

Hedonic Shopping Value as a Determinant of Brand Loyalty in Apparel Shopping

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Abstract

Subjects were 405 female college students and EQS was utilized for structural equation modeling. As results, hedonic shopping value had positive effects on impulse purchasing, variety seeking, and purchasing involvement. In contrast, interestingly, impulse purchasing did not show any significant effect on brand loyalty and purchasing involvement had rather a positive effect on brand loyalty. There was a positive effect of hedonic shopping value on brand loyalty. This result indicates that people who get more involved in and enjoy clothing shopping are likely more brand loyal than others. This seems to come from the intrinsic characteristics of clothing shopping. People who enjoy clothing shopping likely have high level of fashion or style concern, and this might lead higher levels of purchasing involvement and brand loyalty. Due to the symbolic characteristics of clothing, the brand loyalty of clothing seems to be more symbolic and emotive rather than utilitarian and cognitive.

Key words: hedonic shopping, brand loyalty, impulse purchasing, variety seeking, and purchasing involvement.

I. Introduction and Theoretical Background

Zajonc¹⁾ suggested that affect such as liking or disliking a product or a brand can occur through psychological processes that do not entail a mental algebra on attributes of a brand. On the other hand, Wilkie and Pessemier²⁾ believed making a choice among products or brands is an outcome of cognitive work, arguing that the consumer acquires information about

brand attributes, forms evaluative criteria, judges the levels of these attributes in various brands, and employs some judgment rule or heuristic to combine these attribute-levels for overall brand evaluation. These studies reflect two distinct domains of consumption, hedonic and utilitarian domains.

Study of the hedonic dimension in consumption contexts was started articles by Hirschman and Holbrook^{3~7)}. This perspective of study on hedonic consumption differed from the traditional view based on only utility driven consumers'

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¹ R. B. Zajonc, "Feeling and thinking: preferences need no inferences," *American Psychologist* 35(1980), 151-175.

² W. L. Wilkie and E. A. Pessemier, "Issues in marketing's use of multi-attribute models," *Journal of Marketing Research* 10 (1973): 428-441.

³ E. C. Hirschman, "Predictors of self-projection: Fantasy fulfillment, and escapism," *Journal of Social Psychology* 120 (1983): 63-76.

attitudes and judgments about consumption.

Hirschman and Holbrook⁵⁾ argued that hedonic consumption involves consumers' multisensory images, fantasies and emotional arousal. Based on Hirschman and Holbrook's work, hedonic consumption can be classified for both products and consumers. If the consumption involving pleasure seeking is considered as hedonic consumption, products mainly consumed for pleasure seeking can be considered as hedonic products. Similarly, consumers seeking pleasure in shopping can be considered as hedonic shoppers. In other words, products have been considered to have their intrinsic hedonic and/or utilitarian values according to their product categories and consumers have different levels of hedonic and utilitarian shopping values. In the present study, the term of value

refers to key outcome variable in a general model of consumption experiences as defined by Holbrook⁶⁾.

Generally, the hedonic value of products is relevant to the affective, experiential, symbolic, and aesthetic domain and it evokes fun, pleasure, and excitement. Conversely, the utilitarian value of products is primarily goal oriented, functional, and instrumental⁸⁻¹¹⁾. Clothing products have been classified as hedonic products¹²⁻¹⁵⁾ because of the high experiential, symbolic and pleasing properties.

In terms of hedonic and utilitarian shopping values of consumers, Bellenger and Korgaonkar¹⁶⁾ found that consumers exhibit either economic or recreational shopping behavior. The researchers argued that because the sole purpose of economic shopping is saving money, consu-

⁴ E. C. Hirschman, "Experience seeking: A subjectivist perspective of consumption," *Journal of Business Research* 12 (1984): 115-136.

⁵ E. C. Hirschman and M. B. Holbrook, "Hedonic consumption: Emerging concepts, methods and propositions," *Journal of Marketing* 46 (1982): 92-101.

⁶ M. B. Holbrook, Emotion in the consumption experience: Toward a new model of the human consumer. In R. A. Peterson et al (Eds), *The Role of Affect in Consumer Behavior: Emerging Theories and Applications*, (Lexington, MA: Heath, 1986), 17-52.

⁷ M. B. Holbrook and E. C. Hirschman, "The experiential aspects of consumption: Consumer fantasies, feelings and fun," *Journal of Consumer Research* 9 (1982): 132-140.

