

Acculturation as the Key Construct in Shopping Orientations

문화적응도: 하위문화권 안에서 쇼핑성향을 설명하는 요인

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Abstract

이 연구는 미국이라는 사회 안에서 민족적 하위문화를 형성하고 있는 재미한국인 가운데 문화 적응도가 의류 관련 쇼핑성향에 미치는 영향을 고찰하고자 수행되었다. 전 미국의 재미한국여성을 대상으로 무작위 표집 방식을 채택하여 1000명을 표집 한 후 설문지가 우편으로 발송되었다. 이 중 115명의 재미한국여성 응답자로부터 얻은 자료를 다중회귀분석 과 다변량 회귀분석 을 사용하여 분석하였다. 연구결과로서, 응답자의 개인적 특성 중 지리적 위치, 교육수준, 연령, 미국에 도착한 연령 등이 유의한 영향을 미치는 것으로 나타났다. 또한, 문화 적응도는 의류관련 쇼핑성향에 유의한 영향을 미치고 있음을 확인하였다.

Key words: Acculturation, Korean-Americans, Personal Characteristics, Shopping Orientations;

문화적응도, 재미한국인, 개인적특성, 쇼핑성향

I. Introduction

After years of stressing commonalties, the dominant United States culture has begun to acknowledge and affirm the diversity of cultures within its borders. Under cultural pluralism each subculture is free to celebrate and practice its customs and traditions, and in return, each group is expected to participate in the general mainstream culture(Gardner, Jewler, & McCarthy, 1996). While such a "mosaic society" offers cultural

richness, micro cultures within a population may present more complex challenges for the public and private sectors. In this context, acculturation has emerged as an important concept and is considered an essential component in planning organizational strategy(Gentry, Jun, & Tansuhaj, 1995).

Asians have become one of the fastest-growing ethnic groups. Asian Americans are often referred to as a single population entity. However researchers in the field of Asian studies(Bjorck, 2001; Lee, 1993; Lee & Um, 1992; Slodzinski, 1994; Suinn, Ahuna, & Khoo, 1992; Suinn, Rickard-Figueroa, Lew, & Vigil, 1987; Wong-Rieger & Quintana, 1987) suggest that for theoretical and practical purposes, the Asian-American population

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would be best profiled as subculture groups in order to draw meaningful and substantive conclusions. Given the significance of the Asian population in the United States, the ability to value, understand, and address diversity among specific subculture groups is now a critical market reality. Korean-Americans are among the fastest-growing and most affluent consumer segments of Asian subgroups(Chang, 2000).

This paper focuses on consumer acculturation as the key construct in shopping. Finally, results will be examined in light of existing evidence in the reported literature and recommendations for further research will be proposed. The antecedent variables to acculturation include personal characteristics. In turn, it is posited that the acculturation process influence apparel shopping orientations.

II. Conceptual Rationale

1. Consumer Acculturation

As the focus of continuous research efforts, numerous definitions have been offered to explain acculturation from different perspectives in various disciplines. O'Guinn, Lee, and Faber(1986) defined acculturation as "the immigrant's adoption of the dominant society's attitudes, values, and behaviors" (p. 579). Lee(1993) described acculturation as "changes in attitudes, values, and behaviors of members of one cultural group toward the norms of the other cultural group"(p. 382). Gentry et al.(1995) used the term acculturation as "the generic process consisting of all phenomena that result when groups of individuals from different cultures come into continuous first-hand contact and subsequent changes in the original patterns of either or both groups occur"(p. 129). As the theory of acculturation has evolved, the definition of

acculturation seems to have become more general and broad. Hence, acculturation is defined in the current study as the immigrant's adoption of the host society's attitudes, values, and behaviors (O'Guinn et al., 1986).

The term consumer acculturation is defined as the general process of movement and adaptation to the cultural environment in one country by persons from another country(Penaloza, 1994). Subculture group members are expected to hold norms and values somewhere between those of the culture of origin and the host society. The more acculturated the individual, the greater the progression toward the attitudes, values, and behaviors of the host society(Kara & Kara, 1996). Jun, Ball, and Gentry(1993) interpreted this phenomenon in that low-acculturated consumers may seek products with inherent symbolic ethnic meanings, while highly acculturated consumers may show a conspicuous consumption pattern to help them be recognized as members of the host society.

