

The Relationship between Shopping Value and Shopping Orientation on Purchase Intention at International Shopping Spot

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Abstract

Purpose – This study examines the relationship between the global consumer's shopping value and the intent to purchase in many of today's emerging international malls. Furthermore, the orientation of shopping will be examined to see if there is a significant mediating effect between the value of shopping and willingness to purchase in international shopping malls.

Design/methodology – This study conducted a survey of Chinese travelers who had experience in visiting a shopping mall during their visit to Korea through an online panel research agency and received a total of 230 responses. To confirm the relationship with constructs, the structural equation model (SEM) was used to test hypothesis in this research.

Findings – The study was to examine the relationship of the international consumers' shopping value to the purchase intention in shopping mall when they visit to other countries, and to find if there was any effect on the relationship between the shopping value of the shopping orientation and the willingness of the international shopping mall.

Originality/value – By confirming the relationship between international consumers' shopping value and shopping orientation, this study proposed the theoretical implications for global consumers' shopping behavior. In addition, this result can affect the development of service programs for foreign consumers.

Keywords: Hedonic Shopping Value, Social Shopping Orientation, Task Shopping Orientation, Utilitarian Shopping Value

JEL Classifications: F20, M16, M31

1. Introduction

In the global era, visit to other countries has become a refuge and part of leisure for many people. Many countries' brands want to attract global consumers and make long-term relationships with them, so it has become natural to ask their employees for foreign language and provide global service training. When visiting other countries, most global consumers want to go shopping. Like this, Shopping in tourism has become an absolute indispensable element. Many travelers visit local shopping malls to be taken to their destination for shopping. Shopping abroad is driven by the effect of being done through various purposes and on the satisfaction of the destination. Consumers who visit shopping malls vary in the value of what they want to do through shopping. Thus, many shopping mall officials are intended to provide diversified services to consumers coming to shop.

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It has become a representative example of the consumer's behavioral behavior in retail. Many consumers are visiting this place for various reasons with the emergence of today's large shopping malls. Bloch et al. (1994) is described as "The Shopping mall as a Consumer Habit" and that it should be a place to show the shopping mall as a representation of consumer behavior. The reduced value of the consumer's shopping has been divided into two main categories. We visit the shopping mall for reasons such as the simple necessity of buying a product (Utilitarian shopping value) or the atmosphere, or the intention of enjoying the environment (Hedonic shopping value). The practical value of the pleasure of shopping value has been attributed to progress in several studies. Most shopping has been done with a focus on practical aspects such as price and convenience so far (Park, 2018). However, today's shopping malls are being used to provide the pleasure value of shopping, such as the appearance and atmosphere of buildings, events, etc. Most previous studies focused on the willingness to purchase in the mall but only on the environment of multiple stores, with poor research indicating the relationship between the underlying shopping orientation to the willingness to purchase in the mall.

Thus, the study examines the relationship between the consumer's shopping value and the intent to purchase in many of today's emerging shopping malls. Also, the orientation of shopping will be examined to see if there is a significant mediating effect between the value of shopping and the relationship between the shopping mall's willingness to purchase.

2. Literature Review and Hypothesis

2.1. Shopping Value

Many researchers make a big distinction in four dimensions when trying to define value (Zeithaml, 1988). To be valued as a simple price first. The third point with the second is the point of view of what is gained in the process of exchange, the degree to which I am accepted as much as what I am given, a little abstract view of the perceived mechanism of consumer perception. This concept is used in classical research to determine the final choice of the consumer and to become visible at the time of use (Rao and Monroe, 1989). Finally, the definition of quantitative, qualitative, or objective elements of the experience of shopping is defined (Schechter, 1984; Zeithaml, 1988). The shopping activity of the consumer goes through a very complicated step. If the shopping value is described as a simple price, then it cannot be sufficiently comprehensive (Hirschman and Holbrook, 1982). There will be important feelings not only from buying a product but also from the shopping experience that goes along with the process (Bloch and Bruce, 1984). Shopping value is one of the most important concepts in shopping environment (Picot-coupey et al., 2021). The major research of shopping value, generally, tends to focus on utilitarian and hedonic shopping value in retail outcomes (Katt and Meixner, 2020). Thus, our consideration of the value of shopping from two perspectives is to be taken.

