



# The International Review of Retail, Distribution and Consumer Research

ISSN: 0959-3969 (Print) 1466-4402 (Online) Journal homepage: <https://www.tandfonline.com/loi/rirr20>

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**To cite this article:** Lina M. Ceballos, Byoungcho Jin & Ana M. Ortega (2018) Colombian consumers' outshopping of apparel in the U.S., The International Review of Retail, Distribution and Consumer Research, 28:2, 137-156, DOI: [10.1080/09593969.2017.1364656](https://doi.org/10.1080/09593969.2017.1364656)

**To link to this article:** <https://doi.org/10.1080/09593969.2017.1364656>



Published online: 01 Sep 2017.



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## Colombian consumers' outshopping of apparel in the U.S.

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### ABSTRACT

Outshopping is defined as purchasing goods outside of consumers' trading areas. Despite threatening local economies, outshopping generates opportunities for the new trading areas in which it occurs. Studies on outshopping have reported contradictory results and academics suggest further research, especially in relation to consumers' micro-level characteristics. Moreover, few studies have focused on the U.S. as the trading area and apparel as the traded product. Based on the theory of reasoned action, this quantitative study explores how attitudes toward international outshopping and subjective norm influence purchase intention of apparel goods among international outshoppers in the U.S. by focusing on four characteristics of international outshoppers – self-control in terms of spending, the desire for unique products, age, and gender – as antecedents of attitudes toward outshopping. Colombian consumers (South America) were chosen as respondents because market reports indicate that the U.S. is their top favorite international tourist destination. Findings suggest that more positive attitudes toward outshopping apparel in the U.S. were found among female consumers with higher self-control over their expenditures. Respondents were also influenced by the opinion of others; while age and desire for unique products were found non-significant. By understanding international outshoppers, marketers can develop unique market strategies for attracting global consumers.

### ARTICLE HISTORY

Received 29 November 2016  
Accepted 3 August 2017

### KEYWORDS

Outshopping; tourist; travel; apparel; shopping; theory of reasoned action

## Introduction

*Outshopping*, defined as shopping that occurs outside of the local retail trade area, is a growing phenomenon, which has an enormous impact on retail industries (Lennon, Baugh, Chatterton, and Larkin 1987; Oh, Cheng, Lehto, and O'Leary 2004). Regarding outshopping in the United States (U.S.), global tourists' spending within this country is expected to increase steadily between 2012 and 2017 (Euromonitor 2013), creating an attractive additional consumer base for U.S. retailers. In 2015, the U.S. Travel Association reported that 77.5 million international visitors arrived in the U.S., making this country the second most popular destination for international travel. Of those visitors, approximately 38.4 million came from overseas markets (i.e. air travel). Each overseas traveler spent approximately \$4,400 dollars during their visit and stayed 18 nights on average. Further, their top leisure activity

in the U.S. was shopping (The U.S. Travel Association 2015). Because of the globalization of shopping, travelers have begun to shop abroad, and international shopping is no longer an activity restricted to the rich and famous (Guo and Wang 2009). Indeed, even some informed shoppers are willing to travel further distances to seek satisfaction in their shopping experience (Guy 1990).

Based on the definitions given by Tansuhaj, Ong, and McCullough (1989) and Reynolds and Darden (1972), this study uses the term international outshopper as consumers who physically purchase products outside of their home country and identify shopping as an opportunity when going abroad. According to the White House's strategy report, international travel and tourism is a major driver of the U.S. economy and one of America's most important services exports, supporting 1.3 million jobs across the country (The Executive Office of the President 2014). Despite the growing trend and additional potential consumer base for U.S. retailers, international consumers' outshopping behaviors in the U.S., as well as the factors related to those behaviors, remain largely unknown. Most studies have focused on outshopping between cities, states, or neighboring countries with few examining international outshopping of overseas travelers. Since the 1970s, studies on outshopping have been largely focused on demographic, psychographic, and segmentation variables. However, those studies have yielded contradictory results. To fill these gaps, the purpose of this study is to examine how international consumers' attitudes toward outshopping influence their tendency to shop during international travel to the U.S. Based on the *Theory of Reasoned Action* (TRA), this study examines how four antecedents (consumer's self-control in terms of spending, desire for unique products, age, and gender) influence consumers' attitudes toward outshopping, which in turn affect their purchase intention of U.S. goods.

This study focuses on international consumers' outshopping of apparel in the U.S. because apparel fits the top four characteristics of the most outshopped items, such as involving a relatively easy purchase process, being easy to transport, and requiring no after-sale service (Darden and Perreault 1976). International outshoppers in this study were then limited to individuals who were able to shop for apparel in physical stores during their international travel to the U.S. (i.e. offline shopping). Specifically, the study focuses on Colombian travelers visiting the U.S. for several reasons, mainly tourism. Findings of this study can be useful for managers in the development of marketing strategies targeting Colombian consumers.

## Literature review

### *International outshopping in the U.S.*

The phenomenon of international outshopping is often the result of offline purchases by tourists (Timothy and Butler 1995). Consequently, tourism data can provide valuable information to understand international outshoppers. Over the last decade, tourism rates have been on the rise. In 2015 for the fourth consecutive year, worldwide international tourism grew faster than the global merchandise trade, raising international tourism's share in the world's exports to 7% and its total export value to \$1.4 trillion (World Tourism Organization UNWTO 2016). The U.S. has enjoyed benefits from this spike in worldwide international

tourism. The travel and tourism industry is one of the largest industries in the U.S. and is forecast to contribute more than \$2.5 trillion to the GDP by 2025 (Statista 2016). This growth was enhanced by former President Barack Obama's campaign to promote international travel spending within the country and therefore, promote more jobs for U.S. residents (Statista 2016). In 2012, the U.S. travel and tourism strategy was modified to include the President's 'ambitious goal of attracting and welcoming 100 million international visitors annually by the end of 2021, who are estimated to spend \$250 billion on an annual basis' (The Executive Office of the President 2014, 2). The effects of these measures created a new record high in 2014 when the growth rate of overseas international travel to the U.S. reached 7% (U.S. Department of Commerce 2014).

