
Retail Therapy; Hedonic Intentions as the Major Reasons to Shop From Shopping Malls

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Abstract

Modern shoppers go shopping with different intentions, especially from shopping malls. Modern retail outlets like malls offer a retail therapy aspect which will boost the hedonic intention of the shoppers than their utilitarian intentions in shopping. This study intends to assess the different consumer intentions for shopping from malls. Also to examine the relationships between shopping mall ambiance and utilitarian as well as hedonic shopping. The study was conducted among 200 mall shoppers from different malls in Kochi city. Assessment of different shopping intentions has made and found out the relationship between study variables. Based on the findings, suggestions were put forward.

Keywords: Retail Therapy, Hedonic Shopping, Utilitarian Shopping, Shopping Malls

Introduction

The emergence of modern and organised retail outlets, especially shopping malls, has changed the shopping behaviour of Indian consumers. The initial concept of shopping as an exercise of buying the necessary products and services for conception has changed. Now people go shopping with different intentions. In addition to just purchasing items, shopping has been exercised for hedonic intentions or retail therapy intentions. Shopping has become a pleasurable exercise and experience. The ambiance and facilities in shopping malls attracted the customers to come, and make the shopping a pleasurable experience. Shopping mall ambiance will result in a greater impact on consumer behaviour rather than the products and services offered in malls (Kotler 2001). Shopping has been changed as a therapy for mood enhancement, which is known as retail therapy. The study is an attempt to assess the different intentions of mall shoppers behind going shopping.

Objectives

1. Find out the reasons why people prefer to shop from shopping malls
2. Assess the level of utilitarian shopping among the customers in shopping malls
3. Assess the level of hedonic shopping among the customers in shopping malls
4. To examine the relationship between shopping mall ambiance and utilitarian shopping
5. To assess the relationship between shopping mall ambiance and hedonic shopping

Hypothesis

Hypothesis 1

There is a significant relationship between shopping mall ambiance and utilitarian shopping

Hypothesis 2

There is a significant relationship between shopping mall ambiance and hedonic shopping

Review of Literature

A broad range of literature is available in connection with shopping motivations. Different researchers studied the shopping motivations. Generally, shopping motivations can be explained based on the literature as utilitarian shopping motivations and hedonic shopping motivations. (Arnold and Reynolds,2003; Batra&Ahtola 1991; Babin, et al.,1994; Bloch, Ridgway & Dawson, 1994; Tauber, 1972; Westbrook and Black,1985)

Many customers enter shopping malls intending to buy specific products. They are utilitarian customers, searching for practical product benefits (Tauber, 1972).Utilitarian inspiration includes fulfilling practical or financial requirements (Babin, et al, 1994) and regularly been described as task-related what's more, objectives (Batra and Ahtola, 1991). Utilitarian customers may visit shopping malls just for the product(s) they need to buy, accordingly dismissing the wide range of other motivations (Babin, et al. 1994). They try to ignore different products and the embellishment of the shopping mall, as these components are considered "unimportant" to their shopping destinations and thought processes (Fischer and Arnold, 1990).Utilitarian inspirations incorporate advantageous shopping; procuring goods and services, or specific information; and reducingthe costs (i.e., money, time, and effort)that may be consumed in transportation, finding products and services, furthermore, holding up within checkout lines (Kim and Kang, 1997). For this sort of customer, shopping is "work", where principle inspiration is to buy foreordained merchandise as fast as could be expected. As per the literature different utilitarian shopping motivations are convenient shopping, economic shopping, and achievement shopping.

A great number few buyers enter shopping malls with mostly non-utilitarian thought processes. For them, shopping can be hedonic—it is "entertaining". Hedonic shopping is seen as a positive encounter where purchasers may appreciate a genuinely fulfilling experience identified with the shopping movement whether or not or not a buy was made. Hedonic shopping inspirations are in a manner like the undertaking direction of utilitarian shopping inspirations, just the "task" is concerned with hedonic satisfaction, for example, encountering fun, delight, furthermore, tangible incitement (Babin et al., 1994). This hedonic fulfillment might be gotten from feeling, diversion, perusing, and social encounters outside the home (e.g., meeting friends, watching individuals).Researchers (Arnold and Reynolds,2003;Batra&Ahtola 1991; Bloch, Ridgway & Dawson, 1994; Westbrook and Black,1985) examined hedonic reasons behind people go shopping. From the literature, We can list out six wide types of hedonic shopping

motivations. These include Shopping enjoyment, gratification shopping, idea shopping, shopping for aesthetic ambiance, roll shopping, and social shopping) (Patel & Sharma, 2009).