A review of literature reveals that objective and subjective scales have been developed and tested to measure acculturation from both a specific subgroup and multicultural perspective utilizing behavioral and psychological constructs(Chance, 1965; Lee, 1993; Mendoza, 1989; Olmedo & Padillo, 1978; Slodzinski, 1994; Suinn et al. 1987; Valencia, 1985). In addition to the variations of conceptualizing the acculturation process, there have been debates concerning the appropriate measurement of the concept as well. A number of direct and indirect variables have been used to measure the level of acculturation: language, entry into the U.S., intermarriage, self-identity, social/ work networks, generational/geographical background, religion, age, attitudes, education, income, culture, ethnic identity, and product involvement(Donthu &

Cherian, 1992; Gentry et al., 1995; Hui, Joy, Kim, & Laroche, 1992; Jun et al., 1993; Kara & Kara, 1996; Lee & Um, 1992; Suinn et al., 1992).

The influence of culture on consumer behavior has been noted by previous research. Consumer behavior is "a function of ethnicity, social surroundings, and type of product" (Zmud, 1992, p. 443). There are major cultural differences in the ways that consumers express motivation and behavior in the market. Hence, marketers have become increasingly aware of the need to be culturally conscious in their efforts to communicate with consumers of various cultural origins (Lee, 1993). This investigation extends the research in the area of consumer acculturation among Asian Americans by surveying a cross-national random sample of female within the Korean-American subculture.

2. Shopping Orientations

Shopping orientation is viewed as a multidimensional, economic, social, recreational and psychological phenomenon. Shopping orientations of consumers have been the topic of a significant amount of research in the marketing and retailing literature (Darden & Howell, 1987; Lumpkin, 1985; Ownbey & Horridge, 1997; Shim & Chen, 1996; Shim & Kotsiopoulos, 1993). According to these studies, shopping orientation has been identified as an individual's shopping style that encompasses shopping-related attitudes, interests, and activities. As such, shopping orientation has been demonstrated to be a good predictor in planning retail strategy and in segmenting markets (Darden & Howell, 1987; Korgaonkar, 1984; Lumpkin, 1985; Shim & Kotsiopoulos, 1992a, 1992b).

Shopping orientation has been shown to be closely related to influencing factors such as life styles, psychographic characteristics, and

demographic data. Researchers in retailing have investigated shopping orientations in relation to product usage rates (Darden & Reynolds, 1971), patronage behavior (Reynolds & Darden, 1972; Reynolds & Martin, 1974), rural consumers (Lumpkin, Hawes, & Darden, 1986), apparel shopping (Shim & Kotsiopoulos, 1992a, 1992b, 1993), and acculturation levels (Ownbey & Horridge, 1997; Shim & Chen, 1996). The consensus is that no "generally" accepted orientations or shopper typologies have emerged.

Researchers tend to select shopping orientations that are related to the purpose of the study or those which could be applied to test hypotheses and research questions derived from prior research. Most studies have investigated general shopping orientations and general products with varied samples. Since shopping orientations may differ by product classification and by consumers, inconsistency in findings may be attributed to the diversity of products and populations investigated (Shim & Kotsiopoulos, 1993).

The concept of classifying shoppers based on attributes and motivations regarding shopping was introduced by Stone (1954). Scholarly work concerning shoppers' styles has been directed toward reinforcing and expanding the concept of shopping orientation. Some researchers have attempted to develop typologies by using selected products and specific consumer groups (Lumpkin et al., 1986; Shim & Kotsiopoulos, 1993). Other researchers have focused on profiling characteristics of a particular shopper style rather than grouping consumers.

Shopping orientation has been shown to be a key concept in patronage research (Shim & Kotsiopoulos, 1992a). Darden and Howell (1987) suggested that socialization would influence shopping orientation. Shim and Kotsiopoulos (1992a,

1992b, 1993) linked apparel to shopping orientation and Darden's Patronage Model of Consumer Behavior among female consumers. The current study was designed to examine the effect of acculturation on apparel shopping orientations among female Korean-American consumers.

III. Hypotheses

Considering the literature review, the following hypotheses were developed:

- H1 There is a relationship between personal characteristics and acculturation of female Korean-American consumers.
- H2(a) There is a relationship between acculturation and apparel shopping orientations of female Korean-American consumers.
- H2(b) There is a relationship between acculturation and apparel shopping orientations of female Korean-American consumers after controlling the effect of income and education.

