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Mihić, Mirela; Anić, Ivan-Damir; Kursan Milaković, Ivana

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Mirela Mihić*
Ivan-Damir Anić**
Ivana Kursan Milaković***

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TIME SPENT SHOPPING AND CONSUMER CLOTHING PURCHASING BEHAVIOUR

The purpose of this study is to explore the impact of various antecedents and behavioural consequences of consumers' perceptions of time spent on shopping for clothing products. Examined antecedent variables are gender, age, income, fashion consciousness and visual merchandising, while outcomes include the number of clothing items purchased. The data, collected by consumer survey in Croatia, was analysed using exploratory and confirmatory factor analyses, and structural equation modelling (SEM). The major findings indicate that visual merchandising has the greatest and positive effect on time spent shopping. As expected, women and younger consumers spend more time shopping than men and older consumers. As for the outcomes, shopping time is positively related to consumer purchases. The study was conducted at a single point in time and was carried out while there was still crisis in Croatia, in a situation where consumers spend less on fashion products. The present study provides the insights into the determinants and consequences of time expenditure and might help fashion retailers design more successfully retailing strategies to encourage consumers to spend more time on shopping in fashion stores, which in turn leads to higher sales.

* M. Mihić, PhD., Full Professor, University of Split, Faculty of Economics (E-mail: mmih@efst.hr).

** I.-D. Anić, PhD., Senior research fellow in permanent position, The Institute of Economics, Zagreb (E-mail: danic@eizg.hr).

*** I. Kursan Milaković, PhD., Assistant Professor, University of Split, Faculty of Economics (E-mail: ikursan@efst.hr).

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Key words: fashion retailing, time spent shopping, visual merchandising, demographics, unplanned purchases

1. Introduction

For a long time, researchers have tried to identify drivers of consumers' purchasing decisions inside the store. One of the factors that is considered to be extremely important for consumer behaviour, but has not been researched enough is the time consumers spend on shopping (Underhill, 1999). Although previous studies suggest that shopping time is positively related to purchasing outcomes, and retailers want their consumers to spend as much time as possible in their stores in order to maximize their purchasing outcomes, the task nowadays may not be so straightforward for fashion retailers since consumers change their patterns of behaviour. Namely, many shoppers are under time pressure and are more time sensitive, which makes time an important and scarce resource (Lucia-Palacios, Pérez-López and Polo-Redondo, 2016). Moreover, some consumers might shop faster than the others, especially in familiar environment, and as a result their unplanned spending might decrease (Umesh, Pettit and Bozman, 1989). Furthermore, consumer differences in demographics and their proneness to retail stimuli also strongly affect duration of consumers' shopping activity, and as such retail outcomes might vary (Feldman and Hornik, 1981; Donovan et al., 1994). Therefore, in a situation when many fashion retailers faced with fierce competition struggle to increase their sales, it is important to understand what factors drive consumers' time expenditure and how this is related to retail outcomes.

This paper examines the relative impact of several variables on consumers' perceptions of time they spend in shopping for clothing products (hereafter time spent shopping), including demographic variables (gender, age, and income), fashion consciousness and visual merchandising. All those variables might affect time spent shopping and have been shown to be important in fashion retailing studies, however it is less clear how they affect time spent shopping for clothing products when considered together in one model. Previous research has examined various antecedents of time spent shopping in various retail environments; however no definitive conclusion on antecedents has been reached yet. While past research suggests that demographic variables are important for predicting time expenditure (McDonald, 1994) the results on this issue have been contradictory. Several studies also examined how retail atmosphere affects shopping time, but less is known about direct influences of visual merchandising on time expenditure in fashion retailing.

This study provides a deeper insight into the effects of several antecedent variables on time spent shopping, on a sample of adult consumers in fashion retailing. The study seeks to determine which factors, demographics and individual factors or visual merchandising variables have stronger effect on time expenditure, a concept that was neglected in the past research. This study also examines how time spent shopping is related to two dimensions of purchasing outcomes – total purchases and unplanned purchases, while past research mostly examined unplanned purchases. As past research shows, consequences of time spent shopping might vary depending on the retail environment and consumer characteristics, so the examination of these relationships merits further research. Finally, this study was conducted in Croatia, a small, “catch-up” economy, where only few studies on time expenditure in grocery retailing setting exist (Anić and Radas, 2006; Anić, Radas and Miller, 2011), whereby there is no such study in fashion retailing. Research results obtained from this study may be useful for fashion retailers to understand drivers and consequences of time spend shopping, which might help them plan store management initiatives more successfully.