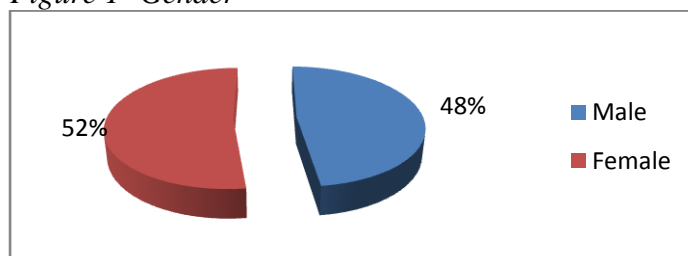
Many researchers remarked on the effect of shopping ambiance on consumer behaviour. Kotler (2001) suggested that shopping mall ambiance greatly influences customer behaviour than the products and services offered in shopping malls. In their examination, Bloch et al (1994) have demonstrated that shoppers' association with functional aspects of the mall is inevitable in light of the fact that the buyers need to be there to be entertained. The mall ambiance stimulates the interaction of consumers with the environment and this will change the consumer behaviour in more favourable means (Bloch et al., 1994). Michon et. al. (2005) suggested that the ambiance in the mall creates a positive and constructive outcome on retail.

Research Methodology

The study is exploratory in nature. The samples of the study are people who are walking into shopping Malls which are situated in Kochi City. Simple random sampling was adopted for the study. The sample size was 200. The researcher personally approached the people who are walking into the mall randomly for the response. A well-structured questionnaire was used for the study. Primary and secondary sources were adopted for the data collection. The geographical area of the study is limited to Kochi, Kerala

Data analysis and Interpretation

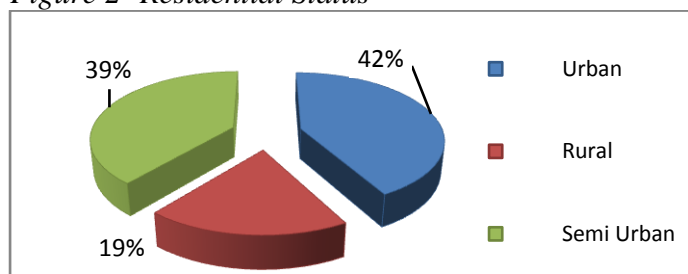
Figure 1- Gender



Source: Primary Data

Among the respondents, 52% are male and 48% are female.

Figure 2- Residential Status

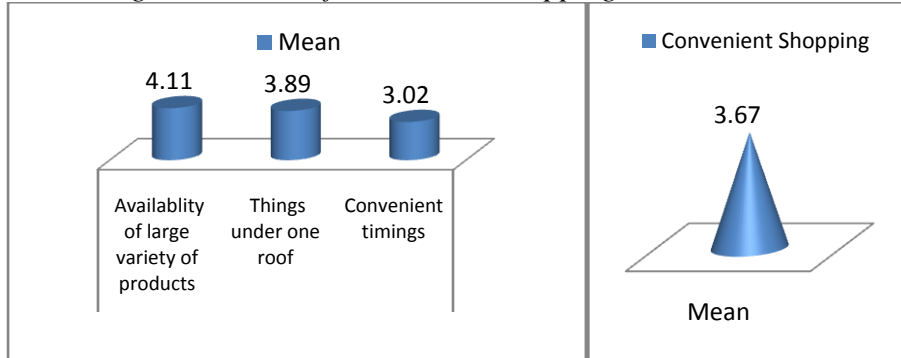


Source: Primary Data

Among the respondents 42% residing in urban area, 39% residing in a semi-urban area, and 19% residing at rural area

