shopping there ☒

7. Hudson's Moderately Priced Dress Department (19.95 - \$29.95) (Female respondents)

Please mark the following scales as you feel they describe Hudson's Moderately Priced Dress Department.

- 1.2. Sells low quality merchandise: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Sells high quality merchandise
- 1.3. The merchandise they sell is the kind I like to buy: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : The merchandise they sell is not the kind I like to buy
- 1.4. You can never find a wide variety of things to choose from: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You can always find a wide variety of things to choose from
- 1.8. Rarely runs out of merchandise: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Frequently runs out of merchandise
- 3.2. Sales people don't know their merchandise very well: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Sales people know their merchandise very well
- 3.5. Clerks make you feel comfortable if you are just browsing: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Clerks make you feel uncomfortable if you are just browsing
- 4.1. When they have a sale, the sale merchandise is of regular quality: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : When they have a sale, the sale merchandise is below regular quality
- 4.2. Prices are likely to be higher at Hudson's than in other department stores for the same merchandise: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Prices are likely to be lower at Hudson's than in other department stores for the same merchandise
- 5.1. A warm friendly department: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : A cold unfriendly department
- 5.2. This department is always too crowded for enjoyable shopping: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : This department is never too crowded for enjoyable shopping
- 5.5. Friendly to colored people: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Unfriendly to colored people
- 5.6. You are likely to see upper class people there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You are unlikely to see upper class people there
- 5.7. You are unlikely to see middle class people there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You are likely to see middle class people there
- 5.8. You are likely to see lower class people there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You are unlikely to see lower class people there
- 5.9. I can save time by shopping there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : I can't save time by shopping there

8. Hudson's Children's Wear Department (Female respondents only)

Please mark the following scales as you feel they describe Hudson's Children's Wear Department.

- 1.2. Sells low quality merchandise: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Sells high quality merchandise
- 1.3. The merchandise they sell is the kind I like to buy: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : The merchandise they sell is not the kind I like to buy
- 1.4. You can never find a wide variety of things to choose from: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You can always find a wide variety of things to choose from
- 1.8. Rarely runs out of merchandise: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Frequently runs out of merchandise
- 3.2. Sales people don't know their merchandise very well: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Sales people know their merchandise very well
- 3.5. Clerks make you feel comfortable if you are just browsing: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Clerks make you feel uncomfortable if you are just browsing
- 4.1. When they have a sale, the sale merchandise is of regular quality: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : When they have a sale, the sale merchandise is below regular quality
- 4.2. Prices are likely to be higher at Hudson's than in other department stores for the same merchandise: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Prices are likely to be lower at Hudson's than in other department stores for the same merchandise
- 5.1. A warm friendly department: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : A cold unfriendly department
- 5.2. This department is always too crowded for enjoyable shopping: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : This department is never too crowded for enjoyable shopping
- 5.5. Friendly to colored people: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : Unfriendly to colored people
- 5.6. You are likely to see upper class people there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You are unlikely to see upper class people there
- 5.7. You are unlikely to see middle class people there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You are likely to see middle class people there
- 5.8. You are likely to see lower class people there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : You are unlikely to see lower class people there
- 5.9. I can save time by shopping there: Very : Quite : Slightly:Neutral : Slightly: Quite : Very : I can't save time by shopping there

9. Hudson's Men's Clothing Department (Male respondents only)

Please mark the following scales as you feel they describe Hudson's Men's Clothing Department.

- 1.2. Sells low quality merchandise: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sells high quality merchandise
- 1.3. The merchandise they sell is the kind I like to buy: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : The merchandise they sell is not the kind I like to buy
- 1.4. You can never find a wide variety of things to choose from: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You can always find a wide variety of things to choose from
- 1.8. Rarely runs out of merchandise: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Frequently runs out of merchandise
- 3.2. Sales people don't know their merchandise very well: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sales people know their merchandise very well
- 3.5. Clerks make you feel comfortable if you are just browsing: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Clerks make you feel uncomfortable if you are just browsing
- 4.1. When they have a sale, the sale merchandise is of regular quality: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : When they have a sale, the sale merchandise is below regular quality
- 4.2. Prices are likely to be higher at Hudson's than in other department stores for the same merchandise: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Prices are likely to be lower at Hudson's than in other department stores for the same merchandise
- 5.1. A warm friendly department: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : A cold unfriendly department
- 5.2. This department is always too crowded for enjoyable shopping: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : This department is never too crowded for enjoyable shopping
- 5.5. Friendly to colored people: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Unfriendly to colored people
- 5.6. You are likely to see upper class people there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are unlikely to see upper class people there
- 6.7. You are unlikely to see middle class people there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are likely to see middle class people there
- 5.8. You are likely to see lower class people there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are unlikely to see lower class people there
- 5.9. I can save time by shopping there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : I can't save time by shopping there

10. Hudson's Hardware Department (Male respondents only)

Please mark the following scales as you feel they describe Hudson's Hardware Department.

- 1.2. Sells low quality merchandise: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sells high quality merchandise
- 1.3. The merchandise they sell is the kind I like to buy: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : The merchandise they sell is not the kind I like to buy
- 1.4. You can never find a wide variety of things to choose from: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You can always find a wide variety of things to choose from
- 1.8. Rarely runs out of merchandise: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Frequently runs out of merchandise
- 3.2. Sales people don't know their merchandise very well: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Sales people know their merchandise very well
- 3.5. Clerks make you feel comfortable if you are just browsing: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Clerks make you feel uncomfortable if you are just browsing
- 4.1. When they have a sale, the sale merchandise is of regular quality: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : When they have a sale, the sale merchandise is below regular quality
- 4.2. Prices are likely to be higher at Hudson's than in other department stores for the same merchandise: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Prices are likely to be lower at Hudson's than in other department stores for the same merchandise
- 5.1. A warm friendly department: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : A cold unfriendly department
- 5.2. This department is always too crowded for enjoyable shopping: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : This department is never too crowded for enjoyable shopping
- 5.5. Friendly to colored people: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : Unfriendly to colored people
- 5.6. You are likely to see upper class people there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are unlikely to see upper class people there
- 6.7. You are unlikely to see middle class people there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are likely to see middle class people there
- 5.8. You are likely to see lower class people there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : You are unlikely to see lower class people there
- 5.9. I can save time by shopping there: Very : Quite : Slightly : Neutral : Slightly : Quite : Very : I can't save time by shopping there

# 11. Shopping

Please think of the activity of shopping -- from the time you leave until you return. Mark the scales to describe how you feel about shopping. Please disregard grocery shopping in marking these scales.

