THE EFFECT OF HEDONIC SHOPPING MOTIVATION ON CONSUMER SATISFACTION AND CONSUMER LOYALTY

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ABSTRACT

The study investigates the relationships among shopping motivation, customer satisfaction and customer loyalty. Measures based on the literature on the subject were used in this study. Surveys were constructed to 372 students in classroom settings at Aksaray University in the Turkey. Firstly, the Exploratory Factor Analysis (EFA) was carried out and thus, a five-factor solution was obtained. Then, the result model was tested by the Structural Equation Model (SEM). Results show that experimentation motivation has positive impact on both customer satisfaction and customer loyalty. However, value shopping motivation does not have any impact on them. In addition, gratification motivation does not influence customer loyalty, and idea and role shopping motivations do not have any impact on customer satisfaction.

Findings of this study will help both researchers and practitioners in the field understand the roles of shopping motivations in customer satisfaction and customer loyalty. Finally, limitations, suggestions for further research and practical implications of this study are provided.

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Keywords: Shopping motivations, Customer satisfaction, Customer loyalty, SEM
JEL Codes: M30, M31.

1. INTRODUCTION

Today, changes in the structure of a dynamic market and tough competition influence purchasing preferences and behavior of consumers. Consumers realize their purchasing behavior and preferences not only based on their life styles, but also according to hedonic and utilitarian characteristics of products. Customers, realizing their purchase based on hedonic preferences,

obtain both psychological experience with the usage of the product and delight and joy by possessing the product; those realizing their purchasing behavior based on utilitarian grounds are more focused on the functional and objective attributes of the product. Consumers who act with hedonic purchasing reasons realize the act not to satisfy a need but to enjoy and take pleasure by doing it without contemplating and planning.

Hedonic consumption signifies the joy and pleasure the consumer expects from shopping. As the expectation from shopping is different for each consumer, so is the feeling experienced during shopping. Some of the consumers are affected by various motivational aspects in order to get joy and pleasure from shopping. These motivational aspects can be described as adventure, socializing, taking pleasure, having an idea, exchange of values and roles (Arnolds and Reynolds, 2003). Hedonic consumption is based on hedonism.

Hedonism is a philosophy acknowledging pleasure in the content and meaning of life. Hedonism is an ethical theory ascribing something giving joy or saving from pain as "good", and something giving pain as "bad" (Hopkinson and Pujari, 1999; Babacan, 2001; Altunışık and Çallı, 2004). Although hedonism is related to excess, unplanned and pleasure, it is important for businesses to know which factors motivate consumers towards hedonic behavior. Being aware of these factors (satisfaction of senses, protection, listening, comfort, having a good time, being successful, curiosity and gaining new experiences, ease of use, long-term use, easy maintenance, efficiency, healthiness, liking, prestigiousness, trendiness, differenceness, happiness of others, obtaining new information and cultural development) will provide advantage for businesses in the long run since it will be possible to understand many aspects of consumer behavior (Holbrook and Hirschman, 1982a; Soysal, 1997; Özdemir and Yaman, 2007). All these factors bear both hedonic and utilitarian feelings and thoughts. Hedonic shopping influences a great number of consumers, and is mostly effective on the new generation. Especially the clothing sector is pioneering in the matter. Though clothing meets the need of covering and thus creates a utilitarian requirement, it also fulfills hedonic demands (Kim *et al.*, 2002). As in the joke "Ye kürküm ye" (meaning "clothes make the man") of Nasreddin Hodja, it also represents characteristics of the individual like social status, individual image and differenceness, being appreciated etc. Akdoğan and Karaaslan (2011) maintain that the young generation considers clothes shopping as a way of expressing themselves. The explanations done so far show that the clothes sector is a field which merely supports the hedonic shopping motivation of consumers. Therefore, this study analyses what hedonic motivations of young consumers come forward during clothes shopping and if these motivations have effects on satisfaction and loyalty.

