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**ADVANCES IN
BUSINESS AND MANAGEMENT:
THEORY AND APPLICATIONS**

• Edited by Coskun Can Aktan •

VOLUME 3

Selected Proceedings of the Second International
Conference on Business, Management and Economics, Organized
by Yasar University 15 - 18 June 2006, Cesme - Izmir, Turkey



YASAR UNIVERSITY

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PREFACE

This volume contains a collection of papers on Human Resource Management, Marketing, Brand Management, Strategic Management and Performance Management presented at the Second International Conference on Business, Management and Economics (ICBME), which was held in Cesme, Izmir, 15–18 June 2006.

Although I am aware of the limitations of this type of work and the fact that much remains to be done, I hope that this proceedings accurately reflect the richness and variety of the ideas discussed during three intensive days at the ICBME 2006 Conference.

None of the papers are printed exactly as they were presented. Many have been completely revised by the comments of referees. All of them have been peer reviewed, accepted for inclusion, and modified through an intensive editorial process to ensure that this publication is a worthy and useful product of the ICBME.

In producing this book I am grateful as a chairman of the ICBME and editor of proceedings for financial help from Scientific and Technical Research Council of Turkey (TÜBİTAK).

Should additional information on any of the papers in four-volumes proceedings be desired, it would be most efficient to contact the individual authors directly.

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Prof. Dr. Coskun Can Aktan

Conference Chair and Proceedings Editor

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AN EXAMINATION OF SHOPPING STYLES: COMPARISON OF IMPULSE AND HEDONISTIC BUYING BEHAVIOR

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Abstract

In today's modern life, shopping is an activity not only directed towards satisfying human needs, but also it's considered as a mean to spending free time and a way to escape from stress of life. In particular, shopping occupies a significant place in the female consumers' lives. For many consumers shopping is a life style and hence represents a particular preference for spending habits as well as shopping styles. Today's modern consumers tend to behave under the influence of not only the rational purchasing motives but also under the hedonistic factors.

In this study, we wanted to examine consumers' shopping behavior, to investigate various shopping behavior such as impulse buying, hedonic consumption, compulsive purchasing behavior and rational shopping behavior. Various characteristics of these shopping styles are examine and compared in regard to verious criteria. As methodology, focus group studies and a questionnaire was utilised in collecting the data used in the study. A total of 920 usable questionnaire was analyzed by various univariate and multivariate analysis techniques Findings indicate the existence of significant difference between impulse buying and hedonist buying behaviors.

KeyWords: Shopping, Impulse, Hedonism, Consumption, Experience

JEL Classification M3

1. INTRODUCTION

The concepts of shopping and consumption play a significant role in today's modern life. Changes in market conditions affect the purpose, role and relative importance of shopping and consumption in today's consumers' lives. Increasing consumer sophistication, broadening product alternatives, rising consumer expectations, lower tolerance to marketing mistakes, intensifying competition and most importantly the desire to live better life tend to change the role of shopping and consumption in today's modern society.

In today's modern life, shopping is an activity not only directed towards satisfying human needs, but also it's considered as a mean to spending free time and a way to escape from stress of life. In particular, shopping occupies a significant place in the female consumers' lives. For many consumers shopping is a life style and hence represents a particular

preference for spending habits as well as shopping styles. Today's modern consumers tend to behave under the influence of not only the rational purchasing motives but also under the hedonistic factors. Dittmar et al. (1996) observe that in more developed countries the consumption of products is a modern or post-modern means of acquiring and expressing a sense of self identity. In today's consumer society shopping has become an important leisure and lifestyle activity.

There are many studies examining unplanned consumer behavior mainly driven by irrational or nonrational motives, but there are very limited studies examining the non-utilitarian or unplanned aspects of consumer experiences with products. Hence the purpose of this study is to examine impulse buying behavior and hedonist buying behaviors in the context of Turkey.

2. LITERATURE REVIEW

The ongoing developments in consumption and shopping styles since the early 1990s did not escape from the attentions of marketers and researchers alike. Research endeavors in this vein have yielded such concepts as impulse buying, hedonic consumption, conspicuous consumption and rational consumption behavior.

Underhill (1999) points out that retailers are well aware that a significant part of their sales volume is generated by impulse purchases, with over 50 percent of mall shoppers buying items on impulse and as much as 70 percent of all grocery items being impulsively purchased.