⁸ R. Batra and O. T. Ahtola, "Measuring the hedonic and utilitarian sources of consumer attitudes," *Marketing Letters* 2, no.2 (1990): 159-170.

⁹ R. Dhar and K. Wertenbroch, "Consumer choice between hedonic and utilitarian goods," *Journal of Marketing Research* 37 (2000): 60-71.

¹⁰ H. Mano and R. L. Oliver, "Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling and satisfaction," *Journal of Consumer Research* 20 (1993): 451-466.

¹¹ M. A. Strahilevitz and J. G. Myers, "Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell," *Journal of Consumer Research* 24 (1998): 434-446.

¹² A. E. Crowley, E. R. Spangenberg and K. R. Hughes, "Measuring the hedonic and utilitarian dimensions of attitudes toward product categories," *Marketing Letters* 3, no.3 (1992): 239-249.

¹³ M. A. Morganosky, Clothing valuing: a study of the dollar value of aesthetic and utilitarian qualities in clothing. Unpublished doctoral dissertation, Michigan State University, Ann Arbor (1982).

¹⁴ B. T. Ratchford, "New insights about the FCB grid," *Journal of Advertising Research* (1987): 24-38.

¹⁵ J. R. Rossiter, L. Percy and R. J. Donovan, "A better advertising planning grid," *Journal of Advertising Research* (1991): 11-21.

¹⁶ D. N. Bellenger and P. K. Korgaonkar, "Profiling the recreational shopper," *Journal of Retailing* 56 (1980): 77-91.

mers develop neutral or negative attitudes toward shopping. Conversely, those who enjoy shopping as leisure, people feel positive emotion such as pleasure and develop a positive attitude toward shopping. More recently, Babin, Darden and Griffin¹⁷⁾ established hedonic and utilitarian shopping value scales based on consumers' different attitudes toward shopping. Even though hedonic and utilitarian values are two distinct dimensions, they are not necessarily (and usually are not) mutually exclusive⁸⁾. In most cases, shopping has been considered as providing both hedonic value through emotional responses evoked during the experience¹⁸⁾ and utilitarian value that is task-related and achieved through proper product-acquisition¹⁹⁾. For this reason, Bloch, Sherrell, and Ridgway²⁰⁾ insisted that a shopping value measure should account for more than just functional utility and several other researchers^{19),4),21)} have also argued that traditional product-acquisition explanations may inadequately reflect the total value of a shopping experience.

Hedonic shoppers make a good target market because, as innovators and opinion leaders, they influence other consumers²²⁾. Hedonic shoppers shop for a variety of non-economic reasons²³⁾, have a higher level of shopping involvement²⁴⁾,

are information-seekers, have higher product interest and knowledge¹⁹⁾, and are impulse buyers²²⁾.

Hedonic shopping value is affected not only by enduring variables such as the difference in consumer attitudes or their gender, but also by situational variables such as product type or shopping mood¹⁷⁾. Thus, one may assume that a consumer might have different shopping values when shopping for hedonic products (e.g., fashion clothing or perfume) than when shopping for utilitarian products (e.g., office supplies and alkaline batteries). In the present study, hedonic shopping value is operationally defined as the degree of pleasure and escapism consumers felt during clothing shopping.

Combining the intrinsic hedonic values of products and consumers, like in the situation when a hedonic shopper is shopping for a hedonic product such as fashion clothing, the effect of hedonic value on consumption related factors might be augmented. Therefore, in a clothing shopping context, hedonic shopping value is one of the most influential factors to be considered.

Put simply, the thesis of this study is that consumers' hedonic shopping value affects con-

¹⁷ B. J. Babin, W. R. Darden and M. Griffin, "Work and/or fun: Measuring hedonic and utilitarian shopping value," *Journal of Consumer Research* 20, no.4 (1994): 644-656.

¹⁸ P. H. Bloch and G. D. Bruce, Product involvement as leisure behavior, In T. C. Kinnear (Ed.), *Advances in Consumer Research*, (Ann Arbor, MI: Association for Consumer Research, 1984), 197-202.

¹⁹ P. H. Bloch and M. L. Richins, Shopping without purchase: an investigation of consumer browsing behavior, In R. P. Bagozzi & A. M. Tybout (Eds.), *Advances in Consumer Research*, (Ann Arbor, MI: Association for Consumer Research, 1983), 389-393.

²⁰ P. Bloch, D. L. Sherrell and N. M. Ridgway, "Consumer research: an extended framework," *Journal of Consumer Research* 13(1986): 119-126.

