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EXPLORING THE ROLE OF RETAIL PLACE ATTACHMENT IN ONLINE SHOPPING

By

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I dedicate this work to...

Frank Edward Rentschler, II. Even in his final days he was worried about me finishing my dissertation. It is finished Daddy, and you have the best seat in the house.

Clint Ray Shaw, my husband and best friend. You must really love me to have put up with me through all of this. Thank you and Love you.

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ABSTRACT

This dissertation presents a better understanding and conceptualization of retail place attachment in relation to consumer patronage. This exploratory study proposes an empirical look at the meaning of place attachment for the retail consumer and studies its role in on-line shopping patronage. A theoretical framework was developed from a review of the literature which guides this research. This study design incorporated quantitative and qualitative methods using a within-stage, mixed-model design. The dependent variables being associated with one another in this study were: retail place attachment and online retail patronage. The outcome of the study was to validate constructs of retail place attachment and identify its influence on online retail patronage.

Survey participants were recruited from Facebook, a social-networking database and two professional organization databases. A snowball sampling technique was used to collect responses from four hundred twenty-nine participants from a social-networking database and two professional organization databases. Inclusion criteria for this sample included gender, an age range of 18 and up, and all ethnic backgrounds.

CHAPTER ONE

INTRODUCTION

The retail industry contributes much to the United States economy. Overall total online retail sales were \$172.9 billion for the year 2010, an increase of 11% from 2009. U.S. consumers spent approximately \$400 billion on clothing and footwear in 2008 (Standard & Poor's, 2011). Clearly, the online retail sector, one sector in the industry, plays an important role in driving economic growth in the U.S., while also satisfying consumers' functional and emotional needs. Expanding our understanding of why consumers buy, and how they purchase can help the retail sector maintain sales and perhaps grow. Emotional connections between consumers and where they shop are important. One emotional connection is "sense of place" within the retail environment (Tauber, 1972).

Place provides a foundation for "meaning and purpose in life" (Sneppenger, Murphy & Anderson 2004, p.108). Place also is considered part of marketing (Kotler, 2005). An examination of the marketing and public policy research identifies a category of place issues, albeit limited to marketing management (Wilkie & Moore, 2003). However, most research surrounding place and place attachment is found in studies about recreation and tourism or visitor destinations (Hailu, Boxall & McFarlane, 2005), but not retail.

Place attachment is important in the retail environment (Shamsuddin & Ujang, 2008), as it can explain how humans interact with their environmental surroundings. This includes emotional involvement with a specific place. For example, Il Cuore di Novi, an Italian town, developed a marketing plan for town center revitalization which included a patronage card used by in-town residents and out-of-town shoppers (Coca-Stefaniak, Stasi, Codato, Franco & Roberts, 2008). The patronage card fostered an attachment between consumers and Il Cuore di Novi for shopping.

Place can help explain dimensions considered by consumers in the selection of one shopping destination over another. Shopping destination has been explored in terms of outshopping (Sullivan & Savitt, 1997) and consumer perceptions of corporate social responsibility in town center retailing (Oppewal, Alexander, & Sullivan, 2006). Yet little information exists about consumers' perceptions on the role of place attachment in the retail

environment in online shopping. In addition, there is a lack of concrete theoretical basis for the study of place attachment (Hidalgo & Hernandez, 2001).

Purpose of the Study

The purpose of this study is to gain a better understanding and conceptualization of retail place attachment in relation to consumer patronage. This exploratory study proposes an empirical look at the meaning of place attachment for the retail consumer and studies its role in on-line shopping patronage. A theoretical framework was developed from a review of the literature which guides this research. The objectives of this study are to:

1. develop and confirm constructs that describe place attachment from a retail consumer perspective;
2. examine if retail place attachment is influenced by fashion involvement, nostalgia and symbolic interaction; and
3. establish the role retail place attachment plays in online shopping patronage.

Research Questions

The literature review and objectives of the study informed the development of the research questions. They are:

What is retail place attachment? How does it influence on-line retail patronage?

Hypotheses

The literature review, objectives, and research questions of the study informed the development of the hypotheses. They are:

H1: Nostalgia will increase retail place attachment within the retail setting.

H2: Fashion involvement will increase retail place attachment within the retail setting.

H3: Symbolic interaction will increase retail place attachment within the retail setting.

H4: Online shopping motivators will increase online shopping patronage.

H5: Demographics will increase online shopping patronage.

H6: Retail place attachment will increase online shopping patron

Terms

A Sense of Community- “the desire to feel a sense of belonging and connection with one’s community” (Johnstone & Conroy, 2008, p.381).

Fashion Involvement - fashion consciousness and awareness (Tigert, Ring, & King, 1976).

Cultivating Commercial Friendship- “the desire to create good social experiences within the retail environment” (Johnstone & Conroy, 2008, p.381).

Hedonic Shopping- “hedonic shopping value reflects the value received from the multi-sensory, fantasy, and emotive aspects of the shopping experience” (Jones, Reynolds, & Arnold, 2006, p. 975).

Online Commerce - “the sale and purchase of products and services over the internet” (Keeney, 1999, p. 533).

Online Shopping- a retail format in which consumers purchase products and services over the internet (Levy & Weitz, 2009).

Outshopping- “the consumer shopping outside of his or her local community for goods or services” (Sullivan & Savitt, 1997, p.351)

Place Attachment - “In general, place attachment is defined as an affective bond or link between people and specific places” (Hidalgo & Hernandez, 2001, p. 274).

Retail Patronage - a selection of a store by a consumer for a shopping experience based upon store atmospherics and shopper demographics (Sullivan & Savitt, 1997).

Sense of Place - refers to an important part of the human psyche that describes attaching oneself to a particular place based upon emotional involvement (Altman & Low, 1992).

Social Connections- “the social link one feels with others either directly or indirectly...one feels a social connection with others in the retail environment but may not feel the need to interact directly with others in this environment” (Johnstone & Conroy, 2008, p.382).

Utilitarian Shopping- “utilitarian shopping value reflects the acquisition of products and/ or information in an efficient manner and can viewed as reflecting a more task-oriented, cognitive, and non-emotional outcome of shopping ” (Jones et al., 2006,p. 975).

Contributions of the Study

This study is important for both theory and practice. Its contributions include: (a) providing an empirically-tested measure of retail place attachment, (b) identifying predictors of retail place attachment, (c) discovering how retail place attachment affects patronage, and (d) suggesting strategies that use retail place attachment to increase patronage.

Retailers must implement unique retail marketing methods to appeal to today's ever-changing customer within a stressful economic environment. A clear understanding of retail place attachment and the effect that it plays on online shoppers' patronage decisions will help retailers retain customers and increase sales.

The further development of place theory can aid academics in understanding how today's consumer implements the term retail place attachment. Although the term place attachment has been defined in academe by tourism, this does not necessarily reflect the way today's consumer uses the term. Thus, a comprehensive understanding of place attachment in relation to retail patronage will contribute to the current body of knowledge about consumer behavior.

CHAPTER TWO

LITERATURE REVIEW

This chapter provides a review of the literature related to the topics of place attachment, place attachment in tourism, retail patronage, online shopping, retail place attachment theory, and symbolic consumption. This chapter provides a better understanding of the terms and concepts used in this research. In addition, the literature review discusses how previous studies contribute to the development of the theoretical framework that will guide this study's exploration of the role of retail place attachment on retail patronage.

Although studies about place attachment and retail patronage exist in discipline-specific studies such as tourism and retail (Hammit, Kyle & Oh, 2009; Snepenger, Murphy & Anderson, 2004), there are few examples of research that link these two concepts to consumers and store preferences. Examination of sense of place and retail patronage is important in regard to understanding how the retail experience entices the consumer back to a store and the building of customer loyalty. Place attachment is an important part of the human psyche that describes a bond between a person and a particular place based upon emotional involvement (Altman & Low, 1992).

Previous retail patronage studies examined place in terms of location benefits (Bearden, 1977; Bittner, 1992; Sullivan & Savitt, 1997). However, there is a dearth of research that links sense of place to retail patronage.

Place Attachment

For the purpose of this study, sense of place refers to an important part of the human psyche that describes attaching oneself to a particular place based upon emotional involvement (Altman & Low, 1992). In this study, retail patronage describes consumers' preferences that motivate their return to a consumer retail venue. Examination of the link between sense of place and retail patronage adds to the existing body of knowledge as it may, or may not, identify, another motivation for a retail experience, one that can help establish and build customer loyalty. Place attachment reaches across disciplines and is integrated into different aspects of human life. These place relationships involve landscapes (Shamsuddin & Ujang, 2008; Hidalgo & Hernandez, 2001; Hummon, 1990; Marcus, 1978; Riley, 1979), consumers (Belk, 1988; Hailu, Boxall & McFarlane, 2005; Rhee & Bell, 2002; Shamsuddin & Ujang, 2008; Watkins, 2008),

health (Frumkin, 2006), race (Dixon & Durrheim, 2004), age (Chawla, 1986; Rubinstein, 1987), gender (Ahrentzen, 1989), and culture (Pellow, 1991; Lawrence & Low, 1990).

The key terms repeated throughout the literature that define the sense of place or place attachment and connect with social identity are relationship, experience, characteristics, remembrance, relation to place, association, nostalgia, materialism, and bond (Altman & Low, 1992; Eyles, 1989; Hidalgo & Hernandez, 2001; Shamsuddin & Ujang, 2008). The variables repeated in the literature include language, culture, childhood, function, emotion, physical, and social attributes.

Place attachment studied relative to age, specifically childhood, provides a basis for future consumers as adults (Chawla, 1986). In the case of childhood attachment, discussion of the object or place should be prefaced by the term “mother.” This is because “theorists have usually assumed that a child’s feelings for places and things develop as an extension of its relations with its mother” (Chawla, 1986, p.63). For example, the language first spoken by a child is called their mother tongue or language. Chawla (1986) explains that “our places of origin shape who we are, whether we like it or not” (p. 65). Chawla identified sources of the development of place attachment in early and middle childhood and in adolescence. The sources are divided into four areas: inward pulls, outward pulls, social affiliations, and self-identity. An example of an early childhood self-identity would include a beginning sense of self, leading to the possession of things. An example of an inward pull during middle childhood is routine play in the neighborhood. Examples of outward attraction in adolescence are journeys to new places associated with jobs or travel. Social affiliations include collaboration with others in exploring, games, and creating things.

Arguably, place attachment is an evolutionary process that continues to develop from childhood to adulthood. Place attachment develops primarily when the feelings associated with visiting a place are positive, not negative. In terms of retail patronage, the literature suggests adolescents growing up in suburban and urban areas find the most attachment to commercial areas such as a shopping mall or a retail establishment, yet little is known about how these attachments evolve into adulthood (Lynch, 1977; Payne & Jones, 1976; Van Staden, 1984).

Marcus (1978) found three themes about place derived from one’s environmental memory during childhood. The three themes are: 1) gaining control over a space to feel a positive sense of self-identity, 2) creating a space as a means of providing psychological comfort,

and 3) developing continuity with significant places from the past. Childhood is when individuals develop as their own person and create personal memories (Marcus, 1978), which may include first attachments to places. Human beings seem to elaborately intertwine physical and social environments as they create place attachment. The shopping environment is an example of this intersection of the built environment with the social, which creates experiential value for consumers.

The impression of a place is influenced by personal experiences and evolves throughout the lifecycle. Rubenstein (1987) found place attachment is notably important to older adults for two primary reasons: 1) remembering the course of one's life and therefore retrieving an extended life-span and 2) keeping the past alive to maintain a sense of kinship. Life course, space, and experience contribute to development of place attachment throughout one's lifespan. The older adult life stage is a period when individuals reflect on their lives and take personal inventory. Individuals assess and evaluate paramount places, spaces, relationships, and roles throughout the life course. Although place attachment to commercial areas such as shopping malls is acknowledged, its role across the lifespan is not fully understood.

Neighborhoods, materialism, and recreation have been researched in regard to place attachment and adult behaviors. Chawla (1986) also introduced information about children and adolescents' attachment to different places as they age and mature. Chawla presented the idea that "fond reminiscence is itself a measure of lasting emotional ties" (p. 77).

The majority of research surrounding place attachment has been studied in relationship to recreation (Hailu et al., 2005). Often, place is thought of in terms of recreation or destination (Hailu et al., 2005), not as a location where consumers shop. Tourism research indicates many consumers "learn-by-doing" or through repetition and the formation of an attachment to repeatedly visiting a specific site when traveling (Hailu et al., 2005). Tourism research also suggests that repeat visits to a specific site contribute to the formation of place identity and place dependence.

