

BAB V

PENUTUP

5.1. Kesimpulan

Berdasarkan analisis dan hasil penelitian yang telah dijelaskan sebelumnya, maka dapat disimpulkan sebagai berikut:

5.1.1. Karakteristik Responden

Karakteristik responden dalam penelitian ini merupakan pelajar atau mahasiswa dimana dengan kriteria pernah mengunjungi dan membeli produk lebih dari sekali, serta sedang berdomisili di Daerah Istimewa Yogyakarta. Adapun total responden sebanyak 205 orang, dimana responden wanita mendominasi sebanyak 133 orang, responden berusia 22 mendominasi sebanyak 56 orang, responden yang memiliki tingkatan rata-rata pendapatan/ uang saku per bulan lebih dari Rp 2.000.000 sebanyak 53 orang, responden yang membeli produk jenis pakaian atas berjumlah 199 orang, responden yang memiliki kuantitas rata-rata item/ barang saat membeli sebanyak 2 *item*/ barang sebanyak 95 orang, responden mayoritas atau dominan yaitu responden yang memiliki tingkatan rata-rata pengeluaran saat membeli produk antara Rp 200.001 hingga Rp 400.000 sebanyak 90 orang.

5.1.2. Analisis Angka Indeks Jawaban Responden per Variabel

Hasil analisis analisis angka indeks jawaban per variabel menunjukkan bahwa responden memiliki pilihan jawaban dengan relatif

nilai yang tinggi pada variabel *hedonic value* (nilai hedonis), variabel *utilitarian value* (nilai utilitarian), dan variabel *purchase intention* (niat beli). Sedangkan, terdapat mayoritas responden memiliki pilihan jawaban dengan relatif nilai sedang pada variabel *store loyalty* (loyalitas toko).

5.1.3. Pengaruh *Hedonic Value* (Nilai Hedonis) pada *Purchase Intention* (Niat Beli)

Hedonic value (nilai hedonis) berpengaruh secara positif dan signifikan pada *purchase intention* (niat beli). Hal tersebut menunjukkan bahwa semakin nilai hedonis konsumen meningkat, maka niat beli konsumen pun turut meningkat.

5.1.4. Pengaruh *Utilitarian Value* (Nilai Utilitarian) pada *Purchase Intention* (Niat Beli)

Utilitarian value (nilai utilitarian) berpengaruh secara positif dan signifikan pada *purchase intention* (niat beli). Hal tersebut menunjukkan bahwa semakin nilai utilitarian konsumen meningkat, maka niat beli konsumen pun turut meningkat.

5.1.5. Pengaruh *Hedonic Value* (Nilai Hedonis) pada *Store Loyalty* (Loyalitas Toko)

Hedonic value (nilai hedonis) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). Hal tersebut menunjukkan bahwa semakin nilai hedonis konsumen meningkat, maka loyalitas konsumen pada toko pun turut meningkat.

5.1.6. Pengaruh *Utilitarian Value* (Nilai Utilitarian) pada *Store Loyalty* (Loyalitas Toko)

Utilitarian value (nilai utilitarian) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). Hal tersebut menunjukkan bahwa semakin nilai utilitarian konsumen meningkat, maka loyalitas konsumen pada toko pun turut meningkat.

5.1.7. Pengaruh *Purchase Intention* (Niat Beli) pada *Store Loyalty* (Loyalitas Toko)

Purchase intention (niat beli) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). Hal tersebut menunjukkan bahwa semakin niat beli konsumen meningkat, maka loyalitas loyalitas konsumen pada toko pun turut meningkat.

5.1.8. Pengaruh *Hedonic Value* (Nilai Hedonis) dan *Purchase Intention* (Niat Beli) pada *Store Loyalty* (Loyalitas Toko)

Hedonic value (nilai hedonis) dan *purchase intention* (niat beli) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). Hal tersebut menunjukkan bahwa semakin nilai hedonis dan niat beli konsumen meningkat secara bersama, maka loyalitas loyalitas konsumen pada toko pun turut meningkat.

5.1.9. Pengaruh *Utilitarian Value* (Nilai Utilitarian) dan *Purchase Intention* (Niat Beli) pada *Store Loyalty* (Loyalitas Toko)

Utilitarian value (nilai utilitarian) dan *purchase intention* (niat beli) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas

toko). Hal tersebut menunjukkan bahwa semakin nilai utilitarian dan niat beli konsumen meningkat secara bersama, maka loyalitas loyalitas konsumen pada toko pun turut meningkat.

5.1.10. Pengaruh *Hedonic Value* (Nilai Hedonis) pada *Store Loyalty* (Loyalitas Toko) dengan *Purchase Intention* (Niat Beli) sebagai Mediator

Hedonic value (nilai hedonis) berpengaruh secara positif dan signifikan pada *purchase intention* (niat beli). *Purchase intention* (niat beli) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). *Hedonic value* (nilai hedonis) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). Adapun hasil analisis mediasi bahwa nilai hedonis tetap berpengaruh signifikan pada loyalitas toko dengan atau tanpa niat beli sebagai mediator. Oleh karena itu, mediasi yang terjadi pada analisis ini dinyatakan sebagai mediasi parsial atau mediasi komplementer.

5.1.11. Pengaruh *Utilitarian Value* (Nilai Utilitarian) pada *Store Loyalty* (Loyalitas Toko) dengan *Purchase Intention* (Niat Beli) sebagai Mediator

Utilitarian value (nilai utilitarian) berpengaruh secara positif dan signifikan pada *purchase intention* (niat beli). *Purchase intention* (niat beli) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). *Utilitarian value* (nilai utilitarian) berpengaruh secara positif dan signifikan pada *store loyalty* (loyalitas toko). Adapun hasil analisis mediasi bahwa nilai utilitarian tetap berpengaruh signifikan pada loyalitas toko dengan atau

tanpa niat beli sebagai mediator. Oleh karena itu, mediasi yang terjadi pada analisis ini dinyatakan sebagai mediasi parsial atau mediasi komplementer.

5.1.12. Perbandingan *Unmoderated* dengan *Moderated*

Terdapat pengaruh variabel *hedonic value* (nilai hedonis) pada variabel *purchase intention* (niat beli) sebelum dimoderasi oleh variabel *gender orientation* (orientasi jenis kelamin) lebih besar daripada saat dimoderasi pada niat beli. Hal tersebut mengindikasikan bahwa variabel orientasi jenis kelamin sebagai mediator dapat memperlemah pengaruh variabel nilai hedonis pada niat beli. Sementara itu, pengaruh variabel *utilitarian value* (nilai utilitarian) pada variabel *purchase intention* (niat beli) saat dimoderasi oleh variabel *gender orientation* (orientasi jenis kelamin) lebih besar daripada sebelum dimoderasi pada niat beli. Hal tersebut mengindikasikan bahwa variabel orientasi jenis kelamin sebagai mediator dapat memperkuat pengaruh variabel nilai utilitarian pada niat beli.

5.1.13. Pengaruh *Hedonic Value* (Nilai Hedonis) pada *Purchase Intention* (Niat Beli) dengan *Gender Orientation* (Orientasi Jenis Kelamin) sebagai Moderator (Metode *Sub-Group*)

Gender orientation (orientasi jenis kelamin) memoderasi pengaruh *hedonic value* (nilai hedonis) pada *purchase intention* (niat beli). Adapun hasil analisis moderasi menyatakan bahwa orientasi jenis kelamin memperlemah dalam pengaruh nilai hedonis pada niat beli. Selain itu, nilai hedonis pada responden wanita lebih dominan daripada pria.

5.1.14. Pengaruh *Utilitarian Value* (Nilai Utilitarian) pada *Purchase Intention* (Niat Beli) dengan *Gender Orientation* (Orientasi Jenis Kelamin) sebagai Moderator (Metode *Sub-Group*)

Gender orientation (orientasi jenis kelamin) memoderasi pengaruh *utilitarian value* (nilai utilitarian) pada *purchase intention* (niat beli). Adapun hasil analisis moderasi menyatakan bahwa orientasi jenis kelamin memperkuat dalam pengaruh nilai utilitarian pada niat beli. Selain itu, nilai utilitarian pada responden wanita lebih dominan daripada pria.