2. LITERATURE REVIEW

The consumption fact of today differs from traditional consumption perceptions. This difference is caused by the fact that the act of consumption is not only based on utilitarian but also hedonic instincts (Westbrook and Black, 1985; Batra and Ahtola, 1990; Babin *et al.*, 1994; Voss *et al.*, 2003; Carpenter *et al.*, 2005). The utilitarian or hedonic expectations from a product are effected by many factors such as the rationality level (Carpenter *et al.*, 2005), mood (Rook and Gardner, 1993; Donovan *et al.*, 1994), feelings (Spangenberg *et al.*, 1997), shopping habits (Bellenger *et al.*, 1978; Arnolds and Reynolds, 2003), gender (Underhill, 2009; Jackson *et al.*,

2011), income (Allard *et al.*, 2009), social and cultural environment (Griffin *et al.*, 2000; Jones *et al.*, 2010) of the consumer. Hedonic consumption can be seen in recreational activities, such as sports, art, card games or travel and other fields like entertainment and education. While hedonic consumption can be defined with feelings and thoughts, and perceptions, utilitarian consumption can be described as rational or functional aspects of shopping (Hopkinson and Pujari, 1999; Akturan, 2010). These two types of expectation of consumers before and during shopping orientate their shopping behavior at that time and afterwards and change their decision making. Hedonic consumption has a greater effect on the emotional loyalty of consumers when compared to utilitarian shopping motivations since it dominates the heart and feelings of consumers (Holbrook and Hirschman, 1982a; Roy and Ng, 2012). In addition, utilitarian shopping values have a stronger relationship than hedonic shopping values with online retail preferences and intentions (Overby and Eun-Ju, 2006; Lee *et al.*, 2009).

While emotional behaviors, sensual pleasures, imagination and aesthetics are in the foreground in the hedonic expectations of consumers, the functional and rational aspects of a product play a more important role in utilitarian expectations. Hedonic consumption is more subjective and more personal in terms of outcomes. When mission is completed, that is shopping is realized, it is more fun and delightful. Therefore, hedonic shopping creates potential entertainment and emotional value. Furthermore, consumers are more stimulated, participate in the shopping process, feel themselves free, have a fantasy motivation, and though temporarily, forget about their problems (Holbrook and Hirschman, 1982b; Babin *et al.*, 1994). However, adventure, gratification, value and idea shopping motivations of consumers have positive impact on impulsive buying behavior (Cinjarevic *et al.*, 2011; Gültekin and Özer, 2012).

The hedonic consumption behavior of consumers plays an important role in consumption activities. The level of this behavior varies according to the characteristic of the consumers. In this context, it can be stated that hedonic shopping differentiates based on gender, that men show more rationalist purchasing behaviors, and that women do shopping with the expectation of pleasure (Özdemir and Yaman, 2007; Jackson *et al.*, 2011; Çakmak and Çakır, 2012). Furthermore, hedonic consumption habits have positive effects on the desire to purchase (Cinjarevic *et al.*, 2011). According to Erkmen and Yüksel (2008) consumers acting more with a hedonic instinct are individuals who spend more time shopping during their free time, like looking around, buy definitely something during shopping and make use of credit card installments. Such behavior is also affected by the design of the shopping center (Budisantoso and Mizerski, 2010) and visual and audial aspects. Langrehr (1991) has stressed that shopping centers influence consumers who show hedonic purchasing behavior and that businesses should be aware of that. According to him, levels of color usage affect individuals both in the imaginary and hedonic sense; while warm colors like red and yellow stimulate to act, and cold colors like blue and green cause the individuals to think and wait more. Besides, music in stores, the sound in them, noise and the level of temperature are other aspects influencing consumer behavior.