²¹ J. F. Sherry, "A sociocultural analysis of a midwestern flea market," *Journal of Consumer Research* 17 (1990): 13-30.

²² G. R. Jarboe and C. D. McDaniel, "A profile of browsers in regional shopping malls," *Journal of the Academy of Marketing Science* 15 (1987): 46-53.

²³ E. M. Tauber, "Why do people shop?" *Journal of Marketing* 36 (1972): 46-49.

²⁴ M. R. Guiry, The meaning and self-significance of recreational shopping (materialism, leisure, compulsive buying). Unpublished doctoral dissertation, University of Florida, Gainesville (1999).

²⁵ D. A. Aaker, *Managing Brand Equity*. New York: The Free Press (1991).

sumers' other shopping attitudes and behavior such as brand loyalty. Based on previous research, emotional and hedonic attributes of clothing shopping are assumed to have an influence on factors such as impulse purchasing, variety seeking, and purchasing involvement that have been determined to be antecedents of brand switching. Therefore, it can be postulated that hedonic shopping value not only has a direct influence on brand switching, but also has indirect influences on brand switching through the intermediary antecedents-impulse purchasing, variety seeking and purchasing involvement.

Because retaining loyal customers has been found to directly translate into future sales²⁵⁾, customer loyalty is the ultimate goal of every firm including apparel retailers. Loyal customers buy more, pay premium prices, and provide new referrals through positive word of mouth²⁶⁾. Therefore, many studies have been conducted to investigate the various determinants of brand switching including price sensitivity²⁷⁻²⁸⁾, advertising²⁹⁾, market competition³⁰⁾, wrong positioning³¹⁾, variety seeking³²⁻³⁴⁾, and dissatisfaction

³⁵⁾. Ganesh, Arnold and Reynolds²⁶⁾ argued, "Central to these concerns is researchers' and practitioners' realization that (1) not all customers should be targeted with retention and loyalty efforts and (2) some of the most satisfied and loyal customers might still switch for reasons beyond the control of the firm and at times even beyond the control of the customer." However, for all the anticipated benefits of customer retention and loyalty, most of the prior studies on brand loyalty have focused on mainly differences among demographics and retention strategies.

To date, several antecedents of brand switching have been identified. In the present study, impulse purchasing, variety seeking, and purchasing involvement will be employed as antecedents because of their relevance not only to hedonic characteristics of clothing shopping and but also to brand switching propensity.

First, impulse purchasing has been found to be affected by hedonic shopping value. Rook³⁶⁾ explained impulse purchasing as occurring when a consumer experiences positive affect on con-

²⁶⁾ J. Ganesh, M. J. Arnold and K. E. Reynolds, "Understanding the customer base of service providers: An examination of the differences between switchers and stayers," *Journal of Marketing* 64 (2000): 65-87.

²⁷⁾ R. Grover and V. Srinivasan, "Evaluating the multiple effects of retail promotions on brand loyal and brand switching segments," *Journal of Marketing Research* 29 (1992): 76-89.

²⁸⁾ V. Kumar and R. P. Leone, "Measuring the effect of retail store promotions on brand and store substitution," *Journal of Marketing Research* 25 (1988): 178-185.

²⁹⁾ J. Deighton, C. M. Henderson and S. A. Neslin, "The effects of advertising on brand switching and repeat purchasing," *Journal of Marketing Research* 31 (1994): 28-43.

³⁰⁾ G. S. Carpenter and D. R. Lehmann, "A model of marketing mix, brand switching, and competition," *Journal of Marketing Research* 22 (1985): 31-329.

³¹⁾ S. K. Stephan and B. L. Tannenholz, "The real reason for brand switching," *Advertising Age* (1994): 31.

³²⁾ A. S. Dick and B. Kunal, "Customer loyalty: Toward an integrated conceptual framework," *Journal of the Academy of Marketing Science* 22, no.2 (1994): 99-114.

³³⁾ M. Givon, "Variety-seeking through brand switching," *Marketing Science* 3 (1984): 1-22.

³⁴⁾ H. Van Trijp, W. D. Hoyer and J. J. Inman, "Why switch? Product category-level explanations for true variety-seeking behavior," *Journal of Marketing Research* 33, no.3 (1996): 281-293.

³⁵⁾ R. A. Ping, "The effects of satisfaction and structural constraints on retailer exiting, voice, loyalty, opportunism, and neglect," *Journal of Retailing* 69, no.3 (1993): 320-352.