5.2. Implikasi Manajerial

Berdasarkan hasil dan kesimpulan penelitian yang diperoleh, maka penelitian diharapkan dapat memberikan gagasan ilmu atau wawasan bagi para pelaku bisnis atau perusahaan ritel pakaian terutama H&M dalam mengembangkan langkah atau strategi untuk lebih mendalami nilai hedonis dan nilai utilitarian konsumen pada loyalitasnya melalui niat beli. Adapun H&M perlu meningkatkan kesadaran dan kepekaan terhadap adanya orientasi jenis kelamin pada konsumen yang memiliki nilai utilitarian yang dominan. Hal tersebut dikarenakan konsumen yang memiliki nilai utilitarian akan lebih berniat untuk membeli produk H&M daripada konsumen yang memiliki nilai hedonis yang dominan. Selain itu, H&M pun dapat lebih memperhatikan pada konsumen wanita, dimana lebih dominan memiliki nilai hedonis dan nilai utilitarian saat berbelanja. Oleh karena itu, seringkali konsumen wanita lebih tertarik dan menikmati pengalaman dari atmosfer toko saat berbelanja sehingga dapat memiliki kedua sifat nilai yang dominan

daripada pria. Sementara itu, konsumen pria seringkali berbelanja hanya untuk memenuhi keperluan atau kebutuhannya tanpa merasakan pengalaman yang berlebihan saat berbelanja.

Implikasi dari hasil analisis pengaruh nilai hedonis pada loyalitas toko lebih kecil daripada nilai hedonis pada niat beli. Hal ini menunjukkan bahwa H&M perlu memperhatikan konsumen yang memiliki nilai hedonis dominan, dimana konsumen lebih memiliki niat beli pada suatu produk lebih tinggi berarti memiliki rasa ingin tahu pada produk terkini yang tinggi pula agar sesuai dengan produk H&M selalu terkini. Selain itu, H&M pun perlu memberikan tawaran agar dapat menarik konsumen yang memiliki nilai hedonis dominan melalui potongan harga, promo produk tertentu, dan lainnya. Akan tetapi, H&M pun tetap harus memiliki cara untuk mempertahankan konsumen yang memiliki nilai utilitarian dominan, dimana konsumen memiliki loyalitas pada toko yang lebih tinggi selama kebutuhan terpenuhi dan tidak mengecewakan. Adapun tawaran yang perlu diberikan oleh H&M kepada konsumen yang lebih memiliki loyalitas pada toko seperti kartu *member* yang dapat digunakan untuk mendapatkan tawaran khusus hingga diberikannya *souvenir*.

Implikasi dari hasil analisis mediasi penelitian ini pun menunjukkan bahwa terdapat nilai pengaruh secara tidak langsung lebih besar dari nilai hedonis pada loyalitas toko melalui niat beli daripada pengaruh secara langsung. Hal ini menunjukkan bahwa konsumen yang memiliki nilai hedonis dominan akan lebih terpengaruh melalui rangsangan dari niat belinya. Bahkan, konsumen yang memiliki nilai hedonis dominan tidak menjamin akan memiliki loyalitas pada suatu

toko karena memiliki nilai pengaruh yang lebih rendah daripada konsumen yang memiliki nilai utilitarian yang lebih dominan. Sementara itu, nilai pengaruh secara langsung lebih besar dari nilai utilitarian pada loyalitas toko daripada pengaruh secara tidak langsung melalui niat beli. Hal ini menunjukkan bahwa konsumen yang memiliki nilai utilitarian dominan akan langsung terpengaruh pada loyalitas toko.

5.3. Keterbatasan Penelitian dan Saran

Penelitian ini pun tak terlepas dari segala keterbatasan atau kekurangan, dimana diharapkan dapat diperbaiki oleh peneliti selanjutnya. Adapun keterbatasan-keterbatasan sebagai berikut:

- a. Penelitian ini hanya berfokus pada objek tunggal yaitu H&M. Oleh karena itu, diharapkan penelitian berikut dapat menggunakan atau membandingkan toko ritel pakaian yang lebih terkini dikalangan anak muda, atau bahkan berbagai kalangan.
- b. Penelitian ini dilakukan di Daerah Istimewa Yogyakarta, serta menggunakan subjek responden kalangan pelajar dan mahasiswa dimana masih terbilang termasuk skala kecil. Oleh karena itu, diharapkan penelitian berikut dapat mengambil dalam skala besar seperti pulau, nasional, bahkan global.
- c. Pengumpulan sampel dan data berupa kuesioner secara *online*, dimana minimnya pengawasan pada responden serta berbagai risiko teknis atau non-teknis. Oleh karena itu, diharapkan penelitian

berikut dapat menggunakan kuesioner secara langsung agar dapat mengantisipasi berbagai risiko.

- d. Penggunaan variabel dalam penelitian ini (atmosfer toko, nilai hedonis, nilai utilitarian, orientasi jenis kelamin, dan loyalitas toko) masih terbatas dengan pembahasan secara garis besar. Oleh karena itu, diharapkan penelitian berikut dapat menggunakan berbagai variabel pendukung lebih banyak agar lebih terperinci, seperti persepsi konsumen, tingkah laku konsumen, motivasi konsumen, dan lainnya.
- e. Penelitian ini menggunakan *software* IBM SPSS *Statistics* 23, dimana hasil analisis masih kurang mendalam dan terperinci. Oleh karena itu, diharapkan penelitian berikut dapat menggunakan *software* yang lebih baik agar mendapatkan hasil analisis lebih mendalam dan terperinci, seperti SEM (*Structural Equation Modeling*) atau SmartPLS (*Partial Least Square*).

DAFTAR PUSTAKA

- Ailawadi K, K. (2004). Understanding retail branding: Conceptual insights and research priorities. *Journal of Retailing*.
- Asshidin, N. H., Abidin, N., & Borhan, H. B. (2016). Consumer attitude and uniqueness towards international products. *Procedia Economics and Finance*.
- Ballantine, P., & Parsons, A. G. (2010). Atmospheric Cues and Their Effect on the Hedonic Retail Experience. *International Journal of Retail & Distribution Management*.
- Bloemer, J., & de Ruyter, K. (1998). On the relationship between store image, store satisfaction and store loyalty. *European Journal of Marketing; Bradford Vol. 32*, 499-513.
- Blut, M., Evanschitzky, H., Vogel, V., & Ahlert, D. (2007). Switching barriers in the four-stage loyalty model. *Advanced Consumer Research*, 34.
- Borges, A., Babin, B. J., & Spielmann, N. (2013). Gender orientation and retail atmosphere: effects on value perception. *International Journal of Retail & Distribution Management Vol. 41 No. 7*, 498-511.
- Bove, L., & Mitzifiris, B. (2007). Personality traits and the process of store loyalty in a transactional prone context. *The Journal of Services Marketing, Vol. 21, Iss. 7*, 507-519.
- Brown, M. (2000). An investigation of the relationship between consumer shopping orientation and online purchase behaviour. *Proceedings of the American Society of Business and Behavioral Sciences, Vol.7 No. 4*.
- Chang, C., & Tu, C. (2005). Exploring store image, customer satisfaction and customer loyalty relationship: Evidence from Taiwanese hypermarket industry. *Journal of American Academy of Business*.
- Chen, S.-C., & Quester, P. G. (2006). Modeling store loyalty: perceived value in market orientation practice. *The Journal of Services Marketing, Vol. 20, Iss. 3*, 188-198.

- Cho, J. Y., & Lee, E.-J. (2017). Impact of Interior Colors in Retail Store Atmosphere on Consumers' Perceived Store Luxury, Emotions, and Preference. *Clothing and Textiles Research Journal*, Vol. 35(1), 33-48.
- Dholakia, R. (1999). Going shopping: key determinants of shopping behaviors and motivations. *International Journal of Retail & Distribution Management*, Vol. 27 No. 4.
- Evanschitzky, H., & Wunderlich, M. (2006). An examination of moderator effects in the four- stage loyalty model. *Journal of Service Research*.
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research Vol. 27*, 772-785.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gupta, U. (2012). "Impact of Organized Retailing on Unorganized Sector", A study in Jammu Region. *Journal of Emerging Knowledge on Emerging Markets Volume 4*, 1-20.
- H&M, G. (2017). *ANNUAL REPORT 2017*. Retrieved from H&M Group: <https://about.hm.com/content/dam/hmgroupp/groupsite/documents/masterlanguage/Annual%20Report/Annual%20Report%202017.pdf>
- H&M, G. (n.d.). *At a Glance: H&M Group*. Retrieved from H&M Group: <https://hmgroupp.com/about-us/h-m-group-at-a-glance.html>
- Ha, T., & Maaninen-olsson, E. (2014). Factors that influence consumer purchasing decisions of Private Label Food Products A case study of ICA Basic.
- Hair, J. F., Jr. Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis, Seventh Edition*. Essex, UK: Pearson Education Limited.
- Harmon, S. K., & Hill, C. J. (2003). Gender and coupon use. *Journal of Product & Brand Management*.
- Heijden, H. (2004). User acceptance of hedonic information systems. *MIS Quarterly*.
- Helgesen, Ø., Nettet, E., & Håvold, J. I. (2010). Impacts of store and chain images on the "quality–satisfaction–loyalty process" in petrol retailing. *Journal of Retailing and Consumer Services*.

