Effects of Utilitarian and Hedonic Shopping Value and Consumer Satisfaction on Consumer Behavioral Intentions

Faydacı ve Hazcı Alışveriş Değeri ve Tüketici Tatmininin Tüketicinin Davranışsal Niyetleri Üzerindeki Etkileri

Hülya BAKIRTAŞ[1], İbrahim BAKIRTAŞ[2], Mümin Atalay ÇETİN[3]

ABSTRACT

The purpose of this study is to examine the impact of shopping value on satisfaction and behavioral intentions of consumers. The measures used in the study were gathered in accordance with the studies in literature and the study was conducted based on questionnaire. The study performed with 521 apparel shopper of only one mall in Turkey. The validity of hypothesizes proposed in the study were tested by Structural Equation Model (SEM). Results show that both utilitarian and hedonic shopping values have positive impact on satisfaction and behavioral intentions of consumers. However, hedonic shopping value has greater impact than utilitarian shopping value. The reason of this is the fact that apparel shopping is related on hedonism. On the other hand, according to result, consumer satisfaction does not have impact on consumer behavioral intention. These findings are important for both practitioners and retailers. Besides, limitations of the study, suggestions proposed for researchers who will study this topic and practical interpretations related to study are covered in the study.

Keywords: Hedonic shopping value, utilitarian shopping value, customer satisfaction, behavioral intention, SEM

ÖZET

Bu çalışmanın amacı tüketicilerin davranışsal yaklaşımları ve tatminleri üzerinde alışveriş değerinin etkisini ölçmektir. Çalışmada kullanılan ölçüm değerleri literatürdeki çalışmalar takip edilerek anket yoluyla derlenmiştir.Çalışma Türkiye'deki tek bir alışveriş merkezinde 521 giyim müşterisi için gerçekleştirilmiştir.Çalışmada ifade edilen hipotezler Yapısal Eşitlik Modeli(YEM) yardımıyla test edilmiştir.Sonuçlar hem faydacı hem de hazcı alışveriş değerinin,tüketici tatmini ve davranışsal yaklaşımı üzerinde pozitif bir etkisi olduğunu ifade etmektedir. Ancak hazcı alışveriş değerinin etkisi faydacı değere göre daha büyük bulunmuştur.Bunun nedeni ise giyim müşterilerinin hazcı yaklaşıma sahip olmalarıdır.Diğer yandan çalışmanın sonuçlarından hareketle tüketici tatmininin,tüketicinin davranışsal yaklaşımları üzerinde herhangi bir etkisi yoktur.Elde edilen bu sonuçlar hem toptancı hem de perakendeciler için önem arz etmektedir.Ayrıca çalışmanın içerisinde çalışmanın kısıtları, ileride bu konuyu çalışacak olan araştırmacılara sunulan öneriler ve çalışmaya dair pratik yorumlamalarda yer almaktadır.

Anahtar Kelimeler: Hazcı alışveriş değeri, faydacı alışveriş değeri, tüketici tatminiü, davranışsal niyet, SEM

1. INTRODUCTION

Today's consumers have more choice of products and services than even before, but they seem dissatisfied. They are assumed to have an objective of maximising shopping value. Utilitarian value and hedonic value have become the dominant themes for consumers (Babin et al., 1994; Hirshman, 1986; Hirshman and Holbrook 1982; Holbrook and Hirschman, 1984). Hamilton (1987, p. 1541, emphasis added) state, "We use goods in two ways. We use goods as symbols of status (hedonic) and simultaneously as instruments (utilitarian) to achieve some end-in-view." Consumers' shopping values are affected by several factors such as rationality level (Carpenter et al., 2005; Ariely and

Carmon, 1997), mood (Donovan et al., 1994; Rook and Gardner, 1993), feelings (Spangenberg et al., 1997), shopping habits (Bellenger et al., 1978), gender (Underhill, 2004; Jackson et al., 2011), age (Schiffman and Sherman, 1991), income (Allard et al., 2009), social and cultural surroundings (Hugstad, 1987; Griffin et al., 2000; Bacock, 2005; Jones et al., 2010). Thus, the objectives of this study were (1) to examine consumers' shopping values regarding apparel shopping experiences by using the concepts of utilitarian and hedonic value; (2) to investigate the impact of each shopping value on consumer satisfaction; and (3) to identify the impact of each shopping value on consumer behavioural intentions such as 'recommend to store', and 'come back to store".