IV. Method

1. Selection of Sample

The population for this study are female Korean-Americans residing in the United States, aged over 18 years. A national cross-section of 1,000 consumers was drawn from the population for the study samples. Data Base Management, a division of Stevens-Knox Associates, Inc., using a 614,104 Korean-surname database, selected Korean-American subjects through a random sampling technique.

2. Research Instruments

Self-administered mail questionnaires were utilized for data collection. Instruments were

designed to elicit responses from employed females aged 18 or older. A pilot study was conducted to test the content of the questionnaire. Considering the analysis of the pilot study, revisions were made, and the final questionnaires were formatted into booklets following procedures as per Salant and Dillman(1994).

The first section of the questionnaire elicited

Table 1. Summary of Acculturation Measurement Scale

Dimensions	Items	Questions
Language	6	1. What language(s) can you speak? 2. What language(s) do you prefer to speak? 3. What language(s) can you read? 4. What language(s) do you prefer to read? 5. What language(s) can you write? 6. What language(s) do you prefer to write?
Identity	4	7. How do you identify yourself? 8. Which identification does(did) your father use? 9. Which identification does(did) your mother use? 22. Rate yourself on what you feel your primary values to be.
Friendship Choice	4	10. What was the ethnic origin of the friends and peers you had as a child up to age 6? 11. What was the ethnic origin of the friends and peers you had from ages 6 to 18? 12. With whom do you now associate in the community? 13. If you could pick, whom would you prefer to associate with in the community?
Behavior	5	14. What is your music preference? 15. What is your movie preference? 19. What is your food preference at home? 20. What is your food preference in restaurants? 23. How often do you participate in Korean occasions, holidays, traditions, and events?
Generation/ Geographic Background	3	16. Check the generation that best describes you. 17. Where were you raised? 18. What contact have you had with Korea?
Attitude	1	21. If you consider yourself a member of the Korean group, how much pride do you have in this group?

apparel shopping orientation information. Nine shopping dimensions were obtained from 26 Likert-type statements on a 5-point scale ranging from strongly agree(5) to strongly disagree(1).

The second section elicited self-identity acculturation information. Acculturation was assessed using an adaptation of the Suinn-Lew Asian Self-Identity Acculturation Scale(SL-ASIA)(Suinn et al., 1992). The revised scale included the following topics: language usage/preference, 6 items; identity, 4 items; friendship choice, 4 items; behaviors, 5 items; generation/geographic background, 3 items; and attitudes, 1 item(See Table 1).

The Suinn-Lew Self-Identity Acculturation Scale was developed for use in psychological intervention and treatment for Asians(Suinn et al., 1987). The 21-item SL-ASIA covers multiple dimensions of acculturation; language, identity, friendship choice, behaviors, generation/ geographic history, and attitudes. The acculturation score of an individual in the SL-ASIA is obtained by dividing the total score on the 21-multiple-choice by the total number of items. Based on this average acculturation score, an individual is considered as:(a) American identified(score of 5),(b) Korean identified(score of 1), or(c) bicultural(score of 3). An alpha coefficient of .88 indicated an acceptable level of reliability for the instrument with a high level of internal consistency among the items(Suinn et al., 1987). In 1992, Suinn et al. reported the reliability(.91) and validity of the SL-ASIA measurement involving an expanded sample.

The third section of the questionnaire was designed to elicit information concerning individual characteristics. These 18 questions included the following items:(a) gender,(b) age,(c) ethnicity,(d) educational attainment,(e) marital status,(f) employment status, occupation, career

anchorage,(g) household income,(h) state of residence,(i) size of city population,(j) home ownership,(k) number of children, age of children in household,(l) size of household,(m) education in the United States(high school, college, & graduate school education in the United States),(o) English as first language,(p) length of stay in the United States,(q) arrival age in the United States, and(r) willingness to stay in the United States. For the statistical analysis, gender, home ownership, education in U.S., and English as first language were treated as nominal variables, while ethnicity, marital status, employment status, state of residence, and willingness to stay in the United States were treated as cauterized variables. Age, educational attainment, household income, size of city population, number of children, size of household, length of stay in the United States, and arrival age in the United States were treated as continuous variables.

To establish validity of the Korean-American questionnaire, it was first prepared in English and then translated into Korean and reviewed and translated back into English by a panel of three bilingual translators to assess if the translation was clear and understandable. The final questionnaire was formatted into a booklet containing both the English and Korean versions of each item appearing together.