The paper is organised as follows. Theoretical background is presented and hypotheses are developed in Section 2. Research methodology is described in Section 3, followed by the results in Section 4. Paper concludes with discussion, conclusions and managerial implications in Section 5.

2. Theoretical background and hypotheses development

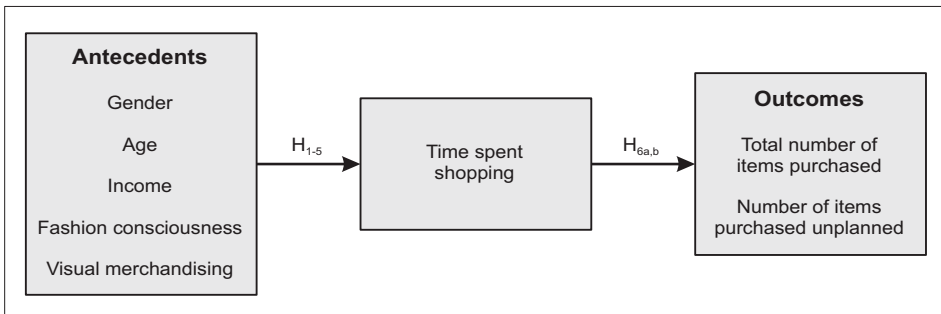
2.1. The theory of time spent shopping

Various concepts and frameworks of time exist in the literature. Pioneer works on this topic examined allocation of time as a component of a household function (Arndt and Gronmo, 1977; Feldman and Hornik, 1981), while more recent works examined time as a variable in consumer behaviour in grocery, mall environment, drugstores, and fashion retailing. Four dimensions of shopping time have been analysed in the literature (Bielen and Demoulin, 2007): subjective (defined as customer’s estimation of the time duration of an activity), objective (defined as an actual duration of the activity measured by a clock), cognitive (defined as consumer’s evaluation of the elapsed time as being acceptable or not acceptable), and affective time dimensions (defined as consumers’ emotional responses to the time duration). Shopping time was shown to have the cause-and-effect properties (Jacoby, Szybillo and Berning, 1976). The theory of shopping time suggests that consumers spend time and money to acquire products and services, but they also use time as a substitute for money and will continue to search until the expected shopping sav-

ings are less than the costs of time. The individual’s time allocation decision was shown to be governed by the interaction of economic factors, personal attributes and demographic characteristics (Arndt and Gronmo, 1977; McDonald, 1994), as well as subjective individual values and situational factors. The type of product, environment and shopping enjoyment were shown to play important roles for the length of shopping time. Several studies show that consumer’s emotions positively affect time expenditure. Consumers tend to minimize time expenditures in the purchase of convenience goods, but for other products they might seek to prolong time expenditures, especially during enjoyable shopping trips (Jacoby, Szybillo and Berning, 1976). Hedonic shoppers tend to prolong the time they spend on shopping, while utilitarian shoppers seek to economize on shopping time (Stoel, Wickliffe and Lee, 2004). According to Yim et al. (2014), if the consumers are motivated by hedonism then the time spent on browsing is perceived as relaxation and enjoyment and not the waste of time; thus time spent shopping stimulates the increased enjoyment. Shopping time also depends on consumer’s involvement in shopping, whereby highly motivated subjects need significantly more time for purchasing decision (Jacoby, Szybillo and Berning, 1976). This study examines relative effects of demographic variables, fashion consciousness, visual merchandising on time spent shopping and the impact of time on purchasing outcomes in Croatian fashion retailing. It examines subjective dimension of shopping time from a retrospective viewpoint, which is consumer’s recall of the duration of their shopping activities on their shopping trips. In this study, shopping time covers the perceived number of minutes between the point at which consumers begin shopping and the purchase termination point at the checkout counter. It includes inter-store travelling time, the time spent on browsing, evaluating merchandise, selecting items and waiting time spent at a counter while making the purchase transactions. Conceptual model used in this research is presented in Figure 1.

