



Shopping well-being: Is it just a matter of pleasure or doing the task? The role of shopper's gender and self-congruity



Kamel El Hedhli ^{a,*}, Haithem Zourrig ^b, Jean-Charles Chebat ^c

^a Department of Management and Marketing, College of Business & Economics, Qatar University, P.O. Box 2713, Doha, Qatar

^b Faculty of Business Administration, University of Regina, 3737 Wascana Parkway, Regina, SK, Canada S4N 0A2

^c HEC Montréal, 3000 Chemin de la Côte-Sainte-Catherine, Montréal, QC, Canada H3T 2A7

ARTICLE INFO

Article history:

Received 15 June 2015

Received in revised form

15 February 2016

Accepted 5 March 2016

Available online 19 March 2016

Keywords:

Shopping values

Hedonic value

Utilitarian value

Shopping well-being

Gender

Self-congruity

Shopping malls

Structural equation modeling

Multi-group analysis

ABSTRACT

Understanding how shopping experiences impact shoppers' well-being becomes one of the crucial issues for retailers. However, empirical research on that issue remains scarce. The current study endeavors to take an initial step towards identifying key antecedents as well as moderating conditions that explain how shopping experiences impact shoppers' well-being. Particularly, this study is the first to investigate the link between the concepts of shopping values and shopping well-being. More specifically, it investigates whether shopping well-being is more derived from hedonic or utilitarian values of shopping. The study also offers hypotheses regarding the potential moderating effects of shopper's gender and self-congruity in this newly established link. Investigating this link and some of its potential moderators is likely to contribute to the emerging research stream of shopping well-being. Further, the study investigates the effects of shopping well-being on key retailing outcomes, namely positive mall attitudes and word-of-mouth. Structural equation modeling is applied to data collected from shoppers in an urban North American shopping mall. The results show that hedonic value, but not utilitarian value, positively influences shopping well-being. Shopping well-being, in turn, positively influences both mall attitudes and positive word-of-mouth. Particularly, shopping well-being is a full mediator between hedonic value and mall attitudes as well as word-of-mouth. The results suggest a "shopping well-being biasing effect" in the link between utilitarian value and mall attitudes as well as word-of-mouth. Neither shopper's gender nor shopper's self-congruity are moderators. The study also discusses the theoretical and managerial implications of the findings as well as its limitations and directions for future research.

© 2016 Elsevier Ltd. All rights reserved.

1. Introduction

Research on shopping motivations has shown that satisfaction with shopping experiences is linked to life satisfaction and shoppers' well-being (Grzeskowiak et al., 2016; Wagner, 2007; Lavin, 2005). No wonder that shoppers' well-being becomes one of the decisive criteria that shoppers consider when they plan for a shopping trip.¹ In fact, dissatisfaction with shopping experiences causes shoppers' unhappiness and ultimately shopping avoidance (Otieno et al., 2005). From a managerial standpoint, it is all in the interest of retailers—who ever grapple to keep their current shoppers—to be more concerned with the well-being of their shoppers because the payoff is obvious: greater loyalty and positive word-of-mouth (El Hedhli et al., 2013). Shoppers' well-being

represents then an ultimate strategic retail outcome that should be constantly monitored by retailers to prosper in an increasingly competitive marketplace.

Ensuring retail patronage through enhancing shopping experiences and contributing to shoppers' well-being is a priority for mall operators and retailers (Grzeskowiak et al., 2016; El Hedhli et al., 2013). The impact of the shopping experience on shoppers' well-being has indeed gained an increasing importance among mall managers; especially, in the context of a mature market, where shopping malls are facing considerable competition from other retail formats (Barnes, 2005). In fact, mall managers have promptly recognized the importance of an exciting mall atmosphere in boosting shoppers' emotions (Michon and Chebat, 2005, 2003) and shoppers' well-being (El Hedhli et al., 2013) in order to attract and maintain traffic. Further understanding of how shopping experiences impact shoppers' well-being may help mall managers and retailers craft retail strategies in ways that form deep-rooted bonds with shoppers and encourage mall patronage. The research reported here directly impacts mall management and retail practice by helping mall operators and retailers identifying

* Corresponding author.