3. Collection of Data

Collection of the research data was made by using an adaptation of Salant and Dillman's(1994) method for implementing mail surveys. A self-administered questionnaire was sent to a representative random sample of 1000 female Korean-Americans. Participation was voluntary and respondents were informed of the confidentiality of the investigation and of the rights as human

subjects.

All correspondence was personalized and all questionnaires were numbered so that follow-up procedures could be efficiently and economically implemented. The initial mailing included a cover letter, a questionnaire, and a business reply envelope. Twelve days after the initial mailing, a postcard follow-up was sent to all non-respondents of the first mailing. A second follow-up, consisting of a replacement cover letter and questionnaire and another return envelope was mailed to non-respondents three weeks after the original mail out. A total of 1,000 questionnaires were mailed to the sample, of which 186 were returned undeliverable. A total of 135 questionnaires were returned by respondents, of which 95 were usable. Of the 40 questionnaires that were deemed unusable, 20 were not female Korean-Americans, and 8 were returned unanswered.

In order to increase the respondent rate, eleven weeks following the initial mail survey, a phone survey was conducted for non-respondents. A total of 262 telephone numbers were accessed. In the process of contacting the non-respondents by telephone, 91 were no longer in service, and 74 were not answered after three attempts. Of the respondents contacted by telephone, 27 were not female Korean-Americans, 50 declined to participate, and 20 completed the questionnaire via telephone. Following the telephone survey, 115 usable questionnaires were processed, and data were tabulated and subjected to statistical analysis.

4. Statistical Analysis of Data

Multiple regression was used to answer Hypothesis 1, and Hypothesis 2(a) and(b) were analyzed by Multivariate Regression. For all statistical tests, differences were considered

representative of significant results at the .05 probability level. Cronbach's alpha coefficient was calculated to measure internal consistency for the acculturation scale and apparel shopping orientation subscales.

V. Results

1. Reliability of the Scales

All six dimensions on the acculturation scale were designed to measure one factor, acculturation.

A high reliability level of .94 was observed for the acculturation scale. Cronbach's alpha coefficients for the shopping orientation subscales ranged from .45 to .88.

2. Description of the Samples

The age range for the Korean-American women was 21 to 65 years with a mean age of 40.8 years (median age of 41 years). A majority(63.2%) of the respondents had a bachelor's degree. Most of the women(76.5%) were married. There was no majority household income range, with the highest percentage(19.1%) reporting \$50,000 to \$74,999. More than half(55.7%) of the employed Korean-Americans were full-time employees while 19.2% were full-time homemakers. Concerning the current occupation, 48.6% of the women had a professional job(professional/technical, manager/administrator, and sales worker), while 28.8% had a nonprofessional job. A majority of the women (72.1%) reported employment orientation as career-oriented or just-a-job. Respondents lived in the Pacific states(33.9%) or Mid-Atlantic(21.7%) in a city with a population of more than 100,000(51.3%). They lived in a house they owned(67.8%) with two, three, or four family members(72.2%) that included children(75.7%).

The Korean-American sample was compared to

the female Korean-American population on age, education level, marital status, and household income(U.S. Department of Commerce, 1990). The mean age for the female Korean-American population was 31.6 years. As for education, Korean females in the U.S. were high school graduates(36.3%), had a bachelor's degree(33.1%), or had some college education(30.6%). Korean females were married, and the mean household income was \$41,480. In summary, the female Korean-American sample for this study was different from the female Korean-American population on age(older), education level(higher), and household income(more).

3. Analysis of Hypotheses

Hypothesis 1 states that personal characteristics are related to the level of acculturation among female Korean-Americans. Among 14 personal characteristics, age($\beta = .04$, $p < .01$), geographic location in the New England States($\beta = .81$, $p < .01$), and college education attainment in the U.S. ($\beta = .35$, $p < .05$) were positively related and arrival age in the U.S. ($\beta = -.07$, $p < .01$) was negatively related to acculturation among female Korean-Americans. Treating geographic location as dummy variables, Pacific states were left out in the statistical analysis. In explanation of the results, a higher level of acculturation was related to an older age, residence in the New England states(ME, VT, MA, RI, CT, and NH) than the Pacific states(WA, OR, CA), receiving a college level education in the U.S., and moving to the U.S. at a younger age. Adjusted R-square for the regression model is determined as 0.76(See Table 2).