Research about place in relation to retail mainly focuses on supermarket shopping. Rhee and Bell (2002) examined the loyalty of a customer to a supermarket based on various attributes, including store location or placement. Their research suggested that marketing to customers should not be based entirely on demographic information, but that other variables such as shopping style and store characteristics should be considered. Rhee and Bell (2002) also found

that the more times a consumer has shopped in a particular store, the less likely they are to switch shopping establishments, reinforcing the importance for retailers to give precedence to their present loyal customers.

Table 1 presents definitions of place attachment found in the literature. Content analysis of the existing definitions of place attachment find the most prevalent descriptors as bonds, emotionally attached, culturally attached, value, experience, and cognitions. Thus, the definition of retail place attachment used in this study is the connection of a consumer to a retail venue, be it online or brick and mortar, based upon an established sense of self through community, experienced value through formation of commercial friendships, and socio-emotional connections.

Table 1
*Definitions of Place/Place
 Attachment*

Term	Source	Definition
Place Attachment	Fischer, Jackson, Stueve, Gerson, Jones, & Baldassare (1977, p. 139)	"...Individuals' commitment to their neighborhood and their neighbors."
Place Attachment	Steele (1981, p.)	"People's subjective perceptions of their environments and their more or less conscious feelings about those environments."
Place Attachment	Stokols & Shumaker (1981, p. 457)	"One's perceived strength of association between him or herself and specific places."
Place Attachment	Proshansky, Fabian, & Kaminoff (1983, p. 74)	"...clusters of positively and negatively valenced cognitions of physical settings... [that] help to define who and of what value the person is to both himself and in terms of how he thinks of others."
Place Attachment	Shumaker & Taylor (1983, p. 223)	"a multi-level person place bond that evolves from specifiable conditions of place and characteristics of people."
Place Attachment	Werner, Altman, & Oxley (1985, p. 5)	"People invest places with meaning and significance and act in ways that that reflect their bonding and linkage with places."
Place Attachment	Eyles (1989, p.109)	"Place is seen as a center of felt value, incarnating the experience and aspirations of people. Thus it is not only an arena for everyday life...[it also] provides meaning to that life."
Place Attachment	Altman & Low (1992, p. 2)	"bonding of people to places"
Place Attachment	Altman & Low (1992, p. 5)	"The word 'attachment' emphasizes affect; the word 'place' focuses on the environmental settings to which people are emotionally and culturally attached."
Place Attachment	Brown & Perkins (1992, p. 284)	"Place attachment involves positively experienced bonds, sometimes occurring without awareness, that are developed over time from the behavioral, affective, and cognitive ties between individuals and/or groups and their socio-physical environment."

Table 1 - continued

Term	Source	Definition
Place Attachment	Hidalgo & Hernandez (2001, p. 274)	“an affective bond or link between people and specific places”
Place Attachment	Hailu, Boxall, & McFarlane (2005, p. 584)	“...the length of time an individual has been associated with a site, and the frequency of their visits to it”
Place Attachment	Shamsuddin & Ujang (2008, p. 399)	“the bonding established between people and places”

Place Attachment in Tourism

Tourism research suggests repeat visits to a specific site contribute to the formation of place identity and place dependence. Kaltcheva and Weitz (2006) explored shopping motivators and the variation of task-oriented shoppers versus shoppers with recreational motivational orientation. The study found that task oriented shoppers (79.5%) preferred low-arousal during the shopping experience and recreational shoppers (75.0%) found low arousal environments to be unpleasant. Overall, motivational direction of the shopping experience plays a role in the excitement and enjoyment of the shopping experience.

Fashion Involvement

Goldsmith, Freiden, and Kilsheimer (1993) studied the social value magnitude of fashion leaders. The study was conducted amongst two sub-groups in order to explore a more diverse demographic sample—in this case U.S. and British women. A clear correlation was found between the younger demographic and fashion leadership. However there was no indication that income or education were linked with fashion leadership (Goldsmith, et al.). Results between the United States and British groups were similar.

Retail Patronage

Retailing research explores consumers’ interest in the events taking place during the shopping experience, rather than shopping for a specific need (Babin, Darden & Griffin, 1994; Holbrook & Hirschman, 1982; Kim, Sullivan & Forney, 2007; Ramanathan & Williams, 2007). Holbrook and Hirschman (1982) emphasized the need for research on the consumption

experience that involves outside stimuli and a consumer's emotional response. Two types of shopping value, utilitarian value and hedonic value, sought by consumers were identified and explained by Babin et al. (1994). Hedonic value is emotional value that the experience of shopping gives the consumer (Holbrook, 1986). Batra and Aholtra (1991) explained utilitarian shopping as the functional aspects of shopping. Utilitarian shopping would include the attributes that do not affect the social and emotional aspects of shopping for the consumer. A study by Jones, Reynolds, and Arnold (2006) found that utilitarian value and hedonic value are necessary for strengthening a consumer's store loyalty.

Retail patronage research has included store atmospherics (Babin & Darden, 1996), customer service (Darley, Luethge & Thatte, 2008), merchandise assortment, pricing, promotion (Fox, Montgomery & Lodish, 2004), shopping center format (Ganesh, Reynolds & Luckett, 2007), retailer reputation (Ou, Abratt & Dion, 2006), gender and work status (Raajpoot, Sharma & Chebat, 2007), and age (Sullivan & Heitmeyer, 2008; Thakor, Suri & Saleh, 2008). Key findings from these studies indicate that each of these attributes plays a vital role in the consumer's initial decision to shop and their decision to remain a loyal customer to a retailer. However, little research was found on these topics in relation to place attachment or as an influence on retail patronage.

Alzubaidi, Vignali, Davies, and Schmidt (1997) addressed another dimension of place within the shopping experience: 1) visit, 2) purpose, and 3) purchases by out-of-town versus town center shoppers. Most shoppers who shopped in town centers did so because they already were going to the town center for work. Alzubaidi et al. also found that consumers were more likely to spend more money at out-of-town facilities. Groceries were the main purchase at out-of-town shopping establishments while clothes and other items were the main purchase at town center shopping establishments. Page and Hardyman (1996) explored the importance of place to the shopping experience. Respondents rated the top three marketing strengths of town centers: as town center environment and local heritage (73.7%), shopping retailing (63.2%), and culture and local attractions (47.4%). The results of this study support the importance of nostalgia and local heritage as important components of the shopping environment and place.

Perceptions of public spaces (Oppewal & Timmerman, 1999), as well as location of business (Kotler, Haider & Rein, 1993), also play a key role in retail patronage. Bender's early research recognized that many downtown retailers would have to restore consumers' attraction to

their locations as shopping centers evolved (1964). Crucial attributes that draw consumers to public spaces, specifically shopping centers, were appearance, layout, and furnishings of shopping areas (Oppewal & Timmerman, 1999). Other attributes found important to shopping centers include compactness, proportion of shopping area indoors, proportion of shopping area that is reserved for pedestrians, crowding in shopping area, decorations and furnishings in the shopping area, amount of greenery, maintenance of streets, hallways, buildings, proportion of store fronts with attractive window displays, number of activities in the streets, and number of coffee shops, cafes, and restaurants. Retailer reputation also plays a part in store patronage.

Woodside's (1973) study showed that most people learn about retail establishments through word-of-mouth. Ou, Abratt, and Dion (2006) again stressed the importance of reputation on patronage. They found that the way the public feels about a shopping experience will not only affect whether or not they return, but also whether or not they will spread the word to others to shop there. Ou et al.'s study found that the factors most important to retail reputation and patronage were company reputation, admiration for the company, trust, innovation and quality. Another factor related to reputation and patronage was performance perceptions, meaning that the company outperforms its competitors and has strong projection for growth.

Online Shopping

The current competitive business environment and the time-compressed consumer create a need for an online shopping presence (Alreck & Settle, 2002; Donthu & Garcia, 1999). Amazon.com's growth from a basement start-up operation to one of the top global retailers in a mere two years is indicative of how quickly the internet has become an important tool for retailers (O'Conner, 1999). Amazon.com does not have one single "bricks and mortar" store. Yet, their effective retail format has caused stores with similar merchandise mixes to follow in their example. Now, retailers such as Office Depot and Staples offer online shopping options, meaning they integrated store and online shopping opportunities, reaching sales in the billions of dollars (Laseter, Rabinovich & Boyer, 2007).

The importance that online shopping represents is apparent and dynamic (Ha, Kwon & Lennon, 2007; Keeney, 1999; Mathwick, Maholtra & Rigdon, 2001). Consumers are not only researching the big ticket items they are purchasing. Many are reviewing prices for everyday products online prior to purchasing. In addition to researching prior to purchase consumers are

able to review products via social media after they have used the product. (Wall Street Journal, 2011)

Global access to the Internet has grown and online retail sales growth suggests mass-market appeal. Figures for 2006 indicate online annual retail sector sales grew almost 30% to a total of \$22.1 billion (U.S.) annually (Grannis & Davis, 2007). This dramatic one-year increase in online sales suggests online shopping operations will become more important to retailers.

Though the online shopping experience is gratifying for those who are comfortable with technology and enjoy researching products, the in-store experience is still treasured by many individuals (Sauer & Burton, 1999). For this reason, some retailers are slow to adopt online shopping options for their customers. Consumer trust is important in establishing the relationship between retailer and online consumer (Bramall, Scoefer, & McKechnie, 2004).

Theoretical Framework

The theoretical framework for this study is based upon theories related to place attachment, symbolic interaction, and the consumer decision-making process. This section of the literature review discusses how place attachment theory, primary components of symbolic interaction theory, and retail patronage motivations provide a theoretical foundation in which to explore retail patronage.

Place Attachment Theory

The manner in which we attach ourselves to a certain place based upon a number of stimuli is often referred to as “place attachment.” These attachments are based upon several different social and environmental factors and relationships such as: our childhood home (Altman & Low, 1992), community or neighborhood (Fischer, Jackson, Stueve, Gerson, Jones & Baldassare, 1977), or travel/recreation setting (Hailu, Boxall & McFarlane, 2005; Watkins, 2008). Place attachment connects positive feelings with a place that potentially influences emotions with new levels of remembrance and connection. Place is often thought of as a foundation for “meaning and purpose in life” (Sneppenger, Murphy & Anderson, 2004, p. 108).

Johnstone and Conroy (2008) proposed that people form relationships around symbolic or meaningful consumption and, therefore, both product and place play an important role in the consumer decision-making process. They suggest that the location of the consumer plays an important part of the socially constructed experience of the consumer, which can influence retail patronage. Three main dimensions exist within this social dimension of shopping: the social

connection factor, a sense of community, and cultivation of commercial friendships (Johnstone & Conroy, 2008). The social connection factor is the association that the consumer forms through contact in the retail environment, whether direct or indirect. It is also important for retailers to build a sense of community in order for their shoppers to form an association and a relationship. Lastly, cultivating commercial friendships is the desire to form lasting relationships within the retail experience (Johnstone & Conroy, 2008).

Symbolic Interaction Theory

In addition to attaching themselves to place, many consumers also attach themselves to possessions. Possessions can include cars, clothes or any other physical or mental property (Belk, 1988).

Such possession can give us a sense of who we are, where we have come from, and where we are going. At the same time to define ourselves through things suggests superficial materialism that may not be very satisfying (Belk, 1988, p.148).

Place is connected with a space to which specific meaning is attached, whether it be "...tangible versus symbolic" (Altman & Low, 1992, p. 5). Much of the previous consumer research to date focuses on consumers' reactions to physical elements associated with place and emphasizes the need for current research to focus on symbolic aspects of the consumer experience (Rosenbaum, 2005). Rosenbaum proposed symbolic servicescapes, such as signs, symbols, objects, and artifacts, be used to help the ethnic consumer connect with environment. Shipman (2004) discussed symbolic consumption in relationship to advertising and marketing, as well as the reproduction of material goods that allow the consumer to connect with their symbolic past. Shipman also pointed out that "...consumption need not be material to be visible" (p. 279), which emphasized that symbolic consumption does not need to focus solely on one's connection to material goods, but also can be a connection to place. A study by Fitzmaurice and Comegys (2006) added additional insights into materialism and social consumption. One finding from their study suggested a relationship between these two variables, as well as opinion leadership.

Belk (1988) argued that the most important possessions to which individuals attach include body parts, home, pets, gifts, souvenirs and mementos, other people, and other individual possessions such as clothing, vehicles, books, and jewelry. Belk suggested such tokens or possessions also help an individual to remember a specified place that was visited or memory that fastened to a place. Another example of connecting possession to place would be the purchasing

of souvenirs by travelers on vacation. Consumers often purchase a token of a place as an act of remembering.