2.1.1. *Utilitarian and Hedonic Shopping Value*

Several researchers have described shopping as a view of perceived value through experience from a pragmatic/functional, and experiential/pleasant view as described above (Babin et al., 1994; Bloch and Bruce, 1984; Fiore and Kim, 2007; Katt and Meixner, 2020; Kim

et al., 2007). Specifically, Babin et al. (1994)'s analysis of empirical evidence, which divides the value of shopping into two perspectives. Therefore, the value of shopping is diminished by the recognition of the hedonic shopping value as an emotional value with entertainment, and the utilitarian shopping value is defined by the need to choose a product in a careful and effective way.

The utilitarian shopping value is explained in a more practical, effective view of most shopping (Batra and Ahtola 1991; Sherry, 1990). The utilitarian shopping value is seen as being related to the task of doing shopping, and the consumer of this value is done in an efficient way. In other words, this shopping value can be acquired at the end of the shopping period (Hirschman and Holbrook, 1982). The hedonic shopping value can be divided into six dimensions, such as the one in the representative Arnold and Reynolds (2003), which can be divided into adventure, gratification, role, value, social and idea. Consumers of this type of shopping, which is done for the sense of pleasure or satisfaction in itself, rather than the utility of their goods, are asked to become the type of consumers who are more likely to make an impulse purchase because shopping is done without planning to purchase. The utilitarian shopping value would have been defined as a functional element of being functional, and the hedonic shopping value would have been defined as being bound to an emotional component of being emotionally attached.

2.2. Shopping Orientation

It is no exaggeration to say that the study of orientation of shopping was broken from Tauber (1972), a representative study of shopping motivation. The motivation for shopping with consumers, starting with the doubt of "Why is it done for people to shop?" was broken down by a number of researchers. In this study, the motivation for shopping was divided into two main categories. To be the first personal motivation. Personal motivation is the pursuit of the performance of the role, the pursuit of refreshment, the self-satisfaction, the learning of a new trend, the enjoyment of the physical activity, the sensory stimulus. Another motivation is driven by social motivation, which is the communication with similar people of interest, the equalization with the reference group of resemblers, the pursuit of authority with status, and the resulting enjoyment in the promotion of prices. The number of units to be divided into what is intended for the purpose of acquiring the shopping motivation through it or what is enjoyed for the shopping itself.

Shopping orientation is a specific life style of shopping that reflects the expressed view of a complex phenomenon related to the consumer's style, shopping activity, interest, opinion, etc (Shim and Kotsiopulos, 1992). Baker and Wakefield (2012) is the purpose-oriented orientation of the process of explaining the mentalized appearance of the human being in response to the reaction of the orientation of shopping, and the divided number of inquiries being made according to the personal goal to be obtained through the purpose-oriented orientation of shopping. The orientation of course-oriented shopping has become increasingly correlated with human motivation based on McGuire (1974)'s research. It contains the combination of the relationship with others through shopping, the acceptance of other people's opinions, and the altruistic phenomena. In other words, the orientation of the process-oriented shopping is to have the possible pleasure of being shared with others through shopping. In contrast, the orientation of purpose-oriented, result-oriented shopping is intended to contain elements of practicality and economics rather than the joy gained from the experience of shopping. The most important thing for the people who go through this

shopping is the purchase of what is needed. The orientation of shopping conducted in subsequent studies is in line with two theories that were divided in the motivation of shopping. Thus, in the study of objection, it is intended to show the relationship between the shopping value and the willingness to purchase in the shopping mall by dividing the two objections into the orientation of shopping.

2.3. The relationship between Shopping Value and Shopping Orientation

The meaning of the orientation of shopping to the value of shopping is similar but different from the viewed view or point of view. The value of shopping when viewed based on previous studies is the original value of the shopping to be taken, followed by the value of the shopping to be done, followed by the creation of the motivation for the shopping to be done. In the representative view of the shopping orientation with the shopping value described above, the utilitarian shopping value reflects the value related to the purpose of the shopping experience, whereas the hedonic shopping value reflects the value found in the activity itself of the related activity (Babin and Attaway, 2000). Studies suggest that orientation of purpose-oriented shopping is caused by practical shopping behavior (Batra and Athtola 1991; Engel et al., 1995; Sherry, 1990). In other words, the utilitarian shopping value allows for a greater number of effective forms of consumer behavior. The action of purchasing a practical product is intended to be a practical and effective outcome of the consumer's behavior (Batra and Athtola, 1991). The joy of being blown away from the experience of shopping by people having orientation of the result-oriented shopping (Engel et al., 1995; Sherry, 1990). The growing tendency of orientation to follow-up result-oriented shopping has led people to pursue the purchase of products that have become more practical than the enjoyment of experiential shopping in shopping malls.