A report by the National Travel and Tourism Office (2014) declared that the main purpose of overseas trips to the U.S. was 'vacation/holiday' (68.2%), followed by 'visiting friends/relatives' (30.1%). The U.S. Department of Commerce also reported that during just the second quarter of 2016, tourism-related activities generated \$692.6 billion (43%) in indirect tourism-related spending (Bureau of Economic Analysis 2016). According to the National Travel and Tourism Office (2014), some of this indirect spending in the U.S. was related to shopping. In fact, among multiple leisure/recreational activities reported, 'shopping' was the most important and performed by 88.2% of overseas travelers. The category with the highest expenditures was 'shopping, gifts & other purchases' in which overseas visitors spent an average of \$464 per person.

### ***Colombians as international outshoppers***

The travel industry has been one of the fastest-growing industries in Latin America in recent years with outbound departures rising at a rate of 7% annually (Euromonitor 2016b). Colombia is relevant in this growth given that the country has the second largest economy in South America after Brazil and almost 49 million inhabitants as of 2016. Following the boom of Brazilians traveling to the U.S. between 2004 and 2011 (Riker and Vila-Goulding 2013), the U.S. also became the most preferred international tourist destination for Colombians (Revista Dinero 2015). Out of all overseas travelers in the U.S., Colombia was also the second most reported residence of travelers coming from South America and among the top 11 countries to generate the most international visitors to the U.S. (National Travel and Tourism Office 2014). Reflective of the general statistics on overseas travelers coming to the U.S., Colombians travel to the U.S. mainly for the purpose of 'vacation/holiday' (64%), followed by 'visiting friends/relatives' (19%) (U.S. Department of Commerce 2015). Most Colombian travelers (73.8%) visit southern regions, such as Florida, and report 'shopping' as their most common activity in the U.S. (93%) (U.S. Department of Commerce 2015).

Despite the Colombian peso's devaluation against the dollar, Colombians have increased their international travel in 2016, particularly to the United States and Europe (Reportur 2016). This singularity can be explained by several macro factors influencing the rise of Colombians traveling to the U.S. in recent years. The first reason is the implemented changes in American visa procedures, such as the opening of two additional visa application centers in Colombia to speed up the process (Sheldon 2014) and extending visa validity for Colombians visiting the U.S. (U.S. Department of State 2012). Secondly, due to the two countries' proximity, Colombians have also been enjoying low-cost airfare traveling to the U.S.

on airlines, such as VivaColombia and JetBlue that offer flight fares equivalent to or cheaper than domestic flights in Colombia. Moreover, declining fuel prices have also played a role in driving travel industry growth and the reduction in airfares (Euromonitor 2016a). Thirdly, certain international and American apparel brands are not available in Colombia or have pulled out of the market for various reasons (e.g. GAP and Banana Republic) (Roldán 2016). For the numerous brands that are available, most products are substantially more expensive than in the U.S. due to import costs, exchange rate, etc.

### ***Review of academic studies on outshopping***

Different terms have been used to refer to the phenomenon of outshopping: intermarket patronage, interurban shopping, trans-border outshopping, cross-border shopping, out-buying, and tourist shopping, among others. This can result in some confusion, so this study chose to use the term outshopping, as it is among the most commonly used by academics (e.g. Boeuf and Senecal 2013). Definitions are also varied and sometimes very specific, such as Arnold and Reynolds who defined outshoppers as consumers spending '15% or more of total annual expenditures out of town, but less than 5% through in-home methods' (2003, 108). One of the first definitions was that of Reynolds and Darden, which defined intermarket patronage as related to decisions that 'involve consumer choices between retail trade areas in different geographical locations' (1972, 50). Hawes and Lumpkin also focused on intermarket patronage by defining outshoppers as consumers who 'forego the convenience of hometown shopping and travel to out-of-town markets to purchase products' (1984, 200). Darden and Perreault (1976) interchangeably used the terms interurban shoppers and outshoppers. Similarly, LaForge, Reese, and Stanton defined outshopping as the 'behavior of consumers who live in one area, but travel to another area to make retail purchases' (1984, 22).

Previous studies approached outshopping in the context of rural or urban areas. For example, Jarratt and Polonsky researched rural areas and shopping malls and defined outshopping as 'people traveling to shop away from their closest shopping center to another shopping center' (1993, 304). In contrast, Guy utilized the term outshopping to specifically include 'residents of an urban area traveling to other, usually larger towns to buy certain types of retail goods' (1990, 3). Further, Lau, Sin, and Chan (2005) measured cross-border tourist shopping behaviors, which is defined as a type of outshopping behavior between neighbor countries. Other studies have focused on international outshopping that is performed online, taking into account that the Internet facilitates purchases without requiring travel. Such was the case of Boeuf and Senecal (2013), which defined the phenomenon as a cross-border Internet purchase. That said, overseas international outshopping that is performed offline has remained uninvestigated. In general, most scholars have adopted the general definition of outshopping provided by Reynolds and Darden (1972) in accordance to their research objectives and geographical areas considered.

