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# The effects of Iranian consumers' buying tendencies on utilitarian and hedonic shopping value

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**This study investigates the effects of Iranian consumers' buying tendencies including variety-seeking, compulsive and impulsive buying tendencies and price sensitivity on utilitarian and hedonic value as influencing factors on shopping experience for Manto and Shirt shoppers in the Iranian market. The main constructs were identified from the literature and then the relationships between them were tested. A questionnaire was developed and successfully administered to a national sample of 1466 women and men in four big cities of Iran through face to face interviews. Results were analyzed by structural equation modeling (SEM) and parameters were estimated using maximum likelihood method and ten hypotheses were tested. Based on this study, both variety-seeking and compulsive buying tendencies were critical factors of shopping values for Manto and Shirt shoppers. On the contrary, there was a negative relationship between price sensitivity and hedonic value. However, there were no positive relationships between impulsive buying tendency and shopping values and there was also no positive relationship between price sensitivity and utilitarian value. Moreover, the result of this study revealed that utilitarian and hedonic value positively influenced the shopping satisfaction.**

**Key words:** Variety-seeking buying, compulsive buying, impulsive buying, price sensitivity, utilitarian and hedonic value, shopping satisfaction.

## INTRODUCTION

Marketers and retailers often seek to learn why people go shopping. Researchers have recently shown that the shopping experience provides consumers with a combination of utilitarian and hedonic shopping value (Holbrook and Hirschman, 1982; Babin et al., 1994, 2005; Babin and Darden, 1995; Jones et al., 2006; Cottet et al., 2006; Seo and Lee, 2008; Carpenter, 2008; Lee et al., 2009). Utilitarian value is task-oriented and cognitive in nature, whereas hedonic value is tied to the emotional aspects of the shopping experience (Holbrook and Hirschman, 1982; Babin et al., 1994). In general, consumers perceive utilitarian value by acquiring the product that necessitated the shopping trip while simultaneously perceiving hedonic value associated with the enjoyment of the shopping experience itself

(Carpenter, 2008). Since the establishment of the Personal Shopping Value scale approximately a decade ago (Babin et al., 1994), research has focused almost exclusively on antecedents to both hedonic and utilitarian shopping value (Babin et al., 1994, 2005; Babin and Darden, 1995; Griffin et al., 2000; Babin and Attaway, 2000; Babin and Babin, 2001; Seo and Lee, 2008; Scarpi, 2005; Jones et al., 2006; Carpenter, 2008). Interestingly, previous studies have examined the role of shopping values in determining post-shopping responses such as satisfaction (Babin et al., 1994, 2005; Jones et al., 2006; Cottet et al., 2006), loyalty (Jones et al., 2006; Carpenter, 2008), word of mouth and share of purchases (Jones et al., 2006; Carpenter, 2008), customer share (Babin and Attaway, 2000), and re-patronage intentions (Seo and Lee, 2008; Scarpi, 2005; Jones et al., 2006).

Clothing has been classified as products with high hedonic value (Crowley et al., 1992; Rossiter et al., 1991) due to its symbolic, experiential, and pleasing properties (Holbrook and Hirschman, 1982). In the measurement of

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shopping experience, the hedonic side of shopping must be considered as well as utilitarian side in order to reflect the complete shopping experience (Hirschman and Holbrook, 1982). Because the different levels of hedonic shopping value result in different consumption behaviors (Babin et al., 1994) and this tendency is probably augmented in shopping for hedonic products, the investigation how the hedonic shopping value influences consumers' behavioral consequences is necessary on apparel marketing.

To date, few researchers have examined the influence of consumers' buying tendencies and the mediating role of utilitarian and hedonic shopping values in shopping satisfaction (Change, 2002; Lee et al., 2009) even though such relationships would seem to be particularly important given the tremendous amount of resources and expenses that marketers and domestic and foreign investors are devoting to create satisfied and loyal customers. This led the authors to investigate proposition for this study which are: how Iranian consumers' buying tendencies including variety-seeking, compulsive and impulsive buying tendencies and price sensitivity effect on utilitarian and hedonic value as influencing factors on shopping satisfaction for Manto and Shirt shoppers in the Iranian market. Iran has undergone significant change for the last thirty years after Iran's Islamic revolution. Due to these changes, consumption patterns, investment and other components of domestic demand are all strongly growing. This has created: (1) more disposable income; (2) the emergence of younger consumers; (3) accelerated urbanization; and (4) quality improvement. Enhanced domestic spending power is the basis for the changes in the growth of the economy. Iranian consumers' tastes have become fashionable and stylish in short years and expectations of improved quality and diversity of choice and style have increased. This change in consumption pattern is very visible in Iran's cloth industry. Since Iran is such a young and attractive potential clothing market, there is no empirical study of shopping behavior and shopping value of Iranian consumers; this led the authors to investigate the consumer shopping value phenomenon and contribute to the developing stream of literature and it is necessary to study more diverse dimensions of shopping value perceived by Iranian consumers.

## **THEORETICAL BACKGROUND**

### **Shopping values: Utilitarian and hedonic values**

Value is one of the most powerful forces in the marketplace to understand consumer behavior (Zeithaml, 1988; Dodds et al., 1991; Holbrook, 1996). Value originates from the confrontation between what the customer receives (e.g. quality, benefits, worth, utilities) and what he or she gives up to acquire the benefits (for

example, price, sacrifices) (Zeithaml, 1988) and thus is defined as a consumer's overall judgment of benefits and sacrifices (Overby and Lee, 2006). Value plays an important role in predicting customers' choice and future repurchase intentions (Zeithaml, 1988; Dodds et al., 1991; Holbrook, 1996). Thus, value judgment creates consumer preference and this consumer preference increases behavioral intention to participate in various shopping processes (Cronin et al., 2000; Overby and Lee, 2006).