A planned purchase is characterized by deliberate, thoughtful research and evaluation that normally results in rational, accurate and better decisions. On the other hand, impulse buying is a spontaneous and immediate purchase where the consumer is not actively looking for a product and has no prior plans to purchase.

Impulse buying is an unplanned shopping behavior developed under the influence of low prices, hedonic motives as well as situational variables. A number of studies have shown that consumers tend to use impulse purchasing behavior frequently in their shopping behaviors in malls. Jones et al. (2003) argue that 38,7% of purchases in the USA can be classified as impulse buying. Retailers use various techniques such as attractive store designs, different product presentations, a comfortable store atmosphere and discounts in order to entice consumers for more shopping.

According to Wood (2005) the older literature tends to consider unplanned and impulse buying as more or less equivalent but Rook (1987) argued that impulse buying should be considered distinct from "unplanned", "exciting", "hedonically complex" and "compelled" buyer action. Piron (1991) indicated that Rook established five criteria that differentiated impulse from non-impulse buying, including a sudden and spontaneous desire to act. A similar explanation is given by Kacen and Lee (2002:160), impulse buying behavior is a sudden, compelling, hedonically complex purchasing behavior in which the rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information and choice alternatives.

Bloch and Richins (1983) traditional product acquisition explanations may not fully reflect the totality of the shopping experience since this view does not take into account shopping's hedonic aspects. Consumers who are more susceptible to emotions or affective states have been found likely to experience an irresistible urge to buy (Dhalokia, 2000).

According to Hirschman and Holbrook (1982) hedonic consumption has been defined as those facets of behavior that relate to multisensory, fantasy, and emotive aspects of consumption. This perspective suggests that consumption is driven by the fun a consumer has in using the product, and the criteria for "success" are aesthetic in nature. In other words, hedonic consumption is not much different from rational consumption in which the goal is the attainment of functional (utility) satisfaction (fulfillment). According to Babin et. al., (1994), in the hedonic consumption the task is concerned with hedonic fulfillment, such as experiencing fun, amusement, fantasy and sensory stimulation

3. METHODOLOGY

In this study, a questionnaire is used as a data collection methodology. Field studies were carried out in three cities (namely Sakarya, Kocaeli and Istanbul) in September-December of 2004 on a number of consumers with varying demographic characteristics. Although 1500 questionnaire was delivered, only 920 of returned questionnaires were usable for analysis, which represents a 56% response rate. In the development of the questionnaire, we used the findings of two focus group studies, 15 in-depth interviews and the literature review on the topic. The first draft of the questionnaire was pilot-tested on a number of people several times in order to eliminate problems and improve the data collection instruments' reliability. The final version of the questionnaire was consisted of three parts. In the first part, there were questions related to shopping patterns. In the second part, there were 42 Likert type questions aimed at various tayps of shopping behaviors such as impulse, hedonic, conspicuous, compulsive, rational, etc. The third part consisted of questions related to demographic characteristics. In conducting the surveys, drop-and-pick method was used. Delivered questionnaire forms were collected five days after delivery date. Data from the field study were analyzed via SPSS package.

4. ANALYSIS AND DISCUSSION

The analysis for this study is carried out in two stages. In the first stage, a principle component factor analysis was carried out on 920 respondents in order to determine the factors representing the shopping styles in general. Factor analysis results are shown in Table 1. In the second stage, a K-means hierarchical cluster analysis was carried out to determine the group membership of different shopping styles. Then a more detail examination of the two groups of shoppers (impulse and hedonists) analysis was carried out in order to better understand and make comparisons between the groups.

4.1. Demographic Characteristics of the Respondents

Demographic characteristics of the participants of this study are summarized in Table 1. Review of the Table 1 indicates that, in terms of demographic characteristics, of the 920 respondents, nearly half of the respondents were female, approximately 55% married,

average income level of 500-750 YTL, nearly one third of them employed as civil servant and several other occupations were included in the sample, nearly half of them were university graduate and about one third was high-school graduate and approximately 70% of them were less than 35 years old.