Level of Utilitarian Shopping (Convenient shopping, Economic shopping, and Achievement Shopping)

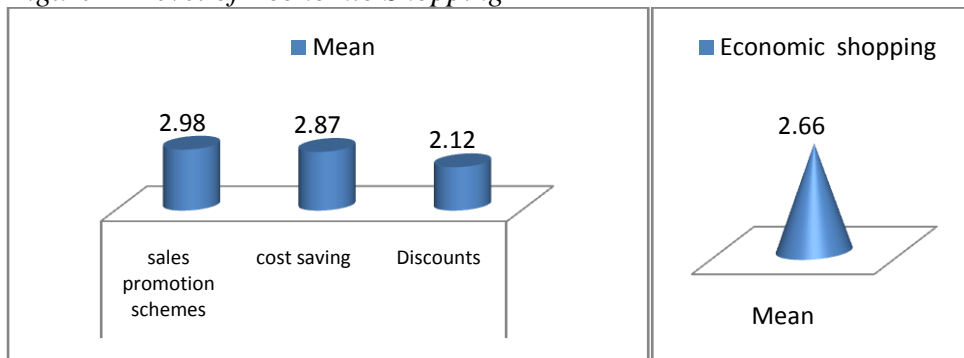
Figure 3- Level of Convenient Shopping



Source: Primary Data

Convenient shopping includes going to the mall for shopping because of the availability of a large variety of products, things under one roof, and because of the convenient timings of the malls. The highest mean value of 4.11 among the reasons proves that the strongest reason related to convenience is the availability of a variety of products. The overall mean value of convenient shopping, 3.67 prove that there is a moderate level of convenient shopping motivation among the respondents

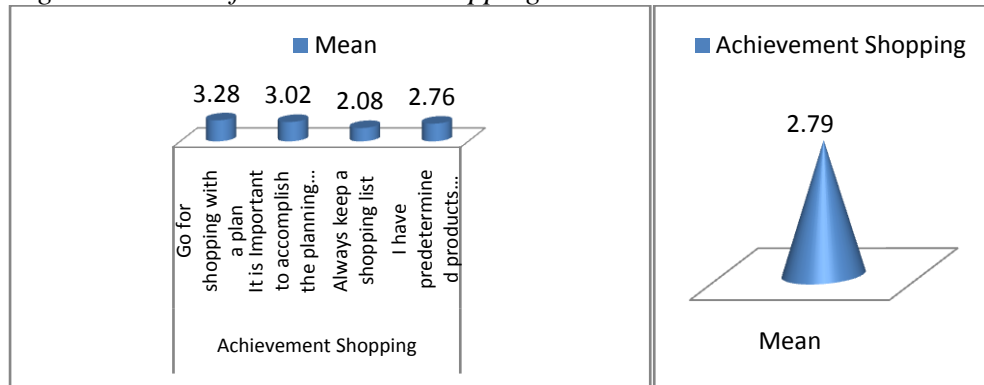
Figure 4- Level of Economic Shopping



Source: Primary Data

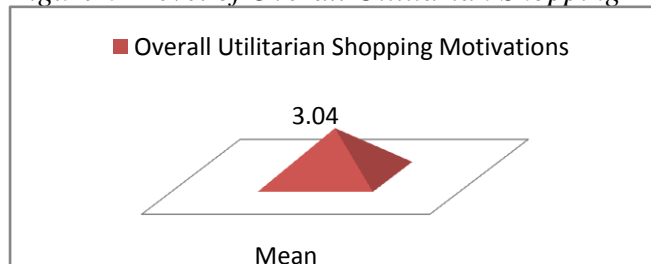
Economic shopping motivation includes going shopping in malls because of sales promotion schemes, cost-saving, and discounts. Among the reasons, the highest mean value of 2.98 has been found for sales promotion schemes. The overall mean value of 2.66 specified that there is only a moderate to low level of economic shopping in malls

Figure 5- Level of Achievement Shopping



Among the Achievement shopping factors, all the factors were found to be at an average level. Going shopping with a plan was found to be the highest mean among the group. The overall mean value of 2.79 also represents a moderate level of achievement shopping in malls