Hedonic consumption is an important concept not only for conventional stores, but also for non-conventional stores. Findings of a study on online shopping by Sarkar (2011), in this context, are striking. According to this, consumers with a hedonic consumption habit prefer to interact with the products. Therefore, they do not tend to shop from online stores since they are not able to

touch the product. This outcome implies that businesses providing their products through the internet should design their websites with a more hedonist approach. Furthermore, online shopping puts a greater risk on the consumer and evokes less utility. Similarly, in his study on online shopping motivation Mert (2012) came to the conclusion that consumers with a sense of curiosity and entertainment tend to shop online and while doing so feel these emotions the most. It is widely accepted that loyalty of consumers to businesses and mouth-to-mouth communication depends on the level of satisfaction. Customer satisfaction is a good estimator for future purchasing behavior of consumers (Carpenter *et al.*, 2005). Customer satisfaction is influenced by the hedonic and utilitarian shopping value (Babin *et al.*, 1994; Eroglu *et al.*, 2005).

Based on the above literature, the model proposes (Fig. 1) that

H_1: Shopping motivation will positively influence customer satisfaction

H_{1a}: Gratification shopping motivation will positively influence customer satisfaction

H_{1b}: Idea shopping motivation will positively influence customer satisfaction

H_{1c}: Role shopping motivation will positively influence customer satisfaction

H_{1d}: Experimentation motivation will positively influence customer satisfaction

H_{1e}: Value shopping motivation will positively influence customer satisfaction

H_2: Shopping motivation will positively influence loyalty

H_{2a}: Gratification shopping motivation will positively influence customer loyalty

H_{2b}: Idea shopping motivation will positively influence customer loyalty

H_{2c}: Role shopping motivation will positively influence customer loyalty

H_{2d}: Experimentation motivation will positively influence customer loyalty

H_{2e}: Value shopping motivation will positively influence customer loyalty

Figure-1. Research Model
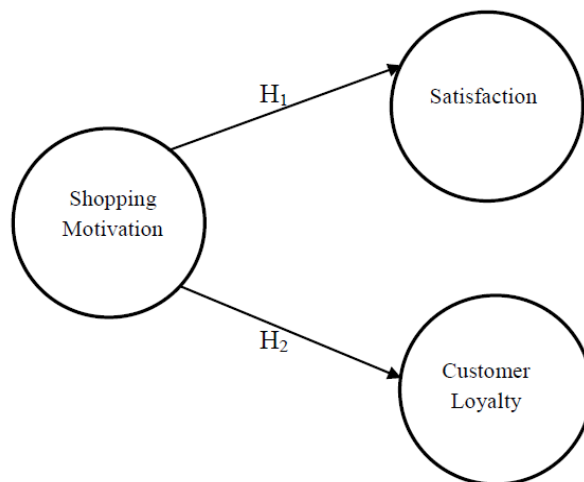
3. RESEARCH METHOD

The data of the study have been collected by questionnaire method. The process of questionnaire was carried out students in classroom settings by the researchers. The questionnaire consisted of demographic questions, shopping motivations, customer satisfaction and customer loyalty. The data about shopping motivations which were to form independent variables of this

study were based on the works of Arnolds and Reynolds (2003) and Babin *et al.* (1994). Customer satisfaction and loyalty measure were adapted from Jones and Reynolds (2006). Respondents were asked to rate items using a five-point Likert type scales (1= strongly disagree to 5= strongly agree).

This study was carried out between the dates of March and June 2013. Although 406 questionnaires were answered, all analyzes were made according to 372 usable data because some of them were empty or not correctly answered. Female respondents consisted of 64%, whereas the male respondents consisted of 36%. %66.7 of sample was between 15 and 20 age. Approximately 37% of respondents reported income between 1001 and 2000 TL and 97% of respondents comprised of undergraduate students. Demographic features of the participants are given in Table 1.

Table-1. Sample Characteristics

Sample Characteristic	Categorical Scale	N	%
Gender	Female	238	64
	Male	134	36
Age	15-20	100	26.9
	21-25	248	66.7
	26-30	24	6.5
Education	Undergraduate	359	96.5
	Graduate	13	3.5
Income	749 TL and under	31	8.3
	750-1000 TL	77	20.7
	1001-2000 TL	137	36.8
	2001-4000 TL	100	26.9
	4001-6000 TL	17	4.6
	6001 TL and over	10	2.7

4. ANALYSIS AND RESULTS

Exploratory factor analysis was made to determine structural validity of scale. The factor analysis of shopping motivations is shown in Table 2. As a result of factor analysis, as regards shopping motivations were obtained five factor solutions with Eigen value > 1. Five factor solution (F1-nine variables, explained variance 22.9-; F2-five variables, explained variance 12.9-; F3-three variables, explained variance 10.9-; F4-two variables, explained variance 7.8-; F5-two variables, explained variance 7.3-) obtained explains approximately 62% of the total variance.