- Hirschman, Elizabeth, C., Holbrook, & Morris, B. (1986). Hedonic Consumption: Emerging Concepts, Methods, and Propositions. *Journal of Marketing*.
- Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies; Vol. 7, No. 2*, 35-43.
- Hussein, A. S. (2018). EFFECTS OF BRAND EXPERIENCE ON BRAND LOYALTY IN INDONESIAN CASUAL DINING RESTAURANT: ROLES OF CUSTOMER SATISFACTION AND BRAND OF ORIGIN. *Tourism and Hospitality Management, Vol. 24, No. 1*, 119-132.
- Ioana-Daniela, S., Lee, K. H., Kim, I., Kang, S., & Hyun, S. S. (2018). Attitude toward luxury cruise, fantasy, and willingness to pay a price premium. *Asia Pacific Journal of Tourism Research*.
- Johnstone, M.-L., & Conroy, D. (2005). Dressing for the thrill: An exploration of why women dress up to go shopping. *Journal of Consumer Behaviour*.
- Kaul, S. (2006). Identities and Store Image Formation: A Study of Retail Consumer Store Choice Behaviour. *IIM Ahmedabad, India W.P. No. 2006-10-05*, 1-43.
- Kim, M., Kim, S., & Lee, Y. (2010). The effect of distribution channel diversification of foreign luxury fashion brands on consumers' brand value and loyalty in the Korean market. *Journal of Retailing and Consumer Services*.
- Koo, D. (2003). Inter-relationships among store images, store satisfaction, and store loyalty among Korea discount retail patrons. *Asia Pacific Journal of Marketing and Logistics*.
- Kuikka, A., & Laukkanen, T. (2012). Brand loyalty and the role of hedonic value. *Journal of Product & Brand Management, 21/7*, 529-537.
- Kuncoro, M. (2013). *Mudah Memahami dan menganalisis Indikator ekonomi*. Yogyakarta: UPP STIM YKPN.
- Kurtulus, K., & Ertekin, Z. Ö. (2015). Consumers' attitude to and choice of store brands in fashion apparel: Role of gender and shopping style. *METU Studies in Development*.

- Levy, M., & Weitz, B. (2007). *Retailing Management, 6th edition*. Irwin, NY, USA: McGraw-Hill.
- Levy, M., & Weitz, B. A. (2012). *Retailing Management Information Center*. New York: McGraw Hill Higher.
- Mathur, M., & Gangwani, S. (2016). Consumer Perceptions of Retail Store Image and its Impact on Store Loyalty – An Empirical Study. *Journal of Marketing Vistas, Vol. 6, Iss. 2, 8-23*.
- McCarville, R. E., Ritchie, M., & Shaw, S. M. (2013). Shopping as leisure: A study of avid shoppers.
- Meyers-Levy, J., & Sternthal, B. (1991). “Gender differences in the use of message cues and judgments”. *Journal of Marketing Research, Vol. 28 No. 1*.
- Miranda, M., Kónja, L., & Havrila, I. (2005). Shoppers’ satisfaction levels are not the only key to store loyalty. *Marketing Intelligence and Planning* .
- Natalia, M. D. (2018, Agustus 28). *Ritel Tumbuh, Pengembangan Mal Perlu Perhatikan Zonasi*. Retrieved from HarianJogja.com: <https://ekbis.harianjogja.com/read/2018/08/28/502/936521/ritel-tumbuh-pengembangan-mal-perlu-perhatikan-zonasi>
- O’Shaughnessy, J., & O’Shaughnessy, N. J. (2002). Marketing, the consumer society and hedonism . *European Journal of Marketing*.
- Polegato, R., & Zaichowsky, J. (1994). Family food shopping: Strategies used by husbands and wives. *The Journal of Consumer Affairs, Vol. 28 No. 2, 278-299*.
- Prebensen, N. K., & Rosengren, S. (2016). Experience value as a function of hedonic and utilitarian dominant services. *International Journal of Contemporary Hospitality Management Vol. 28 No. 1, 113-135*.
- Reisenwitz, T. H., & Gupta, S. (2016). BRAND LOYALTY AND STORE LOYALTY FOR CONSUMERS PURCHASING A PRODUCT WARRANTY IN A HEALTH CARE SETTING: AN INVESTIGATION OF THE DIFFERENCES ACROSS GENDER, AGE, AND INCOME GROUPS. *Journal of Business Strategies, Volume 32, Number 2, 1-14*.

- Retailing, F. (21, November 2018). *Industry Ranking*. Retrieved from Fast Retailing: <https://www.fastretailing.com/eng/ir/direction/position.html>
- Richard, M. (2018, Oktober 16). *Aprindo: Industri Ritel Masih Bisa Tumbuh 10% Tahun Ini*. Retrieved from Bisnis.com: <https://ekonomi.bisnis.com/read/20181016/12/849854/aprindo-industri-ritel-masih-bisa-tumbuh-10-tahun-ini>
- Scarpi, D. (2006). Fashion stores between fun and usefulness. *Journal of Fashion Marketing and Management*, 7-24.
- Schade, M., Hegner, S., Horstmann, F., & Brinkmann, N. (2016). The impact of attitude functions on luxury brand consumption: An age-based group comparison. *Journal of Business Research*.
- Sîrbu, M., Săseanu, A., & Ghiță, S. (2015). Consumers' perception on the use of innovative technologies in creating store atmosphere. *Amfiteatru Economic*, 17(39), 567-582.
- Sirohi, N., Mc Laughlin, E., & Wittink, D. (1998). A model of consumer perceptions and store loyalty intentions for a supermarket retailer. *Journal of Retailing*.
- Stan, V. (2015). Does consumer gender influence the relationship between consumer loyalty and its antecedents? *The Journal of Applied Business Research*.
- Stephenson, P., & Willett, R. (1969). Analysis of consumers' retail patronage strategies. *Marketing Involvement in Society and the Economy*.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Swimberghe, K., Sharma, D., & Flurry, L. (2009). An exploratory investigation of the consumer religious commitment and its influence on store loyalty and consumer complaint intentions. *The Journal of Consumer Marketing*, Vol. 26, Iss. 5, 340-347.
- Ting, M., Goh, Y., & Isa, S. M. (2018). Inconspicuous Consumption of Luxury Fashion Goods among Malaysian Adults: An Investigation. *Global*

- Business and Management Research: An International Journal Vol. 10, No. 1*, 313-330.
- Van Trijp, H., Hoyer, W., & Inman, J. (1996). Why switch? Product category-level explanations for true variety-seeking behavior. *Journal of Marketing Research, Vol.32 No.2*.
- Vișean, M. (2004). *Tehnologii comerciale*. București: Editura ASE.
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of Marketing Research*.
- Wiedmann, K.-P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology and Marketing*.
- Wisnalmawati, Idrus, M., Surachman, & Rahayu, M. (2014). Effect of Store Image on Store Loyalty and Perceived Quality as Mediation (Customers of Batik Tulis Village Store at Yogyakarta Special Region). *International Journal of Business and Management Invention Volume 3 Issue 11*, 20-30.
- Xu, C., Prybutok, V., & Peak, D. (2015). A Customer Value, Satisfaction, and Loyalty Perspective of Mobile Application Recommendations. *Decision Support Systems*.
- Yeo, S. F., Tan, C. L., Lim, K. B., Leong, I., & Lee, M. Y. (2018). Physical Store Purchase Intention: The Study of Comics Book in Malaysia. *Global Business and Management Research: An International Journal Vol. 10, No. 3*, 1035-1047.
- Zeithaml, V. (1985). The new demographic and market fragmentation. *Journal of Marketing, Vol. 49 No. 3*.
- Zhao, X., Jr. Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research, Inc., Vol.37*, 197-206.