Demographic Characteristics		Demographic Characteristics	
		Frequency	%
Gender	Male	476	51.7
	Female	437	47.5
Marital Status	Single	393	42.7
	Married	520	56.5
Average income	Less than 250 YTL	66	7.2
	251-500 YTL	237	25.8
	501-750 YTL	207	22.5
	751 -1.000 YTL	175	19.0
	1.001 - 1.250 YTL	72	7.8
	Above 1.250	135	14.7
Occupation	Worker	107	11.6
	Civil Servant	283	30.8
	Retired	44	4.8
	Independent	109	11.8
	Housewife	85	9.2
	Student	83	9.0
	Unemployed	21	2.3
	Others	176	19.1
Education	Primary	74	8.0
	Secondary	62	6.7
	High school	250	27.2
	Graduate	413	44.9
	Postgraduate	113	12.2
Age	15-25	276	30
	26-35	342	37.2
	36-45	173	18.8
	46-55	106	11.5
	Above 55	6	1.7

4.2. Analysis of Shopping Behaviors and Styles

As pointed out above, the analysis was carried out in two stages. In the first stage, we have to group the respondents in terms of shopping behaviors. Then, examine those groups (hedonist and impulse buyers) in more detail. In order to determine various shopping styles, a principle component factor analysis was carried out on 42 Likert items related to various shopping behavior of the respondents. Due to low factor scores, inappropriate anti-image correlations or inappropriate factor loading, several Likert items were excluded from the analysis. The results of the factor analysis are shown in Table 2.

According to factor analysis results, a six factor solution with varimax rotation is the best solution, explaining the 60% of the explained variance. The KMO value of 0.89 is an indication of a good factor analysis. In table 2, name of each factors, loadings of each item on relevant factors as well as reliability (Cronbach Alpha) of each factor are shown. But only the first four of the six factor solution is shown in the table since fifth and sixth factors were relatively less relevant to this study. The fifth factor was related to credit card use and the last one was related to preference for shopping in groups or single. The first four factor solution explains 45% of all variance.

Table 2. Principle Component Factor Analysis of Shopping Behaviors	
Impulse (Alpha = 0,8011)	Factor Loads
Generally I do my shopping without thinking.	0,723
“Buy first, think later” statement reflects my shopping style.	0.699
For me, the feeling of owning the product is more important the product itself.	0.663
For me, the shopping is important, not what I bought.	0.655
I think I am an extremely extravagant person.	0.598
“Do not think, just buy” statement defines my shopping behavior.	0.589
I am somewhat careless about what buy.	0.579
Hedonist (Alpha = 0,7981)	
I feel relaxed when I shop.	0,760
Sometimes I feel a strong urge to go shopping.	0,758
Time that I spent during shopping is the most pleasurable times of my life.	0,738
Shopping is an exciting event for me.	,735
I sometimes feel I have to go shopping.	0,537
Brand Loyal (Alpha = 0,6427)	
I always try to buy well know brands.	0,729
For me, in a product, brand name and image is important rather than the price.	0,675
I prefer foreign branded products.	0,637
I do some make up and hair-care when I go out.	0,507
I prefer to get attention with what I buy and use.	0,480
Rational-Utilitarian (Alpha = 0,5348)	
Before I decide to purchase an item, I visit several shops.	0,652
I always bargain during shopping.	0,648
Before I decide to buy a product, I think about it carefully.	0,564
I always look for products that are on sale.	0,551

The first factor is named as impulse purchasing behavior, the second was named as hedonistic purchasing behavior, the third one was related to loyalty in purchasing behavior and the fourth one is concerned with rationality in purchasing behavior.

Following the factor analysis, a K-means cluster analysis was carried out on six factor loadings in order to identify the group membership of each respondent. According to cluster analysis, 15% of the respondents tends to show impulse purchasing behavior, 28%

tends to behave under the influence of hedonism, and approximately 30% of them are rational in their shopping behaviors. Below, we examine the characteristics of impulse buyers and hedonistic buyers in terms of shopping habits and behaviors as well as demographic characteristics. In Table 3, demographic characteristics of hedonist and impulse shopping values. In Tables 4 and 5, shopping behavior of the respondents with hedonistic and impulse buying tendency.

4.3. Characteristics of Impulse Buying Behavior

In Tables 3 and 4, various demographic characteristics and shopping behaviors of consumers with impulse buying tendencies are shown. Of the 920 respondents, approximately 15% (138 people) is shows impulse buying behavior while 25% (258 people) tend to be hedonistic in their shopping behaviors.