5.1. For me shopping: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : For me shopping is fun: Very : Quite : Slightly: Neutral : Slightly: Quite : Very : is work

5.2. For me, shopping: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : For me, shopping is dull: Very : Quite : Slightly: Neutral : Slightly: Quite : Very : is exciting

5.3. I like to: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : I like to shop alone: Very : Quite : Slightly: Neutral : Slightly: Quite : Very : have company when I shop

5.4. Shopping: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : Shopping gives me: Very : Quite : Slightly: Neutral : Slightly: Quite : Very : gives me satisfaction no satisfaction

5.5. I don't feel: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : I feel creative when: Very : Quite : Slightly: Neutral : Slightly: Quite : Very : I go shopping

*Frustration*

*Accomplish  
myself*

12.1 What is your favorite department store? \_\_\_\_\_

1. ☐ 2. ☐ 3. ☐ . ☐ . ☐ . ☐

2. If you are not able to find what you want at your favorite department store, which store would you try next?

1. ☐ 2. ☐ 3. ☐ . ☐ . ☐ . ☐ \_\_\_\_\_

3. Which department store would you try after that?

1. ☐ 2. ☐ 3. ☐ . ☐ . ☐ . ☐ \_\_\_\_\_

4. If Hudson's is not mentioned above - Have you ever shopped at Hudsons?

1. Yes ☐ 2. No ☐ 3. D/K, N/A, etc., ☐

(If no, omit questions 13, 14 and 15)

13.1 Which Hudson's store have you shopped at most often? \_\_\_\_\_

1. DT ☐ 2. N ☐ 3. E ☐ 4. W ☐ 5. D ☐

6. LP ☐ 7. P ☐ 8. M ☐ 9. OM ☐

2. When did you last shop at a J.L. Hudson store?

1. less than a week ago ☐ 2. more than a week but less than a month ago ☐

3. more than a month ago ☐

3. Could you estimate how many times a month, on the average, during this past year, you shopped at Hudsons?

1. once a month ☐ 2. two or three times a month ☐

3. more than three times a month ☐

4. Could you estimate how much you spent at Hudsons last year? *for shopping trip*

1. less than \$100 ☐ 2. \$100-\$249 ☐

3. \$250-\$499 ☐ 4. \$500-\$1,000 ☐ 5. more than \$1,000 ☐

14.1. How long have you been a Hudson's customer?

1. less than one year ☐ 2. more than 1 year and less than 5 years ☐

3. more than 5 years and less than 10 years ☐ 4. more than 10 years ☐

2. From what source did you first hear about Hudsons?

1. from some other person ☐ 2. from an advertisement ☐

3. discovered Hudsons myself while driving, or walking around town ☐

4. other sources-please specify ☐ \_\_\_\_\_

5. don't recall ☐





2. Please indicate which letter corresponds to the job of the male head of this household. Hand respondent card 21.2.

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ 7. ☐ 8. ☐ 9. ☐

3. If head of household is female, which letter corresponds to the female head of this household-hand respondent card 21.2.

1. ☒ 2. ☐ 3. ☐ 4. ☐ 5. ☐ 6. ☐ 7. ☐ 8. ☐ 9. ☐

(note: mark only 21.2 or 21.3, not both)

4. Would you please describe more fully the job indicated above in 21.2 or 21.3.

1. Is university training required for this job?

1. yes ☐ 2. no ☐

2. Is an apprenticeship required for this job?

1. yes ☐ 2. no ☐

3. Does this job include the supervision of other people?

1. yes ☐ 2. no ☐

- 22.1. Please indicate which letter corresponds to your total family income before taxes last year. Hand respondent card 22.1.

A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐ G. ☐

- 23.1. Please indicate which letter corresponds to the source of the greatest part of your family income. Hand respondent card 23.1.

A. ☐ B. ☐ C. ☐ D. ☐ E. ☐

- 24.1. Please indicate which letter corresponds to the last year of school completed by male head of family. Hand respondent card 24.1.

A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐ G. ☐

- 25.1. Do you own or rent this dwelling?

1. own ☐ 2. rent ☐

- .1 If owned, ask: How much do you think you could get for this house if it were put up for sale today? Hand respondent card 25.1.1.

A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐

G. ☐ H. ☐ I. ☐ J. ☐


- .2 If rented ask: What is the monthly rent? Hand respondent card 25.1.2.


A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐

G. ☐ H. ☐ I. ☐

Thank you very much for your cooperation. I can assure you that all the information you have given to us will remain confidential. We appreciate your assistance in this research.

The interviewer will complete the following by observation after the interview has been completed.

26.1. Respondent's address \_\_\_\_\_ 


2. Respondent's code number \_\_\_\_\_ 


3. Respondent's dwelling type.


.1 single ☐ .2 attached one side ☐

.3 attached two sides ☐ .4 two family dwelling ☐

.5 du-plex ☐ .6 four-plex ☐ .7 apartment ☐

.8 other ☐ specify \_\_\_\_\_ 

27.1. Respondent's sex 1. male ☐ 2. female ☐ 

2. Respondent's race 1. white ☐ 2. negro ☐  
3. other ☐ specify \_\_\_\_\_ 



## RESPONDENT CATEGORY CARDS

20.1 Please indicate which letter corresponds to your age category.

- A Less than 20 years
- B More than 20 but less than 30 years
- C More than 30 but less than 40 years
- D More than 40 but less than 50 years
- E More than 50 but less than 65 years
- F 65 years and older.

21.2 Please indicate which letter corresponds to the and job of the male (female) head of this household.

21.3

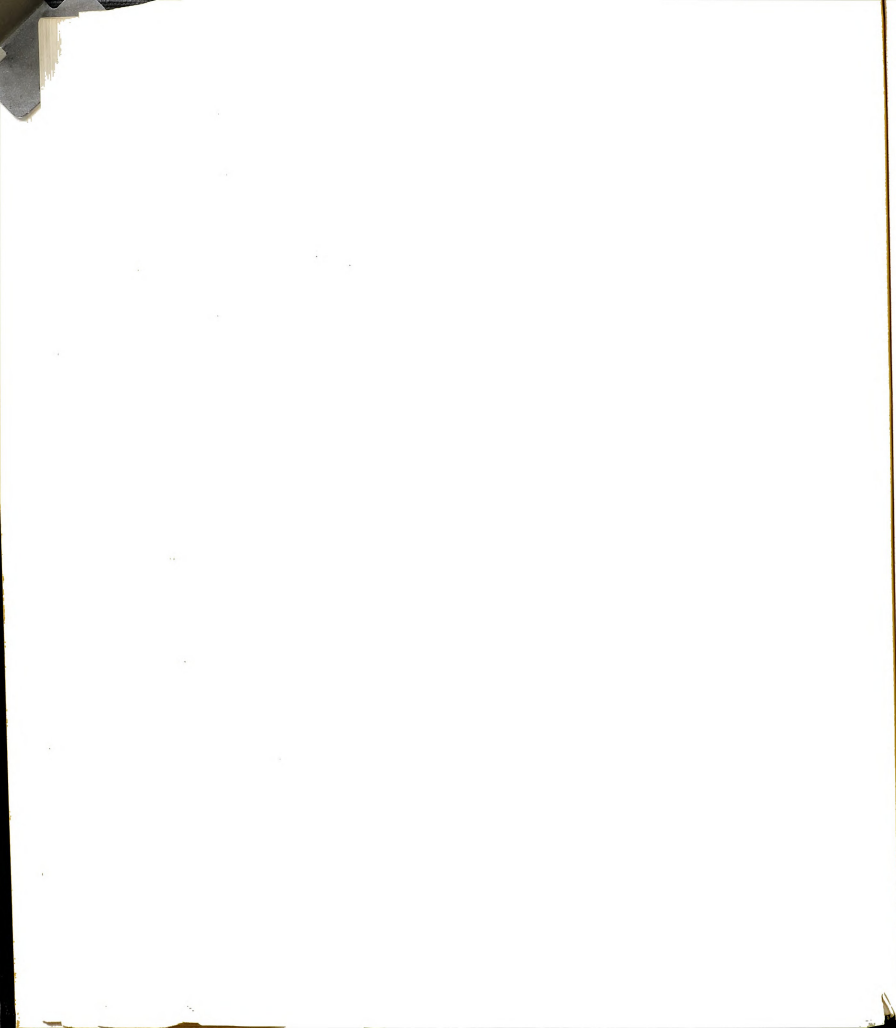
- A Professionals and proprietors of large businesses
- B Semi-professionals and smaller officials of large businesses
- C Clerks and kindred workers
- D Skilled workers
- E Proprietors of small businesses
- F Semi-skilled workers
- G Unskilled workers