³⁶⁾ D. W. Rook, "The buying impulse," *Journal of Consumer Research* 14 (1987): 189-199.

frontation with a product, which results in a sudden urge to choose the product. Weinberg and Gottwald³⁷⁾ found impulse buyers assessed themselves as being more emotionalized than nonbuyers, characterizing impulse purchasing as the case of consumers' cognitive control is limited. The existing literature has shown that in-store browsing is one of the most influencing antecedents in the impulse purchasing²²⁾. As a shopper browses longer, she or he will likely encounter more stimuli, which would tend to increase the possibility of experiencing new brands.

Second, variety seeking has been considered to be one of the significant antecedents playing a direct influence on brand switching³³⁾. Kaiser³⁸⁾ argued that escapism from boredom is one of the explanations for fashion change and pursuit of novelty or excitement-seeking is a motivation factor in style adoption. "Consumers are often observed to engage in brand switching, even if their current brands satisfy their needs... Sometimes it seems that people just like to try new things--that is, they are interested in variety seeking"³⁹⁾. Kahn⁴⁰⁾ defined variety seeking as "the tendency of individuals to seek diversity in their choices of services or goods" (p. 139). One reason consumers seek variety in product choi-

ces is to satisfy a need for stimulation⁴¹⁾. Rogers⁴²⁾ (p.88) argued that, "...a tendency to avoid variety may coexist with the tendency to seek variety." Wierenga⁴³⁾ insisted that 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). McAlister and Pessemier⁴⁴⁾ incorporate Optimum Stimulation Level (OSL) into their model of variety-seeking behavior and posit that the utility derived from switching brands is positively related to consumers' OSLs. When stimulation is too high as a result of variety seeking, consumers try to reduce the complexities in the situation by routinizing their buying decision⁴⁵⁾.

Third, purchasing involvement has been shown to play a key role in brand switching. Ganesh, Arnold, and Reynolds²⁶⁾ defined purchasing involvement as involvement which relates to the level of concern for or interest in the purchase process triggered by the need to consider a particular purchase. Purchasing involvement can best be understood as the cost, effort, or investment in a purchase^{46,47)}. Researchers have shown the important moderating influence of purchasing involvement on brand switching⁴⁸⁾.

³⁷⁾ P. Weinberg and W. Gottwald, "Impulse consumer buying as a result of emotions," *Journal of Business Research* 10 (1982): 43-57.

³⁸⁾ S. Kaiser, *The social psychology of clothing: Symbolic Appearances in context*. 2nd ed. NY: Macmillan Publishing Company (1990).

³⁹⁾ M. R. Solomon, *Consumer behavior*. 3rd ed. Englewood Cliffs, NJ: Prentice Hall (1996).

⁴⁰⁾ B. E. Kahn, "Consumer variety seeking among goods and services," *Journal of Retailing and Consumer Services* 2 (3) (1995): 139-148.

⁴¹⁾ R. K. Ratner, B. E. Kahn and Kahneman, D. "Choosing less-preferred experiences for the sake of variety," *Journal of Consumer Research* 26 (1999): 1-15.

⁴²⁾ R. D. Rogers, "Commentary on 'the neglected variety drive,'" *Journal of Consumer Research* 6 (1979): 88-91.

⁴³⁾ B. Wierenga, *An Investigation of Brand Choice Processes*. Rotterdam: Universitaire Pers Rotterdam (1974).

⁴⁴⁾ L. McAlister and E. Pessemier, "Variety seeking behavior: An interdisciplinary review," *Journal of Consumer Research* 9 (1982): 311-322.

⁴⁵⁾ M. Venkatesan, Cognitive consistency and novelty seeking. In S. Ward & T. S. Robertson (Eds.), *Consumer behavior: Theoretical Sources*, (Englewood Cliffs, NJ: Prentice-Hall, 1973), 355-384.

Celsi and Olson⁴⁹⁾ asserted that involved consumers attend to and comprehend more information about a shopping situation and experience more elaborate meanings and inferences about it, supporting the result of Ray et al⁵⁰⁾. Some consumers who are prone to switching and others who likely stay in a certain brand show different levels of purchasing involvement²⁶⁾. High purchasing involvement is assumed to result in more brand switching behavior. Because consumers who have high purchasing involvement seek more information, employ more references, and spend more time in shopping, they easily recognize the differences among brands.

Drawing on the rich theoretical foundation in this area, in the present study the influence of the hedonic shopping values on brand switching behavior, considering these three factors of impulse purchasing, variety seeking, and purchasing involvement will be investigated in the context of clothing shopping.