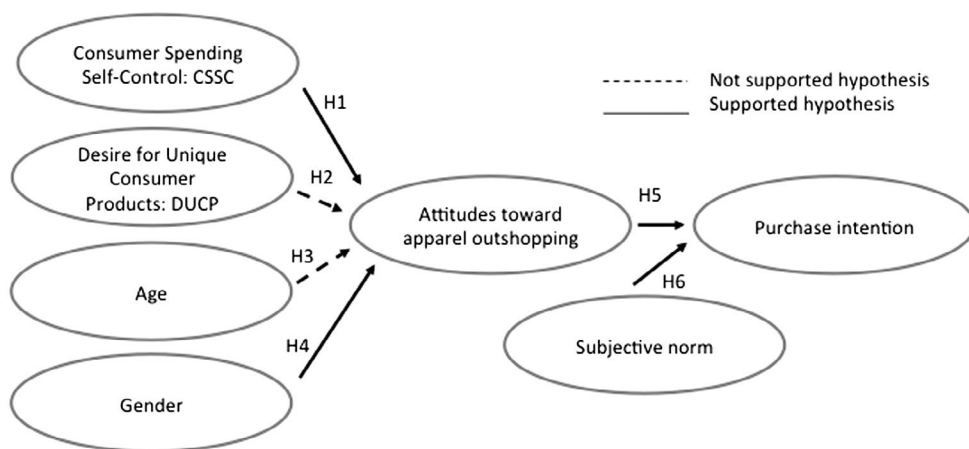
Most studies on outshopping have focused on quantifying its magnitude and the demographic characteristics of those who outshop. In general, most authors have addressed two different types of research related to outshopping: (1) *macro-analysis research* that for instance measures the trade area size without considering consumer differences and (2) *micro-analysis research*, which assumes that individuals have different predispositions that result in different consumer characteristics (Hawes and Lumpkin 1984; Reynolds and Darden

1972; Reynolds and Martin 1974). For example, data collected from 1000 Hong Kong residents revealed that cross-border shopping behavior for tourists was affected by macro-environmental factors of the shopping area as well as micro-characteristics of the consumer (Lau, Sin, and Chan 2005). Nevertheless, Lau et al. reported that 'the impact of traveling distance between the tourist's place of residence and the shopping area on cross-border shopping was found to be non significant' (2005, 110).

### ***Theoretical framework and hypotheses development***

This quantitative project is classified as micro-analysis research. This study posits that attitude toward outshopping is important in understanding international consumers' outshopping behaviors. Ajzen and Fishbein argue that a person's attitude represents their overall evaluation of an object, which can be described as 'a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object' (1980, 6). Attitude theory, then, provides a valid framework for understanding consumers in particular because attitudes are precursors of behavior and can help marketers with most survey questions, such as identifying potential buyers (Aaker, Kumar, and Day 1995). In marketing research, a popular topic of study is attitudes. Attitude research has predominantly examined two constructs: attitude and purchase intention (Spears and Singh 2004). Within attitude theory, there are various theoretical frameworks that are available from social psychology, such as the TRA (Zint 2002). Ajzen and Fishbein (1977) proposed the TRA to suggest that a person's attitude toward an object influences the overall pattern of their responses to the object, including their intention of purchase. The authors state that intention of purchase is determined by two main factors related to the personal and social influence. That is, the TRA presents the intention to act (i.e. purchase intention) as having an attitudinal (i.e. attitudes) and a normative (i.e. subjective norm) component. Inclusion of the normative component is crucial for this study given that Hofstede (2003) reported very low scores of individuality within Colombian culture, lower than China, South Korea, and Thailand. Accordingly, the TRA is an appropriate framework for this study because it accounts for the collective influences that usually drive Colombians' behavior.

Given this framework, this study explores how Colombian outshoppers' attitudes toward outshopping and subjective norm influence purchase intention. Extending the TRA, this study further posits that four characteristics of outshoppers – consumer's self-control in terms of spending, desire for unique products, age, and gender – shape their attitudes toward outshopping, which in turn affect purchase intention of U.S. goods. Figure 1 presents the integrated theoretical model that extends the TRA to include external variables. These four variables are individual characteristics that act as antecedents of attitudes toward outshopping and will be further discussed below. In general terms, the first two characteristics (consumer's self-control in terms of spending and desire for unique products) were chosen to examine internal motivations driving behavior. For this purpose, internal motivation is defined as 'the individual's desire to perform the task for its own sake' (Bénabou and Tirole 2003, 490). Individual differences leading to internal motivation have considerable impact on how individuals attain their goals, which in turn are likely to influence behavior that may lead to positive outcomes (Kramer and Yoon 2007). Then, this model uses a motivation-attitude connection because while consumers can have positive attitudes toward a behavior; they may lack the motivational strength to perform that behavior. For instance, if a person



**Figure 1.** Integrated theoretical model.

values products that are perceived as unique, he or she will be likely to have greater motivation to perform a behavior (e.g. outshopping) that will enable him or her to achieve that goal, more so if that person has a positive attitude toward that behavior. The last two antecedents of attitude (i.e. age and gender) are included in the model to take into consideration easily traceable demographics in retail spaces, helpful in identifying consumers participating in outshopping. This is the case, as demographics are frequently used as predictors of attitude, as well as actual behavior, especially in outshopping research (e.g. Oh et al. 2004).

### **Consumer spending self-control**

Tourism in the world is affected by remaining traces of the global economic crisis (Brennan 2014). Factors related to the world economy as well as personal finance continue to be relevant for tourists. Studies on the expenditures of Canadian visitors in the U.S. found that exchange rate (Di and Di 1993; Matteo and Di Matteo 1993) and price of gasoline (Matteo and Di Matteo 1993) were the main determinants of outshopping behavior. Additionally, Piron (2002) found that competitive prices contributed to frequent outshopping by Singaporeans in neighboring Malaysia. Based on these studies, we expect that the level of spending self-control of consumers can further shed light on motivators of outshopping behavior.