22.1 Please indicate which letter corresponds to your total family income before taxes last year.

- A Less than \$4,000
- B \$4,000 - \$7,999
- C \$8,000 - \$9,999
- D \$10,000 - \$12,499
- E \$12,500 - \$14,999
- F \$15,000 - \$24,999
- G \$25,000 and more

23.1 Please indicate which letter corresponds to the source of the greatest part of your family income.

- A Inherited wealth
- B Profits and dividends
- C Earned salary
- D Earned hourly wage
- E Other - please specify



24.1 Please indicate which letter corresponds to the last year of school completed by the male (female) head of this household.

- A Grade school or less
- B Some high school
- C Graduated from high school
- D Some college
- E Graduated from college
- F Graduate or advanced degree

25.1 How much do you think you could get for this house if it were put up for sale today?

- A More than \$50,000
- B \$35,000 - \$49,999
- C \$20,000 - \$34,999
- D \$15,000 - \$19,999
- E \$12,500 - \$14,999
- F \$10,000 - \$12,499
- G Less than \$10,000

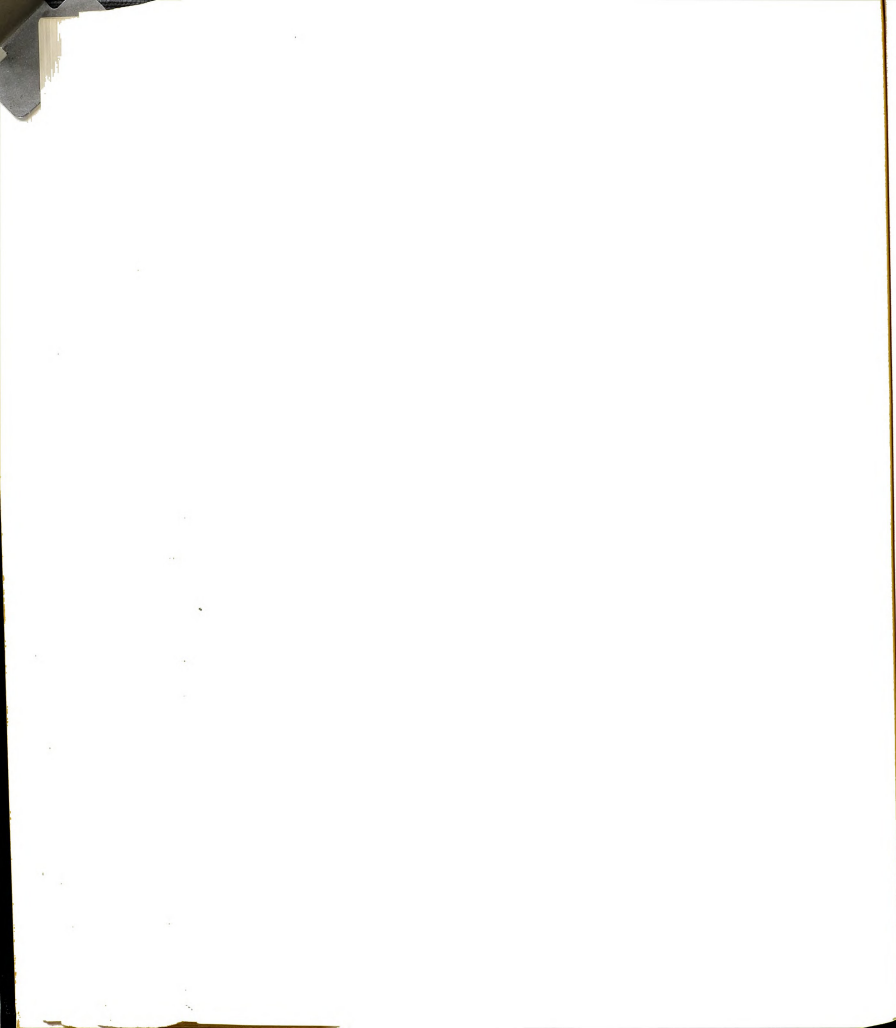
25.2 What is the monthly rent?

- A More than \$500
- B \$250 - \$499
- C \$150 - \$249
- D \$100 - \$149
- E \$75 - \$99
- F \$50 - \$74
- G Less than \$50



APPENDIX F

INSTRUCTIONS FOR INTERVIEWERS



### Instructions for Interviewers

The following instructions are a guide to the administration of your interviews. In some cases, such as dress and time, they will be of a general nature. In other cases such as the termination of interviews and the selection of additional subjects they will be specific.

#### General Instructions

##### Dress

Interviewers should wear a jacket and tie, or similar appropriate female attire when interviewing. In addition, the identification card should be worn in a conspicuous position. Both dress and identification will increase the interviewer's effectiveness in gaining subject cooperation.

##### Time

All interviews should take place before 9:00 p.m. Car should be taken to avoid meal hours. No interviewing may be done on Sundays.

To make the best use of your time, you should arrange to interview when a number of interviews can be done at one time. To facilitate this, your subjects are located close together.





### Interviewer Kit

Each interviewer will be provided with a kit containing the following items:

1. Street map of Detroit;
2. List of addresses of subjects;
3. Identification card;
4. Instructions;
5. Set of respondent category cards.

### Specific Instructions

When you go into the field to interview take your interviewer kit, a pen and pencil, and sufficient questionnaires.

### Male-Female Quota

Out of each four households attempt to obtain an interview with one male head of the household. As this may not always be possible, please try to obtain interviews from twelve female and four male subjects out of your total of sixteen subjects.

### Introduction To Subject

In your introduction to each subject begin with the first paragraph of the questionnaire. Offer as little in addition as possible. If you are asked how long the questionnaire will take, emphasize that it will only take a short time. If you are pressed, tell the person that it will take about 25 - 30 minutes.