Hypothesis 2(a) states that there is a relationship between acculturation and apparel shopping orientations. The overall influence of acculturation on shopping orientation is significant based on

**Table 2. Result of Multiple Regression Analysis :
Impact of Personal Characteristics on
Acculturation**

Variable	Coefficient Estimate	T
Intercept	2.14**	3.45
Age	0.04**	2.85
Income	-0.01	-0.54
Education attainment	0.03	0.89
Household size	0.02	0.52
Home ownership	-0.04	-0.33
Family lifecycle: Group 1	-0.08	-0.30
Family lifecycle: Group 2	-0.09	-0.37
Family lifecycle: Group 3	-0.01	-0.02
Family lifecycle: Group 5	-0.05	-0.30
Family lifecycle: Group 6	-0.21	-0.83
Employment: Student	0.11	0.64
Employment: Professional	0.03	0.23
Employment: Non - Professional	-0.17	-1.33
New England states	0.81***	2.89
Mid - Atlantic states	0.02	0.22
South - Atlantic states	0.15	1.18
East - North states	0.19	1.48
West - North Central states	0.37	0.99
SouthWest Central states	0.05	0.32
City population	0.02	0.73
English as first language	0.38	1.95
Arrival age in the U.S.	-0.07***	-3.31
Ratio: Length of stay in the U.S./age	-1.11	-1.48
Education in the U.S.: High school or lower level	0.23	1.23
Education in the U.S.: College level	0.35**	2.43
Education in the U.S.: Graduate level	0.18	1.26
Intention to stay in the U.S.: Yes	0.39	1.52
Intention to stay in the U.S.: I do not know	0.28	1.09
Source	DF	F vaule
Model	28	10.42
Error	55	
Total	83	
R-square: 0.84		
Adjusted R-square: 0.76		

***: $P < 0.01$ **: $P < 0.05$

Wilks's Lambda criterion(Lambda = 0.63, $p = 0.0001$). Among nine shopping orientations dimensions, the significant influence of acculturation is shown in five shopping orientation

**Table 3. Result of Multivariate Regression Analysis :
Impact of Acculturation on Shopping
Orientation**

Dependent variables	Acculturation	
	Coefficient Estimate	T
Sex role oriented	-0.06***	-3.54
Fashion conscious	0.27**	2.27
Brand conscious/loyal	0.17	1.45
Self-confident	0.39***	3.87
Convenience oriented	-0.15	-1.01
Local store oriented	-0.27	-1.62
Credit oriented	0.51***	2.77
Catalog oriented	0.58***	4.44
Value conscious	-0.05	-0.87

***: P<0.01 **: P<0.05

dimensions. Therefore Hypothesis 2(a) is partially accepted. Level of acculturation and sex role oriented is negatively related while the level of acculturation is positively related to the following shopping orientations: fashion conscious, self confident, credit oriented, and catalog oriented(See Table 3).

Hypothesis 2(b) states that there is a relationship between the level of acculturation and shopping orientations after controlling the effect of income,

education and employment. In order to control the effect of income and education, those variables were added in the multivariate regression model as independent variables. Significant relationships between the level of acculturation and shopping orientations are accepted based on Wilks' s Lambda criterion(Lambda=0.44, p=0.0001). After controlling the effect of income, education, and employment, the significant influence of acculturation on shopping orientation was shown for four shopping orientation dimensions: sex role oriented, fashion conscious, self-confident, and catalog oriented. The level of acculturation is negatively related to sex role oriented while positively related to three shopping orientations; fashion conscious, self-confident, and catalog oriented.

In addition to the influence of acculturation, the impact of income and education is observed in this hypothesis. Income has significant influence on value oriented: the higher the income, the more value oriented. Education has a significant relationship with three shopping orientations; sex role oriented, convenience oriented, and credit oriented(See Table 4).

