Effects of Shopping Orientation on Consumer Shopping Value: An Exploratory Study

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Shopping orientation is consumers’ general believes and feelings toward shopping (Moschis, 1992). For many consumers shopping is a potentially enjoyable process which forms a component of leisure-time activity (Groeppel & Bloch, 1990). From this perspective of shopping orientation, consumers can be classified as either recreational shoppers or functional shoppers (Bellenger & Korgaonkar, 1980). Recreational shoppers are consumers who enjoy shopping as a leisure-time activity and functional shoppers are those who either dislike shopping or are neutral toward shopping (Bellenger & Korgaonkar, 1980). Although shopping orientation is a well-researched topic, few studies have investigated the relationship between shopping orientation and consumer shopping value. Therefore, the purpose of this study was to explore the effect of shopping orientation on consumers’ shopping value.

The literature on consumer shopping value was fragmented (Yu, 2006). Based on the value theory developed by John Dewey (1939), Yu (2006) argued that shopping value is derived from the fulfillment of consumers’ shopping needs and wants. Consumers shop to satisfy a broad range of personal and social needs besides the acquisition of goods and services. Satisfying specific shopping needs leads to the gaining of a specific shopping value (Yu, 2006). By connecting consumer shopping motivations and value perception, Yu (2006) identified nine shopping value dimensions that consumers commonly perceive gaining from their shopping experiences in department stores. Those nine dimensions are: acquisition value, transaction value, efficiency value, choice value, esthetic value, exploration value, self-gratification value, social interaction value, and social status value.

Because recreational shoppers and functional shoppers tend to focus on different aspects of shopping activity (Groeppel & Bloch, 1990), it is hypothesized that the shopping value that recreational shoppers perceived was significantly different from that perceived by functional shoppers. A survey questionnaire was developed based on consumers’ shopping experiences in department stores. Existing scales from previous studies and six items developed by the author were used to measure nine shopping value dimensions of interest. An eight-item shopping enjoyment scale (Reynolds & Beatty, 1999) was used to measure respondents’ shopping orientation. All the items were measured on a seven-point Likert-type scale anchored between “strongly disagree” (1) and “strongly agree” (7). A convenience sample of adult female consumers from the Southeast United States was used. Of 400 survey questionnaires distributed 228 usable ones were returned, resulting in a response rate of 57%.

To validate all the measurement scales, principle component factor analyses with varimax rotation were used. Factor analyses revealed six dimensions of shopping value, including economic value, social status value, esthetics value, social interaction value, exploration value, and transaction value. Items measuring efficiency value and self-gratification value had high loadings on more than one factor; therefore were eliminated from further analysis. All remaining
scales satisfied the Cronbach’s alpha larger than 0.70 criterion preferred in previous studies. Respondents with an average shopping enjoyment value equal to or greater than the medium (=4.75) were identified as recreational shoppers and those with an average scale value of less than the medium were identified as functional shoppers.

The descriptive analysis reveal that participants perceived relatively higher levels of transaction value (u = 5.36), choice value (u = 4.93), and esthetic value (u = 4.62); but perceived relatively low levels of social status value (u = 2.37) at department stores. A full factorial multivariate analysis of variance (MANOVA) and univariate analysis of variance (ANOVA) tests were used to test the hypothesis. The p-value of Wilks’ Lambda test of MANOVA was significant at p< 0.001, which means that the overall shopping value that recreational shoppers perceived from shopping at department stores were significantly different from what functional shoppers perceived. Thus, the hypothesis is supported. Furthermore, the ANOVA tests reveal that except esthetic value, recreational shoppers perceived gaining significantly higher levels of all the other shopping values than functional shoppers.

The findings of this study confirmed that shopping orientation, that is, being recreational shoppers or functional shoppers, significantly affects consumers’ perception of shopping value in retail stores. The findings suggest that recreational shoppers tend to evaluate their shopping experiences more positively than functional shoppers. Value is the most important indicator of repurchase intentions (Parasurman & Grewal, 2000); therefore, gaining good shopping value will contribute to consumers’ satisfaction, which can help to turn casual shoppers into loyal consumers. So, retail store, especially department stores may want to attract more recreational shoppers by identifying recreational shoppers and cater to their needs and wants.

References