Question 1.1

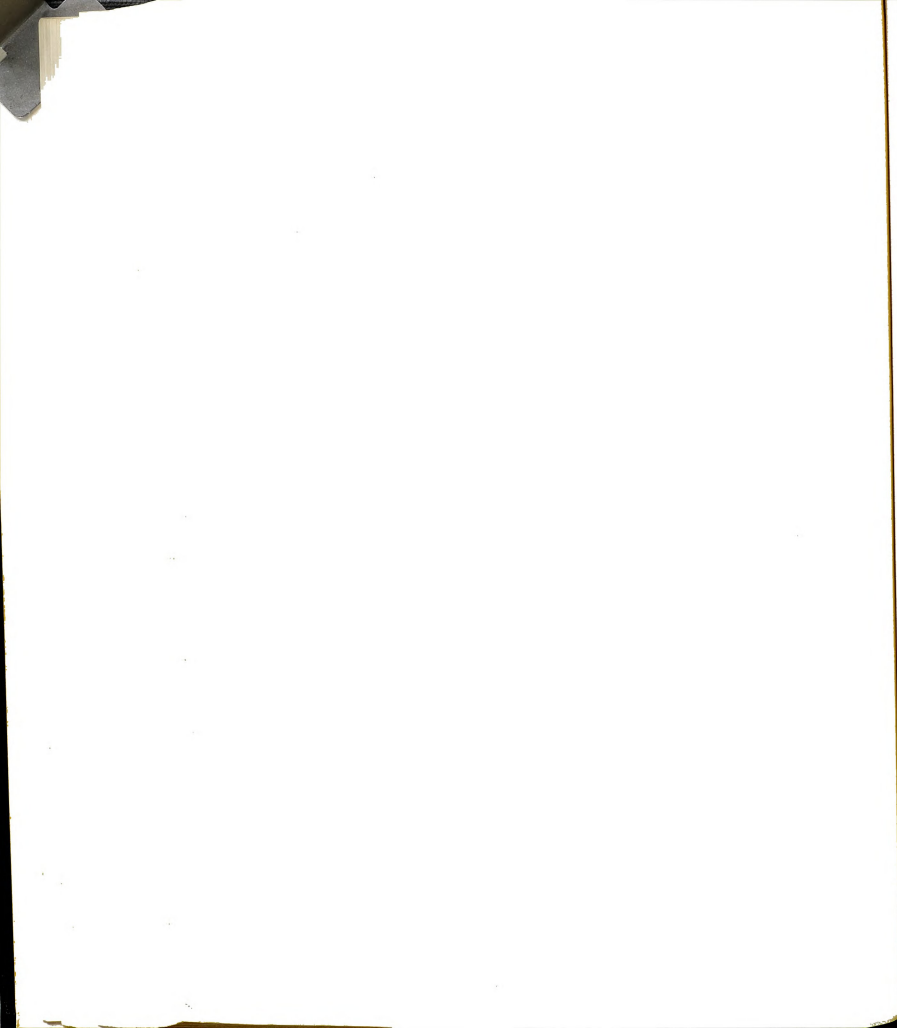
The first question is set up to eliminate persons who are closely related to people employed by Detroit area department stores. For your purposes the Detroit area may be thought of as metropolitan Detroit. The following is a list of department stores: Arlan's, Atlantic Mills Thrift Centers, Crowley-Milner, Demery's, E. J. Korvette, Federal, Gem International, J. C. Penny, J. L. Hudson, Jacobsons, K-Mart, Miracle Mart, Montgomery Ward, Peoples Outfitting, Sams, Sears-Roebuck, Shopper's Fair, Spartan, Topps and W. T. Grant.

To the people who answer Yes to Question 1.1., explain that you are investigating the way people feel about department stores and that it would be unfair to ask them about these stores because of their close relationship to one of these stores. Thank them for their assistance.

To people who answer No to Question 1.1., explain that it would be easier to complete the questionnaire if you could sit down with respondent. Try to gain admittance to the house and sit in a place where you can assist the subject.

Semantic Differential

Go over the instructions for answering the semantic differential with the person until you are sure he or she understands. Then, go on to the actual



semantic differential questions having the person fill the scales in on his or her own. Do not offer any additional information; simply explain that it is their impressions you want. Have them go as quickly as possible from one scale to the next and one concept to the next.

#### General Shopping Questions

For the general shopping questions (12.1 to 17.1) the interviewer is to read the questions to the subject and record the answers in the appropriate places. In question 12.4 (and in four others) D/K represents "don't know;" N/A represents "no answer."

In question 13.1,

1. DT represents Hudsons DOWNTOWN store;
2. N represents Hudsons Northland;
3. E represents Hudsons Eastland;
4. W represents Hudsons Westland;
5. D represents Hudsons Dearborn;
6. LP represents Hudsons Lincoln Park;
7. P represents Hudsons Pontiac;
8. M represents Hudsons Madison,
9. OM represents Hudsons Oakland Mall.

In questions 15.1 to 15.4, for each section of the question, mark only one of: always, sometimes or never. e.g., 15.1.1 pay by cash or check:



1. always
2. sometimes
3. never

#### Demographic Data

The interviewer should ask the subject the questions in the demographic section and fill in or mark the appropriate place. Questions 20.1 to 25.1.2 are to be answered with the use of the appropriate respondent card. The subject should give only the category letter not the actual information.

#### Questions by Observation

Questions 26.1 to 27.2 are to be filled in by the interviewer after he leaves the subject's home and before he begins his next interview.

#### Scoring and Turning in Questionnaire

On the far right edge of each sheet of the questionnaire you will see numbered boxes. These are for card punching and tabulation purposes. Before turning in the completed questionnaires please mark these boxes to correspond with the answers given by the subjects.

Completed questionnaires should be turned in the following day to Mr. Peter Arkison.

#### Spot Checks

As is normal procedure, spot telephone checks will be made of completed interviews to ensure authenticity.





Obtaining Additional Subjects

You may lose a subject for any one of a large number of reasons:

1. household address no longer exists;
2. subject refuses to cooperate;
3. after three call-backs you are not able to contact the subject;
4. only wrong sex is available and you need to balance your quota of subjects (4 male, 12 female).

If for any of these reasons, or any other, you must add a subject, simply count two addresses along the same side of the street in the direction your subject address list goes. If you have reached a corner in your area (as shown by sketch) turn left and count two addresses. If the address picked for an additional subject is already on your subject list, count two more addresses until you find a new subject not on your list.

In counting addresses to obtain additional subjects in multiple-dwelling buildings:

1. Count from the lowest to the highest floor (the lowest letter or number in a multiple dwelling is the lowest address for counting purposes).



2. In a house with a lower, an upper and rear residence the lower residence is the lowest number, the rear the highest.

In order to facilitate the adding of additional subjects follow the list of subject addresses as it is given.