The principal components and varimax rotation methods were used. Based on the results of Kaiser-Meyer-Olkin (KMO) measure (0.879) of sampling adequacy and Barlett's sphericity, the variables and data in the study were found to be appropriate for exploratory factor analysis. Besides, reliability (Cronbach Alpha) ranged from .63 to .90, thus were supported internal consistency of the scales.

Structural equation modeling (SEM) with a maximum likelihood (ML) was used to analyze the hypothesis. Structural model was performed using LISREL 8.7. The measurement model was constructed to estimate relationships between constructs and their indicators before the hypothesized structural models were tested.

Measurement model was assessed using confirmatory factor analysis (CFA) and was examined validity and reliability. Validity of measures began with construct validity of each measure and

then discriminant validity between constructs. Construct validity are used three criteria such as model fit, factor loadings and average variance extracted (AVE). The results of measurement model were shown in Table-3. As shown in Table-3, model fit measures of measurement model suggested acceptable fit to data. The coefficient of factor loading on the latent construct ranged from .43 to .83 and each indicator t-value exceeded 7.90 (recommended t-value 1.96). AVE were suggested critical value of 0.50 (Fornell and Larcker, 1981), our some constructs did not provide critical value for AVE, but AVE is a more conservative measure. Composite construct reliability (CR) of all the scales was greater than 0.60 (Bagozzi and Yi, 1988) and discriminant validity of constructs was conducted with chi-square difference test.

Table-2. Results of Exploratory Factor Analysis

Factors	Factor Loadings	Variance (%)	α
1. Factor			
Shopping is a way to relese stress for me	0.789		
When I am in a bad mood, I feel better by going shopping.	0.779		
I feel free when I do shopping.	0.736		
Shopping makes me excited.	0.736		
Shopping attracts me.	0.725	22.944	0.90
Shopping gives me pleasure.	0.719		
I do shopping when I want to reward myself.	0.704		
This shopping is an adventure for me.	0.552		
When compared to other activities, shopping is more fun.	0.534		
2. Factor			
I go shopping to see what is trendy.	0.834		
I do shopping to keep up with fashion.	0.762		
I go shopping to see products recently launched.	0.697	12.901	0.76
I take pleasure in interacting with other people while shopping.	0.573		
I go shopping with friends or family to socialize.	0.517		
3. Factor			
I enjoy shopping for my friends and family.	0.798		
I like shopping for others because I feel happy when they are happy.	0.772	10.920	0.76
I feel happy to research in order to get the best present.	0.711		
4. Factor			
I feel sad if I cannot buy the product I want.	0.811	7.811	0.63
I feel excited when I try new products.	0.719		
5. Factor			
I usually shop at discount prices.	0.831	7.297	0.67
I feel happy to find discount products during shopping.	0.787		
Total Variance Explained	61.873		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.879		
Barlett's Test of Sphericity Approx Chi-Square	3318.575		
df	210		
Sig.	0.001		