*Self-control* is the capacity to control one's behavior (Roberts and Manolis 2012) and consists of three components (Baumeister and Heatherton 1996): (1) standards, such as goals or ideals states; (2) monitoring, which is the comparison between the self's actual state versus its ideal state; and (3) operate, which is a behavior enacted to change the current state. To understand consumer behavior, self-control is relevant because it is related to personal finance and expenditure decisions. Consistent with this definition of self-control, *consumer spending self-control* (CSSC) is defined as one's ability to monitor and regulate spending-related thoughts, emotions, and decisions in accordance with self-imposed standards (Bearden, Netemeyer, and Haws 2011; Haws and Bearden 2010), embodying the struggle between willpower and desire (Haws, Bearden, and Nenkov 2012). This construct offers a specific measurement for consumers' self-control in terms of spending decision-making and provides



an evaluation of the relationship between consumers and their expenses. In this study, we assumed that apparel retailers in the U.S. generally offer more sales and/or lower apparel pricing options in comparison to similar merchandise in outshoppers' local areas (e.g. Medellin or Bogota). A budget determined prior to traveling would act as a standard to evaluate self-control. All purchases acquired during the trip and within the budget would be allowed by the outshopper, even expected. As such, consumers with higher CSSC are expected to have positive attitudes toward outshopping at U.S. retail stores due to a belief of anticipated savings. Accordingly, the following hypothesis is proposed,

*H1: CSSC increases attitudes toward apparel outshopping.*

### ***Desire for unique consumer products***

Frequent outshoppers are typically fashion-conscious shoppers (Piron 2002), informed shoppers (Guy 1990), opinion leaders, and fashion innovators (Hawes and Lumpkin 1984). Innovators invest resources to search for products that are different and unique; thus, one defining characteristic of fashion innovators is the need for uniqueness. For example, outshoppers have been found to exhibit the need for uniqueness when selecting certain shopping malls (Burns and Warren 1995). To capture outshoppers' desire to acquire unique products, this study includes the DUCP scale to measure the extent to which consumers hold as a personal goal the acquisition and possession of consumer goods, services, and experiences that few others possess (Lynn and Harris 1997). DUCP considers individual differences in the need for uniqueness, as well as status aspiration and materialism. A consequence of a high DUCP is an increased tendency to purchase products that are scarce, innovative, and customized, as well as a desire to shop at unique retail outlets (Lynn and Harris 1997). For instance, desire for unique consumer products was found to indirectly influence purchase intention via attitudes as in the case of e-mass customization of apparel (Kang and Kim 2012). Because outshopping may offer reasonable opportunities to purchase unique products that are not available in the consumers' local areas, consumers with a greater desire to obtain unique products and experiences will be more likely to exhibit more positive attitudes toward apparel outshopping. Based on this logic, the following hypothesis is proposed,

*H2: DUCP increases attitudes toward apparel outshopping.*

### ***Age***

Studies have confirmed that the youngest and oldest generations appear to have the most access to disposable income among all age groups. Euromonitor (2011) stated that younger generations worldwide are increasingly attractive for marketers because they are brand-conscious and have generous incomes. As for older generations, affluent baby boomers with disposable income and availability of leisure time have been the traditional luxury shoppers in tourism (Park, Reisinger, and Noh 2010). Previous studies (e.g. Oh et al. 2004) have found age to be a significant demographic characteristic in predicting outshopping behavior. Nevertheless, contradictory findings regarding the age of outshoppers call for further research on this variable. In general, most studies have focused on younger generations (Jarratt 2000; Jarratt and Polonsky 1993; Reynolds and Darden 1972) as the ideal age group



to engage in outshopping behavior. Few studies have found the inclination to outshop among older generations (e.g. Oh et al. 2004). With respect to official statistics, the National Travel and Tourism Office (2014) reported the average age of all overseas visitors to the U.S. in 2014 was 41.2 years for males and 38.8 years for females. Euromonitor (2016b) further specified that tourists from Latin America traveling to the U.S. are predominantly young people ages 18–25 and adult women between 40 and 50 years. While conflicting data do exist, we assumed that younger generations usually travel more and are more prone to be international outshoppers. Given this pattern, we propose the following hypothesis,

*H3: Age is negatively associated with attitudes toward apparel outshopping.*

## **Gender**

We expect that there will be differences in attitudes toward outshopping by gender. Previous outshopping studies, however, have shown conflicting results when evaluating results by gender. For instance, gender was not found to distinguish cross-border shoppers from non-cross-border shoppers (Lau, Sin, and Chan 2005). Another study found that a higher proportion of males were found to be outshoppers of general categories (Hawes and Lumpkin 1984). Most studies with contradictory results were largely focused on general merchandise (e.g. Lau, Sin, and Chan 2005) and have not exclusively considered apparel products. As fashion is presently strongly women-centric (Kawamura 2005), we expect women to be more prone to purchase apparel items when in the U.S. than men. Consequently, the following hypothesis is proposed,

*H4: Female consumers exhibit more positive attitudes toward apparel outshopping than males.*

## **Attitudes**

When considering intention as a proxy of actual behavior, Ajzen and Fishbein agreed that a person's intention is 'a function of his attitude toward performing the behavior' (1977, 888). As shopping is a common activity for tourists (Brennan 2014), we expect international visitors in the U.S. to have positive attitudes toward shopping while traveling in the U.S., and therefore, have a higher intention to purchase apparel especially during international trips. In accordance with the TRA, this study also tests the effect of subjective norm (SN), which is defined as the perceived social pressure to perform a behavior (Ajzen and Fishbein 1977). The SN in this study can be explained as the importance placed on other people's approval during the respondent's outshopping behavior. This normative social component is relevant for apparel shopping because of its relation to possible social pressures to perform the behavior (Miller-Spillman, Reilly, and Hunt-Hurst 2012). In addition, the number of people in the shopping party may trigger unplanned purchases (Bell, Corsten, and Knox 2011) because of social pressure these trip companions can impose. Thus, as a determinant of purchase intention, we expect pressure from travel companions and/or relatives (i.e. subjective norm) to influence purchase intention with respect to outshopping. Based on this rationale, it is hypothesized that,

*H5: Attitudes toward apparel outshopping increase purchase intention of apparel during outshopping trips.*