LAMPIRAN I
KUESIONER PENELITIAN

Responden Yth.,

Saya adalah mahasiswa jurusan Manajemen Fakultas Ekonomi Universitas Atma Jaya Yogyakarta, sedang melakukan skripsi tentang Pengaruh Nilai Hedonis dan Utilitarian Mahasiswa pada Loyalitas Toko melalui Niat Beli: Studi pada Toko Ritel H&M.

Mohon kesediaan dan bantuan Anda untuk menjawab beberapa pertanyaan berikut ini. Seluruh informasi yang Anda berikan melalui kuisisioner ini, akan dirahasiakan oleh peneliti.

Atas perhatian dan bantuannya, saya ucapkan terima kasih.

Pierre Bagas Wibisono

1. Apakah Anda pernah mengunjungi dan membeli produk di toko ritel H&M Yogyakarta? *lebih dari sekali
 - Ya
 - Tidak

2. Jenis Kelamin Anda:
 - Pria
 - Wanita

3. Usia Anda:
 -

4. Tingkatan Rata-Rata Pendapatan/ Uang Saku per bulan Anda:
 - < Rp 500.000
 - Rp 500.000 - Rp 1.000.000
 - Rp 1.000.001 - Rp 1.500.000
 - Rp 1.500.001 - Rp 2.000.000
 - > Rp 2.000.000

5. Jenis Produk yang pernah dibeli:

- Pakaian Atas
- Pakaian Bawah
- Pakaian Dalam
- Aksesoris

6. Kuantitas Rata-Rata *item*/ barang saat membeli: (dalam angka)

....

7. Tingkatan Rata-Rata Pengeluaran saat membeli produk:

- < Rp 200.000
- Rp 200.000 - Rp 400.000
- Rp 400.001 - Rp 600.000
- Rp 600.001 - Rp 800.000
- Rp 800.001 - Rp 1.000.000
- > Rp 1.000.000

8. Kapan terakhir kali mengunjungi dan membeli produk H&M?

- < 1 bulan lalu
- 1 - 3 bulan lalu
- 3 - 6 bulan lalu
- > 6 bulan lalu

Berilah tanda centang (✓) pada salah satu pilihan jawaban yang sesuai menurut Anda. **(pilih salah satu)**

STS : Sangat Tidak Setuju = 1

TS : Tidak Setuju = 2

N : Netral = 3

S : Setuju = 4

SS : Sangat Setuju = 5

Value Hedonic

No.	Indikator	STS	TS	N	S	SS
1.	Atmosfer H&M memberikan rasa kenyamanan					
2.	Atmosfer H&M mengasyikkan					
3.	Atmosfer H&M menggugah saya untuk membeli produk					
4.	Atmosfer H&M menyenangkan					
5.	H&M mempertemukan saya dengan orang-orang berselera sama					
6.	Produk H&M memberikan kesan baik bagi saya					
7.	Produk H&M yang saya kenakan mengesankan orang lain					
8.	Produk H&M membuat saya merasa diterima secara sosial					

Source: Based on Williams and Soutar (2009)

Value Utilitarian

No.	Indikator	STS	TS	N	S	SS
1.	Produk H&M memiliki kualitas yang konsisten					
2.	Produk H&M memiliki kualitas bahan yang baik					
3.	Produk H&M memiliki standar kualitas yang pantas					
4.	Produk H&M tertata secara rapi pada display					
5.	Harga produk H&M yang telah dibayar dapat diterima					
6.	Produk H&M dijual dengan harga yang layak					
7.	Nilai dari produk H&M sesuai dengan harga jual					
8.	Produk H&M diberi harga dengan tepat					
9.	Produk H&M memuaskan rasa keingintahuan					
10.	Produk H&M memiliki nilai orisinalitas					
11.	Produk H&M memiliki nilai edukasional					
12.	Produk H&M memiliki desain yang unik					

Source: Based on Williams and Soutar (2009)

Purchase Intention

No.	Indikator	STS	TS	N	S	SS
1.	Saya akan membeli produk H&M					
2.	Saya ingin belanja lebih lama di toko H&M					
3.	Saya akan mengunjungi toko H&M lagi					
4.	Saya akan membeli produk H&M lagi					

Store Loyalty

No.	Indikator	STS	TS	N	S	SS
1.	Saya akan mengatakan hal positif tentang H&M kepada orang lain					
2.	Saya akan merekomendasikan H&M pada orang lain					
3.	Jika H&M menaikkan harga produk, saya akan tetap membeli produk H&M					
4.	Saya akan melanjutkan membeli produk H&M dimasa yang akan datang					
5.	Jika <i>retail</i> lain menawarkan harga yang lebih rendah, saya akan tetap membeli produk H&M					

LAMPIRAN II
DATA KUESIONER

No	Jenis Kelamin:	Usia ... tahun	Tingkatan Rata-Rata Pendapatan/ Uang Saku per bulan Anda:	Jenis Produk yang pernah dibeli:	Kuantitas Rata-Rata item/ barang saat sekali belanja:	Tingkatan Rata-Rata Pengeluaran saat membeli produk:	Kapan terakhir kali mengunjungi dan membeli produk H&M?
1	Wanita	21	< Rp 500.000	Aksesoris	2	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
2	Pria	19	> Rp 2.000.000	Pakaian Atas;Aksesoris	2	Rp 600.001 - Rp 800.000	> 6 bulan lalu
3	Pria	19	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
4	Pria	17	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
5	Pria	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 600.001 - Rp 800.000	1 - 3 bulan lalu
6	Pria	18	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	< Rp 200.000	> 6 bulan lalu
7	Pria	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
8	Wanita	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 600.001 - Rp 800.000	< 1 bulan lalu
9	Wanita	19	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	2	< Rp 200.000	< 1 bulan lalu
10	Wanita	19	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	< Rp 200.000	< 1 bulan lalu
11	Pria	24	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Pakaian Dalam	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
12	Wanita	17	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
13	Wanita	17	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
14	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
15	Wanita	17	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	< Rp 200.000	1 - 3 bulan lalu
16	Wanita	17	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
17	Wanita	17	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
18	Wanita	17	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah	3	Rp 400.001 - Rp 600.000	< 1 bulan lalu
19	Wanita	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
20	Wanita	19	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
21	Wanita	19	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Aksesoris	4	> Rp 1.000.000	1 - 3 bulan lalu
22	Wanita	19	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
23	Wanita	23	> Rp 2.000.000	Pakaian Atas;Aksesoris	3	Rp 600.001 - Rp 800.000	3 - 6 bulan lalu
24	Pria	20	> Rp 2.000.000	Pakaian Atas	1	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
25	Pria	16	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
26	Wanita	20	< Rp 500.000	Pakaian Atas;Pakaian Bawah	1	< Rp 200.000	1 - 3 bulan lalu
27	Wanita	19	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
28	Wanita	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	< Rp 200.000	< 1 bulan lalu
29	Wanita	19	Rp 500.000 - Rp 1.000.000	Aksesoris	3	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu

30	Wanita	18	< Rp 500.000	Pakaian Atas	1	< Rp 200.000	< 1 bulan lalu
31	Wanita	20	> Rp 2.000.000	Pakaian Atas;Aksesoris	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
32	Wanita	18	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
33	Pria	19	< Rp 500.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
34	Pria	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
35	Pria	16	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	> 6 bulan lalu
36	Pria	18	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	< Rp 200.000	1 - 3 bulan lalu
37	Wanita	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	2	< Rp 200.000	< 1 bulan lalu
38	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 600.001 - Rp 800.000	< 1 bulan lalu
39	Wanita	18	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
40	Pria	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	Rp 400.001 - Rp 600.000	> 6 bulan lalu
41	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 600.001 - Rp 800.000	< 1 bulan lalu
42	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Pakaian Dalam;Aksesoris	1	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
43	Pria	23	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
44	Pria	22	> Rp 2.000.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
45	Pria	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	3	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
46	Wanita	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	< Rp 200.000	< 1 bulan lalu
47	Pria	20	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	> 6 bulan lalu
48	Wanita	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Pakaian Dalam;Aksesoris	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
49	Wanita	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	2	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
50	Pria	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
51	Pria	28	> Rp 2.000.000	Pakaian Atas	1	< Rp 200.000	1 - 3 bulan lalu
52	Wanita	18	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
53	Wanita	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
54	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	9	Rp 200.000 - Rp 400.000	< 1 bulan lalu
55	Wanita	20	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
56	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	3	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
57	Pria	17	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	6	Rp 600.001 - Rp 800.000	< 1 bulan lalu
58	Pria	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
59	Wanita	17	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Aksesoris	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
60	Wanita	18	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu

61	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Pakaian Dalam;Aksesoris	3	> Rp 1.000.000	1 - 3 bulan lalu
62	Wanita	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
63	Pria	22	< Rp 500.000	Pakaian Atas	1	< Rp 200.000	> 6 bulan lalu
64	Wanita	19	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
65	Pria	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
66	Pria	21	> Rp 2.000.000	Pakaian Atas	1	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
67	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 600.001 - Rp 800.000	< 1 bulan lalu
68	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
69	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
70	Wanita	23	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Aksesoris	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
71	Pria	22	> Rp 2.000.000	Pakaian Atas	1	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
72	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
73	Wanita	24	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
74	Wanita	23	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Aksesoris	3	Rp 400.001 - Rp 600.000	< 1 bulan lalu
75	Pria	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	1	> Rp 1.000.000	3 - 6 bulan lalu
76	Pria	23	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 600.001 - Rp 800.000	1 - 3 bulan lalu
77	Wanita	23	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
78	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 800.001 - Rp 1.000.000	< 1 bulan lalu
79	Pria	25	> Rp 2.000.000	Pakaian Atas	3	Rp 800.001 - Rp 1.000.000	< 1 bulan lalu
80	Wanita	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
81	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
82	Pria	22	> Rp 2.000.000	Pakaian Atas	2	Rp 600.001 - Rp 800.000	< 1 bulan lalu
83	Pria	23	Rp 500.000 - Rp 1.000.000	Pakaian Atas	3	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
84	Wanita	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	1	< Rp 200.000	< 1 bulan lalu
85	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
86	Pria	24	< Rp 500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
87	Pria	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
88	Wanita	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
89	Wanita	23	> Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
90	Pria	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
91	Wanita	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	< Rp 200.000	< 1 bulan lalu
92	Wanita	20	< Rp 500.000	Pakaian Atas	1	< Rp 200.000	1 - 3 bulan lalu

93	Pria	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Aksesoris	2	< Rp 200.000	1 - 3 bulan lalu
94	Pria	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	> 6 bulan lalu
95	Wanita	22	< Rp 500.000	Pakaian Atas;Aksesoris	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
96	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
97	Wanita	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
98	Wanita	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
99	Wanita	21	< Rp 500.000	Pakaian Atas;Pakaian Bawah	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
100	Pria	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	> 6 bulan lalu
101	Wanita	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Aksesoris	1	< Rp 200.000	< 1 bulan lalu
102	Pria	18	< Rp 500.000	Pakaian Atas	1	< Rp 200.000	3 - 6 bulan lalu
103	Wanita	19	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
104	Wanita	20	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
105	Wanita	20	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
106	Wanita	19	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
107	Wanita	20	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
108	Wanita	18	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Aksesoris	4	> Rp 1.000.000	< 1 bulan lalu
109	Wanita	19	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Aksesoris	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
110	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
111	Wanita	20	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	< Rp 200.000	> 6 bulan lalu
112	Wanita	20	< Rp 500.000	Pakaian Atas	1	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
113	Pria	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	< Rp 200.000	< 1 bulan lalu
114	Pria	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Pakaian Dalam	2	Rp 800.001 - Rp 1.000.000	< 1 bulan lalu
115	Wanita	23	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	> 6 bulan lalu
116	Wanita	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
117	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Bawah	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
118	Wanita	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	3	Rp 200.000 - Rp 400.000	< 1 bulan lalu
119	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 400.001 - Rp 600.000	> 6 bulan lalu
120	Wanita	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Aksesoris	1	< Rp 200.000	< 1 bulan lalu
121	Pria	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	< Rp 200.000	> 6 bulan lalu
122	Wanita	22	> Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
123	Pria	23	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
124	Wanita	19	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu

125	Pria	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
126	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
127	Wanita	20	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 800.001 - Rp 1.000.000	< 1 bulan lalu
128	Wanita	23	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Aksesoris	2	< Rp 200.000	< 1 bulan lalu
129	Pria	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	< Rp 200.000	> 6 bulan lalu
130	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
131	Wanita	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	3	Rp 200.000 - Rp 400.000	< 1 bulan lalu
132	Pria	22	> Rp 2.000.000	Pakaian Atas	1	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
133	Wanita	23	Rp 1.000.001 - Rp 1.500.000	Pakaian Bawah	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
134	Wanita	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	> 6 bulan lalu
135	Wanita	23	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	> 6 bulan lalu
136	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
137	Wanita	19	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	1	< Rp 200.000	< 1 bulan lalu
138	Pria	22	< Rp 500.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
139	Wanita	21	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	> 6 bulan lalu
140	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
141	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
142	Pria	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
143	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
144	Wanita	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
145	Wanita	23	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	> 6 bulan lalu
146	Wanita	23	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Aksesoris	2	Rp 200.000 - Rp 400.000	> 6 bulan lalu
147	Pria	17	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	> 6 bulan lalu
148	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
149	Pria	20	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Pakaian Dalam;Aksesoris	2	Rp 600.001 - Rp 800.000	1 - 3 bulan lalu
150	Wanita	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
151	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	1	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
152	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	1	< Rp 200.000	> 6 bulan lalu
153	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 600.001 - Rp 800.000	1 - 3 bulan lalu
154	Pria	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	1 - 3 bulan lalu
155	Wanita	22	> Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu

156	Wanita	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
157	Pria	24	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	2	Rp 800.001 - Rp 1.000.000	> 6 bulan lalu
158	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 400.001 - Rp 600.000	< 1 bulan lalu
159	Wanita	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	< Rp 200.000	< 1 bulan lalu
160	Pria	23	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
161	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
162	Wanita	20	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	< Rp 200.000	< 1 bulan lalu
163	Wanita	21	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
164	Wanita	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	2	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
165	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	3	Rp 600.001 - Rp 800.000	< 1 bulan lalu
166	Wanita	19	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
167	Wanita	18	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Pakaian Dalam;Aksesoris	3	Rp 400.001 - Rp 600.000	< 1 bulan lalu
168	Wanita	17	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
169	Wanita	19	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	> 6 bulan lalu
170	Wanita	19	< Rp 500.000	Pakaian Atas	2	< Rp 200.000	1 - 3 bulan lalu
171	Wanita	19	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	2	Rp 200.000 - Rp 400.000	> 6 bulan lalu
172	Wanita	19	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
173	Wanita	18	< Rp 500.000	Pakaian Atas	8	< Rp 200.000	< 1 bulan lalu
174	Wanita	19	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 200.000 - Rp 400.000	< 1 bulan lalu
175	Wanita	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
176	Pria	19	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 800.001 - Rp 1.000.000	< 1 bulan lalu
177	Pria	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	> 6 bulan lalu
178	Pria	17	< Rp 500.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
179	Wanita	22	> Rp 2.000.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
180	Pria	21	> Rp 2.000.000	Pakaian Atas	2	Rp 800.001 - Rp 1.000.000	1 - 3 bulan lalu
181	Wanita	19	> Rp 2.000.000	Pakaian Atas	2	Rp 600.001 - Rp 800.000	1 - 3 bulan lalu
182	Wanita	18	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
183	Wanita	19	> Rp 2.000.000	Pakaian Atas;Aksesoris	8	Rp 200.000 - Rp 400.000	< 1 bulan lalu
184	Pria	21	< Rp 500.000	Pakaian Atas	2	Rp 800.001 - Rp 1.000.000	1 - 3 bulan lalu
185	Wanita	19	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah;Aksesoris	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
186	Wanita	21	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	4	Rp 400.001 - Rp 600.000	< 1 bulan lalu
187	Wanita	20	Rp 500.000 - Rp 1.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 600.001 - Rp 800.000	1 - 3 bulan lalu