II. Method

To test the hypotheses and the proposed model, a self-administered questionnaire was em-

ployed to collect data. The instrument included measures of hedonic shopping value, impulse purchase, variety seeking tendency, purchasing involvement and brand loyalty. Even though all scales making up the instrument had already been tested for validity, modifications were made in the scales to reflect the context of clothing shopping. The scales used to measure each variable were shown in Table 1. The format of the hedonic shopping value, involvement, and variety seeking scales was adjusted so all items elicited responses on seven point Likert-type scales ranging from "strongly disagree" to "strongly agree."

The scale of hedonic shopping value was modified and utilized Reynolds and Beatty⁵¹⁾'s scale. The scale asked respondents to indicate the degree of shopping enjoyment they felt during clothing shopping. For impulse purchasing, the scale developed by Rook and Fisher⁵²⁾ asking about unplanned buying behavior was adapted and employed. Variety seeking tendency in which a consumer seeks change and variety in shopping was assessed by Optimum Stimulation Level (OSL) using a modified scale adapted from Baumgartner and Steenkamp⁵³⁾. In order to assess purchasing involvement in clothing shop-

⁴⁶ B. Mittal and M. Lee, "A causal model of consumer involvement," *Journal of Economic Psychology* 10 (1989): 363-389.

⁴⁷ J. L. Zaichkowsky, Measuring the involvement construct. "*Journal of Consumer Research*," 12 (1985): 341-352.

⁴⁸ T. Olivia, R. L. Oliver and I. MacMillan, "A catastrophe model for developing service satisfaction strategies," *Journal of Marketing* 56 (1992): 83-95.

⁴⁹ R. L. Celsi and J. C. Olson, "The role of involvement in attention and comprehension processes," *Journal of Consumer Research* 15 (1988): 210-224.

⁵⁰ M. L. Ray, A. G. Sawyer, M. L. Rothschild, R. M. Heeler, E. C. Strong and J. B. Reed, Marketing communications and the hierarchy of effects. In P. Clarks (Ed.). *New Models of Mass Communication Research*, Beverly Hills, CA: Sage (1973), 147-176.

⁵¹ K. E. Reynolds and S. E. Beatty, "A relationship customer typology," *Journal of Retailing* 75 (4) (1999): 509-518.

⁵² D. Rook and R. J. Fisher, "Normative influences on impulse buying behavior," *Journal of Consumer Research* 22 (1995): 305-313.

⁵³ H. Baumgartner and J. E. M. Steenkamp, "Exploratory consumer buying behavior: Conceptualization and measurement," *International Journal of Research in Marketing* 13 (1996): 121-137.

<Table 1> Standardized Path Coefficients and Test Statistics (Z) for Confirmatory Factor Analysis
(N = 405)

Factors		Path	Za
Hedonic Shopping Value			
V ₁	I enjoy clothing shopping more than most people do.	.84	-
V ₂	Clothing shopping is a way I like to spend my leisure time.	.82	16.66***
V ₃	Clothing shopping is a good way for me to relax.	.75	15.05***
V ₄	Clothing shopping is not one of my favorite leisure activities.	.63	12.15***
Impulse Purchasing			
V ₅	I often buy things spontaneously.	.48	-
V ₆	I buy things according to how I feel at the moment.	.62	7.22***
V ₇	I carefully plan most of my purchase (-).	.80	6.81***
Variety Seeking			
V ₈	I like to continue doing the same things rather than trying new and different things.	.61	-
V ₉	I am continually seeking new ideas and experiences.	.57	7.81***
V ₁₀	I prefer a routine way of life to an unpredictable one full of change.	.75	7.74***
Purchasing involvement			
V ₁₁	I choose clothing very carefully during clothing shopping trip.	.59	-
V ₁₂	Which clothing I buy doesn't matter to me a lot.	.64	9.03***
V ₁₃	Choosing clothing is an important decision for me.	.82	9.59***
Brand Loyalty			
V ₁₄	I would like to stick with a brand I usually buy than try something I am not very sure of.	.75	-
V ₁₅	I think of myself as a brand-loyal consumer.	.69	10.83***
V ₁₆	If I like a brand, I rarely switch from it just to try something different.	.74	11.00***
Correlations among Factors			
Hedonic Shopping Value ↔ Impulse Purchasing		.21	2.95**
Hedonic Shopping Value ↔ Variety Seeking		.25	3.47***
Hedonic Shopping Value ↔ Purchasing involvement		.56	6.62***
Hedonic Shopping Value ↔ Brand Loyalty		.17	2.67**
Impulse Purchasing ↔ Variety Seeking		.04	.60
Impulse Purchasing ↔ Purchasing involvement		-.17	-2.31*
Impulse Purchasing ↔ Brand Loyalty		-.08	-1.10
Variety Seeking ↔ Purchasing involvement		.22	2.91***
Variety Seeking ↔ Brand Loyalty		-.15	-2.11*
Purchasing involvement ? Brand Loyalty		.21	2.94**
χ^2 (df = 90) = 258.49 CFI = .91 RMSEA = .07			

