ABSTRACT
The purpose of this study is to identify relationships between race and grocery store brand loyalty, and to isolate the correlations between different characteristics of grocery stores in the United States and brand loyalty. For this study, 8 brand loyalty attributes were measured with a 28-question survey, and 300 responses were collected. One-way Analysis of Variance (ANOVA) with Post Hoc test was conducted to compare the average mean scores among participants.

INTRODUCTION
The brand loyalty comparison among people who belong to different races, with various attributes of brand loyalty in both attitudinal and behavior approaches, has not been addressed. Hence, this paper compares brand loyalty scores among different groups of people by three major races in the United States: White, Black, and Hispanic. As per capita disposable income increased, customers began to purchase more premium, organic, and all-natural brands. However, at the same time, inflationary food costs have led many customers to seek out cheaper products. Therefore, establishing meaningful relationship with customers is a key factor to survive the influx of competition. In this paper, the brand loyalty scores are measured specifically for three grocery stores in the United States: Meijer, Costco, and Whole Foods. The purpose of this study is to identify relationships between race and grocery store brand loyalty, and to isolate the correlations between different characteristics of grocery stores.

MATERIALS AND METHODS
First, 48 random Kalamazoo College students and their families, grocery shopped at either Meijer, Costco, or Whole Foods in the past 6 months, volunteered to take a 28-question survey. After conducting reliability analysis of items based on the results, one question was deleted because of the lowest level of internal reliability. Therefore, 28-question survey was distributed to 300 random people living in the U.S., both male and female. ANOVA with Post Hoc test was conducted to compare the results.

RESULTS

1. The Validity and Reliability of items
Both content validity and construct validity were verified by items, adapted from Punniyamoorthy and Raj (2007), with loadings only greater than 0.500 from a factor analysis with varimax rotation. In addition, since the Cronbach’s alpha scores for all attributes were higher than α = .7, the criterion to determine an acceptable level of reliability, the reliability of items for each attribute of brand loyalty was verified.

2. Comparison
·All participants who grocery shopped at Whole Foods in the past 6 months

<table>
<thead>
<tr>
<th>Brand Loyalty Attribute</th>
<th>Race</th>
<th>Mean Score</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Worthiness</td>
<td>White</td>
<td>3.1625</td>
<td>0.9809</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>3.3205</td>
<td>1.02624</td>
</tr>
<tr>
<td></td>
<td>Hispanic</td>
<td>3.3555</td>
<td>0.98506</td>
</tr>
</tbody>
</table>

· White participants who grocery shopped at either Meijer, Costco, or Whole Foods in the past 6 months
Post-hoc comparisons using the Tuckey HSD test showed that for price worthiness factor, White participants who have grocery shopped at Whole Foods scored higher for price worthiness factor than White participants who have grocery shopped at either Meijer or Costco. Also, White participants who grocery shopped at either Meijer, Costco, or Whole Foods in the past six months lie. Furthermore, this study investigated whether there are different perspectives in any brand loyalty attributes between people of the same race who grocery shopped at Meijer, Costco, and Whole Foods in the past six months. Ultimately, this study gives suggestion as to how marketers in the grocery industry may better develop marketing strategies adjusted to different cultural preferences.

· Black participants who grocery shopped at either Meijer, Costco, or Whole Foods in the past 6 months
Post-hoc comparisons using the Tuckey HSD test showed that For social value, Black participants who have grocery shopped at Whole Foods were inclined to score higher for social value than either White or Hispanic participants. Likewise, for social value and brand trust, Black participants tended to give higher scores than either White or Hispanic participants. First, Black participants are less susceptible to social value and brand trust to create brand loyalty to Whole Foods than White participants. For price worthiness factor and repeated purchase behavior they are likewise less influenced than White and Hispanic participants. Whole Foods can put efforts into improving the quality of its stores in terms of price worthiness, social value, brand trust and repeated purchasing to attract more White and Hispanic customers. For instance, Whole Foods can consider either lowering prices, creating promotional events, or creating value-added products to improve in price-worthiness factor.

· Hispanic participants who grocery shopped at either Meijer, Costco, or Whole Foods in the past 6 months
Post-hoc comparisons using the Tuckey HSD test showed that For price worthiness factor, Hispanic participants who have grocery shopped at Whole Foods scored lower for price worthiness factor than Hispanic participants who have grocery shopped at Costco.

CONCLUSIONS
This study examined where differing perspectives on brand loyalty attributes between White, Black, and Hispanic people who grocery shopped at Meijer, Costco, and Whole Foods in the past six months lie. Furthermore, this study investigated whether there are different perspectives in any brand loyalty attributes between people of the same race who grocery shopped at Meijer, Costco, and Whole Foods in the past six months. Ultimately, this study gives suggestion as to how marketers in the grocery industry may better develop marketing strategies adjusted to different cultural preferences.

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