188	Pria	20	> Rp 2.000.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
189	Wanita	20	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	2	Rp 200.000 - Rp 400.000	< 1 bulan lalu
190	Pria	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
191	Wanita	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	1	< Rp 200.000	1 - 3 bulan lalu
192	Pria	22	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	Rp 400.001 - Rp 600.000	3 - 6 bulan lalu
193	Wanita	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	2	< Rp 200.000	3 - 6 bulan lalu
194	Wanita	21	> Rp 2.000.000	Pakaian Atas;Aksesoris	1	< Rp 200.000	3 - 6 bulan lalu
195	Pria	22	Rp 1.500.001 - Rp 2.000.000	Aksesoris	1	< Rp 200.000	1 - 3 bulan lalu
196	Wanita	21	Rp 500.000 - Rp 1.000.000	Pakaian Atas	1	< Rp 200.000	< 1 bulan lalu
197	Wanita	22	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	1	Rp 400.001 - Rp 600.000	< 1 bulan lalu
198	Wanita	20	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Aksesoris	1	Rp 200.000 - Rp 400.000	3 - 6 bulan lalu
199	Wanita	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	2	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
200	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas	2	< Rp 200.000	1 - 3 bulan lalu
201	Pria	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas;Pakaian Bawah	2	Rp 400.001 - Rp 600.000	< 1 bulan lalu
202	Pria	22	Rp 1.000.001 - Rp 1.500.000	Pakaian Atas	1	Rp 200.000 - Rp 400.000	1 - 3 bulan lalu
203	Pria	24	> Rp 2.000.000	Pakaian Atas;Pakaian Bawah	3	Rp 400.001 - Rp 600.000	< 1 bulan lalu
204	Pria	22	Rp 1.500.001 - Rp 2.000.000	Pakaian Atas;Pakaian Bawah;Aksesoris	2	Rp 600.001 - Rp 800.000	< 1 bulan lalu
205	Wanita	21	> Rp 2.000.000	Aksesoris	2	< Rp 200.000	< 1 bulan lalu

Responden	NH1	NH2	NH3	NH4	NH5	NH6	NH7	NH8
1	5	5	5	5	4	4	5	4
2	4	4	4	3	4	3	4	4
3	4	4	4	4	3	3	3	3
4	4	4	3	4	2	3	4	2
5	3	3	4	3	1	3	4	2
6	4	3	2	2	3	1	2	3
7	4	4	3	4	3	5	3	2
8	4	5	5	4	5	4	4	4
9	4	4	5	5	4	3	4	2
10	5	5	4	5	3	5	5	5
11	3	3	4	3	2	3	3	3
12	3	3	4	3	3	4	4	3
13	5	5	5	5	3	4	5	5
14	3	3	3	3	3	3	4	3
15	4	3	4	4	2	3	3	2
16	4	4	4	4	3	5	4	4
17	4	3	5	3	3	4	4	3
18	4	4	4	4	4	5	4	3
19	4	4	4	4	5	4	4	4
20	3	2	2	2	1	2	3	2
21	5	5	4	5	5	4	4	4
22	4	4	4	4	4	4	4	4
23	5	5	5	5	5	4	4	5
24	5	4	5	4	4	5	4	4
25	4	4	5	4	3	3	4	4
26	5	5	5	5	4	5	5	4
27	4	4	5	4	3	4	4	4
28	4	4	4	4	3	3	3	3
29	4	5	4	4	3	4	4	4
30	4	4	4	4	4	4	4	4
31	4	3	3	4	3	3	3	3
32	5	5	5	5	4	5	5	5
33	5	5	4	4	2	3	3	4
34	4	4	4	4	3	5	4	3
35	2	4	4	5	3	5	3	5
36	4	4	4	5	5	4	4	3
37	5	5	3	5	1	4	2	2
38	3	3	3	3	3	4	3	3
39	4	4	3	4	4	4	4	1
40	4	4	4	4	3	4	5	3

41	4	4	2	3	2	3	3	2
42	5	4	5	5	5	4	5	5
43	5	5	5	5	3	5	5	5
44	4	4	3	4	3	3	3	3
45	5	5	5	5	4	4	5	4
46	4	4	4	4	3	4	4	5
47	4	4	4	4	4	4	5	3
48	5	5	4	4	3	2	5	3
49	4	4	4	4	4	4	3	2
50	4	4	4	4	4	4	4	4
51	3	4	2	3	2	1	2	2
52	4	4	5	3	1	4	3	3
53	5	5	4	5	4	5	4	3
54	5	5	4	4	2	3	4	2
55	4	4	4	4	3	4	4	4
56	5	5	5	5	2	5	2	2
57	5	4	5	4	2	4	3	2
58	3	3	3	3	4	3	3	3
59	5	5	4	4	4	5	4	3
60	4	5	4	4	3	4	4	3
61	4	5	4	4	5	5	5	4
62	4	4	4	4	4	5	4	3
63	4	3	3	4	2	3	2	2
64	4	4	5	5	2	3	3	3
65	5	5	5	5	5	5	5	5
66	3	3	4	3	4	4	4	3
67	4	4	4	4	4	4	3	2
68	4	4	3	4	2	3	3	3
69	4	4	5	4	4	4	4	4
70	4	3	3	3	3	3	4	2
71	4	4	4	4	4	4	4	4
72	3	3	3	3	2	4	4	3
73	5	5	5	5	5	5	5	5
74	4	4	4	4	3	5	5	4
75	3	3	3	3	3	4	4	4
76	4	3	4	4	3	5	3	3
77	3	3	4	3	3	3	4	3
78	5	5	3	3	3	4	3	3
79	4	3	3	4	2	4	3	3
80	5	4	4	4	4	5	4	4
81	3	3	4	3	2	4	3	1

82	5	5	4	5	4	5	5	4
83	5	2	5	2	4	4	2	5
84	4	4	4	5	2	4	4	4
85	4	2	2	4	2	2	2	2
86	4	4	3	4	4	3	3	2
87	4	4	5	5	5	5	5	5
88	3	3	1	3	1	5	2	2
89	4	4	4	4	3	4	5	4
90	4	2	2	4	2	5	4	2
91	3	3	5	3	4	4	3	5
92	5	5	5	5	4	5	5	1
93	4	4	3	4	3	3	3	3
94	4	4	4	4	2	4	4	3
95	4	4	4	4	4	4	4	4
96	4	4	4	4	3	4	4	3
97	5	5	4	5	5	5	5	5
98	4	5	5	5	4	4	4	5
99	4	4	4	4	5	4	5	5
100	4	5	4	4	2	4	4	2
101	5	5	5	5	4	5	5	5
102	5	4	5	4	3	4	4	4
103	3	4	5	4	4	4	4	3
104	5	5	5	5	3	4	3	2
105	4	4	4	4	3	4	4	4
106	3	4	5	3	4	4	3	5
107	5	5	4	4	4	5	4	3
108	3	3	3	3	1	1	4	3
109	4	4	4	4	3	3	5	4
110	4	3	5	3	4	4	4	4
111	3	3	3	3	3	3	3	1
112	5	5	5	5	3	4	3	3
113	4	3	4	3	3	4	4	4
114	4	4	4	5	3	4	3	3
115	4	4	3	4	3	3	3	4
116	5	5	5	5	3	5	4	2
117	3	4	3	4	3	3	4	3
118	4	3	3	4	5	5	5	2
119	3	3	2	3	2	3	3	2
120	4	4	4	5	4	4	4	3
121	4	3	3	4	3	3	3	4
122	4	4	4	4	3	4	3	3

123	5	5	4	5	5	5	5	5
124	5	5	5	4	5	4	5	4
125	4	4	3	4	3	4	4	5
126	5	5	4	4	4	5	5	5
127	4	4	5	4	2	4	4	4
128	5	5	4	5	2	4	4	3
129	3	3	4	2	1	3	5	1
130	3	2	4	3	2	4	4	3
131	5	5	1	5	5	5	5	1
132	4	3	1	3	3	4	2	2
133	4	4	4	4	3	4	5	3
134	3	2	4	2	2	3	3	3
135	4	4	3	4	3	4	3	3
136	3	3	4	3	2	2	3	2
137	4	4	3	4	3	4	3	4
138	4	4	2	4	2	3	4	1
139	5	5	5	5	5	5	5	5
140	4	3	4	4	3	4	4	4
141	4	4	3	4	4	4	4	3
142	3	3	4	3	2	4	4	4
143	4	3	4	3	3	3	2	2
144	4	4	5	4	3	4	4	4
145	4	5	5	3	3	4	4	5
146	4	3	4	3	2	3	4	1
147	4	3	1	3	2	3	4	2
148	5	5	4	5	4	4	4	3
149	4	3	4	4	2	4	4	3
150	5	5	4	3	2	3	2	1
151	4	4	3	4	2	3	3	1
152	4	3	3	4	2	2	2	2
153	4	4	4	4	2	5	5	4
154	3	3	3	3	3	3	2	1
155	5	5	5	5	3	4	4	4
156	4	5	4	4	2	4	3	2
157	4	4	5	5	2	4	5	5
158	4	4	4	4	4	2	3	3
159	4	4	5	4	4	4	4	4
160	3	3	3	3	5	3	3	3
161	4	4	4	4	4	4	4	4
162	4	4	4	4	4	4	4	4
163	4	4	4	5	4	4	4	5