Table-3. Measurement Model

Construct	Stand. loading	AVE	CR
F1		**.49**	**.87**
H1	.64(13.26)		
H2	.78(17.32)		
H3	.79(17.57)		
H4	.73(15.75)		
H6	.59(11.84)		
H7	.70(14.75)		
H10	.61(12.46)		
F2		**.42**	**.77**
H22	.73(15.00)		
H23	.83(17.54)		
H24	.66(13.17)		
H30	.43(7.90)		
H31	.49(9.11)		
F3		**.53**	**.77**
H36	.72(14.11)		
H37	.79(15.52)		
H38	.66(12.63)		
F4		**.53**	**.68**
H33	.60(9.96)		
H34	.83(12.39)		
F5		**.49**	**.65**
H12	.82(13.26)		
H13	.56(9.86)		
T		**.59**	**.81**
A1	.78(16.38)		
A2	.73(15.01)		
A3	.79(16.56)		
B		**.47**	**.72**
A5	.67(12.87)		
A6	.72(13.96)		
A7	.66(12.52)		
Model fit statistics			
$\chi^2=$	477.69		
$\chi^2/sd =$	1.88		
NFI=	.94		
NNFI=	.97		
CFI=	.97		
GFI=	.91		
AGFI=	.88		
RMSEA=	.05		

Discriminant validity of constructs was conducted with chi-square difference test. The results are shown in Table-4. The χ^2 values of the constrained and unconstrained models were compared and the χ^2 differences were much larger than the 31.41 threshold, the result showed the existence of discriminant validity between all the model constructs ($\Delta\chi^2=$ 1722.34, $\Delta sd =$ 20, p= 0.05). As shown in Table-3 and Table-4, the results supported validity and reliability of all of the scales. Table-5 presents the correlations among constructs, means and standard deviation.

Table-4. Results of Discriminant Validity

Models	χ^2	sd
Constraint model	2200.03	274
Unconstrained model	477.69	254
$\Delta\chi^2$	1722.34	
Δsd		20
20 χ^2 .05 = 31.410		

Table-5. Correlations, Means and Standart Deviations

Constructs	F1	F2	F3	F4	F5	T	B	Mean	S.D
F1	1							3.55	1.15
F2	.46	1						3.12	1.28
F3	.46	.28	1					3.86	1.07
F4	.36	.07	.48	1				3.90	1.02
F5	.67	.36	.33	.43	1			3.68	1.09
T	.44	.18	.40	.42	.38	1		3.85	0.96
B	.49	.46	.43	.34	.40	.62	1	3.54	1.10

5. STRUCTURAL MODEL

For testing hypotheses was used structural equation model. Figure-2, and Table-6 were showed results of structural equation model. The results indicated an acceptable fit (χ^2= 521.14; χ^2/df =2.04; RMSEA= .05; NFI= .94; NNFI = .96; CFI = .97; GFI= .90; AGFI= .87). Thus, the findings provide a good basis for testing hypothesis. Hypothesis H_{1a} and H_{1d} related to customer satisfaction were supported, but others were rejected. Similarly, H_{2b}, H_{2c}, H_{2d} related to customer loyalty were statistically significant, but others were not.
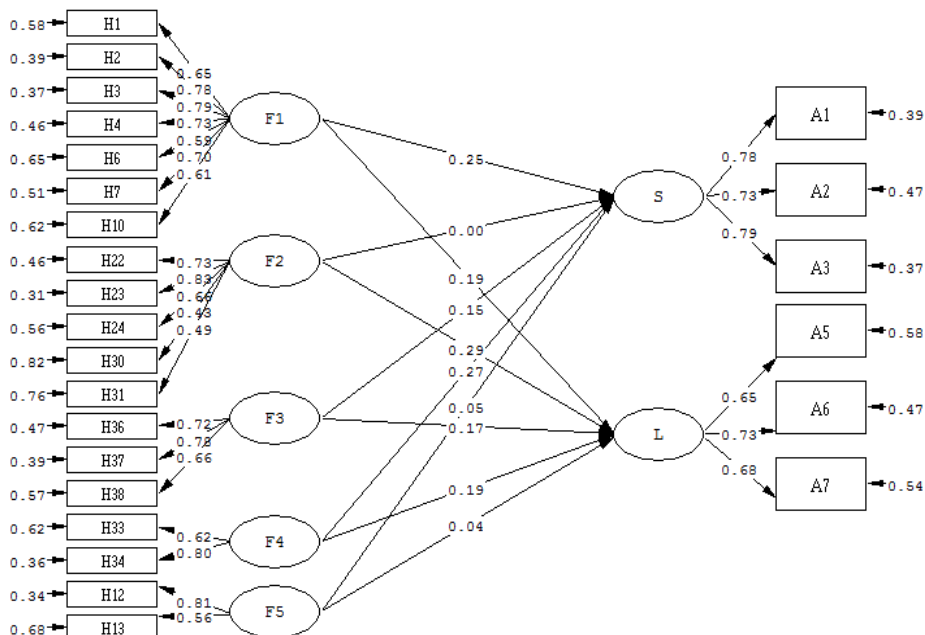
Figure-2. Structural Model