* The critical ratios for significant Z statistics are 1.64 at $p < .10$ (¹), 1.96 at $p < .05$ (*), 2.58 at $p < .01$ (**), and 3.29 at $p < .001$ (***).

ping, the Consumer Involvement Profile (CIP) scale developed by Laurent and Kapferer⁵⁴) was utilized. Brand loyalty was measured using the brand loyalty scale developed by Baumgartner and Steenkamp⁵⁵.

The questionnaire that was first developed in English, translated from English into Korean, and back translated from Korean into English by two independent bilingual translators. To confirm the equivalency of English and Korean versions, back translation was continued until the meanings from both translations had no differences in meaning.

The questionnaire was pre-tested with eighty potential subjects drawn from the same population as the final sample to assess whether or not there were misunderstandings or ambiguities of expressions. The data gained through the pretest were analyzed using the same statistical methods especially regarding the reliability and validity of the scale. Based on the feedback from the pretest, the second phase of development of the instrument through the modification of ambiguous and awkward expressions was made.

Convenience sampling method was employed, collecting the data in college classroom settings in Seoul, Korea. In the research survey, a total of 405 were valid to be used in the data analysis. For confirmatory factor analysis and structural equation modeling, EQS 5.3 was utilized.

III. Results and Discussion

I. Reliability and Validity of Scales

Two types of analyses were run to assess construct reliability and validity. First, consistent

with a staged estimation approach, confirmatory factor analysis with covariance matrix input (See Table 1) was used to test the unidimensionality of the measures⁵⁵. The measures for the study consisted of 4 items for hedonic shopping, 3 items for impulse purchasing, 3 items for variety seeking, 3 items for purchasing involvement, and 3 items for brand loyalty. This analysis was performed on a 16-item model comprising five factors. All factors were allowed to correlate. This initial model produced an acceptable measurement model with an overall *chi*-square statistic of 258.49 (*df*=90), comparative fit index (CFI) = .91, and RMSEA = .07. All indicator Z-statistics exceed 6.0 (*p*<.001). This provides some evidence for construct⁵⁶. In conclusion, the measurement model adequately represented observed variables implying the hypothesized conceptual model was acceptable for structural equation modeling. Second, the internal consistency of the scales was assessed with Cronbach's standardized *alpha*. Reliability coefficient estimates for the five factors ranged from .65 to .85 meeting the acceptable criteria.

2. Test of the Hypothesized Model: Structural Equation Modeling

The analysis followed a two-step modeling approach which was to first establish the measurement model and then to proceed to the structural equation model⁵⁷. A crucial step of structural equation modeling is the assessment of the hypothesized measurement model through confirmatory factor analysis. Therefore, prior to data analysis, all variables were examined for their relevance in the structural model.

⁵⁴ G. Laurent and J. N. Kapferer, "Measuring consumer involvement profiles," *Journal of Marketing* 22, no.3 (1985): 14-15.

⁵⁵ J. C. Anderson, D. W. Gerbing and J. E. Hunter, "On assessment of unidimensional measurement: Internal and external consistency and overall consistency criteria," *Journal of Marketing Research* 24(1987): 432-437.

⁵⁶ C. Fornell and D. Larcker, "Evaluating structural equation models with observable variables and measurement error," *Journal of Marketing Research* 18 (1981): 39-50.

⁵⁷ L. R. James, S. A. Mulaik and J. M. Brett, *Causal analysis: Assumptions, models, and data*. Beverly Hills, CA: Sage (1982).