### ***Utilitarian value***

Hirschman (1984) asserted that all shopping experiences involve the stimulation of thoughts and/or senses and that they accordingly may be viewed as a process that provides the individual with cognitive (utilitarian) and affective (hedonic) benefits. More specifically, tangible attributes of goods and services provide input to cognitive process and is closely related to assessments of utilitarian value. Thus, a consumer receives utilitarian shopping value when he or she obtains the needed product, and this value increases as the consumer obtains the product more effortlessly (Babin et al., 1994). Early studies on shopping value mostly focus on the utilitarian aspect of shopping (Bloch and Bruce, 1984). Utilitarian consumer behavior is explained through task-related and rational behavior (Batra and Ahtola, 1990; Kempf, 1999). Perceived utilitarian shopping value is determined by how much of the consumption need that prompts the shopping experience, is met (Seo and Lee, 2008). This means that the consumer purchases goods in a deliberate and efficient manner (Hirschman and Holbrook, 1982; Engel et al., 1993). Therefore, utilitarian purchasing behavior is more logical, rational, related to transactions (Sherry, 1990; Batra and Ahtola, 1990), and associated with more information gathering compared to hedonic purchasing behavior (Bloch and Richins, 1983). Although this utilitarian approach to consumer shopping values is helpful for analyzing consumer purchases, it offers no framework for measuring product selection and analyzing consumption behavior based on emotional needs (Hirschman and Holbrook, 1982).

### ***Hedonic value***

Compared to utilitarian value, hedonic shopping value is more subjective and individualistic. Its value is perceived through fun and pleasure as opposed to goal achievement (Hirschman and Holbrook, 1982). Also, hedonic shopping value reflects the pleasure and emotional worth of shopping (Bellenger et al., 1976). Recently, as the needs of consumers have become more diverse, many studies have begun to focus on hedonic shopping value. In the past, however, there was a

**Table 1.** Contrast between hedonic and utilitarian shopping value (Lehtonen, 1994).

<b>Hedonic shopping value</b>	<b>Utilitarian shopping value</b>
An end itself	A means to an end
Does not necessarily include purchases	Always includes purchases
Impulsive	Planned
Efficiency not central	As efficient as possible
For pleasure	Out of necessity
Outside of daily routines	Part of daily routine
No clear beginning or end	Clear beginning and end
Emphasis of the experience	Emphasis of rationality

considerable lack of studies examining hedonic shopping value compared to utilitarian shopping value (Sherry, 1990). Previous studies have identified and included fun, pleasure, recreation, freedom, fantasy, increased arousal, heightened involvement, new information, escape from reality, and others as hedonic shopping value (Darden and Reynolds, 1971; Tauber, 1972; Hirschman and Holbrook, 1982; Babin et al., 1994). Therefore, hedonic shopping value refers to the level of perception where shopping is considered emotionally useful through various positive feelings and worthwhile. Thus, hedonic shopping value can be understood as the emotional benefits the consumer perceives through the shopping experience other than the achievement of the original purchase intent (MacInnis and Price, 1987). Abstract characteristics of goods and services can contribute to affective elements in shopping and are closely related to hedonic value (Cottet et al., 2006). In a similar context, Babin et al. (1994) defined hedonic shopping value as perceived entertainment and emotional worth provided through shopping activities. As Bloch and Bruce (1984) stated, consumers obtain hedonic value as well as task-related or product acquisition value during the shopping experience.

### ***Contrasts between utilitarian and hedonic shopping values***

Traditional shopping experience measurements have not reflected the total value of the shopping experience as they have failed to recognize and measure many intangible and emotional costs and benefits (Bloch and Richins, 1983; Hirschman, 1984; Holbrook et al., 1984). Defining shopping value as functional and objective product acquisition is too narrow to reflect the complete shopping experience (Hirschman and Holbrook, 1982). Although hedonic experiences in shopping are often considered as more important than more the product acquisition, the festive or epicurean side of shopping has been researched less often (Bloch and Bruce, 1984; Sherry, 1990). Therefore, to measure the complete shopping experience, the hedonic side of shopping must

be considered as well as the functional, utilitarian side (Babin et al., 1994).

With or without purchasing, shopping can provide hedonic value. Some consumers enjoy a product's benefit even without purchasing it (MacInnis and Price, 1987; Markin et al., 1976). Perceived enjoyment itself is an important hedonic benefit through a shopping experience (Bloch et al., 1986). Hedonic value induces increased arousal, heightened involvement, perceived freedom, fantasy fulfillment, and escapism (Bloch and Richins, 1983; Hirschman, 1983).

On the contrary, utilitarian value is relevant to heuristics, goal fulfillment, and less risk propensity (Batra and Ahtola, 1990; Engel et al., 1993). Babin et al. (1994) insisted that utilitarian shoppers find value only if the shopping chore is completed successfully and, even better, in a fastidious manner. Lehtonen (1994) compared two types of shopping value (Table 1), hedonic and utilitarian value. According to him, the hedonic shopping activity itself is an end so it does not necessarily include purchases. It is often accompanied by impulse buying. As this kind of shopping is for pleasure, shopping efficiency is not important, so there is no clear beginning and end point of shopping. It also emphasizes an experiential aspect of shopping. On the contrary, utilitarian value usually plays a role as a means to an end of achievement of more optimal values; shopping efficiency is emphasized, so shopping is planned and performed out of necessity with rationality in utilitarian shopping.

Although in most shopping situations, consumers seek both hedonic and utilitarian values, shopping can be regarded as shopping with a goal or shopping as a goal according to consumer attitude toward shopping (Chang, 2002).

### **Consumers' buying tendencies**

Several researchers eluded consumers' buying tendencies such as compulsive behavior, variety-seeking tendency, impulsive buying tendency and price sensitivity as possible significant factors of shopping behavior.