Researchers have studied the effect of symbolic interaction on the consumers' product purchasing habits and conspicuous consumption (Leigh & Gabel, 1992; Shipman, 2004). Leigh and Gabel explained that awareness of a consumer's symbolic contact with a product or place can increase sales for retailers.

Consumers are able to remember experiences that will influence their behavior when they are able to make more meaningful connections through symbolism (Britt, 1966). According to McCracken (1986), the cultural meaning of consumer goods exists in three situations: the culturally constituted world, the individual consumer, and consumer goods. Within the category of the culturally constituted world, McCracken included the concepts of space, nature, and person. Each of these concepts allows consumers to form their own special meaning of a product. Buying is a ritual that can take place in a physical location or a virtual reality, but place plays an important role in the interaction that occurs between consumers and their physical surroundings. Thus, retail place attachment may provide consumers with another dimension of meaning in consumption.

Retail Patronage

Tauber's exploratory study ascertained reasons for consumer shopping. Tauber (1972) hypothesized several motives for shopping and separated them into two categories: personal motives and social motives. Tauber's research identified six personal motives for shopping. These include: 1) role-playing, 2) diversion, 3) self-gratification, 4) learning about new trends, 5) physical activity, and 6) sensory stimulation. Role-playing performs the functions accepted by society, such as the student buying books or the person taking the car to get fixed. Diversion describes the consumers' method of breaking from the norms of life and creating leisure for oneself. Self-gratification reflects shopping to make consumers feel better about themselves. Babin and Darden (1996) examined consumer's mood and spending and how these two variables influence patronage satisfaction. The results of their study theoretically linked consumer emotions with retail patronage. A significant correlation was found between positive mood and purchasing behavior.

A key article written by Woodside (1973) identified crucial marketing strategies that resonate with retail customers. These strategies focus on product, price, promotion, and location.

Woodside stressed the importance of knowing the customer both inside and out, including age, gender, marital status, education, and occupation; their buying behavior; the advertising most appeals to them; and why consumers return to shop at a store. Woodside found that many customers learn about a retail establishment either by physically passing by it or through an acquaintance. Reasons for shopping at a store included location, product assortment and quality, and customer service. Dennis, Murphy, Marsland, Cockett, and Patel (2002), Cohen (1996), and Oppewal and Timmerman (1999) confirmed these findings.

Conceptual Framework

The review of literature suggests retail place attachment is affected by the consumers' social and emotional hedonic and utilitarian needs as shown in Figure 1.

Figure 1 Retail Place Attachment

Limitations in the Literature

One limitation of existing literature is the lack of research connecting place attachment and retail patronage for online shopping. Another limitation of the research was the lack of a clear definition of retail place attachment. Hidalgo and Hernandez (2001) suggested that, although studies have examined feelings contributing to place attachment, further research needs

to examine which aspect of place stimulates place attachment. Another issue Hidalgo and Hernandez identified as important in developing the body of knowledge is the development of a concrete theoretical basis for place attachment, as well as strict vocabulary for the definition of place attachment.

Most studies on place attachment focus on space, but some focus on place attachment within the context of community or neighborhood (Fischer, Jackson, Stueve, Gerson, Jones & Baldassare, 1977) or a travel/recreation setting (Hailu, Boxall & McFarlane, 2005; Watkins, 2008). A study by Shamsuddin and Ujang (2008) explored the relationship of place attachment to traditional shopping streets in the city center of Kuala Lumpur, but did not explore specific place aspects of attachment related to retail patronage or online shopping. Altman and Low (1992) suggested further exploration of bonding to objects and places whether they are “tangible or intangible” (p. 5). Rhee and Bell (2002) explored place attachment in the retail setting of a supermarket, but they focus on shopper mobility rather than specific attachment characteristics. No research was found that clearly defined retail place attachment and its role in online shopping.

CHAPTER THREE

RESEARCH METHODS

This study was designed to accomplish four objectives: (a) to develop and confirm constructs that describes place attachment from a retail consumer perspective, (b) to test the application of a place attachment scale to retail patronage, (c) to determine if retail place attachment is influenced by involvement, nostalgia and status, (d) to establish the role of place attachment plays in online shopping patronage.

This exploratory study proposed an empirical look at the meaning of place attachment in retail patronage and studies the role it plays in online shopping patronage. A mixed method approach was appropriate to draw upon strengths and minimize weaknesses of quantitative and qualitative research (Johnson & Onwuegbuzie, 2004). The mixed methods research paradigm has been supported in previous literature (Newman & Benz, 1998; Tashakkori & Teddlie, 1998, 2003).

The Research Process

Qualitative and quantitative methods were implemented to increase the understanding of retail place attachment in relation to retail patronage. Mixed methods are appropriate when explaining complex phenomena from different perspectives (Tashakkori & Teddlie, 1998, 2003). A mixed-model research design allowed for narrative data to validate and add meaning to numerical data. Mixed methods research provided more insight through analysis of a situation from more than one perspective (Johnson & Onwuegbuzie, 2004).

This study design incorporated quantitative and qualitative methods using a within-stage, mixed-model design (Johnson & Onwuegbuzie, 2004). The within-stage, mixed-model design survey allowed for concurrent quantitative and qualitative methods to be implemented (Gliner & Morgan, 2000). To date, much of the research on place attachment in the retail venue has been completed using sequential qualitative and quantitative design or strictly qualitative design (Johnstone & Conroy, 2008; Shamsuddin & Ujang, 2008). The within-stage, mixed model design was appropriate to the present study, as it accommodated specific questions on place attachment and retail patronage. This study used a multi-part survey, with a rating scale and three open-ended questions. Scale items and questions were developed through literature review (Ball &

Tasaki, 1992; Goldsmith, Freiden & Kilsheimer, 1993; Grewal, Krishnan, Baker & Borin, 1998; Holbrook, 1993; Johnstone & Conroy, 2008; Shamsuddin & Ujang, 2008; Shimp & Sharma, 1987) and the survey was electronically administered to probe specific areas of place attachment and retail patronage.

Procedures

Variables

The dependent variables analyzed in this study were: 1.) retail place attachment and 2.) online retail patronage. The outcome of the study was to validate constructs of retail place attachment and identify its influence on online retail patronage. The independent variables were: 1) symbolic interaction, 2) fashion involvement, 3) nostalgia, 4) shopping motivators, 5.) place attachment, and 6) consumer demographics.

Pilot Test: Initial Scale Refinement

Scales were validated in previous studies (Ball & Tasaki, 1992; Goldsmith, Freiden, & Kilsheimer, 1993; Grewal, Krishnan, Baker, & Borin, 1998; Holbrook, 1993; Johnstone & Conroy, 2008; Shamsuddin & Ujang, 2008; Shimp & Sharma, 1987). Reliability statistics were also run on the 47 item questionnaire answered by survey participants and a Cronbach's Alpha of (.86) was attained. This alpha is high in terms of acceptability as a measure of reliability (Newton & Rudestam, 1999). Therefore, the pilot test consisted of scrutinizing the survey for content validity (Morgan, Leech, Gloeckner, & Barrett, 2007). In order to refine scale items generated from this study, the pilot test questionnaire containing 47 retail place attachment questions were conducted on a convenience sample of undergraduate students majoring in Family and Consumer Sciences at a midwestern university and faculty members at a major southeastern university. A total of 12 usable surveys were collected. The surveys were completed in 20 minutes on average.

Pilot test results suggested further scale refinement was needed. Likert scale wording and instructions were changed. Numbers (1-7) on the likert scale were assigned a written explanation for clarity as follows: 1=Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neutral, 5=Somewhat Agree, 6=Agree, and 7= Strongly Agree. The pilot test also revealed that two of the qualitative questions yielded responses that were repetitive and therefore unnecessary to replicate. For this reason the question, "My first memory of this store is..." was deleted.

Sample

Four hundred twenty-nine participants were randomly chosen from a social-networking database and two professional organization databases using the snowball sampling technique (Gliner & Morgan, 2000). Inclusion criteria for this sample included both genders, an age range of 18 and up, and all ethnic backgrounds. Survey participants were recruited from Facebook, a social-networking database and two professional organization databases. A social-networking site was chosen as the database for the study because of the recent trends in fashion apparel companies to market and distribute information to consumers via social media (Stephenson & Strugatz, 2010).

Qualitative Inquiry

The qualitative section of the survey contained open-ended ethnographic interview questions to study the emotions associated with consumers and their attachment to places of retail (Yoo, Park & MacInnis, 1998). Spradley (1979) suggested the following procedure when establishing ethnographic interview questions: (a) the establishment of rapport, (b) asking descriptive questions, (c) specifying with more descriptive questions, (d) asking structural questions, and (e) specifying with a finishing contrast question. Ethnographic interview questions were developed after careful review of literature (Ahrentzen, 1989; Belk, 1992; Chawla, 1986; Dixon & Durrheim, 2004; Hailu, Boxall & McFarlane, 2005; Frumkin, 2006; Hidalgo & Hernandez, 2001; Hummon, 1990; Lawrence & Low, 1990; Marcus, 1978; Pellow, 1991; Rhee & Bell, 2002; Riley, 1979; Rubinstein, 1987; Shamsuddin & Ujang, 2008; Watkins, 2008). It is also important that interview questions are open-ended and allow for participants to clearly communicate their own personal ideas and thoughts (Berg, 1995). Wording of the interview questions was carefully researched and considered to avoid biases and “double-barreled” (Berg, 1995, p. 41) questions.

Qualitative studies make a substantial contribution to the development of grounded theory (Corbin & Strauss, 2008). Ethnographic interview data was transcribed, emerging themes identified, code categories developed, and data were sorted according to the categories.

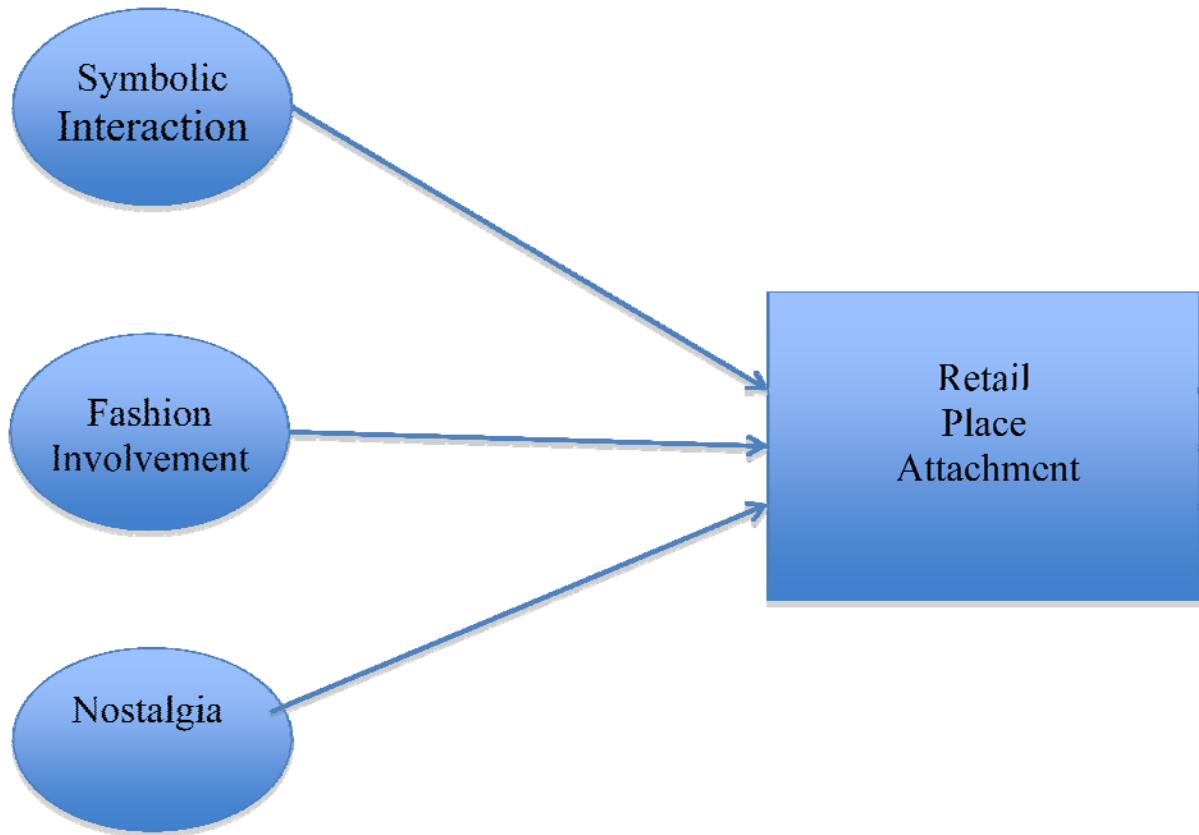
Quantitative Inquiry

The quantitative section of the survey (see Appendix A) was developed to further investigate findings using pre-existing scales about symbolic interaction (Ball & Tasaki, 1992), fashion leadership (Goldsmith, Freiden & Kilsheimer, 1993), nostalgia (Holbrook, 1993), place attachment to a retail outlet (Shamsuddin & Ujang, 2008) and online shopping motivators (Ha,

Kwon & Lennon, 2007; Grewal, Krishnan, Baker & Borin, 1998; Mathwick, Maholtra & Rigdon, 2001). Survey data collection methods included the distribution of a multi-part, electronically administered survey using Facebook (Ganesh, Reynolds, Luckett & Pomirleanu, 2010) and two professional organization databases: International Textile and Apparel Association and American Collegiate Retailing Association. Survey participants were all 18 years of age and older. A dataset was selected from Facebook and the mailing lists of two professional organizations. A group, consisting of 857 members, was established on the Facebook database.