*H6: SN increases purchase intention of apparel during outshopping trips.*

## Method

### Respondents

Respondents were Colombian residents aged 18 years and older. Because past behavior may have a direct effect on intention to act and behavior (Ajzen 1985), only Colombian respondents who had previously traveled to the U.S. were considered. Thus, the study was able to focus on attitude retrieval instead of construction (Tavassoli and Fitzsimons 2006). This is also relevant because Colombians face considerable difficulties when traveling to the U.S. (i.e. difficulties for performing the outshopping behavior). That is, preparations for travel to the U.S. usually require additional investments of time, money, and effort to complete tasks, such as obtaining visas – preparations that are more substantial than for travel to other destinations. In addition to considering respondents who reported previously traveling to the U.S., the *social economical strata* (SES) of the respondent was also taken in consideration. Due to security reasons, Colombians do not usually provide accurate salary data in surveys; so instead, asking for the SES is a popular and convenient market research practice. In Colombia, SES is a socioeconomic stratification that ranges from 1 to 6, 6 being the highest stratum assigned to the wealthiest neighborhoods (Ley 142, artículo 102 1994). Because traveling to the U.S. is expensive for Colombians, individuals from SES 1 to 3 were excluded from the study because they are less likely to participate in international outshopping in the U.S., especially given that 84% of employed Colombians earn less than 1.4 times monthly minimum legal wage (MMLW) (Arboleda Bedoya, Soto Quintero, Gutiérrez Betancur 2013). As of 2017, one MMLW is equivalent in dollars to approximately \$250. Thus, nearly 10% of the Colombian population live in higher strata and are considered wealthy because they earn more than 10 and up to 200 MMLW (Correa and Lozano 2013). Overall, these two conditions (i.e. past travel experience and higher SES) facilitated data collection from individuals who have a higher probability of returning to the U.S. for international outshopping.

### Measurement

The survey measured the constructs of CSSC, DUCP, age, gender, and attitudes toward international outshopping of apparel, SN, and purchase intention. All measures were adopted from existing scales and were assessed using a seven-point Likert-type scale (1 = strongly disagree, 7 = strongly agree). The first construct included a 10-item CSSC scale (Haws and Bearden 2010), with items like 'I closely monitor my spending behavior.' The second construct included an eight-item DUCP scale (Lynn and Harris 1997) with items like 'I am very attracted to rare objects.' Four items were then adopted from Aaker et al. (1995) to measure attitudes toward apparel shopping during travel to the U.S., including items such as 'When I am traveling in the U.S., I find it appealing to go shopping for apparel.' Similarly, three items to measure subjective norm (e.g. 'My family members support my apparel purchases during trips to the U.S.') and three items for purchase intention (e.g. 'I intend to purchase apparel during my trips to the States') were adopted from Aaker, Kumar, and Day (1995). Items for all major constructs can be seen in the Appendix 1. For the questionnaire, after IRB consent to study human participants, the respondent was asked: *Have you ever traveled to the United States (U.S.)?* If the answer was 'yes,' the respondent could proceed to complete the survey. Additional multiple choice questions regarding outshopping behavior were then asked,

such as: *If you have traveled to the U.S., have you purchased apparel items like clothes, shoes, jewelry, and/or accessories during your trip?* The survey continued with a section that contained measurements of CSSC, DUCP, attitudes toward outshopping, SN, and purchase intention. Finally, the survey asked demographic questions, including the SES.

### **Data collection**

For the pre-test, 45 on-line questionnaires were collected via an email with a link to a Qualtrics survey, and 35 responses were deemed usable. Responses from non-Colombian respondents were discarded. Most pre-test respondents were female (60.00%) between 18 and 35 years old (71.40%), and reported having an annual family income of up to \$34,999 (51.40%). Sixty percent of participants spent between \$501 and \$1,000 on apparel during their last trip to the U.S.; while only 11.40% of respondents spent more than \$2,000. Further, 71.40% reported planning to travel to the U.S. in the near future. Regarding frequency of travel, 40.00% stated traveling to the U.S. and purchasing apparel once a year or every two years. The pre-test confirmed that shopping for apparel during trips to the U.S. was a common practice among respondents. For the sake of clarity, pre-test data included respondents both who had traveled and had not yet traveled to the U.S. Out of all 35 pre-test responses, the vast majority had already traveled to the U.S. (85.70%). However, after the pre-test, the question '*Have you ever traveled to the United States (U.S.)?*' became a filtering question in the main survey. That is, respondents who answered 'no' to that question in the main survey were excluded from the data-set. This filter was added to the survey to ensure that data collection remained in accordance with the previously defined condition that all participants have traveled to the U.S. in the past. The rest of the questionnaire continued the same after the pre-test.

Data from the main study were collected through a Qualtrics online survey. After IRB approval and pre-testing, the questionnaire link was distributed via email in multiple cities in Colombia. A national market research company assisted in distributing the survey. Of the 675 respondents who attempted to participate, 316 completed the survey. Excluded from the study were responses from non-Colombians, those who have never traveled to the U.S., or those who did not belong to SES 4, 5, or 6. Therefore, the sample is representative of Colombian international outshoppers with respect to past behavior and high SES (Sapsford 1999). Respondents considered for data analysis ( $n = 240$ ) were mostly female (52.20%) between 18 and 30 years old (70.00%). With respect to occupation, 39.20% respondents indicated working full-time; while 18.30% were simultaneously working professionals and students. In addition, 54.60% reported having a family annual income up to \$29,000; 23.30% indicated earnings between \$40,000 and \$84,999; and 6.30% reported an annual income over \$85,000. Approximately 98.80% had previously purchased apparel during their trips to the U.S., and 74.30% were planning to travel to the U.S. in the near future. Regarding expenditure on apparel items during their last trip to the U.S., 35.40% spent between \$501 and \$1,000; 26.60% spent more than \$1,500; and 21.30% spent less than \$500. Concerning frequency of travel, 30.00% of the respondents had traveled twice a year to the U.S. and purchased apparel during these trips. Table 1 presents a summary of the demographics and international outshopping behavior of respondents.