Figure 6- Level of Overall Utilitarian Shopping



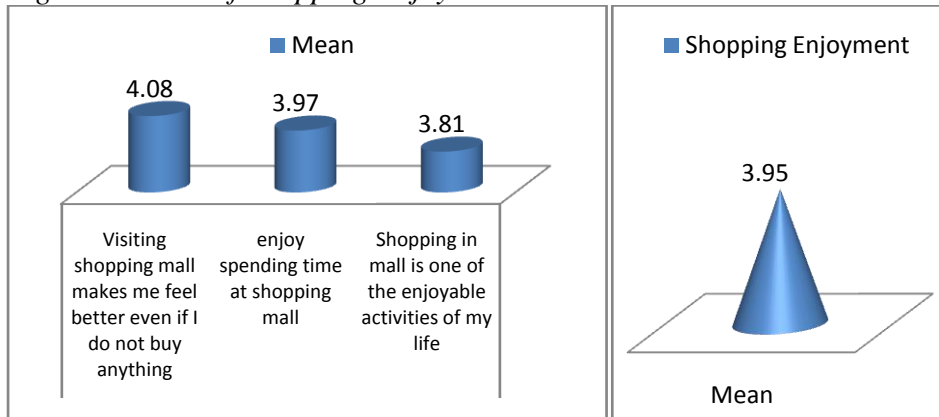
Source: Primary Data

Overall utilitarian shopping includes Convenient Shopping motivation, Economic shopping motivation, and Achievement Shopping motivation. The mean value of 30.4 represents a moderate level of overall utilitarian shopping motivations among the respondents.

Level of Hedonic Shopping motivations

(Shopping enjoyment motivation, gratification shopping motivations, idea shopping motivation, shopping for aesthetic ambiance motivation, roll shopping motivation and social shopping motivation)

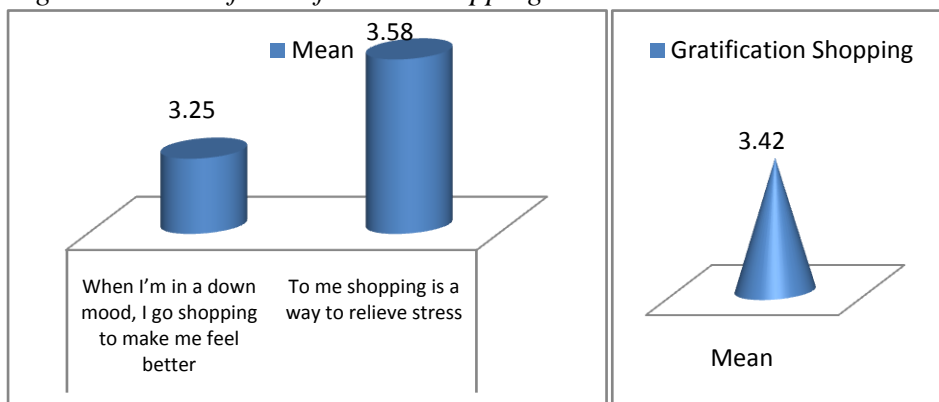
Figure 7- Level of Shopping Enjoyment



Source: Primary Data

Among the shopping enjoyment factors, visiting a shopping mall make feel better even without purchasing anything found to be with the highest mean value of 4.08. Mean value of Enjoyment of time spent at shopping mall found to be 3.97 and mean value for Shopping in mall is one of the enjoyable activities of life found to be 3.81. All these three factors found to be with the high mean value. The overall mean value of 3.95 proves that the respondents have a high level of shopping enjoyment motivation for purchasing from malls.