The dependent variable “retail place attachment” was measured using scales developed by Ball and Tasaki (1992); Goldsmith, Freiden, and Kilsheimer (1993); Holbrook (1993); Shamsuddin and Ujang (2008); Shimp and Sharma (1987). A 7-point Likert scale was used for each of the scale survey items (Shimp & Sharma, 1987). The final section of the survey included questions regarding the demographic grouping of the survey participant and online shopping motivators (Ha, Kwon & Lennon, 2007; Grewal, Krishnan, Baker & Borin, 1998; Mathwick, Maholtra & Rigdon, 2001). Groups being compared for this study included age groups, gender groups, education level and racial groups. Participants’ demographic information was used to describe the sample. Figure 2 presents models to further aid in the understanding of the relationships between variables in the two parts of the study.

Part 1 of Data Analysis



Part 2 of Data Analysis

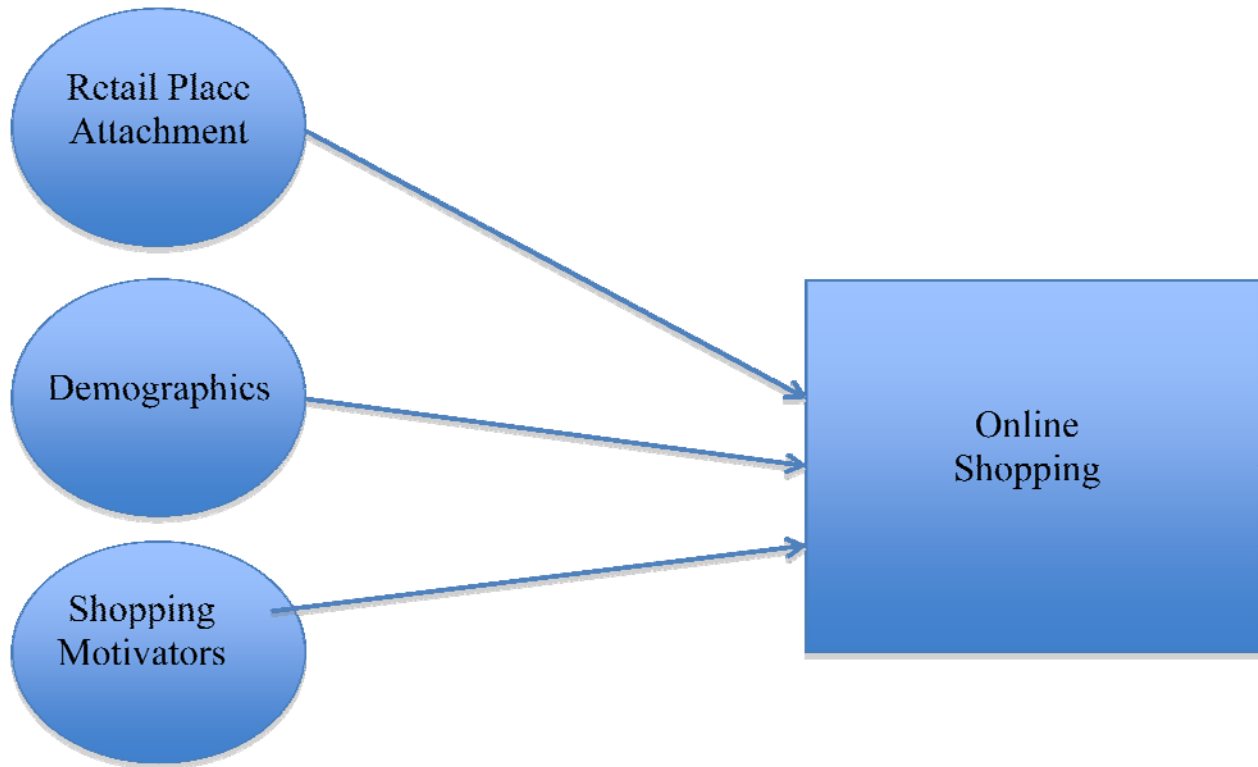


Figure 2: *Data Analysis*

Confirmatory factor analysis was implemented to measure construct validity of the scales (Thompson, 2004). Thompson suggested using factor analysis to bring constructs into being. A pilot test was done for content analysis and initial scale refinement (Gliner & Morgan, 2000). Internal consistency was then measured using Cronbach's Alpha (α). The more items used on the scale, the higher the reliability number and Cronbach's Alpha should be $\alpha = .80$ or higher (Gliner & Morgan, 2000).

Statistical Considerations and Data Analysis

The qualitative data were gathered and converted to rich text files (rtf.). The rtf. files were then downloaded into the ATLAS.ti software program and coded into themes. ATLAS.ti allowed the researcher to carefully organize the data into streams or themes of research.

The quantitative data were analyzed using both descriptive and inferential statistics with SPSS software. Descriptive statistics conducted include frequency distributions, central tendencies, and variability of data variables (Newton & Rudestam, 1999).

Ordinal logistic regression was used as the inferential statistical analysis tool to test the influences on place attachment (Newton & Rudestam, 1999). This statistical technique was appropriate because the study has more than two independent variables and two dependent variables generated by an ordinal scale (Menard, 2010). Model fit was tested by Global model and fit statistics, such as Pearson and deviance (Campbell & Donner, 1989; Menard, 2010). Cox & Snell R^2 and Nagelkerke R^2 gave a estimate of the variance that could be predicted from the independent variables (Leech, Barrett, & Morgan, 2008).

Logistic regression was used in the second stage to analyze how place attachment, online shopping motivations, nostalgia and demographics predict retail patronage group membership (Fox, 2008).

Ordinal Logistic Regression

Part I

For the first three hypotheses ordinal logistic regression was used to test the model. The model was run separately for each independent variable. The dependent variable, retail place attachment, was measured using ordered interval data.

$$\ln \left(\frac{\text{prob}(\text{retail place attachment})}{1 - \text{prob}(\text{retail place attachment})} \right) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \varepsilon$$

Where

X_1 = Symbolic Interaction

X_2 = Fashion Involvement

X_3 = Nostalgia

Part II

Ordinal logistic regression was used in order to test the last three hypotheses of the model. The model was run separately for each independent variable. The dependent variable, online shopping, was measured using ordered interval data.

$$\ln\left(\frac{\text{prob}(\text{online shopping})}{1 - \text{prob}(\text{online shopping})}\right) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where

X_1 = Retail Place Attachment

X_2 = Demographics

X_3 = Shopping Motivators

Statistical tests included F for multiple regressions and F or t for regression coefficients. Measure of effect size was evaluated using the following formula $ES = R^2 / (1 - R^2)$: Small = .02, medium = .15, large = .35). Measures of association included R or R^2 and standardized regression coefficients (Newton & Rudestam, 1999). Adequate sample size was determined using an effect size calculator (Statistics calculator, 2008). Using alpha level ($\alpha = .05$), number of predictors as 5, anticipated effect size of $R^2 (.25) = 0.33$, and .80 as the desired statistical power level, the minimum required sample size was 45. A sample size of 429 was allocated for sampling errors and an increase in N allowed for less variability.

CHAPTER FOUR

RESULTS

This study was designed to develop and confirm constructs that describe place attachment from a retail consumer perspective, to determine if retail place attachment is influenced by fashion involvement, nostalgia and place attachment, to test the application of a place attachment scale to online shopping patronage, and finally to establish the role place attachment plays in online shopping patronage. This study is structured around detailed hypotheses and a broad research question. The hypotheses stated the following:

Main Study: Scale Validation

The main study was conducted for scale validation. A within-stage, mixed-model design was implemented for this study design incorporating both quantitative and qualitative methods (Johnson & Onwuegbuzie, 2004).

The population for this study was people predisposed to shop. This included consumers who had shopped either in a bricks and mortar setting or online, and were between the ages 18 and 65.

The sampling frame was composed of name lists for two professional organizations; the International Textile and Apparel Association (N = 40) and the American Collegiate Retailing Association (N = 19); and a Facebook group (N = 380), "*What is your Favorite Place to Shop.*" First, the sampling procedures will be discussed, followed by general descriptive characteristics of the sample. Next, preliminary data analyses are reported and Ordinal Logistic Regression is employed to test the proposed model.

Sampling Procedures

Cluster sampling was used to elicit responses from natural groupings found in the population of people predisposed to shop in a bricks and mortar setting or online, between the ages 18 and 65 (Gliner and Morgan, 2000; Thompson, 1990). The groups selected to sample were the International Textile and Apparel Association, American Collegiate Retailing Association, and Facebook's "*What is Your Favorite Place to Shop.*" Cluster sampling created a non-probability, purposive sample which was appropriate for this type of research. The use of two name lists and a Facebook group represents an attempt to select participants representative

of the population of people predisposed to shop in a bricks and mortar setting or online, and were between the ages 18 and 65 (Gliner and Morgan, 2000).

A modified Dillman (2007) method was the data collection technique used to contact members of the three groups selected to participate in this study. All possible names included in the sampling frame were sent an e-mail invitation to complete a survey hosted by the Florida State University at www.surveymonkey.com. Multiple contacts were made to assure for email survey success (Schaefer & Dillman, 1998). The initial contact was made with possible respondents, followed by a thank you/reminder email sent after two and four weeks. The initial email introduced the researcher and explained the purpose of the study. The recruitment email is provided in Appendix B and copy of the study's online survey is in Appendix A. Prior to completing the survey the participants were asked to read and complete a consent form (Appendix C).

Next survey participants were asked to complete two qualitative questions and how often did they shop online and make a purchase. These were screening questions. All respondents shopped online. Survey participants then completed the remaining questions of the survey regarding place attachment, symbolic interaction, fashion involvement, nostalgia and on-line shopping motivators. Finally demographic questions were asked including age, race/ethnicity, gender, and education.

Sample Description

The overall response rate was 35% (n=634) for participants who accessed the survey link and completed the consent form; all were qualified to take the survey. However, 185 people abandoned the survey after completing the consent form. The survey was sent out to 1,791 people. This yielded 439 participants who completed the online survey. Among participants completing the survey, the response rate per group was as follows: International Textile and Apparel Association-6.1%, American Collegiate Retailing Association-6.1%, and Facebook's "*What is Your Favorite Place to Shop*"-46%. The response rate for usable surveys completed on SurveyMonkey was about 25%. The overall response rate exceeds Dillman's (2009) expectations for web response rates of 13%.

The characteristics of the sample are presented in Table 2. Of the 439 participants who completed the survey, 9.1% were from the International Textile and Apparel Association, 4.3%

were from the American Collegiate Retailing Association, 86.5% were from the Facebook group *What is Your Favorite Place to Shop*, and two participants (0.5%) were undetermined.

Table 2
Sample Demographic Characteristics

Characteristic		Study Sample Response Percent (%)
Age	18-19	10.9
	20-29	33.7
	30-39	17.5
	40-49	16.2
	50-59	15.0
	60-65	6.8
	65 and Older	0.7
Race/ Ethnicity	American Indian or Alaskan Native	1.6
	Asian	3.2
	Black or African American	3.6
	Native Hawaiian or Pacific Islander	0.0
	White /Caucasian	90.0
	Hispanic or Latino	2.1
	Other	1.4
Gender	Female	91.1
	Male	8.9
Education	Elementary/ Secondary School	15.9
	Associates Degree	9.8
	Diploma Nurse/ Professional	3.0

Table 2 Continued

Certificate	
Baccalaureate Degree	22.6
Masters Degree	22.1
Doctorate	21.0
MD, DO	0.5
Other	8.4

There was representation in all age, ethnicity, gender, and education categories. Sample statistics regarding age were 33.7% (N=148) between 20-29 and 38.7% (N=170) were 40 and above. With respect to ethnicity, 90.0% of the sample was White or Caucasian. The majority of participants were female 91.1% (N= 400) and 66.2% of the participants had a Bachelor's degree or higher. Next, survey participants were asked to indicate how often they shop online and make a purchase. The data analysis revealed that 290 participants (66.1%) chose 1-4 times per week, 151 participants (34.4%) chose never, eight participants (1.8%) chose 5-9 times per week, three participants (0.7%) chose 14 or more times per week.