**Table 1.** Respondent demographics and international outshopping behavior ( $n = 240$ ).

Respondent characteristics	N	%	Mode	SD
<b>Demographics</b>				
<i>Gender</i>			Female	.50
Male	114	47.50		
Female	126	52.50		
<i>Age</i>			18–30 years old	.60
18–30 years old	168	70.00		
31–40 years old	47	19.60		
More than 41 years old	25	10.40		
<i>Country of origin*</i>			Colombia	0
Colombia	240	100.00		
<i>Annual household yearly income</i>			Under \$25,000	2.20
Under \$25,000	87	36.30		
\$25,000–\$29,999	44	18.30		
\$30,000–\$34,999	20	8.30		
\$35,000–\$39,999	18	7.50		
\$40,000–\$49,999	25	10.40		
\$50,000–\$59,999	19	7.90		
\$60,000–\$84,999	12	5.00		
Over \$85,000	15	6.30		
<i>Occupation</i>			Work	1.10
Student	80	33.30		
Work	94	39.20		
Student and work	44	18.30		
Unemployed	4	1.70		
Other	18	7.50		
<b>International outshopping behavior</b>				
<i>Have you ever traveled to the U.S.? **</i>			Yes	0
Yes	240	100.00		
<i>Apparel expenditure during last trip to U.S.</i>			\$501–\$1,000	1.30
Less than \$500	51	21.30		
\$501–\$1,000	85	35.40		
\$1,001–\$1,500	40	16.70		
\$1,501–\$2,000	32	13.30		
More than \$2,000	32	13.30		
<i>Frequency of travel to the U.S.</i>			Once a year	1.40
Three or more times per year	6	2.50		
Twice a year	17	7.10		
Once a year	73	30.40		
Every two years	45	18.80		
Every other year	31	12.90		
Once in a while	61	25.40		
I do not recall	7	2.90		
<i>Plans to return to the U.S. in the near future</i>			Yes	.60
Yes	184	76.70		
No	27	11.30		
I do not know	29	12.10		
<i>Purchase of apparel during trips to the U.S.</i>			Yes	.10
Yes	237	98.80		
No	3	1.30		

\*13 Responses from non-Colombians were excluded from the study.

\*\*67 Responses from Colombians that had never traveled to the U.S. were excluded from the study.

## Results and discussion

Prior to hypothesis testing, the reliability (Cronbach's  $\alpha$ ) of all major constructs was assessed. Results are the following: CSSC (.94), DUCP (.89), attitudes (.93), subjective norm (.89), and purchase intention (.92). All constructs had a Cronbach's  $\alpha$  that ranged from .89 to .94. With values greater than .70, all major constructs were deemed as acceptable in reliability (Hair

et al. 2013). Exploratory factor analyses (EFA) for all major constructs indicated that each construct was unidimensional. That is, for all major constructs, the Kaiser-Meyer-Olkin measure of sampling adequacy was above the recommended value of .6; the Bartlett's test of sphericity was statistically significant ( $p < .001$ ), suggesting that the correlation matrix had significant correlations among at least some of the variables; and all factor loadings were higher than .3 (Hair et al. 2013). Reliability and factor loadings of all major constructs are listed in further detail in Appendix 1. For data analysis, the variables of CSSC, DUCP, attitudes toward apparel outshopping, subjective norm, and purchase intention were treated as continuous while age and gender were treated categorical. To test the hypotheses, a multiple regression was performed to test H1 and H2 (see Table 2), an ANOVA was conducted to test H3 (see Table 3), a *T*-test for H4 (see Table 4), and another multiple regression to test H5 and H6 (see Table 5).

All hypotheses were found to be significant, except H2 and H3. Before introducing the multiple regression results for testing H1 and H2, multicollinearity was assessed. Thus, the associations between the independent variables (i.e. CSSC and DUCP) were estimated. An EFA on the continuous independent variables validated that the two constructs were indeed distinct with a variance explained of 39.82% for CSSC and 21.48% for DUCP and a total

**Table 2.** Hypotheses testing for H1 and H2: Results of multiple regression analysis.

H	Independent variable	$R^2$	<i>F</i> -Value	Beta	Stand. beta ( $\beta$ )	<i>t</i> -Value	<i>p</i> -Value	VIF
H1	CSSC	.09	12.98	.29	.28	4.39	.00***	1.07
H2	DUCP			.08	.08	1.34	.18	

Notes: Dependent variable for H1 and H2: Attitudes toward apparel outshopping.

\*\*\* $p < .001$ .

**Table 3.** Hypothesis testing for H3: Results of ANOVA.

H	Independent variable	<i>n</i>	Mean	<i>F</i> -Value	<i>p</i> -VALUE
H3	18–30 years old	168	5.80	1.12	.32
	31–40 years old	47	6.08		
	More than 41 years old	25	6.09		

Note: Dependent variable: Attitudes toward apparel outshopping.

**Table 4.** Hypothesis testing for H4: Results of *t*-test.

H	Independent variable	<i>n</i>	Mean	<i>t</i> -Value	<i>p</i> -Value
H4	Female	126	6.26	−4.78	.00***
	Male	114	5.47		

Note: Dependent variable: Attitudes toward apparel outshopping.

\*\*\* $p < .001$ .

**Table 5.** Hypotheses testing for H5 and H6: Results of multiple regression analysis.

H	Independent variable	$R^2$	<i>F</i> -Value	Beta	Stand. beta ( $\beta$ )	<i>t</i> -Value	<i>p</i> -Value	VIF
H5	Attitudes toward apparel outshopping	.63	207.64	.59	.59	12.86	.00***	1.37
H6	SN			.28	.31	6.75	.00***	

Note: Dependent variable for H5 and H6: Purchase intention.