On the other hand, the hedonic shopping value is intended to satisfy needs that are not related to the purchase of a product (Babin et al., 1994). So the process of finding pleasure in a single shopping based on a subset of the motive for pleasure shopping becomes necessary (Arnold and Reynolds, 2003). In Baker and Wakefield (2012), it is said that consumers enjoy shopping with others because they are pursued for the pleasure of the experience of social shopping, which is the center of the process.

2.4. Hypothesis

Its research is conducted in two major directions: First, looking at the pursuit of shopping by gender shown in a study by Baker and Wakefield (2012) on the impact of two views on the willingness to buy in the shopping mall, and the adjusting effect of each shopping orientation on the willingness to buy in the shopping mall. The following is followed by the research model.

The hypothesis supported by the above theory is as follows.

H1: Utilitarian shopping value will positively influence purchase intension at malls.

H2: Utilitarian shopping value will have a stronger influence on task shopping orientation.

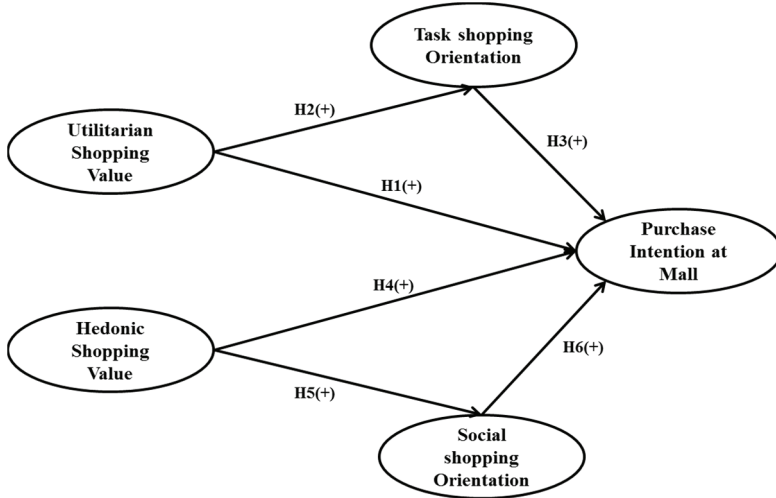
H3: As task shopping orientation is higher, people will go shopping at malls.

H4: Hedonic shopping value will positively influence Purchase intension at malls.

H5: Hedonic shopping value will have a stronger influence on social shopping orientation.

H6: As social shopping orientation is higher, people will go shopping at malls.

Fig. 1. Research Model



3. Method

3.1. Data Collection

This study conducted a survey of Chinese travelers who had experience in visiting a shopping mall during their visit to Korea through an online panel research agency, and received a total of 230 responses. It was used for analysis of 211 respondents except for insincere responses among these. The distribution of respondents can be summarized as follows.

Looking at the respondents' characteristics, the age between 120 men (54.3 percent) and 101 women (45.7 percent) accounted for 100 (45.2 percent) in their early to mid-20s, 92 (41.6 percent) in their mid-20s, and 29 (13.1 percent) in their 30s and older. The cost of investing in shopping among monthly income or pocket money was found to account for 51 people (23.1 percent) of 20 percent of the total, 38 people (17.1 percent) of 40 to 50 percent of the total, and 25 people (11.3 percent) of 30 percent and 10 percent of the total.

3.2. Constructs and Measurements

The variables that are composed of each factor become the following. The utilitarian shopping value was measured using four questions (Babin et al., 1994; Babin and Attaway, 2000). The hedonic shopping value was also measured using four questions as well (Babin et al., 1994; Babin and Attaway, 2000). Meanwhile, in the case of shopping orientation, four items for social shopping orientation were compiled based on Arnold and Reynold (2003) and six items for task orientation adapted from Arnold and Reynold (2003) and Ray (1973) were used. Finally, purchase intention at mall were used three items from Stafford (1996). All questions consisted of a seven-point Likert scale. The question item is as shown in Table 1.