164	4	4	5	3	2	3	5	3
165	2	3	3	3	2	4	3	3
166	5	5	5	5	3	4	4	4
167	5	4	5	5	3	4	3	3
168	4	3	4	3	4	3	3	3
169	4	3	4	3	2	3	4	4
170	4	4	5	4	3	4	4	3
171	4	4	4	4	3	5	4	3
172	5	5	5	5	2	4	3	4
173	4	4	4	4	3	4	3	2
174	3	4	4	4	3	4	4	2
175	3	3	3	4	4	4	3	3
176	5	5	5	5	3	5	3	4
177	5	4	3	4	2	3	3	2
178	5	5	5	5	4	4	3	3
179	4	3	3	4	2	2	2	2
180	4	4	5	4	1	4	4	4
181	5	4	4	4	3	5	5	3
182	4	4	3	3	1	2	3	3
183	4	4	3	4	4	4	3	3
184	4	4	2	3	4	3	4	3
185	5	5	5	5	2	5	3	2
186	4	4	3	3	2	4	2	3
187	5	3	5	4	5	1	5	5
188	3	3	4	3	2	5	5	5
189	5	4	4	5	2	3	4	3
190	4	5	4	3	4	4	3	4
191	4	4	3	4	3	4	4	3
192	4	3	3	3	4	4	3	2
193	5	5	5	5	5	5	5	5
194	4	4	4	4	3	4	3	2
195	4	4	3	4	3	3	4	3
196	3	3	4	4	3	3	3	3
197	3	3	3	3	3	3	3	3
198	4	4	3	4	2	4	3	3
199	4	4	4	4	4	4	3	3
200	4	3	3	4	3	4	4	3
201	4	4	5	4	4	4	5	5
202	4	4	3	4	5	4	3	4
203	5	4	5	4	5	5	4	3
204	4	4	3	4	2	5	2	1

205	4	4	5	5	5	5	4	4
-----	---	---	---	---	---	---	---	---

Responden	NU1	NU2	NU3	NU4	NU5	NU6	NU7	NU8	NU9	NU10	NU11	NU12
1	5	5	5	5	5	4	5	4	4	5	3	5
2	4	4	3	4	4	2	3	3	4	2	1	2
3	3	3	3	2	3	3	3	3	3	3	3	3
4	4	3	5	5	4	3	3	3	4	2	1	2
5	5	5	4	1	3	2	3	2	4	3	3	3
6	4	4	4	3	3	1	2	2	3	3	2	3
7	4	4	5	5	4	4	4	4	5	3	3	4
8	5	5	5	5	5	2	5	2	3	5	2	5
9	4	5	5	4	4	3	3	4	3	4	2	4
10	5	5	5	5	5	4	4	4	3	5	3	5
11	3	2	3	4	4	3	4	4	3	4	2	2
12	4	4	4	4	4	3	3	3	3	4	3	3
13	5	5	5	5	5	4	3	3	5	5	3	5
14	4	3	3	4	3	3	3	3	3	3	2	3
15	3	4	4	5	4	4	4	4	3	3	3	2
16	4	4	5	5	4	4	4	3	3	4	4	5
17	5	5	3	4	4	3	4	4	3	4	2	5
18	4	4	4	5	5	5	4	5	4	5	4	5
19	4	3	3	4	4	4	4	4	4	4	4	4
20	3	3	3	4	3	3	2	2	3	1	2	1
21	4	5	5	5	4	4	4	4	4	4	4	5
22	4	4	4	4	4	4	4	4	4	4	4	4
23	5	5	5	5	5	5	5	5	5	5	5	5
24	5	5	5	5	5	5	5	5	5	5	5	5
25	4	5	4	3	3	3	3	3	4	3	3	3
26	5	5	5	5	5	5	5	4	4	5	4	5
27	5	4	5	3	4	4	4	4	4	5	3	5
28	3	4	4	4	3	3	3	3	3	3	3	2
29	4	4	4	4	4	3	3	4	4	4	4	4
30	2	2	3	4	3	2	2	2	3	2	3	3
31	4	3	4	5	4	4	4	4	4	4	3	4
32	5	5	5	5	5	4	4	4	5	5	4	4
33	4	4	4	4	4	4	4	3	4	4	2	4
34	4	4	4	5	4	4	4	4	4	4	4	4
35	4	3	4	2	4	2	4	2	2	2	3	4
36	4	3	4	3	4	4	3	4	4	3	3	3
37	4	5	4	5	3	3	4	4	3	3	2	5
38	2	3	3	3	3	4	4	3	4	2	3	3
39	4	5	5	4	4	3	4	3	1	4	2	3
40	3	5	4	4	3	3	3	2	4	4	3	4

41	2	3	4	4	2	2	3	3	4	2	1	3
42	5	5	5	5	5	4	5	4	5	5	4	4
43	5	5	5	5	5	5	5	4	3	4	5	5
44	4	4	4	4	4	4	4	4	3	4	3	4
45	4	4	4	4	4	4	4	4	4	4	4	4
46	3	4	4	3	5	4	4	3	5	5	3	5
47	4	3	4	3	2	3	3	3	3	3	3	3
48	4	4	4	5	4	2	3	3	3	4	2	4
49	4	4	4	5	5	3	3	3	4	4	3	4
50	4	4	4	4	4	4	4	4	4	4	3	4
51	3	4	3	4	3	3	4	4	4	5	3	4
52	4	5	4	4	5	4	4	4	5	3	2	4
53	5	5	5	5	5	4	4	4	3	5	4	4
54	2	4	4	5	2	2	2	2	4	4	2	2
55	4	4	4	5	3	3	3	3	4	4	3	4
56	5	5	5	5	5	5	5	5	5	5	2	5
57	3	3	5	5	2	2	2	2	4	4	1	4
58	2	3	3	3	3	2	2	2	2	3	3	2
59	4	5	5	5	5	4	4	4	4	4	3	4
60	4	4	4	4	5	4	4	4	4	4	3	4
61	5	5	4	5	5	4	5	5	4	5	5	4
62	4	4	4	3	4	4	4	3	4	4	3	4
63	4	4	5	5	4	4	4	4	4	2	2	2
64	5	4	4	5	5	4	4	4	4	5	3	4
65	5	5	5	5	5	5	5	5	5	5	5	5
66	4	5	5	5	4	4	4	4	4	5	3	3
67	4	4	4	4	4	4	4	4	4	4	3	4
68	3	4	3	5	4	4	3	3	3	4	2	3
69	3	3	3	4	3	3	3	3	3	4	3	4
70	4	3	4	4	4	4	3	3	2	3	2	3
71	4	4	4	2	3	4	4	3	3	4	4	3
72	2	3	3	4	4	4	4	4	3	4	3	4
73	4	5	5	4	5	4	4	5	5	5	5	5
74	5	5	5	4	4	4	4	4	3	4	3	3
75	5	4	4	5	4	4	4	3	4	4	2	1
76	5	5	5	5	4	4	3	4	5	4	4	5
77	4	4	4	5	4	3	4	3	3	4	2	4
78	1	3	3	5	5	3	3	3	3	3	1	3
79	2	3	4	5	5	5	5	4	3	2	2	2
80	5	5	5	5	5	4	4	4	4	5	4	4
81	4	4	5	4	4	4	4	3	3	4	2	4