\*\*\* $p < .001$ .

variance explained of 61.30% that yielded eigenvalues of 7.17 and .38. Furthermore, Table 2 indicates a variance inflation factor (VIF) of 1.07 with a collinearity tolerance of .93, which suggests that the factors are barely correlated (Hair et al. 2013). Consequently, multicollinearity does not appear to be an issue and the multiple regression results can be interpreted. Multiple regression results for H1 showed that CSSC positively influenced attitudes toward apparel outshopping ( $\beta = .29, p < .001$ ). Thus, H1 was supported. The results further indicated that the desire for unique products (DUCP) did not positively influence attitudes toward apparel outshopping ( $\beta = .08, p = .18$ ); therefore, H2 was not supported.

H3 considered whether age would negatively influence the attitude toward apparel outshopping. ANOVA results indicated that age had no significant effect on attitudes ( $F_{(2,239)} = 1.12, p = .32$ ), so H3 was not supported. That is, attitudes toward apparel outshopping was not significantly different by age group ( $M_{18-30 \text{ years old}} = 5.80$  vs.  $M_{31-40 \text{ years old}} = 6.08$  vs.  $M_{\text{More than 40 years old}} = 6.09$ ). However, H4 was supported because females did exhibit significantly more positive attitudes toward apparel outshopping than males ( $M_{\text{Female}} = 6.26 > M_{\text{Male}} = 5.47$ ;  $t\text{-value} = -4.78; p < .001$ ). Results also showed that attitudes toward apparel outshopping positively influenced purchase intention ( $\beta = .59, p < .001$ ), supporting H5. Lastly, findings revealed that subjective norm had a positive influence on purchase intention during trips to the U.S. ( $\beta = .28, p < .001$ ), supporting H6. Furthermore, an additional *post hoc* analysis using analysis of variance (ANOVA) revealed that the subjective norm was not significantly different by age range ( $M_{18-30 \text{ years old}} = 5.49$  vs.  $M_{31-40 \text{ years old}} = 5.68$  vs.  $M_{\text{More than 41 years old}} = 5.77$ ;  $F_{(2,239)} = .60; p = .55$ ). However, results did reveal a significant difference in subjective norm by gender ( $M_{\text{Male}} = 5.20 < M_{\text{Female}} = 5.88$ ;  $F_{(2,239)} = 13.48; p < .001$ ).

In relation to H1, multiple regression results indicated that respondents with higher self-control over expenditures had more positive attitudes toward international outshopping in the U.S. Several factors may account for this. For instance, respondents with high CSSC may perceive international outshopping to be an opportunity to save money. Items on sale and/or high quality products in the U.S. likely present such opportunities. Sales additionally allow consumers to purchase the same, similar, or substitute products in the U.S. at lower prices than in Colombia. The U.S. may also offer them the chance to purchase products with a higher perceived quality than similar or substitute products in Colombia, which may result in longer product life and greater savings. Additionally, increased mobility may play a role in these results as it 'may increase consumers' willingness to incur secondary costs to shop where they believe product and price offering to be more compatible with their desires' (Piron 2002, 205). As attitudes toward retail areas for outshopping are influenced by traveling time, cost (Piron 2002; Riecken and Yavas 1985), and effort (Piron 2002), ease on mobility is likely to hinder the perception of secondary costs associated with international outshopping. In other words, consumers may become less aware of indirect expenses related to purchases during travels to the U.S.

Another component of self-control is monitoring (Baumeister and Heatherton 1996). The results in this study can also be explained by the diverse shopping experiences of international travelers visiting the U.S., where self-monitoring is less likely to influence purchase decisions. That is, the perception of gain due to price differences – comparing prices in the U.S. with those in consumers' local areas – may appear to be more appealing than the possible loss if expenditure control is enacted. Indeed, especially during travel, consumers become susceptible to the drivers of impulse buying, such as the desire to take a break from

the world, longing for a mood change, and encounters with low prices and engaging store displays (Bayley and Nancarrow 1998).

Results related to H2 indicate that the desire for unique products (DUCP) did not significantly influence attitudes toward apparel outshopping. A plausible explanation for this is that outshopping may be mainly driven by price differences instead of unique products or services. This is supported by Piron (2002), who suggested that consumers engage in outshopping primarily for economic reasons. For instance, outshopping in the U.S. is an excellent opportunity for Colombians wanting to purchase specific brands and/or products that are perceived as being too expensive in their local areas. Though some Colombian consumers may still outshop in the U.S. to find unique retail spaces and products, results indicate that this is not significantly relevant. Furthermore, findings also indicate that age is not statistically related to attitudes toward apparel outshopping (H3). That is, there is not a specific age group of Colombians exhibiting significantly more positive attitudes toward outshopping in the U.S. This is consistent with Lau and Ming (1985) who found that outshoppers were in fact not significantly different with reference to age. While not significant, this study revealed that respondents aged 31 years old and up exhibited more positive attitudes toward outshopping than respondents aged 18–30 years old (See Table 4). Perhaps the reason is that Colombians older than 31 years old are likely to have greater disposable income and travel more for business than younger respondents who may be students and/or starting their careers.

With respect to gender (H4), females exhibited significantly more positive attitudes toward apparel outshopping than males. This is consistent with the notion that fashion is more focused on women (Kawamura 2005) as well as with a study that found that females were more likely to shop for clothes, shoes, and jewelry during travels (Oh et al. 2004). Results of H3 and H4 are consistent with the findings of Lennon et al. (1987), which stated that employed women were more willing to outshop to obtain desired clothing. The four antecedents of attitudes as proposed in H1, H2, H3, and H4, provide a deeper understanding of how attitudes toward outshopping in the U.S. are formed in Colombian outshoppers. Finally, findings revealed that attitudes toward apparel outshopping (H5) and social influence (SN) (H6) increase purchase intention during apparel outshopping. Based on the multiple regression coefficients of tests on H5 and H6 (Table 5), Colombians' purchase intention of U.S. apparel goods was influenced more by attitudes ( $\beta = .59$ ) than subjective norm ( $\beta = .31$ ). Post hoc analyses further indicated that the attitudes' normative component is more influential in Colombian female outshoppers, regardless of age, than males. H5 and H6 results are consistent with the robust TRA model and multiple research findings (e.g. Jin and Kang 2011) confirming that the attitudinal (i.e. attitudes toward outshopping in the U.S.) and normative (i.e. subjective norm) components are predictors of Colombians' purchase intention during trips to the U.S. H5 findings are also consistent with multiple studies, such as Afroz et al. (2015), suggesting that attitudes are positively related to purchase intention. H6 findings additionally confirm other studies, such as Hansen, Risborg, and Steen (2012), which found that subjective norm is positively related to purchase intention.