Table 1. Measurement

Construct	Question	Source
Utilitarian Shopping Value	I enjoy spending time shopping compared to other things.	Babin and Attaway (2000);
	When I shop, I feel like I'm getting out of my daily life.	
	There are times when I shop lost track of time.	Babin et al. (1994)
	While shopping, there are times when I want to discover something new.	
Hedonic Shopping Value	I only buy what I need when I go shopping.	Babin and Attaway (2000);
	I can only buy what I really need when I go shopping.	
	While shopping, I only look for the products I want to buy.	Babin et al. (1994)
	If I don't have a product I'm going to buy, I'm annoyed to go to another store.	
Social Shopping Orientation	I like sharing opinions with others when shopping.	Arnold and Reynold (2003)
	Shopping with others makes the relationship stronger.	
	When I shop, I really enjoy sharing what I bought with others.	
	When I go shopping, I like to go with someone else.	
Task Shopping Orientation	My first purpose of shopping is to buy the product I planned.	Arnold and Reynold (2003); Ray (1973)
	When shopping, you should focus on what you were going to buy rather than going to see a product that suddenly attracts attention.	
	I am happier when I finish shopping.	
	It is more important to purchase the product you wanted to buy than to enjoy shopping.	
	When shopping, my top priority is to complete the purchase of the planned product.	
	The best helper in shopping is someone who helps me purchase the product I planned.	
Purchase Intention	I will often use the shopping mall when I go shopping.	Stafford (1996)
	When I go shopping, I will mostly go shopping at shopping malls.	
	When I go shopping, I am likely to go shopping at a shopping mall.	

4. Result

4.1. Test of the Measurement Model

Before testing each hypothesis, reliability and validity of measurement scales developed for each stage were run through PLS and SPSS 22.0. As shown in Table 2.

As shown in Table 2, Cronbach's alphas for all factors were found to be larger than .7 (ranging from .84 to .93) and all constructs were deemed reliable. To check convergent validity, we had to check averaged variance extracted (AVE) and composite reliability (CR). AVE should be higher than .5 and CR should be higher than .6 (Chin 1998; Fornell and

Larcker 1981; Nunnally and Bernstein, 1994). All constructs have higher than .5 AVE (ranging from .64 to .87) and .6 CR (ranging from .90 to .94). Consequently, it can be judged that the convergent validity linking the variables and factors input in this study is valid.

Table 2. Measurement

Construct	Items	Cross Loadings	Cronbach's α	CR	AVE
Utilitarian Shopping Value	USV1	0.88	0.84	0.91	0.76
	USV2	0.88			
	USV3	0.86			
Hedonic Shopping Value	HSV1	0.88	0.87	0.91	0.72
	HSV2	0.88			
	HSV3	0.83			
	HSV4	0.79			
Social Shopping Orientation	SSO1	0.86	0.88	0.91	0.73
	SSO2	0.90			
	SSO3	0.84			
	SSO4	0.81			
Task Shopping Orientation	TSO1	0.79	0.86	0.90	0.64
	TSO3	0.73			
	TSO4	0.83			
	TSO5	0.87			
	TSO6	0.79			
Purchase Intention	PI1	0.94	0.93	0.94	0.87
	PI2	0.93			
	PI3	0.94			

Discriminant validity was assessed by comparing squared correlations among the constructs against variances extracted by their respective factors (Hair et al., 2010; Park, 2018). As shown Table 3, all squared correlations were less than variances extracted. This result implies that the variances shared among variables (squared correlation coefficients) were less than the variances explained by each construct (variances extracted), showing that all indicators are better explained by their respective constructs than other constructs explaining indicators in different construct. The test shows that all constructs adopted in the current study are different from one another and thus have discriminant validity (Koo and Lee, 2011).

To check fitness of fit of research model with PLS, Goodness of Fit (GoF) and effect size (f^2) are considered (Koo and Lee, 2011). GoF is calculated by taking the square root of (the AVE average $\times R^2$) and the effect size for R^2 defined by Cohen et al. (2013) is determined by $f^2 = R^2/(1-R^2)$. The Three effect sizes for R^2 include small = .02, medium = .13, and large = .26. Following GoF criteria for each effect size has been proposed; $GoF_{small} = .10$, $GoF_{medium} = .25$, and $GoF_{large} = .36$ (Wetzels et al., 2009).

In this study, f^2 is .37 which is bigger than .26 and GoF is .45 which is bigger than .36. All these statistics demonstrates that the proposed research model of the current study have a good fit to the collected data sets (see Table 4).