Demographic Characteristics		Hedonists		Impulse	
		Frequency	%	Frequency	%
Gender	Male	103	40,7	89	63,6
	Female	150	59,3	51	36,4
Marital Status	Single	115	45,5	78	55,7
	Married	138	54,5	62	44,3
Average income	Less than 250 YTL	13	5,1	14	10,0
	251-500 YTL	66	26,1	36	25,7
	501-750 YTL	56	22,1	25	17,9
	751 -1.000 YTL	50	19,8	29	20,7
	1.001 - 1.250 YTL	20	7,9	12	8,6
	Above 1.250	43	17	23	16,4
Occupation	Worker	32	12,6	14	10,0
	Civil Servant	83	32,8	48	34,3
	Retired	10	4,0	5	3,6
	Independent	23	9,1	17	12,1
	Housewife	26	10,3	6	4,3
	Other	24	9,5	23	16,4
Education	Primary	8	3,2	9	6,4
	Secondary	16	6,3	6	4,3
	High school	69	27,3	37	26,4
	University	160	63,2	88	62,8
Age	15-25	78	30,8	50	35,7
	26-35	95	37,5	47	33,5
	36-45	51	20,1	24	17,1
	46-55	25	9,8	17	12,1
	Above 55	4	1,5	2	1,4

Various demographic characteristics and shopping behavior of impulse buyers are summarized in Table 4 by gender. While the majority of impulse group (63%) is made up of males, the majority of hedonists tends to consist of females. Similarly, in terms of

marital status, nearly 55% of the hedonist is married, but only 45% of the impulse buying group is married. In regard to average monthly income levels, although both groups have average income of over 750 YTL or more, impulse buyers tend to have slightly higher income than hedonistic consumers. In terms of age, impulse buyers seem to be slightly younger than hedonists. There is not much difference between the two groups in relation to education level and approximately 60% of both groups are university graduates. Both groups have similar distributions in terms of occupation although there seems to be housewives is slightly higher in hedonist group.

Group	BEHAVIOR	DEMOGRAPHIC CHARACTERISTICS					
Impulse Buying Behavior (%15)	<ul style="list-style-type: none"> • Generally makes purchase decisions quickly without much thinking. • Spends approximately 50-100 YTL per shopping trip on average. • Although makes some planning prior to shopping, there is a tendency to buy things at sight. • Reminders (such as discounts, shop outlay, product attractiveness, etc.) are important factors in purchase decisions. • Tends to make purchase decisions at first sight for grocery and clothing category. • Have 2-3 credit cards and tend to prefer to use credit card over cash. • Prefer to shop alone. • Spends an average of 1-3 hours a week for shopping • Seeks to have well known brand names. • Does not follow fashion. • Eats out 2-3 times a month. • Clothing and appearance are important • Feelings play a significant role in the purchase decisions 	Male		Age	Income	Educa tion	Occupati on
		Married	%35	Heavily 30-45 & some 51-56	Majority 750-1500 YTL & one-fourth over 5000 YTL	High school	Civil servt.
		Single	%28	21-25 26-30	250-500 YTL	Univ.	Student & civil serv.
		Female		Age	Income	Educa tion	Occupati on
		Married	%9	26-35	Mainly 750- 1000YTL, partly 250- 500 YTL	All levels	Housewif e
		Single	%28	21-25 26-30	Mainly 500-750 YTL partly 251-500 YTL	%60 Univ.	Sivil servant & others

The most important distinctive shopping behavior shown by impulse buyers is to make purchase decisions suddenly and without any thinking. Among the main motives for impulse buying is lower prices and discounts, attractive displays, the reminder effects of store design, product presentations and other in-store promotions. If the price is attractive or low enough, these group of consumers tend to purchase things that may be needed in the future.

Impulse buyers tend to pay attention to their clothing and outer appearance, and they generally prefer to go shopping alone and they purchase clothing when they needed. Although they do not follow fashion, they try to buy well know brand names. They tend

to purchase an item during their mall shopping or buying clothes at sight. They spend 1-3 hours on average for shopping in a week.

One of the important factors motivating impulse buying is the availability of credit card use. These people have 2-3 credit card on average and tend to use credit card as the method of payment even if they have enough cash in their pockets. But they have a complaint that they are spending more on shopping following the credit card ownership. These people are also affected by moods and feelings they have during shopping and enjoys buying things and refreshing themselves. Of these people, 40% consider shopping as an exciting event, and 38% of which enjoys going shopping with friends and relatives.

As a result, it is reasonable to argue that impulse buyers are likely to be mostly married males with an age of 30-40 years old and single females with an age of 21-25 years old. Also they have generally above average income level and majority of them were university graduate.