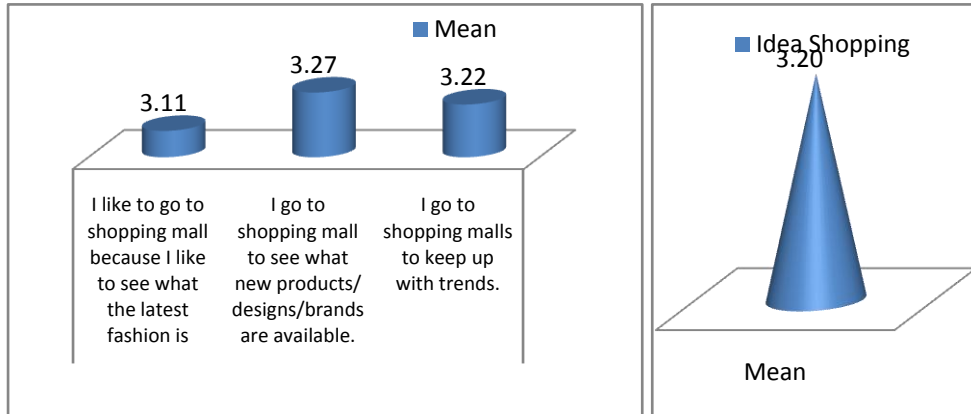
Figure 8- Level of Gratification Shopping



Source: Primary Data

Among the gratification shopping motivations, shopping as a way to relieve stress was found to be with a mean value of 3.58 and shopping makes feel better when in down mood with a mean value of 3.25. The overall mean value of gratification shopping motivation found to be high among the respondents with a value of 3.42

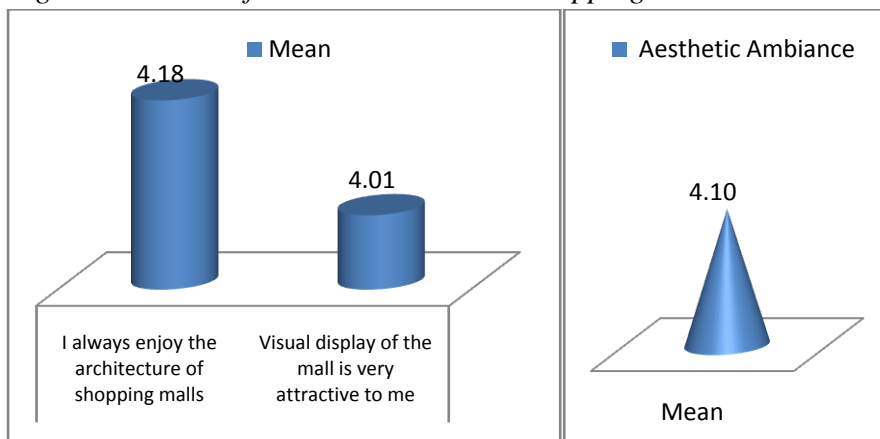
Figure 9- Level of Idea Shopping



Source: Primary Data

Among the idea shopping factors, go to the shopping mall to see the latest fashion was found to be the highest value among the other factors with a mean value of 3.11. The mean value of Going for shopping to see the latest fashion was found to be 3.27 and go to shopping to keep up with the trends found to be 3.22. The overall mean value of idea shopping is found to be at a moderate level with a mean value of 3.20

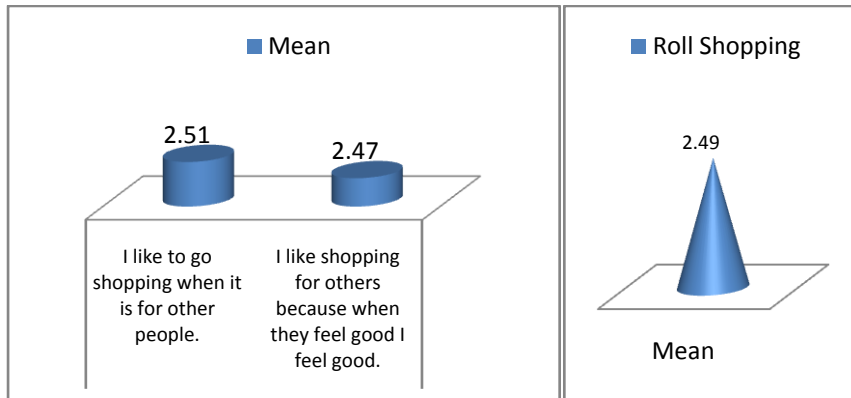
Figure 10- Level of Aesthetic Ambiance Shopping