[1] Assist Prof., Aksaray University, Faculty of Economics and Administrative Sciences, Department of Management Information System, hbakirtas@aksaray.edu.tr
[2] Prof., Aksaray University, Faculty of Economics and Administrative Sciences, Department of Economics, ibakirtas@aksaray.edu.tr
[3] Res. Ass., Aksaray University, Faculty of Economics and Administrative Sciences, Department of Economics, atalaycetin@aksaray.edu.tr

The structure of the paper is as follows. First, we discuss relevant literature and hypotheses, followed by a discussion of our method and the results of model estimation. Finally, we conclude with a general discussion of the findings, as well as limitations of the study and directions for future research.

2. LITERATURE REVIEW AND HYPOTHESES

First of all, it is needed to understand shopping value and dimensions in order to explain the relationship between shopping value and consumer results (i.e., satisfaction and behavioural intention). Shopping value in conventional marketing concept is simply the change between price and quality (Balton and Drew, 1991). In modern marketing concept, consumer preference is stated as a multi-dimensional and complex result of consumer value (Holbrook, 1994; Eroglu et al., 2005; Bridges and Florshem, 2008). Despite this complexity, consumer value is widely expressed with two sub-components in literature. These are utilitarian and hedonic values (Babin et al., 1994).

Utilitarian shopping is a consumer behaviour, which aims, on the basis of acting rationally and effectively, to look for solutions to problems, realizes a specific purpose, and finally acquires the optimal value (Babin et al., 1994; Batra and Ahtola, 1991). The decision making processes of a consumer in utilitarian shopping go through rational processes. This approach is related to utilitarian benefit, and the consumer focuses of the functional features of a product (Babin et al., 1994). For hedonic shopping, it is first needed to understand hedonism which is a philosophical current. Hedonism is defined as a life style of highest pleasure, in search of or dedicated to pleasure. While it is a rare behaviour that an individual devotes oneself completely to pleasure, the search for hedonic experiences is very common. Hedonic shopping value describes the value which is acquired from the multisensory, fantasy, and affective aspects of the shopping experience (Babin et al., 1994; Holbrook and Hirschman, 1982). According to this definition, hedonic shopping value not tangible as in pragmatic shopping value, but it is rather experimental and affective. Shopping is not just a boring task that needs to be completed by consumers; it is indeed an activity providing pleasure.

Consumers are influenced by both utilitarian and hedonic shopping value when they make the decision to buy. They prefer some products to satisfy their hedonic desires and some to meet their utilitarian expectations (Westbrook and Black, 1985). These two shopping motives are taken as the opposite of each other. However, consumers are influenced by both types of shopping value together when shopping for most products (Babin et al., 1994; Oppewal and Holyoake, 2004). Consumer's purpose to satisfy hedonic desires and acquire utilitarian expectations may happen at the same time or different times (Dhar and Wertenbroch, 2000; Roy and Ng, 2012). For instance, a tooth paste provides utilitarian value by preventing caries and hedonic value with its nice taste. It means that utilitarian and hedonic reasons or motivations don't necessarily exclude each other for consumption.

As utilitarian and hedonic shopping values are the fundamental truth behind the consumerism phenomena, shopping values are significant to understand how a consumer evaluates shopping (Hirschman and Holbrook, 1982; Babin et al., 1994; Eroglu et al., 2005; Jones et al., 2006; Bridges and Florsheim, 2008; Ryu et al., 2010). The result of this evaluation is satisfaction. Satisfaction includes affective (Mano and Oliver, 1993; Westbrook, 1987) and cognitive (Oliver, 1997) elements. Researches present the relationship of satisfaction with hedonic and utilitiy shopping values (Babin et al., 1994). However, the structure and theory of shopping experience indicate that satisfaction is related to hedonic shopping value rather strongly than pragmatic shopping value especially in the context of shopping (Jones et al., 2006). The idea that satisfaction process is a part of consumption context (Fournier and Mick, 1999; Price et al., 1995), and that it creates an intimate bond between affection and satisfaction in hedonically interconnected contexts (Babin and Darden, 1996; Machleit and Mantel, 2001; Wakefield and Baker, 1988) supports these statements. Therefore, we should expect the following relationships.

H_1: Shopping value will positively influence on consumer satisfaction in clothing sector.

H_{1a}: Utilitarian shopping value will positively influence on consumer satisfaction in clothing sector.

H_{1b}: Hedonic shopping value will positively influence on consumer satisfaction in clothing sector

Consumer satisfaction is essential to be able to conquer 'the kingdom of consumers'. For those offering services, consumer satisfaction positively effects consumer behavioral intentions such as revisiting, recommending the store more, spending more time in the sore (Choi et al., 2004; Zeithaml, 2000; Hutchinson et al., 2009; Namkung and Jang, 2007; Ryu et al., 2010). Therefore, it is hypothesized that:

H_2: Consumer satisfaction has a positive impact on behavioral intentions in clothing sector.