4.4. Hedonist Consumer Behavior

Consumers with hedonistic purchasing behavior represent 28% of the respondents. For hedonists shopping is an activity for fun and enjoyment, hence the process of shopping is of more importance than the purchased product. Even the consumption experience should include some elements of fun, enjoyment and good feelings. In other words, purchasing decisions are made under the influence of feelings and affects. Findings indicate that majority of consumers in this category consists of married males with an age of 26-35 years old and married females with an age of 26-40 years old and single females with 21-25 years old.

One of the important characteristics of hedonist consumers is that they feel fun and relaxed when shopping despite physical tiredness, and shopping is considered as a source of enjoyment. Feelings and attitudes play significant role on the purchase decisions compared to other factors such price.

However, findings indicate that this group likes to bargain when shopping which is a characteristic of rational consumer behavior tends to contradict hedonist purchasing behavior. This may not be the case since hedonist consumers may enjoy the haggling itself as a test of self-confidence. In other words, fun and enjoyment part may not be related to the consumption experience but purchasing process as well as consumption of the product. This finding parallels the findings of Arnold and Reynolds (2003), arguing that consumer tend to see shopping as a challenge to be won against retailers or sellers. They called this type of behavior as Value Shopping.

Similar to rational consumers, hedonists also like to visit several shops before making a final purchase decision. The underlying logic for this action is not to gain advantage but enjoy the shopping trip since shopping is considered as a way spending spare time, and shopping as a lifestyle. Hedonists like to shop quality products and generally tend to buy at first sight but fashion is not so critical for them. They like to try new products and innovations due to challenge factor. They want to get attention through their possessions

and purchases. Hedonist consumers generally do not have much financial difficulties hence have enough resources to support their shopping habits.

Group	BEHAVIOR	DEMOGRAPHIC CHARACTERISTICS					
Hedonist Buying Behavior (28%)	<ul style="list-style-type: none"> • Enjoys shopping and feels relaxed after shopping • Sometimes feels strong urge for shopping • There is a tendency to shop in an unplanned way • Buys product that make life easier • Likes bargaining in shopping • Visits several shops before buying a product • Give suggestions to others about shopping • Does not follow fashion, chooses whatever fits into their style • Does make up and haircare when going out for shopping • Tend to purchases the first product they liked • Prefers to purchase well known brands • Likes to buy new things and enjoys using new products as an image • Wants to get attention via products purchases and uses • Read magazines and interested in actuality topics. • Prefer to shop for themselves • On average spends 50-100YTL for a shopping trip • Owns 2-3 credit cards 	Male		Age	Income	Educa tion	Occupati on
		Married	%	26-35	500-1500 YTL	Univer & High school	Civil Servant, Worker
			25	41-45			
		Single	%	21-25	251-500 YTL 750-1000 YTL	Univer & High school	Student
			15				
		Female		Age	Income	Educa tion	Occup.
Married	%	heavily 26-40 & 41- 45	250-1000 YTL	Univer & High school	Civil Servant, Worker, H.wife		
	30						
Single	%	heavily 21-25 & 26- 30	250-750 YTL	Univer	All occup.		
	30						

As a result, it can be concluded that hedonists also tend to shop in an unplanned manner but the leading motives for this group is differen from those of impulse buyers. This mode of shopping behavior is more likely to be seen in females compared to male consumers.

5. CONCLUSIONS

Findings of this study indicate that the likelihood of impulse buying among consumers is relatively lower than that of the hedonist buying behavior. The likelihood of impulse buying among general public is about 15% and the likelihood of hedonist buying behavior is near 28%. Impulse buying tends to be common among middle-aged (30-40)

married males and single young (21-25) females. Most important motives for impulse buying is price, products' attractiveness and other reminder effects of external factors. Also, feelings play a significant role in impulse purchases.

On the other hand, hedonist buying behavior differs from impulse buying in terms of main motives dictating a particular action. In hedonist buying main motive for shopping is fun and enjoyment generally controlled by feelings. On the other hand, in impulse buying there are various types of motives causing consumers to make unplanned decisions, affective factors are only one of these motives.

As a result, although it is pointed out in the literature that impulse buying is associated with negative outcomes in the form of exploitation of consumer wellbeing, it still fulfils a significant part of human experience. As the consumer sophistication increases, it is expected that impulse type uncontrolled and unplanned purchasing behavior will decrease, but will not disappear totally impulse buying is not always an irrational choice from the consumers point of view.

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