Figure 1:

CONCEPTUAL MODEL



Source: Authors

2.2. Research hypotheses

Gender is the first demographic variable that might influence time expenditure. In retail environment in general women were shown to spend a longer time in shopping (Arndt and Gronmo 1977), they search more and exhibit longer purchase time than men (McDonald, 1994.). In fashion retailing, some studies suggest that there is no difference between men and females in perception of time (Studak and Workman, 2004), whereby men tend to spend more time on grooming (Vieira, 2009), which suggests that men and women have become similar in terms of the fashion shopping behaviour patterns. However, as past research indicates (Kwon, 1997; Parker, Hermans and Schaefer, 2004), women are still more interested in clothing than men and have a higher tendency to fashion consciousness. Moreover, they are more oriented towards shopping for fun, while men are mostly “quick shoppers” (Siwon and Workman, 2011). Therefore, it is reasonable to propose the following hypothesis:

H₁: Women spend more time shopping for clothing products than men.

Age is another demographic variable that might be a predictor of shopping time, although findings are mixed. In general, the relationship between age and time spent shopping was shown to be inverse, with older consumers spending less time shopping than the younger ones (Kolodinsky, 1990; Forsythe and Bailey, 1996). Older consumers base their shopping on past experience and are likely to simplify their shopping routine (Urbany, Dickson and Kalapurakal, 1996). Older and retired people are also the least novelty-conscious and tend to exhibit routine behaviour. They prefer long-established brands, and are less willing to explore new products. On the other hand, younger consumers are more influenced by fashion (Wan, Yuon and Fang, 2001) and are more likely to try new products (Dickson et al., 2004). Therefore, for fashion retailing the following hypothesis is proposed:

H₂: Older consumers spend less time shopping for clothing than younger ones.

Previous research suggests that the relationship between time and income is less clear (Forsythe and Bailey, 1996). While Umesh, Pettit and Bozman (1989) found no relationship between income and time sensitivity, Arndt and Gronmo (1977), and McDonald (1994) found in general retailing setting that income was positively related to time spent shopping. Some other research indicates that income positively affects time spent in price information search (Kolodinsky, 1990). Due to significant discretionary spending power, high-income consumers can afford to spend more on shopping, whereas low-income consumers tend to be economical shoppers (Zeithaml, 1985). This might also hold for fashion retailing. Therefore, the following hypothesis is proposed:

H₃: High-income consumers spend more time shopping for clothing products than low-income consumers.

Despite the fact that fashion consciousness is an important fashion-related variable that characterises an interest in clothing and fashion and affects consumer behaviour (Nam et al., 2007), its relationship with time expenditure was neglected in the literature. Previous studies show that fashion-conscious shoppers spend more money on clothing (e.g. Wan, Yuon and Fang, 2001) although some studies report that fashion consciousness may not be related to spending on clothing products, as those consumers might be price conscious due to limited budget and might engage in comparison shopping (e.g. Iyer and Eastman, 2010). Therefore, they might also spend less time on shopping. However, those consumers have positive attitude towards shopping (Iyer and Eastman, 2010), and are more involved in shopping of clothing products, as they are motivated to keep their wardrobe up to date with the latest style and pay more attention to their external appearance (Walsh, Mitchell and Hennig-Thurau, 2001). While shopping, fashion conscious consumers tend to absorb images and fashion styles in advertising, they might gain pleasure from shopping (Wan, Yuon and Fang, 2001), and thus might also prolong their time expenditure in fashion stores. Therefore, the following hypothesis is proposed:

H₄: Fashion consciousness is positively related to time spent shopping for clothing products.