Consumer shopping value influences consumer behavioral intentions (Yim vd., 2003; Lee vd. 2009). Not only do utilitarian and hedonic shopping values affect perceptions of consumer satisfaction, they also influence behavioral intentions directly (Cronin vd., 2000; Chen and Chen,2010). Furthermore, hedonic shopping value is likely to play a stronger role than utilitarian shopping value on consumer intentions (Arnold and Reynolds, 2012). Therefore, we should expect the following relationship.

H_3: Shopping value will positively influence on behavioral intentions in clothing sector.

H_{3a}: Utilitarian shopping value will positively influence on behavioral intentions in clothing sector.

H_{3b}: Hedonic shopping value will positively influence on behavioral intention in clothing sector.

The conceptual model which integrates the hypothesized relationships is presented in Figure 1. The conceptual model simultaneously examines the relationships of shopping value, consumer satisfaction and consumer behavioural intention.
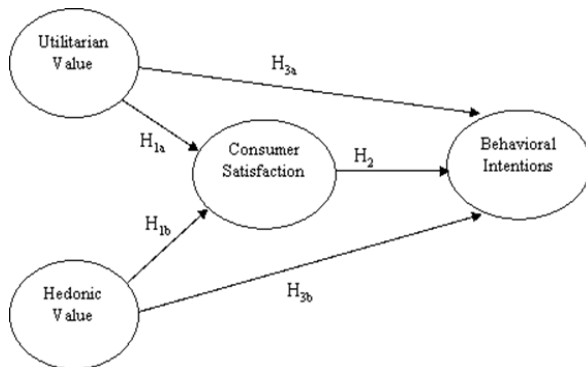

Figure 1: Conceptual Model

3. DATA AND METHODS

The data were collected using a survey methodology. The researchers personally collected the data at a shopping mall in Bursa province of Turkey. Prior to data collection, the senior management to each mall was contacted to request participant in the study. A copy of the survey and brief proposal were sent to each senior management. Only one mall executive (Kent Meydanı) agreed to allow the researchers to collected data using the mall intercept technique. Data for this study come from personal face-to-face mall intercepts of shopper in Kent Meydanı. The survey included demographic characteristics, hedonic shopping value items, utilitarian shopping value items, customer satisfaction items and behavioral intentions items. Each shopping value was adapted Babin et al. (1994). Behavioral intentions were adapted from Jones and Reynolds (2006), customer satisfaction was adapted from Eroglu ve Machleit (1990) and Li (2004). This study were used a seven-point Likert type scales (1= strongly disagree to 7= strongly agree).

This study was carried out between the dates of May and September 2009. The sample size formula for large population used in this study is adapted from Cochran (1963). It equals

where is the simple size, is the abscissa of the normal curve that cuts off area α at the tails, p is the estimated proportion of an attribute that is present in the population, q is (1-p), and e is the desired level of precision. Estimated required sample size for 5% precision levels where confidence level 95% and p=0.5 is 384.

Although 521 questionnaires were answered, all analyzes were made according to 507 usable data because some of them were empty or not correctly answered. Female respondents consisted of 68%, whereas the male respondents consisted of 32%. %51 of sample was between 20 and 25 age. Approximately 50% of respondents reported income between 1000 and 1999 TL and 61% of respondents comprised of university students. Demographic features of the participants are given in Table 1.

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).

Table 1: Sample Characteristics

Sample Characteristic	Categorical Scale	N	%
Gender	Female	344	67.85
	Male	163	32.15
Age	Under the age of 20	129	25.44
	20-25	257	50.69
	26-31	84	16.57
	32-37	18	3.55
	38-43	13	2.56
	44 years and over	6	1.19
Education	Primary and secondary	19	3.75
	High	183	36.09
	Undergraduate	298	58.78
	Graduate	7	1.38
Income	500 TL and under	34	6.7
	501-999 TL	85	16.76
	1000-1499TL	137	27.02
	1500-1999 TL	114	22.49
	2000-2499 TL	62	12.23
	2500-2999 TL	37	7.3
	3000 TL and over	38	7.5

4. ANALYSIS AND RESULTS

The results of measurement model were shown in Table 2. As shown in Table 2, model fit measures of measurement model suggested acceptable fit to data. The coefficient of factor loading on the latent construct ranged from .58 to .90 and each indicator t-value exceeded 11.93 (recommended t-value 1.96).

