

A TAXONOMY OF KOREAN OUTBUYERS. Park K. Department of Clothing and Textiles, Keimyung University, Taegu, 704-701, Korea.

Retailers in relatively small size of communities have increased their interests in retail sales leakage. Riecken and Yavas (1988) suggested that sales leakages result from outshopping and catalog shopping, and that these two activities are related. However, there is very little known about the relationship between these two activities in Korea. The purpose of this study was to investigate some specific variables which impact outbuying behavior. More specifically, the objective was to identify factors that might distinguish local retail patrons from non-local retail patrons.

The survey instrument was a questionnaire on outshopping, catalog shopping, shopping orientations, store attributes, information sources, and demographics. Data was collected from a sample of 317 female consumers living in Taegu. The respondents were classified into 4 groups: the catalog shopper; the outshopper, the catalog shopper plus outshopper, and the local shopper. These four groups were compared in terms of their shopping orientations, store attributes, information sources, lifestyles, and demographics. The principal components analyses of the data revealed 7 types of shopping orientations, 4 types of store attributes, 2 types of information sources, and 3 types of lifestyles. The results of ANOVA and Scheffe tests indicated that the catalog shopper plus outshopper had the highest scores while the local shopper had the lowest scores on 4 factors of shopping orientations, 1 factor of store attributes, all factors of information sources, and 2 factors of lifestyles. In other words, the catalog shopper plus outshopper was more likely 1) to be shopping-oriented, fashion-conscious, and economy/price-conscious, 2) to place high importance on store attributes such as customer services, 3) to be frequent users of all information sources, and 4) to engage in regular activities and activities for self-improvement than the local shopper. Interestingly, the catalog shopper was less likely to be brand conscious. The demographic variables also resulted in group differences on age and education. However, there were no group differences in income. The results of this study offers an implication that local retailers can use to develop effective retailing strategy based upon the market segmentation utilizing shopping orientations, store attributes, information sources, lifestyles, and demographic characteristics.