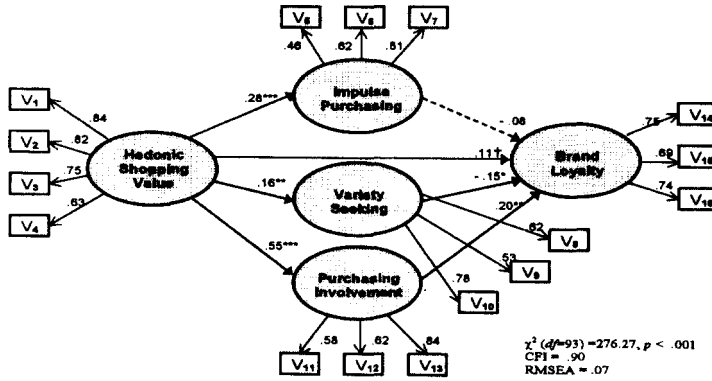
<Table 2> Standardized Path Coefficients and Test Statistics (Z) for Structural Equation Model
(N = 405)

Factors		Path	Z ^a
Hedonic Shopping Value			
V ₁	I enjoy clothing shopping more than most people do.	.84	-
V ₂	Clothing shopping is a way I like to spend my leisure time.	.82	16.66***
V ₃	Clothing shopping is a good way for me to relax.	.75	15.05***
V ₄	Clothing shopping is not one of my favorite leisure activities (-).	.63	12.17***
Impulse Purchasing			
V ₅	I often buy things spontaneously.	.46	-
V ₆	I buy things according to how I feel at the moment.	.62	7.12***
V ₇	I carefully plan most of my purchase (-).	.81	6.60***
Variety Seeking			
V ₈	I like to continue doing the same things rather than trying new and different things (-).	.62	-
V ₉	I am continually seeking new ideas and experiences.	.53	7.64***
V ₁₀	I prefer a routine way of life to an unpredictable one full of change (-).	.78	7.33***
Purchasing involvement			
V ₁₁	I choose clothing very carefully during clothing shopping trip.	.58	-
V ₁₂	Which clothing I buy doesn't matter to me a lot (-).	.62	8.85***
V ₁₃	Choosing clothing is an important decision for me.	.84	9.94***
Brand Loyalty			
V ₁₄	I would like to stick with a brand I usually buy than try something I am not very sure of.	.75	-
V ₁₅	I think of myself as a brand-loyal consumer.	.69	10.82***
V ₁₆	If I like a brand, I rarely switch from it just to try something different.	.74	10.98***
Correlations among Factors			
Hedonic Shopping Value → Impulse Purchasing		.28	4.42***
Hedonic Shopping Value → Variety Seeking		.16	2.69**
Hedonic Shopping Value → Purchasing involvement		.55	7.62***
Hedonic Shopping Value → Brand Loyalty		.11	1.87 [†]
Impulse Purchasing → Brand Loyalty		-.08	-1.20
Variety Seeking → Brand Loyalty		-.15	-2.11*
Purchasing involvement → Brand Loyalty		.20	2.91**
χ^2 (df = 93) = 276.27 CFI = .90 RMSEA = .07			

^a The critical ratios for significant Z statistics are 1.64 at p<.10([†]), 1.96 at p<.05(*), 2.58 at p<.01(**), and 3.29 at p<.001(***).

Structural equation models were tested in order to examine the hypothesized relationships among latent variables. Standardized path coef-

ficients and test statistics(Z) for the hypothesized structural equation model is summarized in Table 2. Fig. 1 illustrates the structural model



Note. a dotted arrow indicates an insignificant path. The critical ratios for significant Z statistics are 1.64 at $p < .10$ ([†]), 1.96 at $p < .05$ (*), 2.58 at $p < .01$ (**), and 3.29 at $p < .001$ (***).

<Fig. 1> The Hypothesized Structural Equation Model.

showing significant and insignificant paths. All paths from factors to indicators were significant ($\lambda = .46$ to $.84, p < .001$). Among factors, the path coefficients between hedonic shopping value and impulse purchasing ($\lambda = .28, p < .001$), hedonic shopping value and variety seeking ($\lambda = .16, p < .01$), hedonic shopping value and purchasing involvement ($\lambda = .55, p < .001$), and hedonic shopping value and brand loyalty ($\lambda = .11, p < .10$). For the relationships between intermediary factors and brand loyalty, impulse purchasing and brand loyalty ($\lambda = -.08, ns$), variety seeking and brand loyalty ($\lambda = -.15, p < .05$), and purchasing involvement and brand loyalty ($\lambda = .20, p < .01$). All paths showed significant effects except the relationship between impulse purchasing and brand loyalty. Overall model fit was satisfactory: $\chi^2 (df = 93) = 276.27, p < .001, CFI = .90, RMSEA = .07$.