This study considers variety-seeking buying tendency

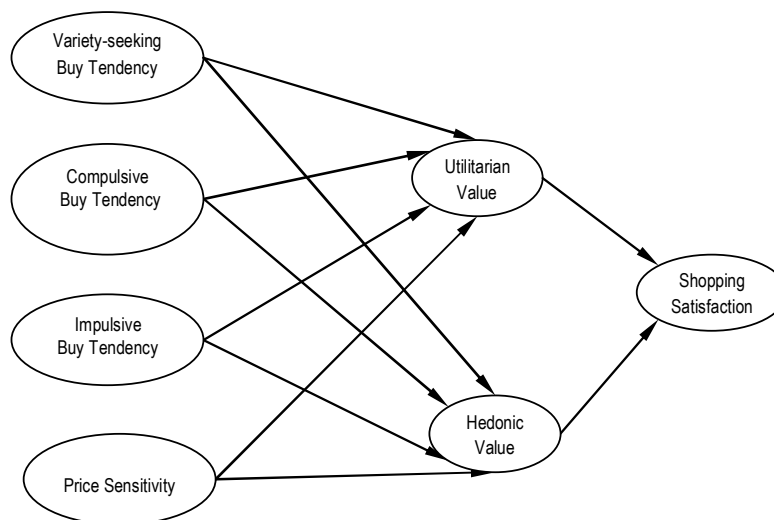


Figure 1. Conceptual model.

(Bawa, 1990; Steenkamp and Baumgartner, 1995; Menon and Kahn, 1995; Kahn, 1995; Van Tripj et al., 1996), compulsive buying tendency (Hirschman, 1992; Faber and O'Guinn, 1992; O'Guinn and Faber, 1989; Rook, 1987) and impulsive buying tendency (Rook, 1987; Bayley and Nancarrow, 1998; Dittmar et al., 1996; Rook and Fisher, 1995; Beatty and Ferrell, 1998; Hausman, 2000) and price sensitivity (Han et al., 2001; Jin and Kim, 2003; Goldsmith et al., 2005) as consumers' buying tendencies.

To date, few researchers have examined the influence of consumers' buying tendencies and the mediating role of utilitarian and hedonic shopping values in shopping experience satisfaction. Chang (2002) examined the mediating role of hedonic shopping value in shopping experience satisfaction by investigating the relationships between its assumed antecedents such as involvement, variety-seeking tendency, and physical environment of stores and shopping experience satisfaction. Lee et al. (2009) examined the relationship between consumer characteristics (for example, compulsive buying behavior, variety-seeking tendency, and price sensitivity) and shopping value (such as utilitarian and hedonic) in online auctions. However, none of these studies have as their central focus, the complex interrelationship between shopping value, consumers' buying tendencies and shopping experience satisfaction. Overall, this literature describes information on consumers' buying tendency differences in shopping behavior; however, these differences have not been linked to shopping values of the clothing market.

## MODEL AND HYPOTHESES DEVELOPMENT

This study is based on the model (Figure 1) linking consumers' buying tendencies and shopping values to

shopping satisfaction. Further, all the variables in the model are discussed for their relationships, followed by hypotheses development.

### The role of variety-seeking buying tendency on shopping values

Kahn (1995) defined variety-seeking as "the tendency of individuals to seek diversity in their choices of services or goods". Variety-seeking tendency is rooted in need for a change in an attempt to resolve the boredom associated with a brand and a product (Van Tripj et al., 1996). Bawa (1990) argued that there are two mutually exclusive types of consumers' variety-seeking: one is a variety-seeking consumer assumed to derive no utility from making habitual (repeat) purchases, and the other, an inertial consumer is similarly assumed to have no utility for variety. As Rogers (1979) argued, "... a tendency to avoid variety may coexist with the tendency to seek variety". Consumers might fluctuate between inertia behavior (brand loyal) and variety-seeking (brand switching) behavior. This reflects the effort of consumers to have Optimum Stimulation Level (OSL) (Steenkamp and Baumgartner, 1995). Consumers try to increase stimulation in such situations by seeking something different or new, relative to their previous choice (McAlister and Pessemer, 1982; Menon and Kahn, 1995; Van Tripj et al., 1996).

Variety-seeking has been found to be related to hedonic shopping. According to Holbrook and Hirschman (1982), variety-seeking was related to non-purposeful behavior (such as, exploratory purchase behavior), and it should be understood by the view of hedonic consumption because it cannot be accounted for by the traditional perspective of utility driven consumption. This construct has generated considerable research attention

in consumers' shopping behavior. Variety-seeking tendency has been identified as an important shopping motivation and an influential factor in shopping channel patronage (Michaelidou et al., 2005). It has also been associated with feeling-based decision making and hedonic shopping motivations (Sharma et al., 2006). Feelings of excitement and gratification can be generated by finding a variety of items (Kahn and Isen, 1993) and by encountering rare, novel, and innovative items (Roehm Jr. and Roehm, 2005). Chang (2002) studied the relationship between the variety-seeking buying tendency and hedonic shopping value in apparel. He found that there is a positive relationship between variety-seeking tendency and hedonic shopping value. That is, consumers who sought variety and stimulation from shopping were more likely to have hedonic shopping value rather than utilitarian value. Similarly, Lee et al. (2009) found that there is a positive relationship between variety-seeking tendency and utilitarian and hedonic values in online auctions. The positive relationship between variety-seeking tendency and utilitarian value suggests that variety seekers evaluate online auction as providing high utilitarian value. Therefore, greater product diversity helps buyers to reduce time costs and increase shopping efficiency. At the same time, variety-seekers evaluated online auctions as providing high hedonic value. This means that variety-seeking tendency is an important consumer characteristic influencing hedonic shopping value. It was verified that variety provides pleasant stimulation and novelty that increases excitement and enjoyment in shopping (Steenkamp and Baumgartner, 1995; Roehm Jr. and Roehm, 2005; Lee et al., 2009). In sum, variety-seeking, likely influences both utilitarian and hedonic value. Based on this:

**H<sub>1</sub>:** A variety-seeking buying tendency will directly influence utilitarian shopping value.

**H<sub>2</sub>:** A variety-seeking buying tendency will directly influence hedonic shopping value.

### **The role of compulsive buying tendency on shopping values**

Compulsive buying behavior is defined as "chronic, repetitive purchasing that becomes a primary response to negative events or feeling" (O'Guinn and Faber, 1989). Compulsive buying therefore, is perceived to be in the realm of abnormal consumer behavior that is inappropriate, typically excessive and destructive to the individual lives. Compulsive consumers participate in many shopping activities despite having little or no physical need for a product. Indeed these types of shopping enhance their emotional state. Compulsive shoppers may view product acquisition as unimportant compared to the emotional lift shopping provides (O'Guinn and Faber, 1989). Also, this behavior can be

perceived as emotional and affective because compulsive buyers are frequently motivated to buy things in order to release themselves from an internally unstable status, and to alleviate their discomfort and feelings of self-loathing (Rook, 1987; Hirschman, 1992). Babin et al. (1994) found that the pattern of correlations between consumer compulsivity and personal shopping value is consistent with this position. While compulsiveness is related significantly to hedonic value, it is unrelated to utilitarian value, which better reflects functional product acquisition. This finding indicates that consumers may use shopping as a form of therapy in managing their emotions. In the case of compulsive consumption, however, this therapy can quickly turn into a destructive behavior (Hirschman, 1992). Lee et al. (2009) found that there is a positive relationship between compulsive buying behavior and hedonic shopping value in online auctions. This relationship implies that compulsive buyers are likely to engage in online auctions because of the hedonic aspect of online auctions (such as thrill of bidding, excitement of winning, stimulation of beating competitors, and enjoyment in finding rare or unusual items). Therefore, we should expect the following relationships:

**H<sub>3</sub>:** A compulsive buying tendency will directly influence utilitarian shopping value.

**H<sub>4</sub>:** A compulsive buying tendency will directly influence hedonic shopping value.

### **The role of impulsive buying tendency on shopping values**

Impulse buying behavior is a sudden, compelling, hedonically complex buying activity in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices (Bayley and Nancarrow, 1998). Several researchers have reported that consumers do not view impulse purchasing as wrong; rather, consumers retrospectively convey a favorable evaluation of their behavior (Dittmar et al., 1996; Hausman, 2000; Rook, 1987). Other researchers have treated impulse buying as an individual difference variable with the expectation that it is likely to influence decision making across situations (Beatty and Ferrell, 1998; Rook and Fisher, 1995). According to Ko (1993), impulse buying behavior is a reasonable unplanned behavior when it is related to objective evaluation and emotional preferences in shopping. Ko (1993) found apparel impulse buying was distinguished from reasonable unplanned buying that was based on emotional preference or objective evaluation rather than rational evaluation.

The lack of research focused on the experiential aspects of consumption underscore the need to understand how fashion-oriented impulse buying relates

to hedonic consumption tendency or the emotional factor in retail environments. Previous studies on impulse buying focused on defining differences between impulse and non-impulse buying behavior (Cobb and Hoyer, 1986; Piron, 1991). Many researchers have provided theoretical frameworks for examining impulse buying related to psychological variables (for example personality, self-regulation), hedonic experiences (e.g. shopping enjoyment, emotional state and mood), and situational variables (e.g. available time, money) in a shopping context (Beatty and Ferrell, 1998; Burroughs, 1996; Rook and Fisher, 1995). Generally, researchers found that impulse buying satisfied hedonic or emotional needs for fun, social interaction, and gratification (Hausman, 2000; Piron, 1991). Rook (1987) notes that impulse purchases, a subset of unplanned purchases, lead more to hedonic responses than do other purchases and are less likely to fulfill a utilitarian need. Babin et al. (1994) found that there is a positive relationship between unplanned purchases and hedonic value and unplanned purchases and utilitarian value are not related significantly. Therefore, given this reasoning, we should expect the following relationships:

**H<sub>5</sub>:** An impulsive buying tendency will directly influence utilitarian shopping value.

**H<sub>6</sub>:** An impulsive buying tendency will directly influence hedonic shopping value.

### The role of price sensitivity on shopping values

Price sensitivity is the extent to which consumers perceive and react to price levels and price changes (Goldsmith et al., 2005) and works as a barometer of how much a consumer will pay in the market. Thus, price has a significant influence on consumers' purchase behavior and consequently on sales and profits of firms (Han et al., 2001).

Price-sensitive consumers were traditionally viewed as rational and logical problem solvers emphasizing utilitarian shopping value (Tauber, 1972; Schindler, 1989). However, researchers have begun to view them as those who seek hedonic value from bargain hunting. For instance, Jin and Kim (2003) found that hedonic and recreational shoppers exhibited high price sensitivity by hunting bargains and using coupons. Other researchers (Babin et al., 1994; Arnold and Reynolds, 2003) also noted a positive relationship between bargain perception and hedonic shopping value. Babin et al. (1994) expected that the consumers' bargain perceptions to influence shopping value. They discussed that price discounts create transaction utility or smart shopper feelings, which may increase hedonic value. In addition, price discounts could create utilitarian value by facilitating an efficient end to the product-acquisition task. Consistent with this reasoning, they found that consumer bargain perceptions

relate significantly to both hedonic value and utilitarian value.