Fashion retailers use visual merchandising, which includes interior displays, store layout, in-store displays, atmospherics, light, music scent, colour, and signage, to influence unplanned purchases. Visual merchandising guides shopping, reminds the customers of their shopping needs and might produce positive atmosphere and consumer's shopping enjoyment (Balgaoonkar, Pabalkar and Yelikar, 2014). Past research that examined the link between store atmosphere and shopping time in various environments (also in fashion retailing), suggests that positive store atmosphere leads to approach behaviour (i.e. desire to stay, look around, explore the environment, and communicate with others), while negative store atmosphere results in avoidance behaviour, i.e. desire to get out of the store (Donovan and Rossiter, 1982). Store atmosphere that induces positive emotional feelings leads to extra time spent in the store (Donovan and Rossiter, 1982; Donovan et al., 1994). Based on this stream of research it is reasonable to believe that, if visual merchandising creates positive atmosphere, the following might be expected:

H₅: Positive consumer response to visual merchandising is positively related to time spent shopping for clothing products.

Finally, this paper explores in one model the relationships between shopping time expenditure and two dimensions of consumer purchases, i.e. total items clothing purchased and unplanned purchases, while previous research mostly took into consideration only one dependent outcome variable. Past research suggests that shopping time is positively related to consumer purchases in various retail environments (Granbois, 1968; Underhill, 1999; Anić and Radas, 2006). In fashion retailing, consumers who spent more time shopping for clothing also purchased more clothing on impulse (Horridge and Richards, 1984; Vazifehdoost, Rahnama and Mousavian, 2014). Store atmosphere that induces arousal and joy positively affects time spent shopping and impulse purchases as well (Donovan and Rossiter, 1982; Sherman, Mathur and Smith, 1997; Beatty and Ferrell, 1998). The longer the shoppers stay in the store, the more they will be exposed to in-store stimuli and higher will be the chances that they will buy more products spontaneously. Therefore, the following hypotheses are proposed:

H_{6a}: Shopping time for clothing products is positively related to total number of items purchased

H_{6b}: Shopping time for clothing products is positively related to number of items purchased unplanned.

3. Research methodology

This research was based on a telephone survey, which was conducted during the period of September 8-19, 2014 in Croatia. The pre-test was carried out on the sample of 20 consumers. Subjects were selected from a telephone directory using a systematic sampling technique, with a goal set of 300 usable surveys. Four professionally trained and experienced interviewers were hired for ten days to collect the data. Final sample consisted of 300 respondents and was proportional to total population in 21 Croatian counties, with regards to gender and age. Table 1 shows sample characteristics.

Table 1:

SAMPLE CHARACTERISTICS, N=300

| | N | % |
|---|-----|------|
| Gender | | |
| Male | 145 | 48.3 |
| Female | 155 | 51.7 |
| Age | | |
| 20-29 | 60 | 20.0 |
| 30-39 | 66 | 22.0 |
| 40-49 | 60 | 20.0 |
| 50-59 | 66 | 22.0 |
| 60-69 | 48 | 16.0 |
| Education | | |
| Primary school or less | 12 | 4.0 |
| Secondary school | 158 | 52.7 |
| College, university or more | 130 | 43.3 |
| Average monthly household income (HRK) | | |
| up to 3,000 | 13 | 4.3 |
| 3,001-4,000 | 22 | 7.3 |
| 4,001-6,000 | 49 | 16.4 |
| 6,001-8,000 | 53 | 17.7 |
| 8,001-10,000 | 57 | 19.0 |
| 10,001-13,000 | 58 | 19.3 |
| 13,0001-16,000 | 32 | 10.7 |
| 16,001-20,000 | 9 | 3.0 |
| More than 20,000 | 7 | 2.3 |

Note: * HRK stands for Croatian Kuna. In September 2014 exchange rate of EUR 1 to HRK was 7.62 (<http://www.hnb.hr>).

Source: Research

A review of relevant literature was used to develop measures for variables applied in this study, which was adapted to the study context. The questionnaire included questions related to consumers' estimation of time spent on shopping, demographic variables, fashion consciousness, consumer response to visual merchandising and purchasing outcomes. Major variable of interest, perceived time spent shopping was determined by asking consumers to estimate how much time on average did they spend on shopping for clothing products per one shopping trip:

(1) less than one hour, (2) 1-3 hours, (3) 4-6 hours, (4) more than 6 hours. On average, the duration of shopping trip in was up to 1 hour for 37% of respondents and one to three hours for 54 % of respondents.