AVE were suggested critical value of 0.50 (Fornell and Larcker, 1981), our only construct (hedonic) did not provide critical value for AVE, but AVE is a more conservative measure. Composite construct reliability (CR) and Cronbach Alpha (α) of all the scales were greater than 0.60 (Bagozzi and Yi, 1988, Hair et al., 1998).

Table 2: Measurement Model

Constructs	Stand. Loading	AVE	CR	α
Hedonic (H)		.46	.81	.80
This shopping trip was truly a joy (V101)	.77(18.99)			
This shopping trip felt like an escape (V102)	.62(14.45)			
Compared with other things I could have done, the time spent shopping was truly enjoyable (V103)	.67(15.93)			
I enjoyed examining different products in the store.(V104)	.64(14.93)			
I get excited about finding new products every time I come to this store..(V105)	.66(15.56)	.	.	
Utilitarian (U)		.65	.79	.77
While shopping the store, I found just the item(s) I was looking for (V107).	.70(15.74)			
I got what Iexpected to find at the store (V108).	.90(20.01)			
Satisfaction (S)		.53	.77	.76
At this store, I find the opportunity to have a pleasant shopping experince (v114)	.78(18.77)			
I believe that this store generally has a good service. (v115)	.74(17.72)			
I am content with my shopping experience at the store today (v123)	.65(14.89)			
Behavioral Intention (BI)		.52	.68	.64

Recommend to store(R)	.58(11.93)			
Come back to store (CB)	.84(15.86)			
$\chi^2=$	119.55			
χ^2/sd (48)=	2.49			
NFI=	.97			
NNFI=	.98			
CFI=	.98			
GFI=	.96			
AGFI=	.94			
RMSEA=	.05			

Discriminant validity of constructs was conducted with chi-square difference test. The results are shown in Table 3. The χ^2 values of the constrained and unconstrained models were compared and the χ^2 differences were much larger than the 12.59 threshold, the result showed the existence of discriminant validity between the entire model constructs ($\Delta\chi^2$= 423.09, $\ddot{A}$sd= 6, p= 0.05). As shown in Tablo-2 and Table-3, the results supported validity and reliability of all of the scales. Table-4 presents the correlations among constructs, means and standard deviation.

Table 3: Results of Discriminant Validity

Models	χ^2	sd
Constraint model	542.64	54
Unconstrained model	119.55	48
$\Delta\chi^2$	423.09	
Δsd		6
6 χ^2 .05 = 12.592		

Table 4: Correlations Matrix, Means and Standard Deviations

Constructs	H	U	S	BI	Mean	S.D
H	1.00				4.77	1.73
U	.55	1.00			5.20	1.23
S	.74	.65	1.00		5.51	1.15
BI	.62	.54	.59	1.00	4.22	.74

Structural equation model was used for testing the hypotheses. Figure 2, and Table 5 were showed results of structural equation model. The results indicated an acceptable fit (χ^2= 119.55; χ^2/df =2.49; RMSEA= .05; NFI= .97; NNFI = .98; CFI = .98; GFI= .96; AGFI= .94). Thus, the findings provide a good basis for testing hypothesis. H_2 was not statistically significant while other hypotheses were statistically significant. Hence, only H_2 was rejected.
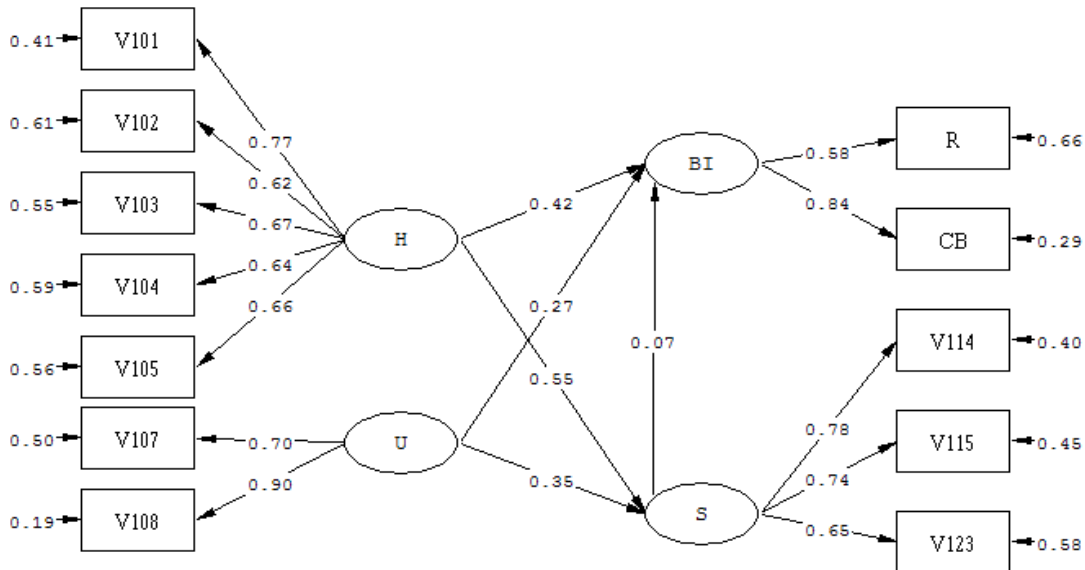

