

## Abstract

# Apparel Shopping Orientation of Female Consumers

RESEARCH PAPER

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The objectives of this paper are to identify the factors of female shopping orientation, determine the female market segments, and analyze the differences among segments in their clothing purchase behavior and demographic characteristics. The data collected by a survey undertaken in the Split-Dalmatia County in Croatia were analyzed using factor and cluster analysis as well as the analysis of variance (ANOVA). Factor analysis generated seven factors of female shopping orientation: Factor 1: trend/interest in clothing; Factor 2: convenient maintenance; Factor 3: quality consciousness; Factor 4: brand/store loyalty; Factor 5: price consciousness, Factor 6: planning/efficiency in shopping; Factor 7: advice-seeking tendency. K-means cluster analysis, based on factors of female shopping orientation, produced five different female segments: (1) quality conscious females, (2) efficiency driven females, (3) fashion-oriented females, (4) indifferent females, and (5) price conscious females. The analysis of variance has showed that there were significant differences among female segments in clothing expenditures and demographic characteristics.

**Keywords:** purchasing behavior, shopping orientation, segmentation analysis, female consumers, clothing, Croatia

**JEL classification:** M30

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