#### Location of Subjects

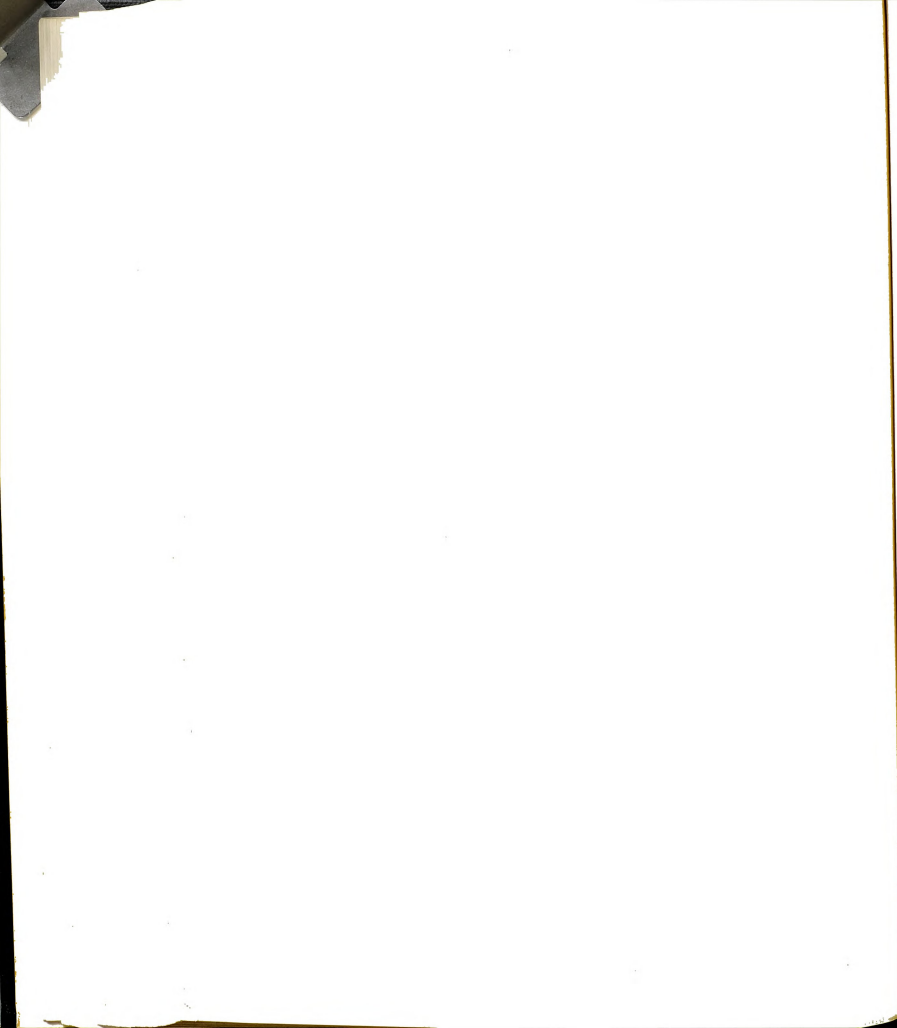
You may find that because of peculiarities of some neighborhoods the addresses in your list do not conform to the accompanying sketch. In such cases disregard the sketch and follow the given addresses.

You may find in some cases that the address you have indicates the lower, upper or rear residence at a particular street number, but there does not appear to be more than one entrance. In such cases simply ask at the door for the resident who lives upstairs or at the rear depending on the circumstances.



APPENDIX G

IMAGE DIMENSIONS



This appendix presents the division of the thirty bi-polar semantic differential scales into four image dimensions.

#### Merchandise Suitability

- |                                    |   |
|------------------------------------|---|
| ✓ 1. Fashion innovativeness        | They show the newest styles sooner (later) than other department stores.                              |
| ✓ 2. Quality of merchandise        | Sells high (low) quality merchandise.   |
| ✓ 3. Appeal of merchandise         | The merchandise they sell is (is not) kind I like to buy.   |
| ✓ 4. Variety of merchandise        | You can always (never) find a wide variety of things to choose from.                                  |
| 5. Home furnishing ideas           | A good (poor) place to get new ideas about home furnishings.  |
| ✓ 6. Merchandise availability      | Rarely (frequently) runs out of merchandise.  |
| ✓ 7. Prices                        | Prices are likely to be lower (higher) here than in other department stores for the same merchandise. |
| ✓ 8. Sale merchandise quality      | When they have a sale, the sale merchandise is of (below) regular quality.                            |
| ✓ 9. Post transaction satisfaction | I am always (never) satisfied with the goods I buy there after I purchase them.                       |

#### Sales Personnel

- |                              |  |
|------------------------------|--|
| ✓ 1. Attitude of salesclerks | Sales people make you feel that you are important (unimportant). |
|------------------------------|--|





2. Knowledgeability of salesclerks
3. Interest shown by salesclerks
4. Courtesy of salesclerks
5. Salesclerk reaction to browsing
6. Check cashing practice
7. Return goods practice

Sales people know (don't know) their merchandise very well.

Sales people are (are not) interested in being of service to customers.

Sales people are courteous (discourteous) to customers.

Sales people make you feel comfortable (uncomfortable) if you are just browsing.

Very liberal (strict) in cashing customers' checks.

They are liberal (strict) on exchanges and returns.

#### Store Congeniality

1. Friendly atmosphere
2. Congestion
3. Likelihood of meeting friends
4. Attitude toward Negroes
5. Upper class store
6. Middle class store
7. Lower class store
8. Trust in advertisements
9. Charge account policy

A warm friendly (cold unfriendly) store.

The store is never (often) too crowded for enjoyable shopping.

I am likely (unlikely) to meet friends in the store.

Friendly (unfriendly) to colored people.

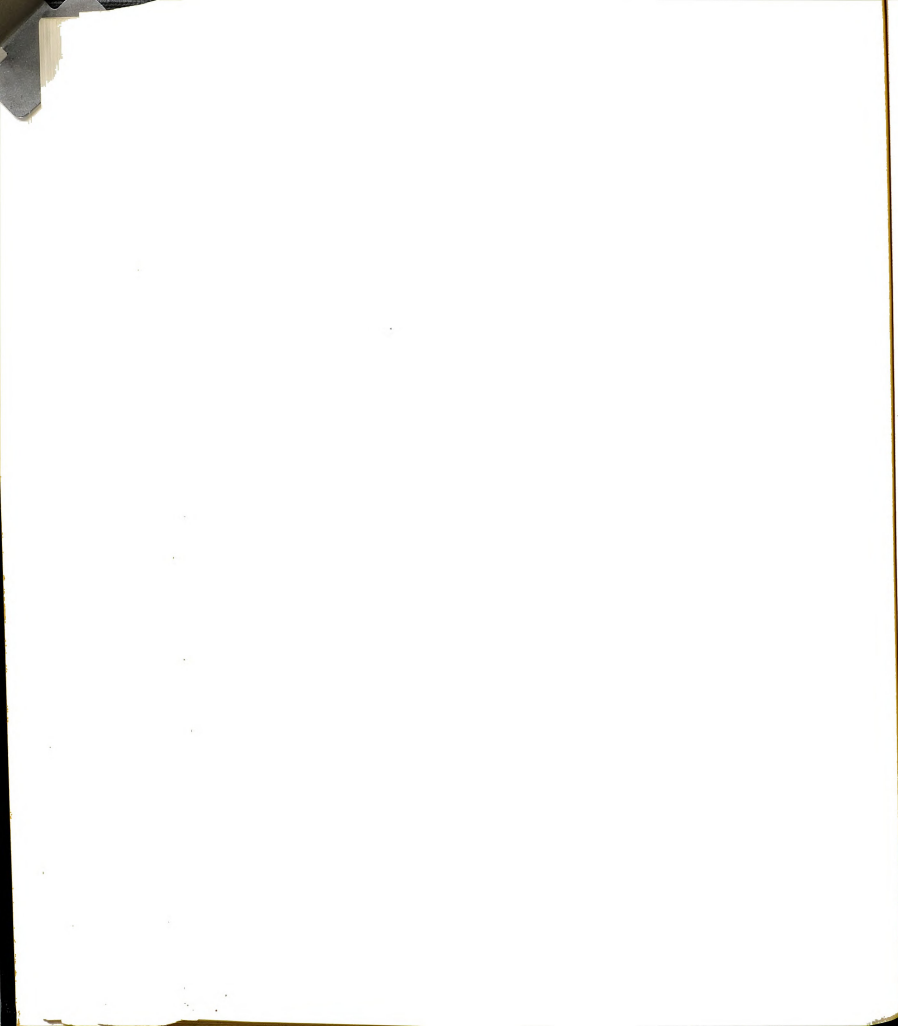
You are likely (unlikely) to see upper class people there.