E-mail addresses: khedhli@qu.edu.qa (K. El Hedhli), haithem.zourrig@uregina.ca (H. Zourrig), jean-charles.chebat@hec.ca (J.-C. Chebat).

¹ The Australian Financial Review, "What shoppers really want," 13 November 2010, by Deirdre Macken, page 23.

some key antecedents of shopping well-being.

Shopping well-being, in short, has to do with the extent to which shopping contributes to one's perceived quality-of-life or life satisfaction (El Hedhli et al., 2013). Particularly, El Hedhli et al.'s (2013) study puts forward six predictive factors of the mall retail mix as influencing shopping well-being: functionality, convenience, safety, leisure, atmospherics, and self-identification. Those mall features or attributes are utilitarian-laden factors (e.g., functionality, convenience, safety, etc.) as well as hedonic-laden factors (e.g., leisure, atmospherics, self-identification, etc.). However, it is somewhat unclear whether shopping well-being is more influenced by hedonic factors or by utilitarian factors. The current study, as opposed to previous research, suggests that operationalizing the mall retail mix concept at the benefit level (e.g., enjoyment, fulfilled goals) rather than at the attribute level (e.g., atmospherics, store variety, restrooms, etc.) could help in better understanding key antecedents of shopping well-being. This is the main contribution of this study, which addresses this issue by considering the relationship between the concepts of shopping values—various benefits a shopper derives from a shopping experience—and shopping well-being.

Also, a few studies have considered the role of some moderators of the relationship between shopping values and shopping satisfaction-related variables. For example, Chang et al. (2004) find that shopper's gender is a moderator between hedonic value and shopping satisfaction. Furthermore, some studies focused on the moderating effect of self-congruity—a consistent sense of self in relation to shopping and consumption experiences—in the relationship between shopping values and shopping satisfaction are somewhat inconclusive given the inconsistency of the results from one study to another. For example, Ha and Im (2012) find that self-congruence moderates the relationship between utilitarian shopping value and shopping satisfaction. However, Zhang and Bloemer (2008) conclude on non moderating effects of self-congruity.

The inconsistent findings and the scarcity of research on potential moderators of the relationship between shopping values and shopping satisfaction-related variables (e.g., shopping well-being) call for more empirical research. Thus, another contribution of this study consists of examining potential moderators of the relationship between shopping values and shopping well-being. More precisely, the study considers two variables, namely shopper's gender and shopper's self-congruity likely to play moderator roles in the relationship between shopping values and shopping well-being.

2. What is shopping well-being at the mall?

El Hedhli et al. (2013) introduce the concept of “shopping well-being at the mall” to explicitly highlight the positive impact of shopping on people's sense of well-being. The concept of shopping well-being has roots in a well-established concept in quality-of-life studies, namely the concept of consumer well-being. Consumer well-being refers to consumer satisfaction with the various consumer life domains and subdomains (e.g., Sirgy and Lee, 2006; Day, 1987).

The study of El Hedhli et al. (2013) focuses on the sub-domain of shopping life in the context of shopping malls. El Hedhli et al. (2013) argue that shopping in a mall may contribute to the satisfaction of a variety of human developmental needs (e.g., economic, social, esteem, aesthetic needs, etc.), which are instrumental in one's overall life satisfaction. Also, El Hedhli et al. (2013) advance, based on the bottom-up spillover theory, that the extent to which a shopper is satisfied with his/her cumulative shopping mall experiences translates literally into a sense of well-being or life satisfaction.