Scales related to fashion consciousness and visual merchandising were measured by Likert-scaled items, ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement of fashion consciousness was based on the scale used by Nam et al. (2007), while the measurement of consumer response to visual merchandising was based on the scale developed by Kim (2003). Those items are related to consumer response to window display, store interior, promotional signage and floor merchandising, and in-store displays. The items related to consumer response to music and store personnel were additionally included.

Demographic variables included gender, age and income. Gender was coded as (1) male and (2) female. Age of the respondent was determined as (1) 20-29, (2) 30-39, (3) 40-49, (4) 50-59, and (5) 60-70. Income was coded as: (1) up to 3.000 HRK, (2) 3.001 – 4.000 HRK, (3) 4.001-6.000 HRK, (4) 6.001-8.000 HRK, (5) 8.001-10.000 HRK, (6) 10.001-13.000 HRK, (7) 13.001 - 16.000 HRK, (8) 16.001 – 20.000 HRK, (9) more than 20.000 HRK. As for purchasing outcomes the respondents were first asked to indicate how many items of clothing products they purchased for them or other family members during the last 12 months, which was coded as (1) 0 items (2) 1 items (3) 2-5 items (4) 6-10 items (5) 11-20 items (6) more than 20 items). After that, the respondents were asked to indicate how many clothing items they purchased unplanned. Data were analysed using the exploratory and confirmatory factor analyses, and structural equation modelling (SEM) in statistical programs SPSS 23 and Amos.

4. Results

4.1. Data preparation

First data were assessed and prepared for further analysis and structural equation modelling (SEM). For this purpose the following additional tests were performed: examination of the outlier's existence, normality of distribution, (multi) colinearity and homoscedasticity tests. Univariate and multivariate outliers were excluded from the further analysis and the final sample size was N=294. All other tests showed acceptable values. The results also indicated that the sample is adequate for conducting the exploratory factor analysis. Namely, Kaiser-Meyer-Olkin measure was between 0 and 1 and above 0.5, whereas Bartlett's test of sphericity was significant (Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.760; Bartlett's Test of Sphericity - Approx. Chi-Square = 658.888; df = 28, Sig = 0.000).

Within the exploratory factor analysis (EFA), ten items were analysed using the principal component analysis and Varimax rotation methods. Since two items were cross loaded, they were excluded from the further analysis. The new factor structure offered a two factor solution (Table 2), explaining 60% of the extracted variance. In order to additionally analyse the reliability, validity and unidimensionality of the measurement scales the confirmatory factor analysis (CFA) was performed. The measurement model relied on several assumptions: each item loaded on one factor, error terms were independent, and the factors were correlated, as suggested by Kline (2011.). The CFA results can be seen in Table 3 and Table 4.

Table 2:

EFA RESULTS

| Factor/items | VM | FC |
|---|------|------|
| Fashion consciousness (FC) | | |
| I usually have one or more latest fashion clothing items. | | 0.73 |
| When I need to choose between two products, I rather choose fashion than comfort. | | 0.78 |
| It is very important to me that the clothes represent the latest fashion. | | 0.84 |
| Visual merchandising (VM) | | |
| Attractively decorated store stimulates me to unplanned clothes purchases. | 0.66 | |
| Very often, I am encouraged by the sales personnel to make unplanned clothes purchases. | 0.73 | |
| Music often stimulates me to unplanned clothes purchases. | 0.74 | |
| Window displays encourage me to make unplanned purchases. | 0.77 | |
| In-store merchandise presentation often stimulates me to unplanned purchases. | 0.81 | |

Table 3:

CFA RESULTS

| Factor/items | β | α | CR | AVE |
|---|---------|----------|------|------|
| Fashion consciousness | | 0.70 | 0.73 | 0.47 |
| I usually have one or more latest fashion clothing items. | 0.62 | | | |
| When I need to choose between two products, I rather choose fashion than comfort. | 0.70 | | | |
| It is very important to me that the clothes represent the latest fashion. | 0.73 | | | |
| Visual merchandising | | 0.80 | 0.81 | 0.47 |
| Attractively decorated store stimulates me to unplanned clothes purchases. | 0.62 | | | |
| Very often, I am encouraged by the sales personnel to make unplanned clothes purchases. | 0.60 | | | |
| Music often stimulates me to unplanned clothes purchases. | 0.61 | | | |
| Window displays encourage me to make unplanned purchases. | 0.70 | | | |
| In-store merchandise presentation often stimulates me to unplanned purchases. | 0.87 | | | |

Notes: β – CFA factor loadings, α – Cronbach alpha, CR – composite reliability, AVE – average variance extracted.