You are likely (unlikely) to see middle class people there.

You are likely (unlikely) to see lower class people there.

You can (can't) believe their advertisements.

Very easy (hard) to get a charge account.



Locational Convenience

- |                                 |  |
|---------------------------------|--|
| ✓ 1. Ease of access             | Easy (hard) for me to get there.   |
| ✓ 2. Parking                    | Parking facilities are excellent (poor).   |
| ✓ 3. Shopping efficiency        | I can (can't) save time by shopping there.   |
| ✓ 4. Store layout               | The way the departments in the store are arranged makes it easy (hard) to find things. |
| ✓ 5. Convenience to other shops | Convenient (inconvenient) because it is near other stores I want to shop at.           |



APPENDIX H

STATISTICAL PROCEDURES



Appendix H describes the statistical procedures, formulae and identities used in the application of the Wilcoxon Matched-Pairs Signed-Ranks Test and the Mann-Whitney U Test to the data collected for the research.

### Wilcoxon Matched-Pairs Signed-Ranks Test<sup>1</sup>

The Wilcoxon T is a nonparametric test to determine the probability that matched pairs of variables come from the same population.

### Procedure

1. For each matched pair ( $d_1, d_2$ ), determine the signed difference ( $d_i$ ) between the two scores.
2. Rank the  $d_i$ 's without respect to sign. With tied  $d_i$ 's, assign the average of the tied ranks.
3. Affix to each rank the sign (+ or -) of the  $d$  which it represents.
4. Determine  $T$  = the smaller of the sums of like-signed ranks.
5. By counting, determine  $N$  = the total number of  $d$ 's having a sign (pairs with a  $d = 0$  are dropped from the analysis).
6. The procedure for determining the significance of the observed value of  $T$  depends on the size of  $N$ :
  - a. If  $N$  is 25 or less, . . . (The Table of Critical Values of  $T$  in the Wilcoxon Matched-Pairs Signed-Ranks Test<sup>2</sup>) . . . shows the critical values of  $T$  for various sizes of  $N$ . If the observed value of  $T$  is equal to

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<sup>1</sup>Sidney Siegel, Nonparametric Statistics for the Behavioral Sciences (New York: McGraw-Hill Book Company, Inc., 1956), pp. 75-83.

<sup>2</sup>Ibid., p. 254.





- or less than that given in the table for a particular significance level on a particular  $N$ ,  $H_0$  (null hypothesis) may be rejected at that level of significance.
- b. If  $N$  is larger than 25, compute the value of  $z$  as defined by the formula . . .

$$z = \frac{T - \frac{N(N+1)}{4}}{\sqrt{\frac{N(N+1)(2N+1)}{24}}}$$

Determine the associated probability under  $H_0$  by referring to . . . (Table of Probabilities Associated with Values as Extreme as Observed Values of  $z$  in the Normal Distribution).<sup>3</sup> For a two-tailed test, double the  $p$  shown. If the  $p$  thus obtained is equal to or less than  $\alpha$  (significance level), reject  $H_0$ .<sup>4</sup>

#### Mann-Whitney U Test<sup>5</sup>

The Mann-Whitney statistic is a nonparametric test to determine the probability that two independent samples, which may be of unequal size, have come from identical populations.

#### Procedure

1. Determine the value of  $n_1$  and  $n_2$ .  $n_1$  = the number of cases in the smaller group;  $n_2$  = the number of cases in the larger group.
2. Rank together the scores for both groups, assigning the rank of 1 to the score which is algebraically lowest. Ranks range from 1 to  $N = n_1 + n_2$ . Assign tied observations the average of the tied ranks.

<sup>3</sup>Ibid., p. 247.

<sup>4</sup>Ibid., p. 83.

<sup>5</sup>Ibid., pp. 116-127.



3. Determine the value of  $U$  . . . (by the formulae

$$U = n_1 n_2 + \frac{n_1(n_1 + 1)}{2} - R_1$$

or, equivalently,

$$U = n_1 n_2 + \frac{n_2(n_2 + 1)}{2} - R_2$$

4. The method for determining the significance of the observed value of  $U$  depends on the size of  $n_2$ :

a. If  $n_2$  is 8 or less, the exact probability associated with a value as small as the observed value of  $U$  is shown in (the Table of Probabilities Associated with Values of  $U$  in the Mann-Whitney Test).<sup>6</sup> If (the) observed value of  $U$  is not shown in (the table), it is  $U^1$  and should be transformed to  $U$  by the formula

$$(U = n_1 n_2 - U^1).$$

- b. If  $n_2$  is between 9 and 20, the significance of any observed value of  $U$  may be determined by reference to (the Table of Critical Values of  $U$  in the Mann-Whitney Test).<sup>7</sup> If (the) observed value of  $U$  is larger than  $n_1 n_2 / 2$ , it is  $U^1$ ; apply formula . . . ( $U = n_1 n_2 - U^1$ ) for a transformation.
- c. If  $n_2$  is larger than 20, the probability associated with a value as extreme as the observed value of  $U$  may be determined by computing the value of  $z$  by the formula . . .

$$z = \frac{U - \frac{n_1 n_2}{2}}{\sqrt{\frac{(n_1)(n_2)(n_1 + n_2 + 1)}{12}}}$$

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<sup>6</sup>Ibid., pp. 271-273.