They suggested that if substantiated by future studies of price discounts and shopping value, these findings may indicate that the subjective emotional component of price promotions is at least as important as the more tangible component. However, Lee et al. (2009) found that there is a negative correlation between price sensitivity and hedonic shopping value. In addition, there was no relationship between price sensitivity and utilitarian value. This result indicates that consumers who participate in online auctions are not price sensitive. Many shoppers use online auctions to find rare and unusual items, or a quality items with a good deal, rather than to find just low-priced or inexpensive items. Also, auction participants have a feeling of attachment to auction items when bidding duration gets long. Hence, it can be posited that price sensitive consumers obtain higher levels of utilitarian and hedonic value. Thus:

**H<sub>7</sub>:** Price sensitivity will directly influence utilitarian shopping value.

**H<sub>8</sub>:** Price sensitivity will directly influence hedonic shopping value.

### The role of shopping values in shopping experience satisfaction

The generally accepted and most widely applied method for conceptualizing consumer satisfaction is Oliver's Expectancy-Disconfirmation model (1980). The model contends that attitudes about a purchase experience, product or service lead form expectations in the mind of the consumer. After the consumer purchases and/or uses the product or service, they evaluate the purchase experience and the performance of the product or service relative to their initial expectations. The outcome of this evaluation is an attitude; a decision to be satisfied or dissatisfied. If the evaluation and subsequent attitude confirms the consumer's expectations of the purchase experience, product or service, a state of satisfaction occurs. This state of satisfaction leads to a positive attitude toward the purchase experience, product and/or service, and can positively influence future purchase intentions. However, if the evaluation and subsequent attitude disconfirms the consumer's expectations, a state of dissatisfaction occurs; thus, future purchase intentions could be negatively affected. Also, for a specific transaction, by analyzing Holbrook's typology, Oliver (1993) concluded that consumption value may enhance satisfaction.

Babin et al. (1994), by testing the discriminating validity of the scale they suggested, showed the impact of the hedonic and utilitarian values on satisfaction. Other researchers stressed the impact of shopping values on satisfaction (Babin et al., 1995; Jones et al., 2006; Cottet

et al., 2006; Carpenter, 2008). For instance, Cottet et al. (2006) found that there is a positive relationship between shopping values and satisfaction. In this study, in a food products context, the hedonic value plays a key role in the satisfaction process. It explains satisfaction better than a utilitarian value does. Similarly, Carpenter (2008) examined the relationships between consumer shopping value, satisfaction and loyalty in retailing. In this research utilitarian and hedonic shopping values are found to influence key outcome variables including satisfaction, loyalty, word of mouth communication and share of purchases in the highly competitive discount retail sector. Therefore, the following hypotheses are offered:

**H9:** Utilitarian shopping value will directly influence shopping satisfaction.

**H10:** Hedonic shopping value will directly influence shopping satisfaction.

## METHODS

This study tested a conceptual model (Figure 1) depicting the relationships among consumers' buying tendencies (variety-seeking, compulsive and impulsive buying tendencies and price sensitivity), shopping values (utilitarian and hedonic value) and shopping satisfaction in Iran's clothing industry. The model describes that consumers' buying tendencies influence utilitarian and hedonic value, which in turn influence shopping satisfaction.

### Data collection and sampling

To attain the aims of this study, based on the product (Manto for female shoppers and Shirt for male shoppers), two different version of one questionnaire was developed and completed by 1540 respondents. The sample for the study was drawn from female and men shoppers in four major cities in Iran; Tehran, Mashhad, Isfahan and Shiraz. Tehran is the capital of Iran located in the center, which has been greatly influenced by different lifestyles; Mashhad is the largest city located in the eastern region, which is largest religious city in Iran with traditional lifestyle; Isfahan and Shiraz in the center of Iran, representing the more historical part of the country. Data were collected from shopping malls located in these four major cities in Iran. The target population for this study consisted of female shoppers who purchased a Manto and male shoppers who purchased a Shirt in their recent shopping trip. Manto is a national dress for Iranian women. Since the Islamic revolution, a formal form of acceptable dress for Iranian women has emerged; a long dress with full-length opaque stockings or pants, and a headscarf covering the hair. The long dress has gradually evolved into a shoulder-to-ankle smock called a Manto after the French word Manteau (Overcoat). In Iran today, Manto is the norm for everyday public wearing for women. Following these trends, some of the clothing companies in Iran offer various veiling and Manto models and styles to Iranian women who dress up according to Islamic principles.

To obtain a sample of Manto and Shirt shoppers, 35 shopping malls in these cities have been selected by cluster random sampling; 20 shopping malls in Tehran and 5 shopping malls in each of three other cities. Sample size was determined using the Krejcie and Morgan (1970) table and considering the population size of each city. The aim was to collect data from 450 females, and 470 males in Tehran, 142 females and 144 males in Mashhad, 93

females and 96 males in Isfahan and 71 females and 74 males in Shiraz. The data collection resulted in 1466 usable questionnaires from 1540 respondents.

A Marketing research firm with expertise in research methods was contracted to carry out data collection during September 2010 by face-to-face interviews. Trained interviewers administered the survey during a 3-week period. First, interviewers assured that female and male shoppers purchased a Manto or a Shirt in their recent shopping trip; then they completed the questionnaires.

The average age of respondents was 33 years. A total of 63% of the respondents were employed and 37% were unemployed. With regard to education level, 32% had graduated from college or a higher level institution, 21% had completed junior college, 41% had completed high school, and 6% had less than a high school education.

## Measures

The measures consisted of consumer buying tendencies (variety-seeking buying tendency, compulsive buying tendency, impulsive buying tendency and price sensitivity), shopping values (hedonic and utilitarian value), and post-shopping responses (shopping satisfaction). Variety-seeking buying tendency ( $\alpha=0.94$ ), from previous studies (Steenkamp and Baumgartner, 1995; Baumgartner and Steenkamp, 1996; Chang, 2002; Lee et al., 2009), compulsive buying tendency ( $\alpha=0.95$ ), from Faber and O'Guinn (1992) and Lee et al. (2009), impulsive buying tendency ( $\alpha=0.95$ ) from Rook and Fisher (1995), and price sensitivity ( $\alpha=0.94$ ) from Goldsmith et al. (2005). Utilitarian value ( $\alpha=0.84$ ) and hedonic value ( $\alpha=0.90$ ) as shopping value scales in this study were adapted from Babin et al. (1994). The scale items for shopping satisfaction ( $\alpha=0.86$ ) were adopted from Ganesan (1994), Maxham and Netemeyer (2002), Jones et al. (2006), Chang (2002) and Carpenter (2008). Each item was rated on a 5-point scale anchored by "strongly disagree" (1) and "strongly agree" (5). Table 2 shows the final measurement items organized by construct.