Source: Research

CFA analysis indicates that the measurement model has an adequate model fit: GFI=0.96, AGFI=0.92, NFI=0.93, CFI=0.97, RMSEA=0.04. All items are statistically significant and load on the intended factors. Composite reliability (CR) and average variance extracted (AVE) values (Table 3) confirm the reliability and convergent validity of the constructs. The constructs also show the characteristics of discriminant validity (Table 4). With respect to the gained results and initial CFA assumptions, it can be concluded that the measurement scales exhibit the characteristics of reliability, validity and unidimensionality. Moreover, the measurement model fits data very well.

Table 4:

DISCRIMINANT VALIDITY

| | Mean | St. Dev. | 1 | 2 |
|-----------------------|------|----------|-------------|-------------|
| Fashion consciousness | 2.07 | 0.93 | 0.68 | |
| Visual merchandising | 1.98 | 0.88 | 0.27 | 0.68 |

Note: Diagonal bold numbers represent the square roots of AVE (average extracted variance). Other values represent the correlations among the constructs.

Source: Research

4.2. Structural equation modelling

Structural model was created based on the measurement model, and was analysed using the maximum-likelihood estimation method. The fit indices show a good model fit: GFI = 0.95, AGFI = 0.91, NFI = 0.91, CFI = 0.95, RMSEA = 0.05. SEM results, i.e. standardised structural coefficients, are visible in Table 5.

Table 5:

STANDARDISED STRUCTURAL COEFFICIENTS

| Hypotheses | Coefficient | Status |
|---|-------------|-----------|
| H ₁ : Women spend more time shopping for clothing products than men. | 0.114* | Supported |
| H ₂ : Older consumers spend less time shopping for clothing than younger ones. | -0.169** | Supported |
| H ₃ : High-income consumers spend more time shopping for clothing products than low-income consumers. | 0.031 | Rejected |
| H ₄ : Fashion consciousness is positively related to time spent shopping for clothing products. | -0.032 | Rejected |
| H ₅ : Positive consumer response to visual merchandising is positively related to time spent shopping for clothing products. | 0.333** | Supported |
| H _{6a} : Shopping time for clothing products is positively related to total number of items purchased | 0.956** | Supported |
| H _{6b} : Shopping time for clothing products is positively related to number of items purchased unplanned. | 0.136* | Supported |

Note: **statistically significant at p<0.001, *statistically significant at p<0.05

Source: Research

The results show that among demographic variables, gender and age were associated with time spent shopping. Females and younger individuals were shown to be more prone to spend more time on shopping, which supports the hypotheses H_1 and H_2 . Income was not related significantly to time spent shopping, which rejects the hypothesis H_3 . In addition, the analysis shows that fashion consciousness did not significantly influence time expenditure, which rejected the hypothesis H_4 . There was a positive relationship between consumer response to visual merchandising and time spent shopping, which supports the hypothesis H_5 . With respect to purchasing outcomes, the results indicate positive relationships between consumers' perceptions of time spent shopping and analysed outcomes. The more time consumers spend on shopping, the more clothing items they will purchase, including the number of unplanned items. Therefore, hypotheses H_6 and H_7 were supported.