Source: Primary Data

Among the aesthetic ambiance shopping, enjoyment of the architecture of shopping mall found to be highest with a mean value of 4.18 and attractiveness of visual display is also found high with a mean value of 4.01. The overall aesthetic ambiance mean value of 4.10 prove that the overall aesthetic motivation of the respondents is at a higher level

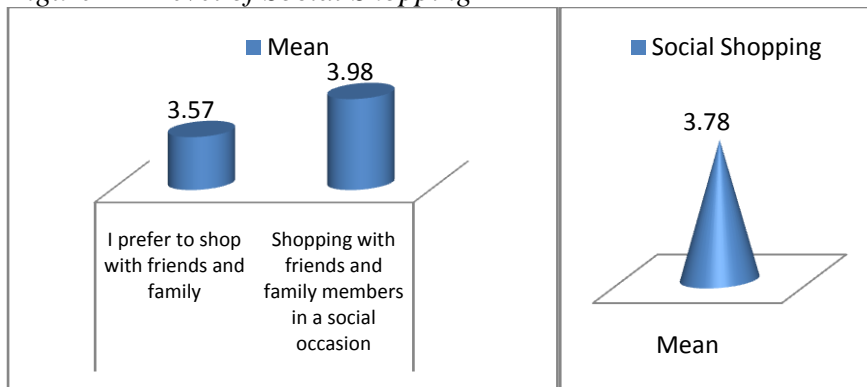
Figure 11- Level of Roll Shopping



Source: Primary Data

Roll shopping found to be moderate to low with a mean value of 2.49

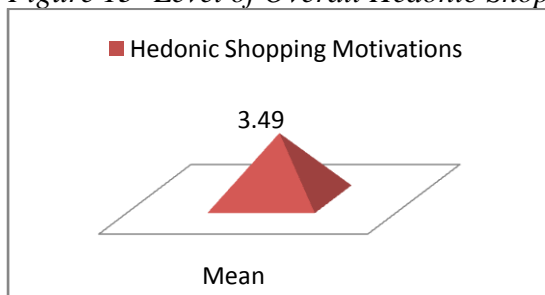
Figure 12- Level of Social Shopping



Source: Primary Data

Among the social shopping, shopping with family members on a social occasion found to be high. The overall social shopping was found to be high with a mean value of 3.78.

Figure 13- Level of Overall Hedonic Shopping Motivations



Source: Primary Data

The Hedonic shopping motivation includes Shopping enjoyment motivation, gratification shopping motivations, idea shopping motivation, shopping for aesthetic ambiance motivation, roll shopping motivation, and social shopping motivation. The overall mean value of Hedonic Shopping Motivations was found to be high among the respondents with a mean value of 3.49.

Hypothesis Testing

Table 1- Relationship between Ambiance in the shopping mall and Utilitarian Shopping

Hypothesis	Dependent Variable	Independent variables (Factors of Utilitarian Shopping)	N	Pearson's Correlation	Significance level at 1 %
H1a	Shopping Mall Ambiance	Convenient Shopping	200	0.701	0.210
H1b	Shopping Mall Ambiance	Economic shopping	200	0.719	0.190
H1c	Shopping Mall Ambiance	Achievement Shopping	200	0.865	0.130

Source: SPSS Output

The above table shows the summary of hypothesis testing results. No significant relationship has been found in the hypothesis testing between Shopping mall ambiance and factors of utilitarian shopping tendency, which includes convenient shopping, Economic shopping, and Achievement shopping. All the p values are above 0.05, so the null hypothesis for H1a, H1b, and H1c has been accepted.