Table 3. Discriminant Validity

	USV	HSV	TSO	SSO	PI
USV	0.76*				
HSV	-0.09** (0.01)***	0.72			
TSO	0.65 (0.42)	0.01 (0.00)	0.64		
SSO	0.13 (0.02)	0.41 (0.17)	0.29 (0.09)	0.73	
PI	0.24 (0.06)	0.21 (0.05)	0.23 (0.05)	0.42 (0.18)	0.87

Notes: USV Utilitarian Shopping Value, HSV Hedonic Shopping Value, TSO Task Shopping Orientation, SSO Task Shopping Orientation, PI Purchase Intention.

* Correlations matrix among latent variables (i.e., Phi correlations) with AVE on the diagonal.

** Corr, *** (Corr)².

Table 4. Goodness of Fit & Effect Size

Index	Interpretation	Size	Recommended criterion	Mean of	Mean of AVE
f^2 *	Effect size for	Small Medium Large	0.02 0.13 0.26	0.27	0.75
GoF**	Goodness of fit	Small Medium Large	0.1 or greater 0.25 or greater 0.36 or greater		
				$f^2 = 0.37$	
				$GoF = 0.45$	

$$* f^2 = R^2 / (1 - R^2)$$

$$** GoF = \sqrt{AVE \times R^2}$$

4.2. Hypothesis Testing

The research model was confirmed by applying the concept of composition with the final identified significant measurement through the procedure of verification conducted earlier. To this end, the significance of the path through t-test has been confirmed, estimating the standard error of the path coefficient over 500 repetitions of non-parametric bootstrapping. The result of final analysis is shown in Table 5. Most of the proposed hypotheses are partially accepted.

Table 5. Results of the main effect structural model

	Hypotheses	Estimate(t-value)	Result
H1	USV → PI	0.20 (2.87)**	Accept
H2	USV → TSO	0.65 (16.05)***	Accept
H3	TSO → PI	-0.02 (0.16)	Reject
H4	HSV → PI	0.23 (3.08)**	Accept
H5	HSV → SSO	0.41 (7.39)***	Accept
H6	SSO → PI	0.36 (4.41)***	Accept

Notes: USV Utilitarian Shopping Value, HSV Hedonic Shopping Value, TSO Task Shopping Orientation, SSO Task Shopping Orientation, PI Purchase Intention.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

It has been confirmed that the purchase intention at the shopping mall according to the shopping value had a positive effect, whether utilitarian or hedonic (H1: $\beta=0.20$, t -value = 2.87, $p < 0.01$, H4: $\beta=0.23$, t -value = 3.08, $p < 0.01$). There has been positive relationship not only between utilitarian shopping value and task shopping orientation (H2: $\beta=0.64$, t -value = 16.05, $p < 0.001$), but also between hedonic shopping value and social shopping orientation (H5: $\beta=0.41$, t -value = 7.39, $p < 0.001$). Lastly, in the relationship shopping orientation and purchase intention at mall, it was confirmed that the higher the social-oriented shopping orientation, the higher the willingness to purchase in the mall (H6: $\beta=0.36$, t -value = 4.41, $p < 0.001$), but there have not been significant relationship between the task shopping orientation and the willingness to purchase in the mall (H3: $\beta= -0.02$, t -value = 0.02, $p = n.s.$).

In addition, in this study, the mediating effect between factors was analyzed through a bootstrapping method using Process Macro. The bootstrapping method calculates a 95% confidence interval for the mediating (indirect) effect coefficient, and if the confidence interval does not contain 0, the mediating effect is interpreted as statistically significant at the level of 0.05 (Preacher and Hayes 2004).

Table 6. Mediating effect by bootstrapping

IV	DV	MV	DE	SE	t-value	LLCI	ULCI
USV	PI	TSO	0.23	0.06	3.64***	0.10	0.35
HSV		SSO	0.204	0.07	3.04**	0.07	0.37
IV	DV	MV	IE	Boot SE		Boot LLCI	Boot ULCI
USV	PI	TSO	0.078	0.06		-0.04	0.21
HSV		SSO	0.16	0.04		0.08	0.25

Notes: Number of bootstrap samples for bias corrected bootstrap confidence intervals: 10,000, IV = independent variable, DV = dependent variable, MV = mediating variable, DE = Direct effect, SE = Standard error, LLCI = Lower limit confidence interval, ULCI = Upper limit confidence interval, IE = Indirect effect, Boot SE = bootstrap standard error, Boot LLCI = bootstrap lower limit confidence interval, Boot ULCI = bootstrap upper limit confidence interval, USV = Utilitarian shopping value, HSV = Hedonic shopping value, TSO = Task shopping orientation, SSO = Social shopping orientation, PI = Purchase intention at mall.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