Qualitative Analysis

The first qualitative question of the survey asked participants to list their favorite places to shop. A list of names of the favorite stores was compiled. A word-frequency count (Arnold, Landry, & Reynolds, 2007; Kassarijan, 1977; Newton & Rudestam, 1999) was conducted to identify which stores were recognized as favorites and how often they were mentioned (Abernathy & Frank, 1996; Stemler, 2001). Next the North American Industry Classification (NAICS) codes were found for each store and code categories were established (Newton & Rudestam, 1999). Code categories are as follows: category specialist, department store, full-line discount store, specialty store, supermarket, used merchandise store, and warehouse club. Code categories are defined in Appendix F. A total of 144 stores were listed as a favorite store by survey participants. The top ten stores were: Target (N=45), Forever 21(N=31), Kohl's (N=20), TJ Maxx (N=18), Nordstrom (N=17), Ann Taylor LOFT (N=15), Walmart (N=14), Express (N=13), Old Navy (N=12), and Macy's (N=11). Of these favorite stores; four were specialty stores (Forever 21, Ann Taylor LOFT, Express, and Old Navy), three were department stores (Kohl's, Nordstrom, and Macy's), two were full-line discount stores (Target and Walmart), and one was an off-price retailer (TJ Maxx). Specialty stores were listed most commonly as favorite

stores (N=91) and off-price retailers and used merchandise stores were listed the least as a favorite store (N=3). Table 3 lists the top ten favorite stores and frequencies of response. A complete list of favorite stores and frequency of occurrence can be viewed in Appendix G.

Table 3
Top Ten Favorite Stores

Store	Frequency (N)
Target	45
Forever 21	31
Kohl's	20
TJ Maxx	18
Nordstrom	17
Ann Taylor LOFT	15
Walmart	14
Express	13
Old Navy	12
Macy's	11

The second and third qualitative questions were combined into one data set in order to confirm the three constructs used as independent variables in the first three hypotheses of the study.

The key search words for each independent variable, nostalgia, fashion involvement, symbolic interaction, and shopping motivators were identified through analysis of the literature (Ahrentzen, 1989; Belk, 1992; Chawla, 1986; Dixon & Durrheim, 2004; Hailu, Boxall, & McFarlane, 2005; Frumkin, 2006; Hidalgo & Hernandez, 2001; Hummon, 1990; Lawrence & Low, 1990; Marcus, 1978; Pellow, 1991; Rhee & Bell, 2002; Riley, 1979; Rubinstein, 1987; Shamsuddin & Ujang, 2008; Watkins, 2008) for each of the constructs using referential units as suggested by Stemler (2001). A list of the constructs and referential units used as key search words is provided in Table 4. The qualitative analysis supported the constructs. Several of the referential units correspond with one another repeating the same quotes showing correlation of the variables.

Table 4
Constructs and Key Search Words

Construct	Referential Unit (Key Search Word)
Nostalgia	Future
	Quality
	Technology
Fashion Involvement	Fashion
	Trend
	New
Symbolic Interaction	Individuality
	Attach
	Feel
	Community
Shopping Motivators	Friendship
	Social
	Meaning
	Secure
	Positive
	Store
	Atmosphere
	Price
	customer service
	Assortment
	Format
	Reputation
	Age
Website	
Online	
Products	

The constructs and key corresponding quotes are listed in Table 5. Please note that some of the quotes fell into more than one referential unit with but have only listed once in the table.

Table 5
Quotes

Construct	Quote
Nostalgia	<p>“good prices for quality products”</p> <p>“UK-based better quality of clothing and reasonable prices”</p>
Fashion Involvement	<p>“good quality fashion items at an affordable price”</p> <p>“fun, hip, stylish clothes, great customer service”</p> <p>“It [favorite store] has the latest fashion trends at a cheap and affordable price”</p> <p>“The variety of clothing, the prices are great and the fashions are current.”</p> <p>“They [favorite store] have great fashionable trendy clothes and the prices are cheap.”</p> <p>“Forever 21’s clothes are cheap yet very fashionable and they fit my style very well”</p> <p>“I like the ambience, service, fashion and durability of the items.”</p> <p>“The prices are reasonable, the staff is very welcoming and helpful, and there are only a few pieces of each item so not everyone has the same clothes as me.”</p> <p>“The prices and uniqueness of the items.”</p>
Symbolic Interaction	<p>“I feel attached to this store because it is trendy and affordable.”</p> <p>“I’ve been shopping this site for over five years now and the product is always good quality.”</p> <p>“... it connects with something that I do recreationally, which is gaming”</p> <p>“I always find AMAZING clothes that are my favorite brands that I would never be able to afford at full price and I look amazing and classy and everyone compliments me and I feel great about myself.”</p> <p>“I feel that it fits my personality and style”</p> <p>“They have beautifully made clothing in styles that I like and are flattering in a price point I feel comfortable.”</p>

Table 5 Continued

Shopping Motivators	<p>“I always feel very welcome here.”</p> <p>“They make me feel comfortable about my body.”</p> <p>“I went on shopping trips with my mom and my friends there frequently.”</p> <p>“It’s locally headquartered, I use to work there, I like the company’s involvement in the community, I shop there frequently.”</p> <p>“memories, online similar to actual store, wide variety of merchandise that suits me”</p> <p>“Online their website is very easy to use and find your size.”</p> <p>“It focuses on fast fashion and an age group of teens to twenties.”</p> <p>“it has unusual item that you don’t see at every store”</p> <p>“I find the clothes to be worth more than the price and I can always walk out of the store with something I love.”</p> <p>“I like the way it smells inside and the look of the store.”</p> <p>“I can get everything I need there except for groceries.”</p> <p>“I love the home décor, the store is small enough to navigate easily and fairly quickly.”</p> <p>“I like the merchandise and the store atmosphere.”</p> <p>“Great selection, moderate to high end designer lines available, fairly good bargains and clean bright stores.”</p>
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Quantitative Analysis

Descriptive statistics of Part I and Part II of the study are provided in Appendices D and E. Mean, minimum, and maximum values, standard deviation, skewness and kurtosis were calculated using SPSS to measure variability.

The scale items for Part I and Part II of the study are organized by construct in Table 6 and Table 7.

Table 6
Retail Place Attachment Scale Items

Construct	Label	Scale Item
Symbolic Interaction	Attach1	I feel very attached to this store.
	Attach2	The store is meaningful to me.
	Attach3	I have a positive impression of this store
	Attach4	Coming to this store is satisfying to me.
	Attach5	I enjoy being in this store more than any other place.
	Attach6	I feel secure in this store.
	Attach7	Staying in this store makes me forget my problems.
	Attach8	I would prefer to spend more time in this store if I could.
	Attach9	I feel a sense of community with this store.
	Attach10	I feel a sort of friendship with this store.
	Attach11	I enjoy the social aspect of shopping in this store.
	Place Attachment	Attach12
Attach13		How much do you agree with the statement, "My favorite store reminds me of who I am."
Attach14		I am very attached to a specific store.
Attach15		Imagine for a moment that your preferred store closed. Think of your feelings after such an event. How much do you agree with the statement, "If my favorite store closed, I would feel like I had lost a little bit of myself."
Attach16		How much do you agree with the statement, "I don't really have too many feelings about my favorite store."
Attach17		I would prefer to spend more time and money in my favorite store if I could.
Attach18		If my preferred store closed it would make little difference to me if I had to choose another comparable store.
Attach19		I consider myself to be loyal to one store.
Place Attachment Continued	Attach20	I prefer doing most of my shopping in the same store I have always shopped in.
	Attach21	Once I have made a choice on which store to buy things from, I prefer shopping there without trying out new stores.
Fashion Involvement	FL1	I am aware of fashion trends and I want to be one of the first to try them.
	FL2	I am the first to try new fashion; therefore many people regard me as being a fashion leader.
	FL3	It is important to me to be a fashion leader.
	FL4	I am confident in my ability to recognize fashion trends.
	FL5	Clothes are one of the most important ways I have of expressing my individuality.
Nostalgia	Nostal1	They don't make 'em like they use to.

Table 6 Continued

Nostal2	Things use to be better in the good old days.
Nostal3	Products are getting shoddier and shoddier.
Nostal4	Technological change will ensure a brighter future.
Nostal5	History involves a steady improvement in human welfare.
Nostal6	We are experiencing a decline in the quality of life.
Nostal7	Steady growth of the GNP has brought increased human happiness.
Nostal8	Modern business constantly builds a better tomorrow.

Table 7

Online Shopping Motivators Scale Items

Construct	Label	Scale Item
Online	Web1	The website has a pleasant atmosphere.
Shopping	Web2	The website has well known brands.
Motivators	Web3	The website has low quality products.
	Web4	The website has good service.
	Web5	The website has good descriptions of products.
	Web6	The website has an unlimited selection of products.
	Web7	The website has an attractive layout.
	Web8	The website is pleasant to shop in.

Every Item obtained the full range of answers, from 1 to 7. Pearson correlations were conducted on the four independent variables; symbolic interaction, fashion involvement, nostalgia, and online shopping motivators (Morgan, Leech, Gloeckner, & Barrett, 2007). Table 8 provides descriptive statistics for the variables including mean, standard deviation, and correlations showing that five of the six independent variables were significantly correlated.

Multi-collinearity is a statistical condition that was examined in terms of its severity (Farrar & Glauber, 1967). Multi-collinearity problems rarely are an issue in social-science functions of linear models (Fox, 2008; Leech, Barrett, & Morgan, 2008). In ordinal logistic regression the most common concerns are sample size, standard error, and deviation of the parameter estimates.

Analysis revealed standard error, and deviation of the parameter estimates were within acceptable ranges. The strongest positive correlation, which would be considered a large effect size, was between symbolic interaction and place attachment, $r(439) = .64, p < .001$. This means

that participants with relatively high levels of symbolic interaction were also very likely to have high levels of place attachment. Symbolic interaction was also positively correlated to fashion involvement ($r=.36$) and nostalgia ($r=.21$); these are small to medium effect sizes according to Newton & Rudestam (1999). Another positive correlation, which would be considered a small effect size, was between place attachment and fashion involvement, $r(439)=.26, p<.001$. This means that those surveyed with high levels of place attachment were somewhat likely to have high levels of fashion involvement. Place attachment was also positively correlated to nostalgia ($r=.24$).

Table 8
Intercorrelations, Means, and Standard Deviations for Variables
(N=439)

Variable	1	2	3	4	μ	SD
1. Symbolic interaction	—	.64	.36	.21	54.27	11.94
2. Place attachment	—	—	.26	.24	41.32	7.86
3. Fashion involvement	—	—	—	.06	21.40	7.58
4. Nostalgia	—	—	—	—	33.34	5.60

$\rho < .01$

Hypothesis Testing

Qualitative analysis was used to test the relationships between the four constructs symbolic interaction, fashion involvement, nostalgia, and shopping motivators on the dependant variable place attachment and retail patronage. Ordinal logistic regression was conducted to assess whether or not the independent variables were significant predictors of retail place attachment and online shopping. This statistical technique was appropriate because the study has independent and dependent variables that were measured by ordered likert scales or questions with sequential interval data (Menard, 2010).

Part I: Predictors of Retail Place Attachment.

For the first three hypotheses, an ordinal regression model was used to analyze the data (Menard, 2010). A separate model was run for each of the independent variables, nostalgia, fashion involvement, and symbolic interaction. The dependent variable was retail place attachment. Data from likert scale statements for retail place attachment were aggregated and converted into ordered interval scores and reverse coding was done for variables as needed.