## RESULT

The proposed model consisted of four exogenous variables (variety-seeking, compulsive and impulsive buying tendencies, price sensitivity) and three endogenous variables (utilitarian value, hedonic value and shopping satisfaction). Structural Equation Modeling (SEM) with Lisrel 8.80 was used to analyze the data and parameters were estimated using maximum likelihood method. Following Confirmatory Factor Analyses (CFA) and the structural models were tested.

### Structural model and hypotheses testing

A structural model was constructed to examine the hypothesized relationships among constructs. Goodness-of-fit statistics, indicating the overall acceptability of the structural model analyzed, were acceptable:  $\chi^2(1309) = 7800.75$ ,  $p < 0.000$ ; RMSEA=0.058, CFI=0.95 (Tables 2 and 3). The result of hypotheses testing can be found in Figure 2. As posited in Hypotheses 1 and 2, indicating significant relationship between variety-seeking buying tendency and both utilitarian ( $\gamma=0.21$ ,  $t=4.85$ ,  $p < 0.01$ ) and

**Table 2.** Variables and their measures (confirmatory factor analysis).

Constructs	Items	Estimates	t- value
Variety-seeking tendency( $\alpha=0.94$ )	I like to continue doing the same old things rather than trying new and different things. (-)	1.00	---
	I like to experience novelty and change in my daily routine.	1.32	30.59***
	I like a job that offers change, variety, and travel, even if it involves some danger.	1.23	27.92***
	I am continually seeking new ideas and experiences.	1.29	29.35***
	I like continually changing activities.	1.21	28.58***
	When things get boring, I like to find some new and unfamiliar experience.	1.22	28.91***
	I prefer a routine way of life to an unpredictable one full of change.(-)	1.14	26.78***
	I am very cautious in trying new or different styles of Manto or Shirt. (-)	1.06	25.50***
	I enjoy taking changes in buying new styles of Manto or Shirt just to get some variety in my purchases.	1.07	25.95***
	I rarely buy new Manto or Shirt styles about which I am uncertain. (-)	1.10	25.49***
When old Manto or Shirt gets boring, I like to find some new styles and products.	1.15	26.81***	
Compulsive buying tendency( $\alpha=0.95$ )	If I have any money left at the end of the pay period, I just have to spend it.	1.00	---
	Bought myself something in order to make myself feel better.	0.76	42.84***
	Felt anxious or nervous on days I didn't go shopping.	0.92	55.47***
	Made only the minimum payment on my credit cards.	0.77	40.32***
	Bought Manto or Shirt even though I couldn't afford them.	0.98	58.98***
	Wrote check when I know I didn't have enough money in the bank to cover it.	1.17	67.83***
	Felt others would be horrified if they knew my spending habits.	0.89	54.06***
Impulsive buying tendency( $\alpha=0.95$ )	I often buy a Manto or Shirt spontaneously.	1.00	---
	"Just do it" describes the way I buy a Manto or Shirt.	0.88	48.49***
	I often buy a Manto or Shirt without thinking.	0.94	63.18***
	"I see a Manto or Shirt, I buy A Manto" describes me.	0.90	45.58***
	"Buy now, think about the Manto or Shirt later" describes me.	1.02	56.15***
	Sometimes I feel like buying a Manto or Shirt on the spur-of-the-moment.	0.90	48.69***
	I buy a Manto or Shirt according to how I feel at the moment.	0.74	41.03***
	I carefully plan most of my purchases. (-)	0.73	40.39***
	Sometimes I am a bit reckless about what I buy.	0.78	42.55***
Price sensitivity( $\alpha=0.94$ )	I don't mind spending a lot of money to buy a new Manto or Shirt.	1.00	---
	I don't mind paying more to try out a new Manto or Shirt.	0.97	59.80***
	I am less willing to buy a new Manto or Shirt if I think that it will be high in price	0.83	45.50***
	I know that a new Manto or Shirt is likely to be more expensive than high in price.	0.96	51.78***
	A really great new Manto or Shirt is worth paying a lot of money for.	0.88	45.71***
	In general, the price or cost of buying a new Manto or Shirt is important to me.	0.77	40.03***
Utilitarian value( $\alpha=0.84$ )	I accomplished just what I wanted to on this shopping trip.	1.00	---
	I couldn't buy what I really needed.	0.95	29.57***
	While shopping, I found just the item(s) I was looking for.	0.87	29.05***
	I was disappointed because I had to go to another store(s) to complete my shopping.	1.01	28.47***
Hedonic value( $\alpha=0.90$ )	This shopping trip was truly a joy.	1.00	---
	I continued to shop, not because I had to, but because I wanted to.	0.80	30.65***
	Compared to other things I could have done, the time spent shopping was truly enjoyable.	0.82	34.28***
	I enjoyed being immersed in exciting new products.	0.88	33.74***
	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	0.82	33.00***
	I had a good time because I was able to act on the spur-of-the-moment.	0.52	20.15***



Table 2. contd

	During the trip, I felt the excitement of the hunt.	0.84	32.43***
	While shopping, I was able to forget my problems.	0.67	27.13***
	While shopping, I felt a sense of adventure.	0.71	29.03***
	This shopping trip was not a very nice time out. (-)	0.62	22.17***
Shopping satisfaction( $\alpha=0.86$ )	I am happy with the outcome of that shopping trip.	1.00	---
	I am satisfied with this store.	0.76	25.27***
	Overall, I am not satisfied with this store. (-)	0.72	22.65***
	I am please with the outcome of that shopping trip.	0.84	29.63***
	I am contented with the outcome of that shopping trip.	0.85	30.09***
	Overall, I am satisfied with the outcome of that shopping trip.	0.75	25.43***

(-) Denotes that scale item are reverse coded; \*\*\* Significant at  $p<0.001$ .