As a result of the analysis, the lower-upper limit of the 95% confidence interval of the mediating coefficient of the relationship between utilitarian shopping value-task shopping orientation-purchase intention and the relationship between hedonic shopping value-social shopping orientation-purchase intention was -0.04 to 0.21, and 0.08 to 0.25, respectively, and the relationship between hedonic shopping value-social shopping orientation-purchase intention did not include 0. Specifically, both shopping values have an immediate positive effect on purchase intentions at shopping malls, but shopping orientation shows contradictory results. People with high hedonic shopping value are more likely to purchase at shopping malls due to higher social shopping orientation. However, it cannot be explained that higher utilitarian shopping value increases task shopping orientation, which affects purchase intention. Therefore, as in the results of this hypothesis, the correlation between factors can be partially seen, but the relationship between utilitarian shopping value-task shopping orientation-purchase intention is not statistically significant.

5. Discussion and Conclusion

The study was to examine the relationship of the travelers' shopping value to the purchase intention in shopping mall when they trip, and to find if there was any effect on the relationship between the shopping value of the shopping orientation and the willingness of the shopping mall. All but Hypothesis 3 (As task shopping orientation is higher, people will go shopping at malls.) as a known result of data analysis were adopted. Unlike previous studies in the case of hypothesis 3, it did not show significant results as well as the negative effects of orientation. Conversely, it turns out that consumers seeking process-oriented shopping are willing to shop at shopping malls. The benefit of doubt through this is the fact that it is better to share opinions with others than to go shopping as a reason for going to the shopping mall.

These results can be explained in relation to today's shopping malls from the perspective of the distribution and logistics industries. It's true that there's a shopping mall in the city center, but it's a substitute for the outskirts of the city. Those who want to gain the practical value of shopping would therefore prefer not to visit a shopping mall on the outskirts of the inner city, but to visit the Internet or a shopping mall in the inner city. That would also be the case here for the benefit of the price. However, those who value the process of shopping and gain value from it are willing to visit an out-of-city shopping mall as a result of this research. However, a customer who wants to gain utilitarian value from shopping can also visit a shopping mall on the outskirts of the city. Therefore, officials at the shopping mall can play a major role in attracting multiple customers, not one side, if they offer a variety of values that are tailored to the customer's characteristics rather than providing one value.

This study provides theoretical and practical implications. First, to explain the relationship of orientation of shopping to the value of each shopping based on previous studies. There are two numbers of meaning that they have discovered the mediating effect of the shopping orientation, including the relationship with the discretionary orientation of the shopping orientation, which is the motivation of shopping beyond just looking at the direct relationship between the simply perceived shopping value and the intention to buy in the shopping mall. It can be confirmed that the resulting value of practical shopping has a greater impact on shopping-oriented people, that a shopping mall shows a willingness to buy a shopping mall, and that the value of pleasure shopping has a greater impact on direction-oriented people in the shopping process. The relationship between shopping value and orientation to shopping is likely to be expected to reduce the cost of reckless promotion and show the right effect. In other words, consumers would gain greater satisfaction by offering a practical or pleasurable promotion tailored to the individual characteristics of the consumer to the mall, which could lead to the effect of a revisit or word of mouth to the mall.

There are several limitations despite the theoretical and practical implications that my researcher suggests, and in future studies, alternatives to solving this are to be suggested. First, this study used a survey conducted by a cross-section survey to examine changes in the attitudes of foreign tourists. Future studies will therefore need to look at a longitudinal analysis of hazards to look at the relationship between overall shopping value and behavior. Second, this study conducted a survey of people visiting offline shopping malls. Today's non-face-to-face services are also taking a place in the shopping environment. There will therefore be a number of numbers to show the implications of driving the consumption behavior of consumers abroad, even in the difficult situation of movement between countries, if this

relationship of shopping orientation with the value of shopping is identified as having the same impact on online shopping. The last study limited the scope of measurement to Chinese consumers. It was selected as the subject of this study because Chinese shoppers showed the most consumption among Chinese tourists coming to Korea. However, people from various countries in the global era visit Korea and have various cultural characteristics. Hence, future research will be a meaningful study of the relationship between shopping attitudes and behavior in consideration of cultural characteristics between countries.

It is hoped that its research will become a catalyst for this series of research efforts.

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