H1: Nostalgia will increase retail place attachment within the retail setting.

$$\ln\left(\frac{\text{prob}(\text{retail place attachment})}{1 - \text{prob}(\text{retail place attachment})}\right) = \beta_0 + \beta_1 X_1 + \varepsilon$$

The first hypothesis posited that for a one unit increase in nostalgia (i.e., going from 0 to 1), we expect a .089 increase in the ordered log odds of being in a higher level of retail place attachment, given all of the other variables in the model were held constant. Table 9 presents the ordered log odds ratios. Results support acceptance to the first hypotheses “*as nostalgia increases, retail place attachment will also increase within the retail setting.*”

H2: Fashion involvement will increase retail place attachment within the retail setting.

$$\ln\left(\frac{\text{prob}(\text{retail place attachment})}{1 - \text{prob}(\text{retail place attachment})}\right) = \beta_0 + \beta_2 X_2 + \varepsilon$$

Ordinal logistic regression was also conducted to assess whether fashion involvement significantly predicted retail place attachment. The second hypothesis posited that for a one unit increase in fashion involvement (i.e., going from 0 to 1), we expect a .048 increase in the ordered log odds of being in a higher level of retail place attachment, given all of the other variables in the model were held constant. Table 9 presents the ordered log odds ratios. Results support acceptance of the second hypotheses “*as fashion involvement increases, retail place attachment will also increase within the retail setting.*”

H3: Symbolic interaction will increase retail place attachment within the retail setting.

$$\ln\left(\frac{\text{prob}(\text{retail place attachment})}{1 - \text{prob}(\text{retail place attachment})}\right) = \beta_0 + \beta_3 X_3 + \varepsilon$$

Ordinal logistic regression was also conducted to assess whether symbolic interaction significantly predicted retail place attachment. The third hypothesis posited that for a one unit increase in symbolic interaction (i.e., going from 0 to 1), we expect a .078 increase in the ordered log odds of being in a higher level of retail place attachment, given all of the other variables in the model were held constant. Table 9 presents the ordered log odds ratios. Results support

acceptance of the third hypothesis “*as symbolic interaction increases, retail place attachment will also increase within the retail setting.*”

Table 9

Hypotheses 1-3: Ordered Log Odds Ratios for Independent Variables

Variable	Parameter Estimate	Significance
Nostalgia	.089	.000*
Fashion involvement	.092	.014*
Symbolic Interaction	.078	.000*

* $p \leq .05$

In the first three hypotheses, the independent variables, symbolic interaction, fashion involvement, and nostalgia were significant predictors of retail place attachment.

Part II: Predictors of Online Shopping Patronage.

For the last three hypotheses, an ordinal regression model was used to analyze the data (Menard, 2010). A separate model was run for each of the independent variables, retail place attachment, demographics, and online shopping motivators. The independent variables, retail place attachment and online shopping motivators were measured using Likert Scale statements. Data from likert scale statements were aggregated, averaged, and converted into ordered interval scores. The variable demographics included ordered interval and categorical data. The dependent variable was online shopping patronage. The dependent variable online shopping patronage was measured by ordered interval data.

H4: Online shopping motivators will increase online shopping patronage.

$$\ln \left(\frac{\text{prob}(\text{online shopping})}{1 - \text{prob}(\text{online shopping})} \right) = \beta_0 + \beta_1 X_1 + \varepsilon$$

The fourth hypothesis posited that for a one unit increase in online shopping motivators (i.e., going from 0 to 1), we expect a .045 increase in the ordered log odds of being in a higher level of online shopping, given all of the other variables in the model were held constant. Table

12 presents the ordered log odds ratios. Results support acceptance to the fourth hypotheses, “*online shopping motivators will increase online shopping patronage*”.

A correlation was also conducted to investigate if there was a statistically significant association between online shopping motivators and shopping patronage. The Pearson Correlation coefficient statistic was calculated, $r(439) = .12, p < .013$. The direction of this correlation was positive, although the effect size is small, according to Newton & Rudestam (1999). This means that online shopping motivators will affect online shopping patronage and vice versa.

H5: Demographics will increase online shopping patronage.

$$\ln\left(\frac{\text{prob}(\text{online shopping})}{1 - \text{prob}(\text{online shopping})}\right) = \beta_0 + \beta_2 X_2 + \varepsilon$$

The fifth hypothesis posited that for a one unit increase in each of the demographic categories (i.e., going from 0 to 1), we expect a .072 (age) increase, .162 (race) increase, -1.019 (gender) decrease and .049 (education) increase in the ordered log odds of being in a higher level of online shopping, given all of the other variables in the model were held constant. Table 12 presents the ordered log odds ratios. Results support acceptance of the fifth hypotheses, “*demographics will increase online shopping patronage*”. The demographic of age shows significance at the $p \leq .05$ level.

A One-way ANOVA was run on each of the demographic variables: age, race, gender, and education. A statistically significant difference was found between the genders on online shopping, $F(39, 400) = 11.223, p = .001$. Table 10 shows results from the One Way Analysis of Variance comparing age, race, gender, education, and source on online shopping patronage.

Table 10
One-Way Analysis of Variance Summary

Source	Df	SS	MS	F	P
<i>Age</i>					
Between groups	5	2.57	.51	1.61	.155
Within groups	433	137.68	.32		
Total	438	140.25			
<i>Race</i>					
Between groups	5	1.44	.29	.89	.483
Within groups	433	138.81	.32		
Total	438	140.25			
<i>Gender</i>					
Between groups	1	3.51	3.51	11.22	.001
Within groups	437	136.73	.31		
Total	438	140.24			
<i>Education</i>					
Between groups	7	4.40	.63	1.99	.055
Within groups	431	138.85	.32		
Total	438	140.25			
* $p \leq .05$ ** $p \leq .01$					

In addition to a One-way ANOVA, a Independent Samples *t* test was run to compare the online shopping of males and females (Morgan, Leech, Gloeckner, & Barrett, 2007). Table 11 shows that males were significantly different from females on online shopping as previously mentioned ($p = .001$). Inspection of the two group means indicates that the average online shopping score for females ($M = 1.66$) is significantly lower than the score ($M = 1.97$) for males.

Table 11
Comparison of Male and Female Consumers on Online Shopping
 (n=39 males and 400 males)

Variable	M	SD	<i>t</i>	<i>Df</i>	<i>p</i>
Online Shopping			3.35	437	.001
Males	1.97	.811			
Females	1.66	.529			
$\rho < .01$					

The difference between the means is .31 on a 4 point likert scale, meaning that males shop online more than females. The effect size is .5, which is a “medium” effect size (Cohen, 1988). The effect size was determined using the following formula:

$$d = \frac{M_M - M_F}{SD_{pooled}}$$

H6: Retail place attachment will increase online shopping patronage.

$$\ln\left(\frac{\text{prob}(\text{online shopping})}{1 - \text{prob}(\text{online shopping})}\right) = \beta_0 + \beta_3 X_3 + \varepsilon$$

The sixth hypothesis posited that for a one unit increase in retail place attachment (i.e., going from 0 to 1), we expect a .005 increase in the ordered log odds of being in a higher level of online shopping, given all of the other variables in the model were held constant. Table 12 presents the ordered log odds ratios. The results failed to support acceptance to the sixth hypotheses, “*retail place attachment will increase online shopping patronage*”.

A correlation was conducted to investigate if there was a statistically significant association between retail place attachment and online shopping. The Pearson Correlation coefficient statistic was calculated, $r(439) = .08, p < .084$. The direction of this correlation was positive, although the effect size is very small, according to Newton & Rudestam (1999). This means that retail place attachment will affect online shopping patronage and vice versa.

Table 12
Hypotheses 4-6: Ordered Log Odds Ratios for Independent Variables

Variable	Parameter Estimate	Significance
Online Shopping Motivators	.045	.000*
Demographics		
Age	.072	.337
Race	.162	.162
Gender	-1.019	.013**
Education	.049	.372
Retail Place Attachment	.005	.193

* $p \leq .05$ ** $p \leq .01$

Ordinal Logistic Regression: Full Model

Once each model was run separately for each of the six hypotheses the full model was run for Part I and Part II of the data. Data from likert scale statements for retail place attachment and online shopping were aggregated and converted into ordered interval scores and reverse coding was done for variables as needed.

Ordinal logistic regression was again used to analyze the data (Menard, 2010). A full model was run combining the independent variables, nostalgia, fashion involvement, and symbolic interaction. The dependent variable was retail place attachment. Next a full model was run combining the independent variables, nostalgia, fashion involvement, and symbolic interaction. The dependent variable was retail place attachment.

$$\ln\left(\frac{\text{prob}(\text{retail place attachment})}{1 - \text{prob}(\text{retail place attachment})}\right) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \varepsilon$$

The first model posited that for a one unit increase in nostalgia, fashion involvement, and symbolic interaction (i.e., going from 0 to 1), we expect a .43 increase in the ordered log odds of being in a higher level of retail place attachment. Table 13 presents the ordered log odds ratios.

Table 13
Ordered Log Odds Ratios: Part I

Variable	Parameter Estimate	R ²
Nostalgia	.051***	0.433
Fashion Involvement	0.003	
Symbolic Interaction	.126***	

***p ≤ .001

**p ≤ .05

$$\ln\left(\frac{\text{prob}(\text{online shopping})}{1 - \text{prob}(\text{online shopping})}\right) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

The second model posited that for a one unit increase in retail place attachment, demographics (gender), and shopping motivators (i.e., going from 0 to 1), we expect a .04 increase in the ordered log odds of being in a higher level of retail place attachment. Table 14 presents the ordered log odds ratios for Part II.

Table 14
Ordered Log Odds Ratios: Part II

Variable	Parameter Estimate	R ²
Retail Place Attachment	.005	.047
Demographics-gender	-1.155**	
Shopping Motivators	.050*	

**p ≤ .01

*p ≤ .05

Chapter Summary

In summary, the pilot test was conducted for initial scale refinement and resulted in modifications to the likert scale wording and instructions as well as removal of one of the qualitative analysis questions. A within-stage, mixed-model design was implemented for the study using both quantitative and qualitative methods (Johnson & Onwuegbuzie, 2004). Cluster sampling was used to elicit responses from people predisposed to shop between the ages of 18 and 65. Groups selected to sample included the International Textile and Apparel Association, American Collegiate Retailing Association, and Facebook’s “*What is Your Favorite Place to Shop*”. A modified Dillman (2007) method was used to collect the survey data from surveymonkey.com.

Qualitative

Qualitative analysis included conversion of data into rtf. files and analysis using ATLAS.ti software. Frequency counts were run for question one which asked the participant to identify their favorite store. Code categories were also established for each store using NAICS and SIC codes. A total of 144 stores were listed as a favorite store by participants and ten top stores were identified (in order from first to last): Target, Forever 21, Kohl’s, TJ Maxx, Nordstrom, Ann Taylor LOFT, Express, Old Navy, and Macy’s. Next referential units were identified through review of literature for each of the constructs of the study and used as key search words for

content analysis of questions 2 and 3. The qualitative data established the constructs used as independent variables for the first three hypotheses of the study.

Quantitative

The quantitative section of the likert scale survey contained 42 questions (Cronbach's Alpha = .86) on place attachment, symbolic interaction, fashion involvement, nostalgia, and patronage motivators developed from pre-existing scales (Ball & Tasaki, 1992; Goldsmith, Freiden & Kilsheimer, 1993; Grewal, Krishnan, Baker & Borin, 1998; Holbrook, 1993; Johnstone & Conroy, 2008; Shamsuddin & Ujang, 2008; Shimp & Sharma, 1987). Ordinal logistic regression was used to test the first three hypotheses (Part I). The model was run separately for each independent variable: symbolic interaction, fashion involvement, and nostalgia measuring the dependent variable, retail place attachment.

H1: Nostalgia will increase retail place attachment within the retail setting. (.089, $p \leq .05$)

H2: Fashion involvement will increase retail place attachment within the retail setting. (.092, $p \leq .05$)

H3: Symbolic interaction will increase retail place attachment within the retail setting. (.078, $p \leq .05$)

Ordinal logistic regression was also used to test the last three hypotheses of the model (Part II). Additional statistics were run to verify results. The model was again run separately for each independent variable: shopping motivators, demographics, and retail place attachment measuring the dependent variable, online shopping. The analyses revealed acceptance of H4 and H5 (gender) but did not accept H6.

H4: Online shopping motivators will increase online shopping patronage. (.045, $p \leq .01$)

H5: Demographics will increase online shopping patronage. (Gender, -1.019, $p \leq .01$)

H6: Retail place attachment will increase online shopping patronage. (.005, $p \geq .05$)

CHAPTER FIVE

CONCLUSION AND IMPLICATIONS

The purpose of this study was to achieve a better understanding of the term retail place attachment and the role it plays on online shopping. In this chapter the findings and implications of the retail place attachment study are discussed, the limitations of the study are proposed, and suggestions for further research are provided.