Table 3. Standardized coefficients and fit statistics for the structural model.

Hypothesis	Structural paths	Estimates	t-Value
H <sub>1</sub>	Variety-seeking buying tendency → Utilitarian Value	0.21	4.85**
H <sub>2</sub>	Variety-seeking buying tendency → Hedonic Value	0.38	8.31**
H <sub>3</sub>	Compulsive buying tendency → Utilitarian Value	0.06	3.33**
H <sub>4</sub>	Compulsive buying tendency → Hedonic Value	0.11	5.84**
H <sub>5</sub>	Impulsive buying tendency → Utilitarian Value	0.02	1.01
H <sub>6</sub>	Impulsive buying tendency → Hedonic Value	0.03	1.55
H <sub>7</sub>	Price sensitivity → Utilitarian Value	0.04	1.76
H <sub>8</sub>	Price sensitivity → Hedonic Value	-0.06	-2.58**
H <sub>9</sub>	Utilitarian Value → Shopping satisfaction	0.41	15.34**
H <sub>10</sub>	Hedonic Value → Shopping satisfaction	0.24	10.90**
Fit statistics			
$\chi^2$ (df) = $\chi^2$ /p-Value			
Root mean-square error of approximation (RMSEA)		0.058	
Comparative fit index (CFI)		0.95	

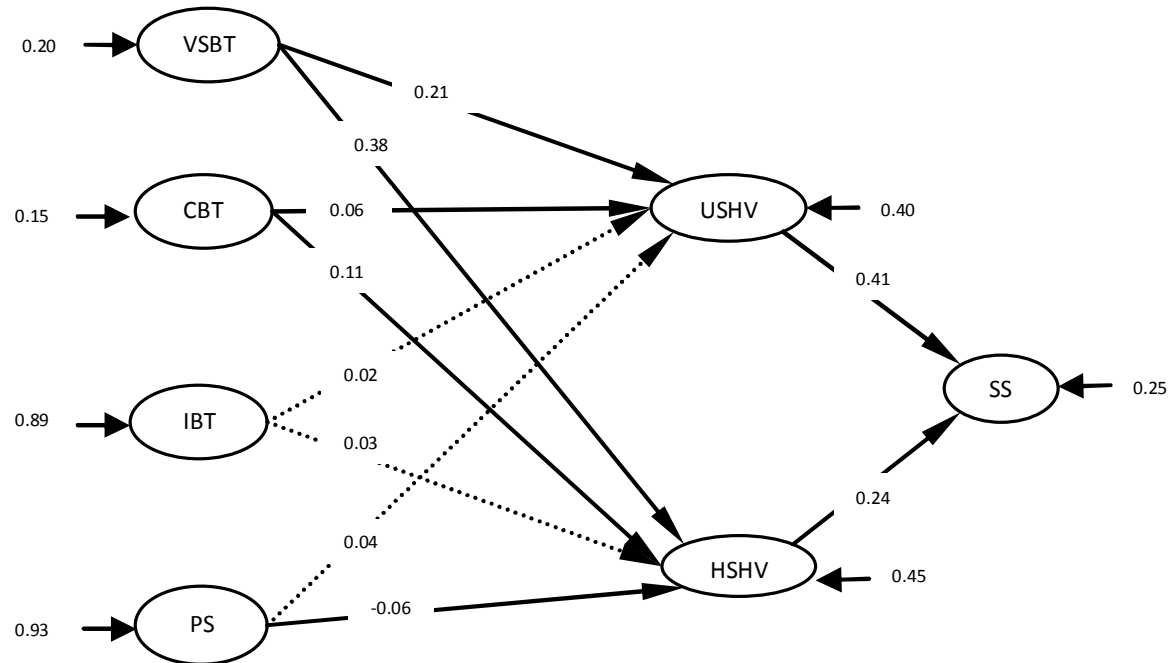
\* $p<0.05$ ; \*\* $p<0.01$ .

hedonic ( $\gamma=0.38$ ,  $t=8.31$ ,  $p<0.01$ ) shopping values. Hypotheses 3 and 4 were supported as well, indicating significant relationship between compulsive buying tendency and both utilitarian ( $\gamma=0.06$ ,  $t=3.33$ ,  $p<0.01$ ) and hedonic ( $\gamma=0.11$ ,  $t=5.84$ ,  $p<0.01$ ) shopping values. However, Hypotheses 5 and 6 were not supported with no significant relationship between impulsive buying tendency and utilitarian ( $\gamma=0.02$ ,  $t=1.01$ ,  $p<0.05$ ) and hedonic ( $\gamma=0.03$ ,  $t=1.55$ ,  $p<0.05$ ) shopping values. Hypotheses 7 was not supported with no significant relationship between price sensitivity and utilitarian ( $\gamma=0.04$ ,  $t=1.76$ ,  $p<0.05$ ). However, there was a negative relationship between price sensitivity and hedonic value ( $\gamma=-0.06$ ,  $t=-2.58$ ,  $p<0.01$ ) supported Hypotheses 8. A direct relationship between utilitarian value and shopping satisfaction ( $\beta=0.41$ ,  $t=15.34$ ,  $p<0.01$ ) and hedonic value

and shopping satisfaction ( $\beta=0.24$ ,  $t=10.90$ ,  $p<0.01$ ) supported Hypothesis 9 and 10.