Table 2- Relationship between Ambiance in the shopping mall and Hedonic Shopping

Hypothesis	Dependent Variable	Independent variables (Factors of Hedonic shopping)	N	Pearson's Correlation	Significance level at 1 %
H2a	Shopping Mall Ambiance	Shopping enjoyment	200	0.807	0.000
H2b	Shopping Mall Ambiance	gratification shopping	200	0.813	0.020
H2c	Shopping Mall Ambiance	idea shopping	200	0.795	0.010
H2d	Shopping Mall Ambiance	shopping for aesthetic ambiance	200	0.818	0.000
H2e	Shopping Mall Ambiance	roll shopping	200	0.683	0.006
H2f	Shopping Mall Ambiance	social shopping	200	0.734	0.000

Source: SPSS Output

The above table shows the summary of hypothesis testing results of the relationship between Shopping mall ambiance and the factors of Hedonic shopping tendency. A strong relationship has been found between Shopping mall ambiance and shopping enjoyment (P = 0.000), A strong relationship has been found between Shopping mall ambiance and gratification shopping (P = 0.000), A strong relationship has been found between Shopping mall ambiance and shopping enjoyment (P = 0.020), A strong relationship has been found between Shopping mall ambiance and idea shopping (P = 0.010), A strong relationship has been found between Shopping mall ambiance and shopping for aesthetic ambiance (P = 0.000), A strong relationship has been found between

Shopping mall ambiance and roll shopping ($P = 0.006$), A strong relationship has found between Shopping mall ambiance and social shopping ($P = 0.000$). So null hypotheses were rejected for H2a, H2b, H2c, H2d, H2e and H2f.

Findings and Discussion

The shopping motivations of people who shop from malls can be classified namely utilitarian shopping motivations and hedonic shopping motivations. Different utilitarian shopping motivations are convenient shopping, economic shopping, and achievement shopping. Different hedonic shopping motivations include shopping enjoyment, gratification shopping, idea shopping, shopping for aesthetic ambiance, roll shopping, and social shopping. About the level of different utilitarian motivations among the respondents; convenient shopping, achievement shopping found to be moderate and economic shopping found to be moderate to high. Overall Utilitarian Shopping motivation was found to be moderate. The level of different utilitarian motivations among the respondents; shopping enjoyment found to be high, Gratification shopping at a high level, Idea shopping at a moderate level, Aesthetic Ambiance Shopping at high-level Roll shopping at moderate to low and social shopping at a high level. The overall hedonic shopping motivations among the respondents were found to be at a high level. Comparing the level of utilitarian and hedonic shopping motivations, hedonic shopping motivations are more. The major reason behind going shopping in malls is hedonic shopping motivations. Hedonic shopping motivations include the aspect of retail therapy, i.e. treating themselves for improving the mood. No significant relationship has found between shopping mall ambiance and Utilitarian Shopping tendencies such as convenient shopping, economic shopping, and achievement shopping. Significant positive relationships have been found between shopping mall ambiance and Hedonic shopping tendencies such as shopping enjoyment, gratification shopping, ideas shopping, shopping for aesthetic ambiance, roll shopping, and social shopping. Among the hedonic shopping tendencies, shopping for aesthetic ambiance, gratification shopping, and shopping enjoyment respectively found to be the strongest relationship factors with shopping ambiance. From the findings, it is suggested that the shopping mall administrators can concentrate more on enhancing the shopping mall ambiance so that they can enhance retail therapy-related shopping in the shopping malls. Marketers can also design their marketing strategy to satisfy the hedonic shipping intentions of shoppers in malls.

Conclusion

This study found two intentions behind shopping from shopping malls. The intentions are divided into two groups based on their nature. They are utilitarian shopping intentions and hedonic shopping intentions. Utilitarian shopping motivations include convenient shopping, economic shopping, and achievement shopping. Hedonic shopping intentions include shopping enjoyment, gratification shopping, idea shopping, shopping for aesthetic ambiance, roll shopping, and social shopping. It is found that The study found out that mall shoppers have more

hedonic shopping intentions than utilitarian shopping intentions. Also found that there is no relationship between shopping mall ambiance and factors of utilitarian shopping, but there exists a significant positive relationship between shopping ambiance and factors of hedonic shopping. It is suggested from the study that the mall administrators can concentrate more on enhancing the attractiveness of shopping mall ambiance so that they can enhance retail therapy-related shopping in the shopping mall. And marketers should design their marketing strategy in such as fashion so as to satisfy the hedonic shopping intentions of mall shoppers.

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