<sup>7</sup>Ibid., pp. 274-277.



and testing this value by reference to (the Table of Probabilities Associated with Values as Extreme as Observed Values of  $z$  in the Normal Distribution).<sup>8</sup> For a two-tailed test, double the  $p$  shown in that table. If the proportion of ties is very large or if the obtained  $p$  is very close to  $\alpha$ , apply the correction for ties, i.e., use formula

$$z = \frac{U - \frac{n_1 n_2}{2}}{\sqrt{\left(\frac{n_1 n_2}{N(N-1)}\right) \left(\frac{N^3 - N}{12} - \sum T\right)}} \dots$$

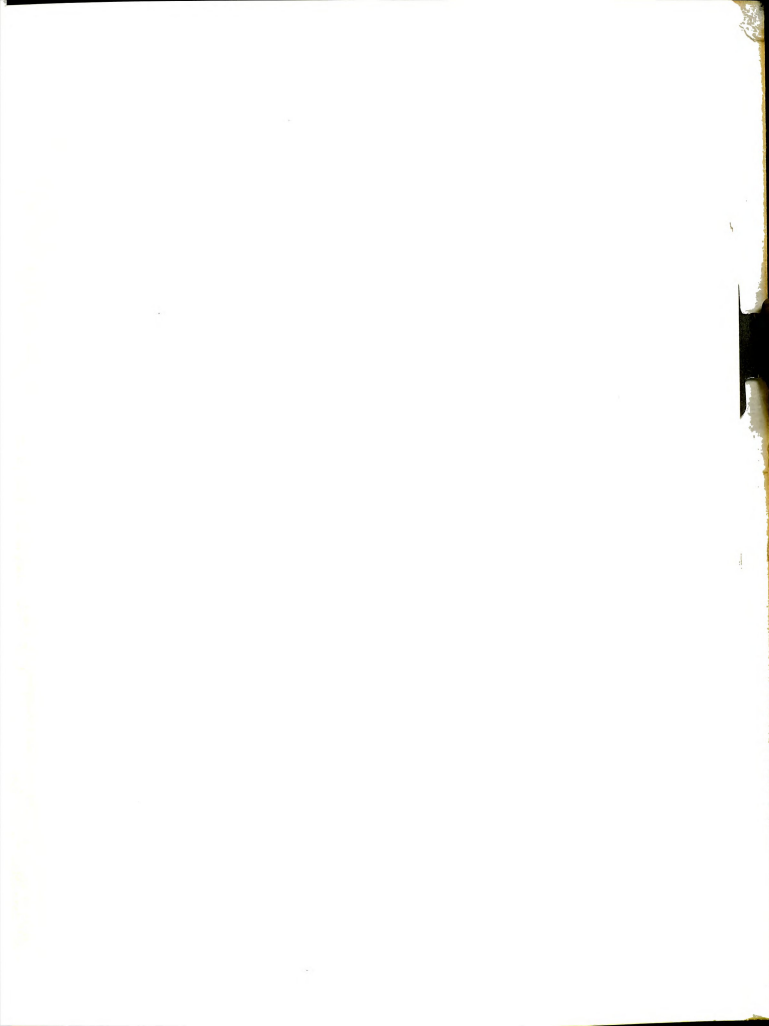
5. If the observed value of  $U$  has an associated probability equal to or less than  $\alpha$ , reject  $H_0$  in favor of  $H_1$ .<sup>9</sup>

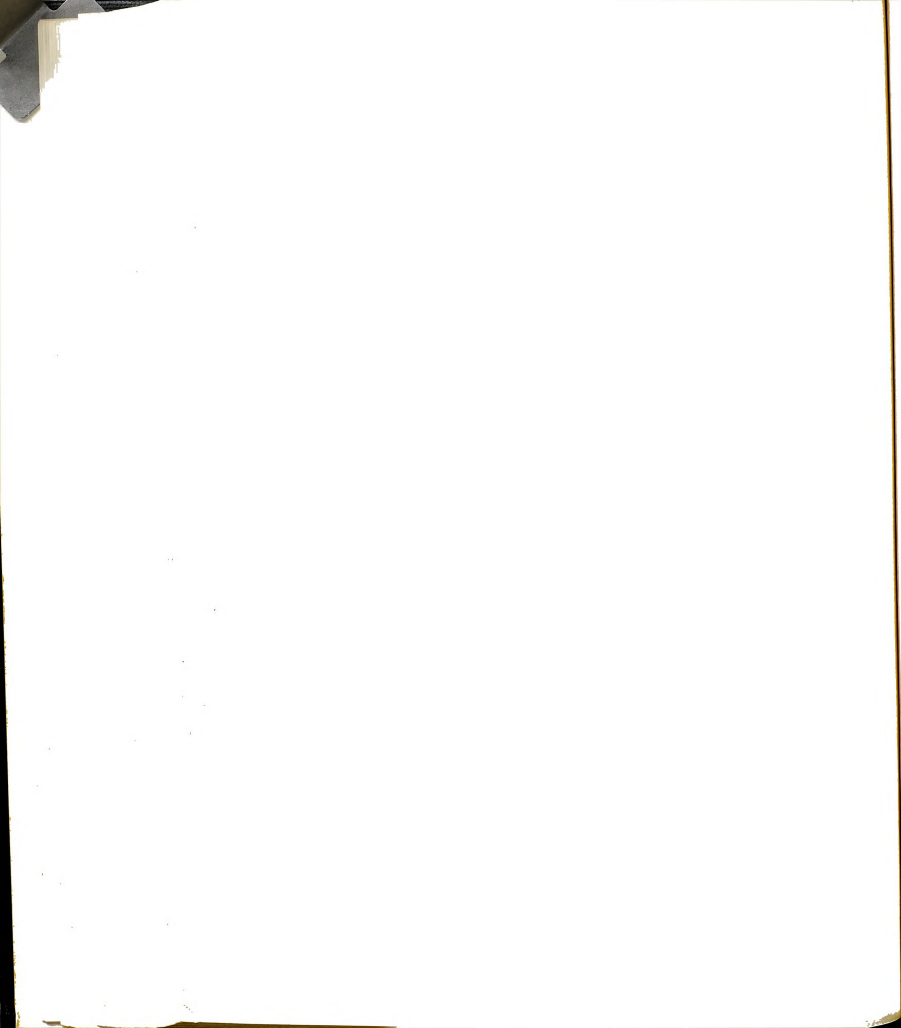
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<sup>8</sup>Ibid., p. 247.

<sup>9</sup>Ibid., p. 126.