**DISCUSSION AND CONCLUSION**

The finding of this study presents important insights and implications for Iran clothing industry and domestic and foreign investors. The positive relationship between variety-seeking buying tendency and utilitarian value suggests that variety seekers evaluate Manto or Shirt shopping as providing high utilitarian value. Greater product diversity helps shoppers to reduce time costs and increase shopping efficiency, which supports the finding of Lee et al. (2009). At the same time, variety seekers evaluated Manto or Shirt shopping as providing high



**Figure 2.** The results of SEM.

hedonic value. This means that variety-seeking tendency is an important consumer buying tendency influencing hedonic shopping value. It was verified that variety provides pleasant, stimulation and novelty that increases excitement and enjoyment in shopping (Steenkamp and Baumgartner, 1995; Roehm Jr. and Roehm, 2005; Chang, 2002; Lee et al., 2009).

Similarly, there is a positive relationship between compulsive buying tendency and utilitarian value which does not support the finding of Babin et al. (1994). This relationship expresses that compulsive shoppers evaluate Manto or Shirt shopping as providing high utilitarian value. In the other words, the utilitarian value is important for compulsive shoppers in the Iranian market. The positive relationship between compulsive buying tendency and hedonic value in Manto or Shirt shopping shows that compulsive buyers are likely to engage in Manto or Shirt shopping because of the hedonic aspect of Manto or Shirt shopping (such as releasing themselves, making them feel better, enjoyment in spending money) which supports the finding of Babin et al. (1994) and Lee et al. (2009).

According to the previous studies, there might be a positive relationship between impulsive buying tendency and utilitarian and hedonic value (Rook, 1987; Prion, 1991; Babin et al., 1994). However, this study found that there is no significant relationship between impulsive buying tendency and shopping values. In other words, Manto or Shirt shoppers were more likely to plan for this shopping trip to get the most value for their money.

The negative relationship between price sensitivity and

hedonic value implies that Manto or Shirt shoppers are not price sensitive. This result supports the finding of Lee et al. (2009). However, there was no relationship between price sensitivity and utilitarian value. Although, Manto or Shirt shoppers may be sensitive to an initial price at the early stage of Manto or Shirt shopping, an excited and competitive shopping trip may increase a willingness to pay more for a desirable, fashionable or new Manto or Shirt and decrease price sensitivity for a final price.

Both utilitarian and hedonic value equally influenced shopping satisfaction which supports the findings of Babin et al. (1994), Chang (2002), Eroglu et al. (2005), Jones et al. (2006) and Carpenter (2008). This reveals that shopping satisfaction for Manto or Shirt shoppers is a response to different levels of utilitarian and hedonic value in a shopping trip. In other words, increasing consumers' shopping satisfaction could be manipulated by enhancing consumers' utilitarian and hedonic shopping value. Although consumers' buying tendencies are difficult to control due to its intrinsic, the influence of consumers' buying tendencies on shopping experience satisfaction may be moderated through manipulating utilitarian and hedonic shopping value.

These results have broader theoretical implications with respect to our understanding of the role of utilitarian and hedonic shopping value in explaining shopping satisfaction. The present study provides not only observed associations among variables related to clothing shopping but also the structural dimensionality including mediating variables of utilitarian and hedonic

value in the construct of clothing shopping satisfaction.

This study offers new insights into the nature of consumers' utilitarian and hedonic value and development of the more exciting shopping environment which makes consumers get more involved in their clothing shopping and enjoy more their shopping, and in turn, feel more satisfied with their shopping.

As confirmed in the structural modeling, for apparel (Manto and Shirt) marketing in the Iranian market, efforts should be made in indentifying what the causal variables of utilitarian and hedonic values are. Based on the results of the present study, shopping satisfaction can be increased through manipulating consumers' utilitarian and hedonic value. For Manto and Shirt shoppers, because consumer buying tendencies such as variety-seeking and compulsive buying tendencies and price sensitivity were found to affect their utilitarian and hedonic value, meeting their intrinsic needs and wants can be important managerial strategy.

Providing variety of new products, provision of better assortment of products, friendly sales personnel, and exciting shopping environments, providing shopping information regularly, and offering a high level of service might make shopping activities more recreational, enjoyable, and functional.

In addition, information on consumers' buying tendencies, shopping values, and the relationships between them will be useful for domestic and foreign marketers targeting Iranian markets. For Iran's clothing industry, an understanding of Iranian shoppers' behavior, with particular reference to their buying tendencies and shopping values, is crucial. Profiling consumers by identifying their consumer buying tendencies and shopping values provide more meaningful ways to identify and understand various consumer segments and to target each segment with more focused marketing strategies.

## LIMITATIONS AND FUTURE RESEARCH

This study has limitations. First we used the scale set by Babin et al. (1994) to measure value, because it seemed to be best adapted to our study. However, for Iranian apparel, we would consider other values based on Iranian culture, values and principles for women and men; therefore, it would be interesting in the future to take other dimensions of value into account and therefore use another scale based on Iranian values. Secondly, the sample size was determined based on Krejcie and Morgan (1970) table which limit the sample size of research. Future research should attempt to improve on the results of this study, and more representative samples are needed that include broader geographic locations and cross-national comparisons in Iran. Another limitation was using only one product category (apparel) and two main products (Manto and Shirt). Therefore, this study could be extended to different product categories

(such as cosmetics, home furnishings, accessories) and other areas of retailing such as grocery shopping and holiday shopping. Finally, considering the findings of previous research that product involvement can influence shopping behavior (Laurent and Kapferer, 1985; Kim, 2005; Martin, 1998; Park et al., 2006; Bloch and Richins, 1983; Zaichkowsky, 1985; Bloch et al., 1989; 1986; Jones and Reynolds, 2006; Smith and Carsky, 1996), future research can incorporate this variable when examining shopping values in apparel shopping satisfaction.

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