More precisely, El Hedhli et al. (2013, p. 857) define shopping well-being as “[...] a shopper's perceived impact of a shopping mall in contributing to satisfaction in important life domains (such as consumer life, social life, leisure life, community life) resulting in a global judgment² that the mall contributes significantly to one's overall quality of life.” That is, shopping in a mall may contribute to life satisfaction through four key life domains: consumer life, social life, leisure life, and community life. A shopping mall contributes significantly to consumer life by providing shoppers with an assortment of stores that carry much needed goods and services. A shopping mall contributes significantly to social life by providing shoppers a venue to meet with people and friends, to interact and socialize. A shopping mall contributes to leisure well-being by providing shoppers an entertainment venue such as browsing through the mall and stores or going to a movie theater within the mall. A shopping mall contributes to community well-being by providing a meeting place for community residents to gather, socialize, and experience a sense of community.

El Hedhli (2013) highlights that the concept of shopping well-being should not be confounded with shopping-related satisfaction concepts (i.e., satisfaction with the shopping experience or satisfaction with the mall mix factors per se). Shopping well-being captures instead states of life satisfaction shoppers experience related to their cumulative³ shopping experiences at a mall. Furthermore, El Hedhli (2013) emphasizes that the concept of shopping well-being is quite different from here-and-now shopping affect concepts such as shopping enjoyment (Beatty and Ferrell, 1998; Bellenger and Korgaonkar, 1980), shopping excitement (Wakefield and Baker, 1998), and shopping delight (Oliver et al., 1997). He underscores the notion that these shopping affect-related concepts capture merely instant, transient, static feelings of satisfaction shoppers may experience during a single shopping visit. In contrast, the concept of shopping well-being inherently captures the dynamic long-lasting impact of shopping on one's

² Shopping well-being is a satisfaction judgement construct (El Hedhli et al., 2013). Generally speaking, satisfaction judgments constructs are thought to inherently include both cognitive (Oliver, 1993; Oliver and Swan, 1989) and affective elements (Mano and Oliver, 1993; Westbrook, 1987). As such, the fact that shopping well-being is described as “a global judgement” does not necessarily opposes shopping well-being to the emotional impact of shopping on one's quality-of-life. For instance, when a shopper will evaluate/judge if a given shopping mall is (or not) playing a role in his/her quality of life, he/she will obviously make his/her evaluative judgment by taking into consideration, among others, the emotional effects of shopping resulting, for example, from his/her leisure and social activities within that mall. Furthermore, the concept of shopping well-being has roots in a well-established concept in the macromarketing literature, namely the concept of consumer well-being (CWB). Particularly, shopping well-being is grounded in four different theoretical models, namely (1) “the shopping satisfaction model” (Meadow, 1983), (2) “the consumer/product life cycle model” (Lee et al., 2002), (3) “the need satisfaction model” (e.g., Sirgy et al., 2006), and (4) “the bottom-up spillover model” (e.g., Diener, 1984; Sirgy, 2002). These different models share the common thread of adopting simultaneously cognitive and affective perspectives in the consumer well-being conceptualization. Similarly, shopping well-being emphasizes simultaneously and inherently cognitive beliefs and affective aspects related to the impact of shopping on one's quality-of-life. As such, the fact that shopping well-being captures “emotional states of life satisfaction” does not necessarily exclude a shopper's beliefs and cognitions about the role of a shopping mall in his/her quality-of-life.

³ Summary satisfaction judgments, such as customer satisfaction or shopping satisfaction, are considered to inherently rely on the cumulative affective experiences with a product or service, and beliefs (i.e., cognitions) which are retained and updated over time (Oliver, 1997; Mittal et al., 1999; Westbrook, 1987). The same line of reasoning goes with shopping well-being inasmuch as shopping well-being is a satisfaction judgment construct. That is, conceptually speaking, shopping well-being is an overall measure reflecting inherently several experiences within the shopping mall, and implicitly capturing the dynamic impact of shopping. Furthermore, in the current study, two items on a 7-point scale have been included in the questionnaire to measure the shopper's mall visit frequency (mean=4.08; SD=1.79). As such, the accumulated impact of shopping on one's quality-of-life has been empirically taken into consideration in the study.

Download English Version:

<https://daneshyari.com/en/article/1028732>

Download Persian Version:

<https://daneshyari.com/article/1028732>

[Daneshyari.com](https://daneshyari.com)