**Table 4. Result of Multivariate Regression Analysis: Impact of Acculturation on shopping Orientation after
Controlling the Effect of Income and Education**

Dependent Variable	Acculturation		Income		Education	
	Coefficient	T	Coefficient	T	Coefficient	T
Sex role oriented	-0.62***	-3.50	0.06	1.15	-0.14**	-2.36
Fashion conscious	0.29**	2.21	-0.03	-0.73	0.01	0.20
Brand conscious/loyal	0.13	0.97	-0.05	-1.34	0.07	1.51
Self-confident	0.35***	3.06	-0.01	-0.18	0.04	1.14
Convenience oriented	-0.19	-1.20	0.07	1.56	-0.13**	-2.36
Local store oriented	-0.26	-1.65	-0.08	-1.71	0.07	1.32
Credit oriented	0.38	1.90	-0.04	-0.65	0.17**	2.53
Catalog oriented	0.50***	3.36	0.01	0.09	0.04	0.74
Value conscious	-0.08	-1.24	0.04**	2.06	0.01	0.09

***: P<0.01 **: P<0.05

VI. Conclusions, Discussion, Implications, and Future Study

The first objective was to predict level of acculturation in terms of personal characteristics. Personal characteristics related to age, state of residence, college education attainment in the U. S., and age arrived in the U.S. appeared to be the most important characteristics in predicting a higher level of acculturation. The highest predictors were living in the New England states and graduating from a college in the U.S. This implies that personal characteristics should be considered in assessing Korean-American consumer's level of acculturation. In terms of geographic distribution, one of the largest Korean-American residential centers is located in and around New York City (Awanohara, 1991; Rossman, 1994). Therefore, this might explain living in the New England states as a predictor of acculturation. Min (1996) found greater acculturation among Korean-Americans who had attended an integrated school where ethnic group remained a numerical minority.

In the present study, the ratio: length of residence in the U.S./ age was calculated according to Valencia (1985). Several researchers have found little or no relationship between length of residence in the U.S. and acculturation (Lee & Ulm, 1992; Penaloza, 1994; Wallendorf & Reilly, 1983). This is consistent with the premise that acculturation is nonlinear and therefore may not be measured under the assumption of a one-way linear relationship with time (Gentry et al., 1995).

The second objective was to predict apparel shopping orientations in terms of acculturation. Impact of acculturation was observed even after controlling the effect of income and education in four shopping orientations; shopping sex role

oriented, self-confident, fashion conscious, and catalog oriented. Korean-Americans with a higher level of acculturation were less sex role oriented, more self-confident; more fashion conscious, and more catalog oriented. Compared to the previous study, this result implies that Korean Americans with higher level of acculturation have shopping orientation tendencies similar to those of Anglo-Americans. Lee (2001) reported that Anglo-Americans are less sex role oriented, more self-confident, and more catalog oriented than Korean-Americans.

The impact of acculturation on credit oriented shopping orientation was not significant after removing the effect of income and education. The more highly educated, the more credit oriented. This result implies that credit orientation among Korean-Americans is a function of education rather than the level of acculturation. Therefore, sociodemographic variables should be included in studying the impact of acculturation on shopping orientations.

The results from this study are consistent with those of previous studies in that acculturation and personal characteristics have a significant influence on selected shopping orientations. Shim and Chen (1996) reported acculturation levels of Chinese-American consumers were related to orientations to apparel shopping: the more acculturated, the more actively involved in shopping. Ownbey and Horridge (1997) found two shopping orientations subscales, shopping sex roles and shopping opinion leadership strongly connected with acculturation among Asian Americans. A higher education level predicted less credit, convenience, and shopping sex role orientation. Prior research has found a composite of personal characteristics such as education level, occupation, area of residence, and total family

income to be important in predicting shopping orientations(Anderson, 1971; Darden & Howell, 1987; Howell, 1979; Lumpkin & Greenberg, 1982; Shim & Kotsiopoulos, 1992a; Wells, & Gubar, 1967).

This finding was supported by Doran(1994) who found that high acculturated Chinese-Americans were more likely to shop alone. Lee(1993) found Chinese-Americans to rely less on advice from friends when shopping, while Shim and Chen(1996) noted this same group was more actively involved in shopping. In contrast, Lee and Um(1992) noted that highly acculturated Korean-Americans continued to value group consensus in the consumer decision-making process

Researchers have investigated various relationships between ethnicity and shopping orientations(Braun, 1991; Delener & Neelankavil, 1990; Fisher, 1993; Miller, 1993; Lee, 2001; Valencia, 1982; Wilkes & Valencia, 1986). Findings suggest that ethnicity is related to shopping orientations. This investigation has shown that there appears to be a link between acculturation and shopping orientations. Therefore as a future study, investigators should be encouraged to examine the trilogy of ethnicity, acculturation, and shopping orientations.

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