Table-6. The Results of Structural Model

Hypotheses		Model Standardized path coefficient	t-values	Results
H₁				
H_{1a}	F1 → T	0.25	2.58[*]	Supported
H_{1b}	F2 → T	0.00	0.05	Rejected
H_{1c}	F3 → T	0.15	1.89	Rejected
H_{1d}	F4 → T	0.27	3.12[*]	Supported
H_{1e}	F5 → T	0.05	0.52	Rejected
H₂				
H_{2a}	F1 → B	0.19	1.94	Rejected
H_{2b}	F2 → B	0.29	3.97[*]	Supported
H_{2c}	F3 → B	0.17	2.05[*]	Supported
H_{2d}	F4 → B	0.19	2.17[*]	Supported
H_{2e}	F5 → B	0.04	0.38	Rejected

Note: t-values are statistically significant at the [*]$p<0.05$ level.

6. DISCUSSION AND CONCLUSION

Developments in production and communication technologies, women entering the labour market, and improvements in the life standard of individuals have all caused a change of perspective of individuals towards shopping. Especially, competition among businesses led to the launch of different products and value package. Such changes seen in the business world resulted in the change of shopping motivation of consumers, where some are driven by the role motive and some by the motive of having an idea or experience or value motives. Here, the question is raised concerning which motivation is effective on loyalty and satisfaction.

When related literature is analyzed, we can see that consumers have two types of shopping values, that is the hedonic and utilitarian values, and that it is usually attempted to bring out the effect of these shopping values on satisfaction and behavioral intention. This study aims to examine the causal relationships of hedonic shopping motivations on customer satisfaction and loyalty.

Our findings partially support the result of Jones *et al.* (2006), Ryu *et al.* (2010), Carpenter *et al.* (2005), Carpenter (2008) because they did not examine sub-factor of hedonic on satisfaction and loyalty.

As a result of testing hypothesis, we have found that experimentation shopping motivation (F4) influence customer satisfaction and loyalty. However, value shopping motivation does not influence them. Gratification on customer loyalty, are not statistically significant. Idea and role shopping motivation does not influence customer satisfaction, but both of them influence customer loyalty.

This study helps retailing managers understand which shopping motivation influence customer satisfaction and loyalty. In other words, which shopping motivations should be stimulated by retailers? Herein, the store atmosphere is important for both traditional and non-traditional retailing settings. Moreover, the shopping motivation of consumers may change or widen through retail attributes (e.g. promotions, merchandise displays).

In the study of Gültekin and Özer (2012) it is stressed that innovations such as gift draws and other activities created in the shopping centers by managers, and the existence of a better

atmosphere will orientate consumers more and increase the number of hedonist consumers. This fact is also effective on the decision making process of consumers since a positive change in the shopping motivation of consumers leads to a longer stay in the store, to an unplanned shopping, and to a change of the experienced satisfaction and loyalty depending on other factors in the store. Thus, businesses should determine the hedonic motivation of each group by looking into the life-time value of their customers or the shopping history of their customers registered in their data base, and thus conducts studies on how to bring out such motivations. It can be said that within the past years marketing experts and neurologists have acted together in order to understand how consumers think and how the mind of the market can be studied.

Finally, the study has several limitations. First, this study was limited to undergraduate and graduate students. Second, this study carried out only Aksaray city and one university in Turkey. Future research should be on different sample from student sample and should be test actual consumption situations. Besides, they should be participants of different age groups and in different geographic locations. This study can be extended other variables (e.g. brand, impulse buying, emotion).

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