Summary of Findings

The specific research objectives of this study were to: (a) to develop and confirm constructs that describe place attachment from a retail consumer perspective (b) to test the application of a place attachment scale to online retail patronage (c) to determine if retail place attachment is influenced by fashion involvement, nostalgia and symbolic interaction (d) to establish the role of place attachment plays in online shopping patronage. Consumers' opinions of their favorite store and possible attachment were obtained through an online survey that included qualitative and quantitative questions. Pre-existing scales were used to develop a measure of retail place attachment (Part I) and examine the role it plays on online shopping (Part II).

Qualitative Analysis

Content analysis revealed respondents' favorite places to shop. The top ten shopping destinations were (in order from highest to lowest responses): Target, Forever 21, Kohl's, TJ Maxx, Nordstrom, Ann Taylor LOFT, Express, Old Navy, and Macy's. Categories were recognized using NAICS and SIC codes and categories were defined (Levy & Weitz, 2009). All of these stores are multi-channel retailers, meaning they have websites and online shopping available. The store with the highest rating was Target. Target is a full-line discount store offering a range of merchandise at a relatively low price point. Forever 21, Ann Taylor LOFT, Express, and Old Navy are specialty stores. Specialty stores offer depth of similar merchandise to a customer and higher levels of customer service in comparison to the full-line discount store. The department store category also made the top ten list featuring Kohl's, TJ Maxx, Nordstrom, and Macy's. Like a specialty store, the department store offers higher levels of customer service. However, a department store offers customers depth of merchandise and many more categories

comparable to a full-line discount store. TJ Maxx is a full-line discount store offering customers a mixture of name brand merchandise at lower prices than what they might pay at department or specialty stores. Conversely, customers are not offered the same level of customer service as at a specialty or department store.

Question one and two were converted into rich text files (rtf.) and entered into the ATLAS.ti software program. The data was then coded into referential units (Stemler, 2001) to confirm the constructs of the study: nostalgia, fashion involvement, symbolic interaction and shopping motivators. Key search words were identified for each construct from a careful review of the literature (Ahrentzen, 1989; Belk, 1992; Chawla, 1986; Dixon & Durrheim, 2004; Hailu, Boxall, & McFarlane, 2005; Frumkin, 2006; Hidalgo & Hernandez, 2001; Hummon, 1990; Lawrence & Low, 1990; Marcus, 1978; Pellow, 1991; Rhee & Bell, 2002; Riley, 1979; Rubinstein, 1987; Shamsuddin & Ujang, 2008; Watkins, 2008). The qualitative data confirmed the four constructs used as independent variables for the study.

Nostalgia.

Much of the qualitative data reiterated that participants wanted, “good prices for quality products” connecting this idea with a favorite store. Chawla (1986) offered the idea that if individuals have fond remembrances of past experiences they form emotional ties. Other research has found that place attachment is often connected to one’s feelings of community within an environment (Johnstone & Conroy, 2008). Participants of the study once again confirmed this construct of the study by stating the importance of retailers being a part of the community, “...I like the company’s involvement in the community.”

Fashion involvement.

Over half of the survey participants ranged between the ages of 20-39 (51.2%). Goldsmith, Freiden & Kilsheimer (1993) found a clear correlation between the younger demographic and fashion involvement. Much of the qualitative data focused on the desire for “good quality fashion at an affordable price” or a store that “...fits my personality and style.” A majority of the qualitative data repeated the importance of fashion and trends as a favorite store attribute, thereby confirming the fashion involvement construct of the study.

Symbolic interaction.

The qualitative data also supports previous literature and confirms the symbolic interaction construct of the study. Altman & Low (1992) suggest that individuals attach

themselves to a place based upon emotional involvement. This was also found in the qualitative data collected for this study. Participants responded that they favored particular stores because, “I went on shopping trips with my mom and friends there frequently” or because, “I’ve been shopping this site for over five years now and the product is always good quality.”

Shopping motivators.

Previous research has shown the importance of shopping motivators that make up retail patronage and contribute to a consumer’s satisfaction. Such shopping motivators that increase retail patronage include store atmospherics (Babin & Darden, 1996), customer service (Darley, Luethge & Thatte, 2008), merchandise assortment, pricing, and promotion (Fox, Montgomery & Lodish, 2004). All of these ideas were confirmed in the qualitative data of this study. Participants of the study favored stores with strong store atmosphere and merchandise assortment, “I like the way it smells inside and the look of the store” and “I like the merchandise and the store atmosphere.” Customer service was also a shopping motivator, “...the staff is very welcoming and helpful.” The construct, shopping motivators, was confirmed by the qualitative data.

Quantitative

Quantitative analysis tested the relationship of nostalgia, fashion involvement, and symbolic interaction to retail place attachment (Part I) and demographics and shopping motivators to online shopping (Part II). Data was collected through an online survey containing three qualitative questions, 42 likert scale questions from preexisting scales, and four demographic questions. The online survey adapted scales related to the constructs that were primarily in the marketing and retailing disciplines (Ball & Tasaki, 1992; Goldsmith, Frieden & Kilsheimer, 1993; Grewal, Krishnan, Baker & Borin, 1998; Holbrook, 1993; Johnstone & Conroy, 2008; Shamsuddin & Ujang, 2008; Shimp & Sharma, 1987).

The hypotheses were tested using ordinal logistic regression and confirmed with additional statistics as needed. Part I results indicate nostalgia, fashion involvement and symbolic interaction affect retail place attachment at $p \leq .05$.

This data supports the findings in the literature review of the importance of nostalgia (Chawla, 1986; Johnstone & Conroy, 2008), fashion involvement (Goldsmith, Frieden & Kilsheimer, 1993), and symbolic interaction (Altman & Low, 1992; Leigh & Gabel, 1992; Shipman, 2004) in measuring retail place attachment. Results also indicate the importance of gender and shopping motivators on online shopping patronage.

The quantitative and qualitative data collected in the study support one another and support acceptance of the first five hypotheses. The data collected also confirms the conceptual framework proposed in Figure 1. Retail place attachment is measured through both emotional and hedonic factors of the retailer. The hedonic aspect of the consumer experience should be considered, both the emotional aspects such as the individual consumer bonds and community ties. The social aspect of the retail experience should also be considered forming a social connection factor to the retailer and forming a retail place attachment (Johnstone & Conroy, 2008; McCracken, 1986). A keystone article by McCracken (1986) states that consumers form a special meaning with a product and buying can be a custom that takes place in either a physical location or a virtual reality. Previous research also focused on the importance of utilitarian aspects of shopping for consumers. This idea was confirmed by this study.

Significance of the Study

This study, which investigates retail place attachment and the role it plays in online shopping, explains the sophistication of the term retail place attachment. In order to compete for today's consumer retailers must consider not only the utilitarian value they provide to the online consumer, but that the hedonic (social and emotional) value is also increasingly important.

Specific retail place attachment strategies online retailers could adopt include: (a) provide customers with an attractive website layout and pleasant online atmosphere; (b) offer products that are well-known brands that customers may have a social or emotional attachment to; (c) supply the consumer with sufficient descriptions of products offered. The use of such strategies when selling online could supply consumers with more information and a pleasant online shopping experience that could create retail place attachment.

By identifying the importance of retail place attachment in the bricks and mortar setting as well as online shopping; multi-channel retailers and single-channel retailers can better serve their customers and form a social and emotional bond that will encourage return visits from their customers.

Limitations and Directions for Future Research

This study has several limitations and opportunities for future research. First, it should be recognized that the participants for the study are primarily U.S. Consumers; therefore, this study may or may not be generalized to other cultural contexts. Another direction for research on retail place attachment would be to expand the participants to other cultures and field the study in

another language in order to confirm whether or not the model is limited to expression of culture within the United States or can be generalized globally.

The study was also disproportionate in race, gender (although gender effect was controlled), and age so it was not a broad sample. The data found that male shoppers tend to prefer online shopping over female shoppers. Thus, another possible study would be to focus on male online shoppers.

Hypothesis six was not supported in terms of online retail patronage. These results need to be further explored to consider if motivators, other than place, are the primary determinants of online shopping. Another path of research would be to determine if new strategies could be implemented by retailers to encourage retail place attachment for online shoppers.

An unanticipated outcome was the low level of responses from the professional organization databases (13.4%) as compared to the higher response rate from the Facebook group (86.5%). This is both a limitation and direction for future research. Perhaps social networks provide a more reliable database for focused research. One plausible explanation is that social networks provide a better opportunity to obtain data from target consumers and better serve them in the future.

In identifying that consumers value both hedonic and utilitarian aspects of their shopping experience, this study assists in understanding the meaning of the term retail place attachment. Retailers should focus on increasing the emotional and social bond to their stores while offering quality merchandise at affordable prices.

APPENDIX A
PLACE ATTACHMENT AND RETAIL PATRONAGE
SURVEY

Please list your favorite store: _____

I feel an attachment to this store because...

The things that I like best about this store are....

I shop online and make a purchase:

- Never
- 1-4 times per week
- 5-9 times per week
- 10-13 times per week
- 14 or more times per week

	Disagree							Agree
Q3	It is important for me to be a fashion leader.							
	1	2	3	4	5	6	7	
	Disagree			Agree				
Q4	I am confident in my ability to recognize fashion trends.							
	1	2	3	4	5	6	7	
	Disagree			Agree				
Q5	Clothes are one of the most important ways I have of expressing my individuality.							
	1	2	3	4	5	6	7	
	Disagree			Agree				

Nostalgia								
	<i>Circle the number that best represents how you feel about the following question.</i>							
Q1	They don't make 'em like they use to.							
	1	2	3	4	5	6	7	
	Disagree			Agree				
Q2	Things use to be better in the good old days.							
	1	2	3	4	5	6	7	
	Disagree			Agree				
Q3	Products are getting shoddier and shoddier.							
	1	2	3	4	5	6	7	
	Disagree			Agree				
Q4	Technological change will ensure a brighter future.							
	1	2	3	4	5	6	7	
	Disagree			Agree				
Q5	History involves a steady improvement in human welfare.							
	1	2	3	4	5	6	7	

	Disagree							Agree
Q6	We are experiencing a decline in the quality of life.							
	1	2	3	4	5	6	7	
	Disagree							Agree
Q7	Steady growth of the GNP has brought increased human happiness.							
	1	2	3	4	5	6	7	
	Disagree							Agree
Q8	Modern business constantly builds a better tomorrow.							
	1	2	3	4	5	6	7	
	Disagree							Agree

Below is a list of reasons why you might shop at a particular website. Please rate how important each statement is to you.

Shopping Motivators—Online Shopping								
	<i>Circle the number that best represents why you shop at your favorite store.</i>							
Q1	The website has a pleasant atmosphere.							
	1	2	3	4	5	6	7	
	Not Important							Very Important
Q2	The website has well-known brands.							
	1	2	3	4	5	6	7	
	Not Important							Very Important
Q3	The website has low quality products.							
	1	2	3	4	5	6	7	
	Not Important							Very Important
Q4	The website has good service							

	1	2	3	4	5	6	7
	Not Important					Very Important	
Q5	The website has good descriptions of products.						
	1	2	3	4	5	6	7
	Not Important					Very Important	
Q6	The website has an unlimited selection of products.						
	1	2	3	4	5	6	7
	Not Important					Very Important	
Q7	The website has an attractive layout.						
	1	2	3	4	5	6	7
	Not Important					Very Important	
Q8	The website is pleasant to shop in.						
	1	2	3	4	5	6	7
	Not Important					Very Important	

Please tell me about yourself:

Which category best describes your age?	Race/Ethnicity: <i>(Please check all that apply)</i>
<input type="radio"/> Less than 20 years <input type="radio"/> 20-29 years <input type="radio"/> 30-39 years <input type="radio"/> 40-49 years <input type="radio"/> 50-59 years <input type="radio"/> 60-69 years <input type="radio"/> 70 years or over	<input type="radio"/> American Indian/ Alaska Native <input type="radio"/> Asian, please specify: _____ <input type="radio"/> Black or African American <input type="radio"/> Native Hawaiian/ Pacific Islander <input type="radio"/> White <input type="radio"/> Hispanic/ Latino <input type="radio"/> Other, please specify: _____
What is your gender?	#4- Education: <i>(Please check highest level completed)</i>

<ul style="list-style-type: none"><input type="radio"/> Male<input type="radio"/> Female	<ul style="list-style-type: none"><input type="radio"/> Elementary/secondary school<input type="radio"/> Associates Degree<input type="radio"/> Diploma Nurse/Professional Certificate<input type="radio"/> Baccalaureate Degree<input type="radio"/> Masters Degree<input type="radio"/> Doctorate<input type="radio"/> MD, DO<input type="radio"/> Other, please specify:
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Thank you for taking the time to complete this survey.