As expected, hedonic shopping value had positive effects on impulse purchasing, variety seeking, and purchasing involvement. This reflects that people who enjoy clothing shopping as a recreation activity are prone to impulse purchasing, seek more stimuli of variety, and get more involved in clothing shopping. On the other hand, interestingly, these three intermediary factors that are expected to affect brand loyalty negati-

vely were found to be quite different from what we expected. Variety seeking had a negative effect on brand loyalty as hypothesized. However, impulse purchasing did not show any significant effect on brand loyalty. Further, purchasing involvement had rather a positive effect on brand loyalty. This implicates that people who seek stimulation and variety in their brand selection have low level of brand loyalty. Impulse purchasing is not associated with brand selection significantly. People who invest more time and are concerned with their clothing shopping show higher level of brand loyalty. The direct relationship between hedonic shopping value and brand loyalty showed a positive effect of hedonic shopping value on brand loyalty. This indicates that people who enjoy clothing shopping are likely more brand loyal than people who don't enjoy clothing shopping.

IV. Conclusion

As a result of the present study, hedonic shopping value was found to have a positive effect on brand loyalty in clothing shopping. In addition, two intermediary variables-impulse purchasing and purchasing involvement that was expected to be affected by hedonic shopping

value and negatively related to brand loyalty showed no serious negative effects on brand loyalty in clothing shopping. Rather, another intermediary variable, purchasing involvement was found to have a positive effect on brand loyalty in the structural modeling test.

The results of this study support the role of hedonic shopping value as an important antecedent variable of brand loyalty in clothing shopping. Hedonic shopping value affected intermediary variables such as impulse purchase, variety seeking, and purchasing involvement positively. It should be noted, however, that the negative effect of intermediary variables on apparel brand loyalty existed only for the relationship of variety seeking on brand loyalty. This is most likely due to the intrinsic characteristics of clothing shopping. People who enjoy clothing shopping as a form of recreation likely have high level of fashion or style concern, and this leads more purchasing involvement and brand loyalty. This result is consistent with previous research: Hedonic shoppers tend to have higher levels of involvement in shopping than non-hedonic shoppers²⁴⁾. They also dress in the latest styles indicating that they are fashion-oriented^{19),58)}. In addition, hedonic shoppers tend to be high in social class⁵⁹⁾ and higher income class customers can overcome lack of availability of their favorite brands and hence avoid forced switches by paying a price premium to steady or reliable suppliers⁶⁰⁾. Therefore, hedonic shopping value could have a positive influence on apparel brand loyalty, different from our expectation that hedonic shopping value calls for more brand switching.

Baumwoll⁶¹⁾ argued that brand loyalty varies

greatly by product categories because each product has different characteristics such as involvement and emotional rewards. Emotional rewards provided by a brand such as status, pleasure, feelings of attractiveness, sex appeal or emotional well-being also have a strong influence on brand loyalty. Brand loyalty in clothing shopping is assumed to have quite different characteristics from brand loyalty in other product categories. Even though clothing and clothing shopping have both hedonic and utilitarian dimensions, the brand loyalty of clothing seems closer to hedonic and emotive construct than utilitarian and cognitive one due to the symbolic and hedonic characteristics of clothing and clothing shopping.

The results of this study implicates that implementing marketing strategies to boost hedonic shopping value could help apparel retailers retain more loyal customers. Consumers of high hedonic shopping value could be a valuable target segment along with utilitarian loyal customers in loyalty marketing. The empirical evidence presented here helps to elucidate the theoretical reasons that hedonic shopping value can be regarded as a significant determinant in the apparel brand loyalty construct. In the absence of a test of such a model, we do not have proof of the role of hedonic shopping value influencing apparel brand loyalty.

In summary, this study enjoins consumer researchers to pay closer attention to the hedonic shopping value as a determinant variable in the construct of apparel brand loyalty and underscores the unique nature of the clothing product. Particular attention should be paid to hedonic shoppers as an important segment in brand loyalty.

⁵⁸ J. Gutman and M. K. Mills, "Fashion life style, self-concept, shopping orientation, and store patronage: An integrative analysis," *Journal of Retailing* 58, no. 2 (1982):64-86.

⁵⁹ P. I. Gillette, "A profile of urban in-home shoppers," *Journal of Marketing* 34 (1970):40-45.

⁶⁰ M. S. Morgan and C. S. Dev, "An empirical study of brand switching for a retail service," *Journal of Retailing* 70, no. 3 (1994):267-282.

⁶¹ J. Baumwoll, "The risk factor in brand loyalty," *Advertising Age* (1985):20.

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