## Conclusions and implications

This study examined the attitudes and purchase intention of Colombian consumers who outshop apparel in the U.S. That is, consumers who purchase away from their home country



and identify apparel shopping as an opportunity when traveling to the U.S. Results confirmed that among Colombian visitors to the U.S., females with high spending self-control have more positive attitudes toward outshopping apparel in the U.S., and therefore, exhibit a higher intent of apparel purchases. Findings also supported that more positive attitudes toward outshopping apparel in the U.S. were found among respondents with a higher self-control over expenditure (H1) and female consumers (H4). These results suggest that Colombians who are more prone to outshop in the U.S. are usually females looking to save money. Colombian international travelers' purchase intention in the U.S. was influenced by positive attitudes toward purchasing apparel goods in the U.S. (H6), as well as the opinion of companion travelers, relatives, or friends (H5). Lastly, the attitudes toward apparel outshopping were not significantly different by age group (H3) or driven by a desire for unique products (H2).

Academically, this study contributes to present literature by focusing on apparel as the outshopped product and the U.S. as the context in which international outshopping takes place. This is relevant, as previous studies have largely focused on domestic outshopping even though official statistics provide evidence that international outshopping is a significant source of income for Americans. This study further provides empirical evidence of CSSC as an antecedent for international outshopping. The final goal of this research is to guide managerial strategies that can influence consumers' intention to act, which are brought about by influencing its determinants (Zint 2002). Results offer U.S. apparel brand managers information on the characteristics of international outshoppers so they can implement better retailing strategies to attract international tourists, especially Colombian consumers or those from similar countries. For example, marketing and promotion strategies may offer information and discount vouchers to nearby shopping areas, information on transportation to shopping areas, and shopping tours for international tourists that include transportation. These strategies may focus on women travelers, especially those traveling in groups given the importance of opinions of others among Colombians (i.e. subjective norm). Retailers may also highlight American brands that have already gained brand awareness in outshoppers' home country so that perception of savings may feel more evident to the consumer. As experiential retailing increases consumers' value perceptions within retail spaces (Sands, Oppewal, and Beverland 2008), fashion brands in the U.S. targeting international outshoppers may choose to implement in-store events. This way, international consumers may also take into consideration additional gains from purchases in that retail space, which are not solely related to product price.

The main limitation of this study is related to the generalizability of results to outshopping in the U.S. from consumers of countries other than Colombia. In future research, other determinants such as hedonic shopping and desire for branded products may be explored. Future studies could also focus on specific marketplace characteristics such as location in the U.S., type of mall, etc. Other researchers may also explore other determinants influencing the outshoppers' purchase decisions during travel and the association between gender and subjective norm.

## Acknowledgments

Authors acknowledge no financial interest or benefit that may arise from the direct applications of this research.

## Disclosure statement

No potential conflict of interest was reported by the authors.

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## Appendix 1. Factor loadings and reliability results

Variables	Factor loadings	Cronbach $\alpha$
<i>Consumer spending self-control (CSSC)</i>		.94
Item 1. I closely monitor my spending behavior	.77	
Item 2. I am able to work effectively toward long-term financial goals	.76	
Item 3. I carefully consider my needs before making purchases	.85	
Item 4. I often delay taking action until I have carefully considered the consequences of my purchase decisions	.78	
Item 5. When I travel with friends, I keep track of what I am spending	.80	
Item 6. I am able to resist temptation in order to achieve my budget goals	.80	
Item 7. I know when to say when regarding how much I spend	.82	
Item 8. In social situations, I am generally aware of what I am spending	.80	
Item 9. Having objectives related to spending is important to me	.73	
Item 10. I am responsible when it comes to how much I spend	.84	
<i>Desire for unique consumer products (DUCP)</i>		.89
Item 1. I am very attracted to rare objects	.69	
Item 2. I tend to be a fashion leader rather than a fashion follower	.74	
Item 3. I am more likely to buy a product if it is scarce	.78	
Item 4. I would prefer to have things custom-made than to have them ready-made	.75	
Item 5. I enjoy having things that others do not	.76	
Item 6. I rarely pass up the opportunity to order custom features on the products I buy	.78	
Item 7. I like to try new products and services before others do	.75	
Item 8. I enjoy shopping at stores that carry merchandise that is different and unusual	.83	
<i>Attitudes toward apparel outshopping</i>		.93
Item 1. When I am traveling in the U.S., I find it appealing to go shopping for apparel	.84	
Item 2. I like buying apparel during my trips to the U.S.	.93	
Item 3. Shopping for apparel during my trips is pleasant.	.91	
Item 4. I love to buy apparel during my trips to the U.S.	.91	
<i>Subjective Norm (SN)</i>		.89
Item 1. My family members support my apparel purchases during trips to the U.S.	.89	
Item 2. My friends support this type of purchases	.91	
Item 3. Most people who are important to me would appreciate these purchases	.92	
<i>Purchase Intention</i>		.92
Item 1. I intend to purchase apparel during my trips to the States	.91	
Item 2. I am willing to take advantage to purchase apparel during my future trips to the States	.94	
Item 3. I would definitely purchase apparel during trips to the U.S. if I wanted new clothes	.92	