APPENDIX B

RECRUITMENT EMAIL

Hello. My name is Katie Shaw and I am a Doctoral student in the Department of Textile and Consumer Sciences at Florida State University. I am currently recruiting participants to take complete a survey as part of my dissertation research.. The survey will take approximately 20 minutes to complete and after completion you will be entered to win a \$50 gift certificate from Target. My research topic is retail place attachment.

In order to participate you must:

- ✓ Be between over the age of 18

All of the information that I receive from you during research will be kept completely confidential. I will not use your name or other identifying information in any reports of the research.

If you are interested in participating please respond to this email or contact me at

Thank you,

Katie Shaw
Doctoral Candidate
Department of Textile and Consumer Science
Florida State University

*Please note that this email was sent out prior to the name change of the Department of Textile and Consumer Science at Florida State University. The name of the Department as of Summer 2010 is Retail Merchandising and Product Development.

APPENDIX C

CONSENT FORM

FSU Behavioral Consent Form

Exploring the Role of Retail Place Attachment in On-line Shopping

You are invited to be in a research study of investigating retail place attachment and the role it plays on online and brick and mortar shopping patronage. You were selected as a possible participant because you are a consumer within the ages of 18-65. We ask that you read this form and ask any questions you may have before agreeing to be in the study.

This study is being conducted by Katherine Shaw, a Doctoral Candidate in the Department of Textile and Consumer Sciences at Florida State University.

Background Information:

The purpose of this study is to gain a better understanding and conceptualization of the term retail place attachment in relation to consumer patronage

Procedures:

If you agree to be in this study, we would ask you to do the following things:

Complete a survey that will take approximately twenty minutes and answer questions about you shopping and consumption habits.

Compensation:

You will be entered into a drawing for a \$100 gift certificate upon completion of the survey. The drawing for this gift certificate will take place on June 30th, 2010.

Confidentiality:

The records of this study will be kept private and confidential to the extent permitted by law. In any sort of report we might publish, we will not include any information that will make it possible to identify a subject. Research records will be stored securely and only researchers will have access to the records.

Voluntary Nature of the Study:

Participation in this study is voluntary. Your decision whether or not to participate will not affect your current or future relations with the University [or other cooperating institution, insert name here]. If you decide to participate, you are free to not answer any question or withdraw at any time without affecting those relationships.

Contacts and Questions:

The researcher conducting this study is Katherine Shaw. You may ask any question you have now. If you have a question later, you are encouraged to contact them at or. Or you may also contact Dr. Pauline Sullivan, Florida State University, Department of Textiles and Consumer Sciences at.

If you have any questions or concerns regarding this study and would like to talk to someone other than the researcher(s), you are encouraged to contact the FSU IRB at 2010 Levy Street, Research Building B, Suite 276, Tallahassee, FL 32306-2742, or 850-644-8633, or by email at humansubjects@magnet.fsu.edu.

You will be given a copy of this information to keep for your records.

Statement of Consent:

I have read the above information. I have asked questions and have received answers. I consent to participate in the study.

Signature

Date

Signature of Investigator

Date

*Please note that this email was sent out prior to the name change of the Department of Textile and Consumer Science at Florida State University. The name of the Department as of Summer 2010 is Retail Merchandising and Product Development.

APPENDIX D

PART I: STUDY ASSESSMENT OF NORMALITY BY SCALE

ITEM

Construct	Label	Mean	Std. Deviation	Skewness	Kurtosis
Symbolic Interaction	Attach1	5.56	1.23	-1.37	2.81
	Attach2	5.24	1.29	-0.91	1.12
	Attach3	6.15	0.92	-1.78	5.89
	Attach4	6.02	1.06	-1.83	5.05
	Attach5	4.03	1.77	-0.15	-0.94
	Attach6	5.19	1.35	-0.74	0.38
	Attach7	3.97	1.69	-0.12	-0.96
	Attach8	4.62	1.65	-0.43	-0.56
	Attach9	4.45	1.57	-0.36	-0.45
	Attach10	4.39	1.65	-0.38	-0.54
Place Attachment	Attach11	4.64	1.65	-0.50	-0.60
	Attach12	4.46	1.58	-0.46	-0.50
	Attach13	4.48	1.60	-0.48	-0.49
	Attach14	4.30	1.59	-0.33	-0.63
	Attach15	4.08	1.83	-0.09	-1.07
	Attach16	3.90	1.61	0.02	-0.98
	Attach17	5.26	1.52	-0.87	0.18
	Attach18	3.59	1.67	0.24	-0.94
	Attach19	3.79	1.72	0.15	-0.92
	Attach20	4.05	1.63	-0.11	-1.02
Fashion Involvement	Attach21	3.41	1.73	0.33	-0.99
	F1	4.30	1.72	-0.37	-0.89
	FL2	3.62	1.77	0.14	-1.06
	FL3	3.54	1.87	0.21	-1.09
	FL4	5.06	1.60	-0.90	0.08
Nostalgia	FL5	4.88	1.78	-0.70	-0.49
	Nostal1	4.63	1.54	-0.46	-0.47
	Nostal2	3.98	1.60	-0.14	-0.65
	Nostal3	4.43	1.52	-0.42	-0.43
	Nostal4	4.59	1.34	-0.55	0.49
	Nostal5	4.44	1.26	-0.38	0.45
	Nostal6	3.98	1.62	-0.04	-0.80
	Nostal7	3.44	1.30	-0.17	-0.14
Nostal8	3.84	1.34	-0.22	-0.12	

APPENDIX E

PART II: STUDY ASSESSMENT OF NORMALITY BY SCALE

ITEM

Construct	Label	Mean	Std. Deviation	Skewness	Kurtosis
Online Shopping Motivators	Web1	5.28	1.22	-0.90	0.99
	Web2	5.27	1.27	-1.03	1.31
	Web3	2.88	1.99	0.62	-0.82
	Web4	6.15	1.04	-2.00	6.59
	Web5	6.27	1.03	-2.48	9.69
	Web6	5.08	1.46	-0.60	-0.38
	Web7	5.70	1.20	-1.65	4.68
	Web8	5.87	1.03	-1.28	2.77

APPENDIX F

CODE CATEGORY DEFINITIONS

Definitions Taken Directly From:

Levy, M. & Weitz, B. (2009). *Retailing Management*. Boston: McGraw-Hill Irwin

Category Specialist- big box discount stores that offer a narrow but deep assortment of merchandise. (ex: Bed, Bath and Beyond and Best Buy)

Department Store- retailers that carry a broad variety and deep assortment, offer customer services, and organize their stores into distinct departments for displaying merchandise. (ex: Macy's, Kohls, and JC Penneys)

Full-Line Discount Store- retailers that offer a broad variety of merchandise, limited service, and low prices. (ex: Walmart and Target)

Off-Price Retailer- retailers that offer an inconsistent assortment of brand name merchandise at low prices. (ex: TJ Maxx and Marshalls)

Specialty Store- retailers that concentrate on a limited number of complimentary merchandise categories and provide a high level of service in relatively small stores. (ex: Hot Topic, Express, and Victoria's Secret)

Supermarket (conventional)- self-service food store offering groceries, meat, and produce with limited sales of nonfood items, such as health and beauty aids and general merchandise. (ex: Kroger, Publix, and Safeway)

Warehouse Club- retailers that offer a limited and irregular assortment of food and general merchandise with little service at low prices for ultimate consumers and small businesses. (ex: Costco and Sam's Club)

APPENDIX G

STORE LIST AND FREQUENCIES

Store	Frequency(N)
Target	45
Forever 21	31
Kohl's	20
TJ Maxx	18
Nordstrom	17
Ann Taylor LOFT	15
Walmart	14
Express	13
Old Navy	12
Macys	11
Chicos	9
Talbots	9
Urban Outfitters	9
Von Mar	9
Anthropologie	8
Dillards	8
Marshalls	8
H & M	7
Banana Republic	7
J Crew	7
American Eagle	6
Gap	6
J C Penny	6
The Buckle	6
Amazon	5

Bloomingdales	5
Borders	5
Goodwill	5
Best Buy	4
Christopher and Banks	4
Maurices	4
Saks	4
Aeropostale	3
Coldwater Creek	3
Daisy Lane Scrapbooking	3
Dollar Tree	3
JJill	3
Apple Store	2
Army and Airforce Exchange	2
Avenue	2
Barneys	2
Betsey Johnson	2
Elder-Beerman	2
Home Goods	2
Hot Topic	2
IKEA	2
JoAnn Fabrics	2
Pottery Barn	2
Salvation Army	2
Sears	2
Sephora	2
Steinmart	2
Twice Is Nice	2
Ace Hardware	1
Allbran outlet	1

American Apparel	1
Aritzia	1
Armani Express	1
Bath and Body Works	1
Bebe	1
Bed Bath and Beyond	1
Belks	1
Bergdorf goodman	1
Bergners	1
Body Talk	1
Brookline Booksmith	1
Browns London	1
Building 19	1
Burberry	1
Cabelas	1
Carson's	1
ccs.com	1
Charlotte Russe	1
Club Monaco	1
Costco	1
Delia's	1
Diesel	1
Dots	1
Dress Barn	1
Earth Reflections	1
Ebay	1
Eddie Bauer	1
Eileen Fisher	1
Envy	1
Fairman's Apparel	1

Farm & Fleet	1
Fashion Bug	1
Findings	1
Finish Line	1
Francesca's Collections	1
French Connection	1
Gabriel Brothers	1
Gamestop	1
Golf Galaxy	1
Gordman's	1
Grocery Outlet	1
Guess	1
Guitar Center	1
Interpark	1
Judith McGrann	1
Kmart	1
Kroger	1
Lab Series	1
Lane Bryant	1
Lee/Riders	1
Levis	1
LL Bean	1
Loehmanns	1
Lord and Taylor	1
Lotte Department Store	1
Marks and Spencer (UK)	1
Meijer	1
Menards	1
Natural Gourmet	1
Neiman Marcus	1

New York and Co.	1
Next-UK	1
Nike	1
Pac Sun	1
Peace, Love, World	1
Pepper Flower Boutique	1
Polo	1
Post Exchange	1
Publix	1
Quarter Moon Imports	1
Ralph Lauren Polo Outlet	1
REI	1
Sam's Club	1
Soulflower Clothing	1
Spriggs	1
Strawberry Fields	1
The Beguiling	1
Threadless.com	1
Tommy Hilfiger	1
Top Shop (London)	1
Trader Joe's	1
True Religion	1
Uniclo	1
Wet Seal	1
White House Black Market	1
Whole Foods	1
World Market	1

APPENDIX H

INTERNAL REVIEW BOARD APPROVAL FORM

Office of the Vice President For Research
Human Subjects Committee
Tallahassee, Florida 32306-2742
(850) 644-8673, FAX (850) 644-4392

APPROVAL MEMORANDUM

Date: 7/23/2010

To: Katherine Shaw [REDACTED]

Address:

Dept.: TEXTILES AND CONSUMER SCIENCES

From: Thomas L. Jacobson, Chair

Re: Use of Human Subjects in Research

Exploring the Role of Retail Place Attachment in On-line Shopping

The application that you submitted to this office in regard to the use of human subjects in the proposal referenced above have been reviewed by the Secretary, the Chair, and two members of the Human Subjects Committee. Your project is determined to be **Expedited** per 45 CFR Â§ 46.110(7) and has been approved by an expedited review process.

The Human Subjects Committee has not evaluated your proposal for scientific merit, except to weigh the risk to the human participants and the aspects of the proposal related to potential risk and benefit. This approval does not replace any departmental or other approvals, which may be

required.

If you submitted a proposed consent form with your application, the approved stamped consent form is attached to this approval notice. Only the stamped version of the consent form may be used in recruiting research subjects.

If the project has not been completed by **7/19/2011** you must request a renewal of approval for continuation of the project. As a courtesy, a renewal notice will be sent to you prior to your expiration date; however, it is your responsibility as the Principal Investigator to timely request renewal of your approval from the Committee.

You are advised that any change in protocol for this project must be reviewed and approved by the Committee prior to implementation of the proposed change in the protocol. A protocol change/amendment form is required to be submitted for approval by the Committee. In addition, federal regulations require that the Principal Investigator promptly report, in writing any unanticipated problems or adverse events involving risks to research subjects or others.

By copy of this memorandum, the Chair of your department and/or your major professor is reminded that he/she is responsible for being informed concerning research projects involving human subjects in the department, and should review protocols as often as needed to insure that the project is being conducted in compliance with our institution and with DHHS regulations.

This institution has an Assurance on file with the Office for Human Research Protection. The Assurance Number is IRB00000446.

Cc: **Pauline Sullivan, Advisor**

HSC No. **2010.4477**

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BIOGRAPHICAL SKETCH

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