Figure 2: Structural Model

Table 5: The Results of Structural Model

Hypothesis Standardized Path Coefficient		Proposed Model		
		t-values	Results	
H$_1$				
H$_{1a}$	U → S	0.35	6.13	Supported
H$_{1b}$	H → S	0.55	9.24	Supported
H$_2$	S →BI	0.07	0.69	
				Rejected
H$_3$				
H$_{3a}$	U → BI	0.27 (0.03)	3.49	Supported
H$_{3b}$	H → BI	0.42 (0.04)	4.37	Supported

(**Note:** The values in parentheses are indirect effects on behavioral intention of shopping value)

5. CONCLUSION

The main objective of this paper was to answer the question: "Are consumer shopping values (i.e. utilitarian and hedonic) derived from experience of apparel shopping linked to consumer satisfaction and behavioral intentions. The study had three findings. First, utilitarian and hedonic shopping values have a statistically significant and positive influence on consumer satisfaction and behavior intentions, whereas consumer satisfaction has not a statistically significant influence on behavioral intentions. Second, hedonic value has a greater influence on both consumer satisfaction and behavioral intentions than utilitarian value. Third, consumer satisfaction doesn't act as a partial mediator in link between each shopping value and behavioral intentions.

The findings reveal novel insight into consumers' reaction to extreme events, such as financial crisis, wars, earthquakes, volcanoes. When the extreme events began, consumer behavior dramatically changes with the uncertainty of future. The 2008 financial crisis is also extreme event (OECD, 2011). For the first period of crisis, from 2008 to 2009, consumer purchasing pattern changed in Turkey (Marangoz and Uluyol, 2010). The crisis has humbled Turkish consumers, forcing them to be satisfied with fewer and lower quality products. More and more consumer are now letting their emotions, values and intentions guide their purchasing decisions. Consumer can no longer purchase the same products (Voinea and Filip, 2011). After the crisis, these perceived shopping values can have changed only for this period of time or keep this behavior even after the recession.

The findings are consistent with Mittal and Kamakura (2001) and Seiders et al. (2005). Mittal and Kamakura (2001) suggests that customers with different characteristics have different repurchase probability because they have different thresholds. Besides, customers with different satisfaction level can show different repurchase. In the context, satisfaction and behavior relation shows increasing returns while satisfaction and intention relation shows decreasing

returns. Similarly, Seiders et al. (2005) examined moderated relationship between customer satisfactions and repurchase behavior and found that this relationship is different in terms of customer characteristics. In addition to, the finding of our study can associate with both being very substitute goods and reaching consumers with different attractive channels of businesses. Moreover, hedonic shopping value has greater impact on both satisfaction and behavioral intention than utilitarian. It is a very normal situation because apparel is more hedonic product.

Findings of this study can prove invaluable theoretical and practical insights for both researchers and retailers to gain a better understanding of the consumers' behavior and the underlying factors which their satisfaction and behavioral intentions. If financial crisis changes consumer behavior, it will imminent that companies increased the values promote to attract consumer in order that they purchase their products. The retailer can learn hedonic shopping value directing key customer's shopping and thereby retailer management can influence customer's shopping process and activate their hedonic motivations. Whereby, retailer can be more preferred by customers and increased profitability.

There were some limitations in this study. First, the study was conducted to only Bursa city and only one mall in Turkey. Second, the majority of the study's sample consists of young, especially undergraduate. Third, the study was applied to apparel retail sector. Therefore, these results may not be applicable to the wider population in general. Lastly, it must be acknowledge that there may be numerous other variables such as extreme events and cultural differences that contribute to the development of consumer satisfaction and behavioral intentions.

Since socio-demographic factors, cultural factors and extreme events play important role in determining apparel consumption pattern across the world, these factors should be investigated in future research. The possible moderating and mediating effects of these factors on consumer satisfaction, shopping values and behavioral intentions might also be relevant pursuits in future studies.

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