5. Conclusion and discussion

The purpose of this paper was to identify the factors that drive the length of time consumers spend shopping in Croatian fashion retailing. First contribution of this paper is that, among demographic variables, only gender and age are the factors that significantly influence time spent shopping, while income was not shown to be significant. In fact, females and younger consumers tend to spend more time shopping than men and older consumers. They are more involved in fashion and more fashion innovative, willing to take more risk, more excitable and emotional, which all leads to more time spent in the store. Next contribution of the paper is that fashion consciousness is not significantly related to time spent shopping, at least in Croatian environment. This might be explained by the fact that, due to economic crisis and lower spending power, Croatian consumers are more prudent in spending and are looking for value. In the sample there were only 31% of consumers with higher level of fashion consciousness. The contribution of this paper is also that visual merchandising is the most important driver of time expenditure in fashion retailing, while demographic variables are less important. Visual merchandising that creates positive atmosphere in fashion stores and leads to approach behaviour and positive emotional feelings results in extra time spent in the store, thus confirming the studies of Donovan and Rossiter (1982), Donovan et al. (1994).

Finally, this paper shows that time expenditure drives both total purchases and unplanned purchases. In other words, the longer the shoppers stay in fashion store, the more they will be exposed to in-store stimuli and higher will be the chances that they will buy more products, which supports previous research.

Several managerial implications might be derived from this study. First, time expenditure is an important driver of purchasing outcomes, which means that retailers should continue to strive to encourage shoppers to spend more time in stores, which will lead to higher purchases. This study also shows that demographic variables are less important than visual merchandising for driving time expenditure, which means that fashion retailers should focus more on visual merchandising variables to stimulate desired consumer behaviour. They should create an interesting store atmosphere, decorate stores attractively, and encourage store personnel to communicate more with the consumers, experiment with music, as well as with window displays and merchandise presentations, which could strongly encourage shoppers to spend more time in the store. As gender and age were shown to be significant, fashion retailers should target with their assortment and promotion more aggressively females and younger consumers, who represent their primary market segment for fashion products.

Although this study is based on a large sample of shoppers and rigorous analysis, there are some limitations. This study was conducted at a single point in time and was carried out while there was still crisis in Croatia, in a situation where consumers spend less on fashion products. Despite these limitations, the results of this study offer useful insights into consumer behaviour-time expenditure relationship with some valuable managerial implications. Future research might expand the list of retail mix variables, and might compare time-consumer behaviour relationships across various types of fashion store formats (e.g., discount stores, department stores, specialty stores), which could allow the identification of differences in consumer behaviour. Longitudinal study might provide further information how consumer behaviour changes over time. Moreover, consumer behaviour related to time expenditure could be also compared across various regions and cultures.

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VRIJEME PROVEDENO U KUPNJI I PONAŠANJE KUPACA NA TRŽIŠTU ODJEĆE

Sažetak

Glavna svrha rada sastoji se od istraživanja značaja različitih prediktora i ponašajućih ishoda za potrošačevu percepciju vremena provedenog u kupnji odjevnih predmeta. Istraživane varijable su uključivale spol, dob, prihod, modnu osviještenost i vizualni merchandising, dok su ishodi obuhvatili broj kupljenih odjevnih predmeta. Podaci, prikupljeni ispitivanjem potrošača u Hrvatskoj, su analizirani korištenjem eksplorativne i konfirmativne faktorske analize, te modeliranja strukturnih jednadžbi (SEM). Rezultati istraživanja pokazuju da vizualni merchandising ima najveći i pozitivni utjecaj na vrijeme provedeno u kupnji. Prema očekivanjima, potrošači ženskog spola i mlađi potrošači provode više vremena u kupnji za razliku od potrošača muškog spola i potrošača starije dobi. Što se tiče ishoda, vrijeme provedeno u kupnji pozitivno je povezano s kupnjom. Istraživanje je vršeno u određenom vremenskom razdoblju, a tijekom ekonomske krize u Republici Hrvatskoj kada su potrošači trošili manje novca na modne proizvode. Istraživanje pruža uvid u odrednice i ishode značajne za čimbenik vremenskog izdatka, te može pomoći modnim prodavačima na malo pri uspješnom oblikovanju maloprodajnih strategija s ciljem ohrabriranja potrošača na veću potrošnju u modnim trgovinama, a što posljedično dovodi do većeg obujma prodaje.

Ključne riječi: modna maloprodaja, vrijeme provedeno u kupnji, vizualni merchandising, demografija, neplanirana kupnja