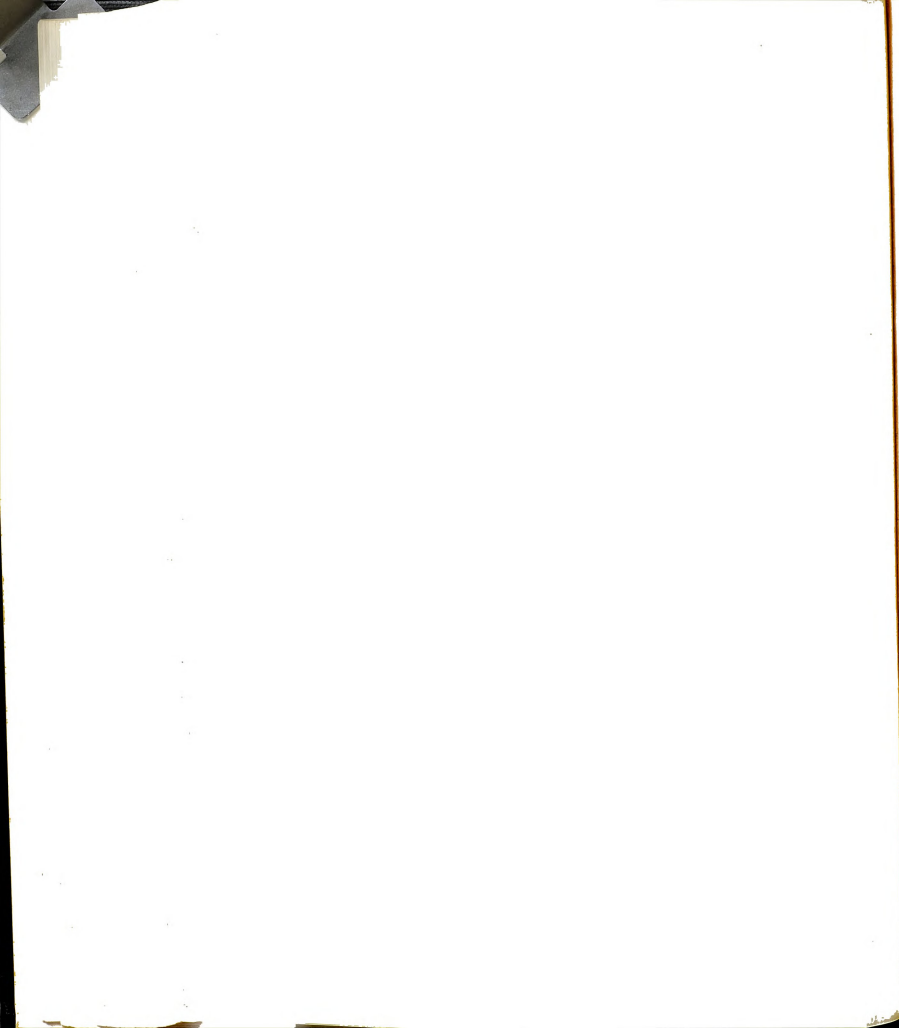


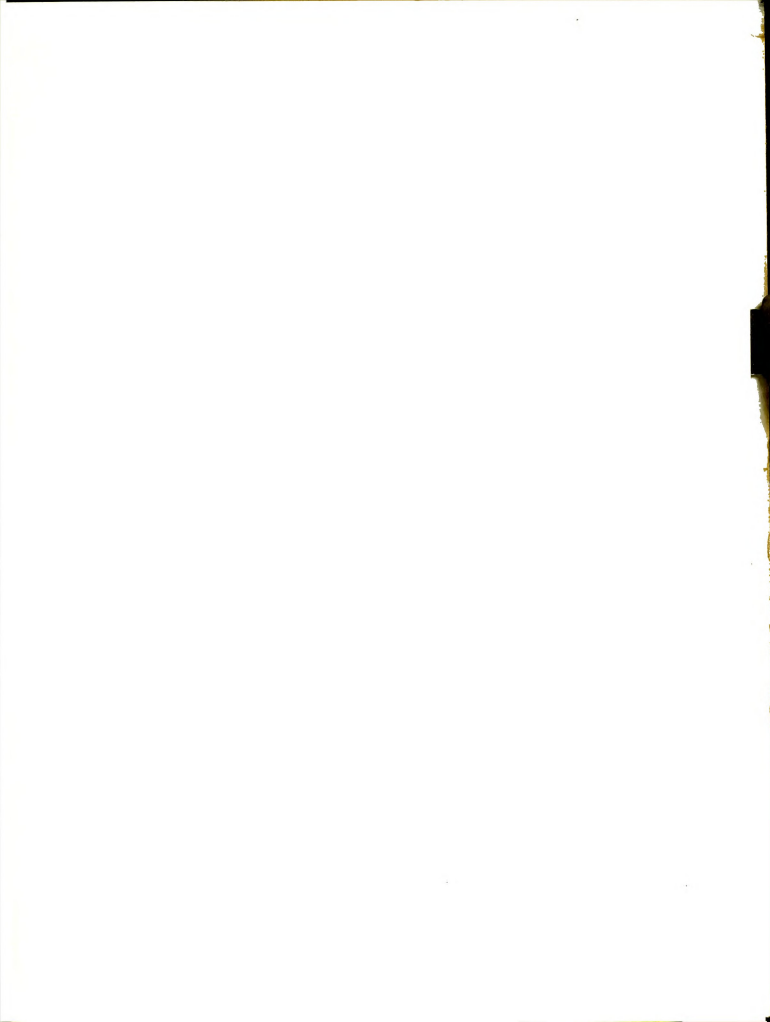




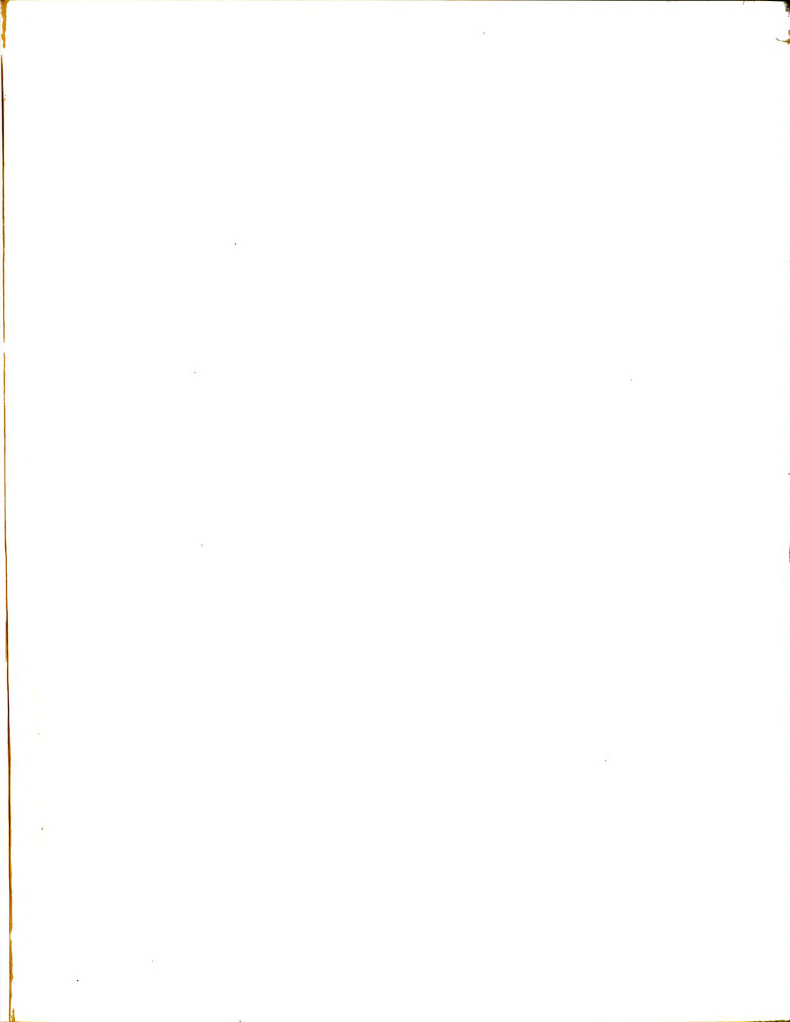












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