82	5	5	5	5	5	5	5	4	5	5	4	4
83	4	2	4	5	4	4	4	5	4	2	2	2
84	4	2	4	4	4	4	2	2	4	4	2	4
85	2	4	4	4	4	2	2	2	4	4	2	4
86	3	3	3	2	4	3	3	3	3	3	2	3
87	4	4	4	4	4	4	4	4	4	4	5	4
88	2	4	3	5	5	4	2	3	4	4	2	2
89	4	5	4	4	5	4	3	3	4	4	3	4
90	4	5	5	4	4	4	4	3	2	4	1	5
91	3	4	4	5	3	3	3	3	5	5	3	3
92	4	5	5	5	5	3	3	3	3	5	3	5
93	4	4	4	5	4	4	3	3	3	4	3	3
94	4	4	4	4	4	4	4	4	4	4	3	4
95	4	4	4	4	4	4	4	4	4	4	3	4
96	4	4	4	4	4	4	4	4	4	4	3	4
97	5	5	5	5	5	5	5	5	5	5	5	5
98	5	5	5	5	5	4	5	5	5	5	4	5
99	4	5	5	5	5	5	5	5	5	5	5	5
100	4	4	4	5	5	4	5	5	4	4	2	3
101	5	5	5	5	5	4	3	3	4	4	5	4
102	5	5	5	5	5	5	5	5	4	4	3	4
103	4	5	5	4	4	3	3	3	3	2	2	3
104	3	4	4	5	4	4	4	4	4	4	4	5
105	4	4	4	4	3	3	4	3	4	4	3	4
106	4	4	4	4	4	4	4	4	4	4	4	4
107	5	4	4	5	5	5	5	5	4	4	3	4
108	1	1	1	2	3	3	2	2	1	1	1	1
109	4	3	3	5	3	3	3	3	5	4	3	4
110	4	4	4	4	5	4	4	4	4	3	2	4
111	4	4	3	5	4	3	2	2	3	5	1	5
112	5	5	5	5	5	5	5	5	3	5	3	4
113	4	4	4	4	4	4	4	4	3	4	3	4
114	4	5	5	4	5	5	5	5	5	4	3	3
115	3	3	3	4	2	2	2	2	3	2	2	2
116	3	4	4	4	3	3	3	3	4	4	4	4
117	4	4	2	3	4	3	4	3	3	4	3	3
118	2	2	4	4	4	2	3	2	2	2	2	4
119	1	2	2	5	3	2	2	2	3	1	1	1
120	4	5	5	5	4	3	4	4	3	3	3	4
121	4	4	4	4	4	4	4	4	3	3	2	2
122	4	4	4	5	4	3	3	3	3	4	3	4

123	5	5	5	5	5	5	5	5	5	5	5	5
124	4	4	5	5	4	4	4	4	4	4	4	4
125	3	4	4	5	4	4	4	4	3	3	3	4
126	3	5	5	4	5	4	4	4	4	4	3	5
127	5	5	5	5	5	3	4	3	3	4	3	4
128	4	4	4	5	5	4	4	4	4	5	4	5
129	3	4	4	5	3	3	3	3	2	4	1	5
130	4	3	4	4	4	3	3	3	2	2	3	3
131	4	5	5	5	5	5	5	5	5	5	4	5
132	4	4	4	4	4	4	4	4	1	1	1	3
133	4	3	3	5	3	2	2	2	3	3	3	5
134	3	3	3	3	3	3	2	2	2	1	1	1
135	4	4	4	4	4	4	4	4	3	3	3	4
136	2	3	4	3	3	2	2	2	3	2	1	2
137	4	4	4	5	4	4	4	4	4	4	3	4
138	4	5	4	3	1	1	3	2	2	3	1	1
139	5	5	5	5	5	5	5	5	5	5	5	5
140	4	4	4	4	4	4	4	4	4	4	3	4
141	4	3	4	4	3	3	3	4	3	2	2	4
142	4	3	4	4	4	5	5	5	4	5	4	3
143	4	4	4	4	4	4	4	4	3	4	3	3
144	4	4	4	4	4	3	4	4	3	4	3	4
145	4	4	4	2	5	2	1	2	3	3	2	3
146	4	4	3	4	5	2	2	2	3	2	2	3
147	4	5	4	4	3	4	4	4	4	4	2	4
148	4	4	5	5	5	4	5	5	5	5	4	4
149	4	5	4	4	4	4	3	4	3	3	2	4
150	4	4	4	4	3	4	3	4	2	4	2	2
151	4	4	4	3	3	3	3	3	3	3	2	2
152	3	3	4	5	2	2	1	1	3	2	2	2
153	4	4	4	4	4	4	4	2	3	3	3	5
154	3	3	3	2	3	3	3	3	2	3	2	3
155	4	4	4	5	4	4	4	4	4	3	3	3
156	4	4	4	5	5	4	4	4	4	4	2	3
157	5	5	5	5	3	5	5	5	5	4	2	5
158	2	4	4	3	3	2	3	3	4	1	1	4
159	1	5	4	4	4	2	2	2	4	2	2	2
160	4	5	5	3	5	5	5	5	3	1	1	1
161	3	4	4	4	3	3	3	3	3	2	2	4
162	4	5	4	5	4	4	4	4	4	4	4	4
163	4	4	4	5	4	4	4	4	4	3	4	3

164	4	4	4	5	4	2	2	2	2	4	3	4
165	5	4	4	3	4	4	4	3	4	4	3	4
166	4	5	5	5	5	4	4	4	4	5	3	4
167	4	3	4	4	4	4	4	4	4	5	4	5
168	3	3	3	4	4	4	4	3	3	3	3	4
169	3	3	3	4	3	3	3	3	3	4	3	5
170	5	5	5	5	5	4	5	5	3	4	3	4
171	3	5	4	4	3	3	3	3	4	4	4	5
172	4	4	4	4	4	2	2	2	3	3	3	3
173	4	4	4	4	3	3	4	3	4	4	2	3
174	4	4	4	5	3	3	3	3	3	3	2	4
175	4	4	4	4	4	3	4	3	4	4	3	3
176	5	5	4	5	5	5	5	5	5	5	3	4
177	3	3	4	5	3	3	3	3	4	4	3	3
178	4	4	4	5	4	4	4	4	4	4	4	4
179	2	2	3	3	3	3	3	2	3	1	1	1
180	2	4	4	5	5	3	4	4	4	5	4	5
181	4	4	4	5	4	4	4	3	3	3	3	4
182	3	3	3	4	4	4	4	4	3	3	2	3
183	3	3	3	4	4	4	3	4	4	3	3	4
184	3	4	4	5	4	4	4	4	3	3	4	2
185	5	5	5	5	5	5	5	5	5	5	3	5
186	3	4	4	4	3	3	3	3	2	3	2	2
187	5	5	5	5	3	2	2	2	2	1	5	3
188	4	4	4	5	2	3	3	3	3	3	2	3
189	2	3	2	2	3	2	3	3	5	4	2	5
190	4	4	4	5	4	5	4	5	5	4	5	5
191	4	4	4	4	4	4	4	4	3	4	3	3
192	4	4	4	3	4	4	4	3	3	2	2	2
193	5	5	5	5	5	5	4	3	5	5	3	5
194	5	5	5	4	4	4	4	4	2	4	3	4
195	4	4	4	5	4	4	4	4	4	5	3	4
196	3	4	4	3	4	3	4	3	3	3	3	3
197	3	3	3	3	3	3	3	3	3	3	3	3
198	4	4	4	4	4	4	4	4	4	3	4	4
199	4	3	3	4	4	4	4	4	4	4	3	3
200	3	3	4	4	2	2	3	3	3	3	4	4
201	4	5	5	5	3	3	3	3	4	5	3	5
202	4	3	4	2	3	3	3	3	3	4	3	4
203	5	5	5	4	4	4	4	4	5	5	4	4
204	5	4	5	5	4	5	4	4	5	5	5	5

205	4	4	2	4	2	2	2	3	4	2	4	5
-----	---	---	---	---	---	---	---	---	---	---	---	---

Responden	NB1	NB2	NB3	NB4	LT1	LT2	LT3	LT4	LT5
1	5	5	5	5	5	4	4	4	2
2	2	2	2	2	2	2	1	2	2
3	3	3	3	3	3	3	2	3	2
4	4	3	5	5	3	4	2	4	2
5	4	3	4	5	4	4	1	4	3
6	3	3	4	4	2	2	3	4	4
7	5	4	5	5	4	4	3	4	4
8	5	5	5	5	5	5	2	4	2
9	4	4	5	5	3	4	4	4	3
10	5	4	5	5	4	4	3	4	3
11	2	3	4	3	2	3	2	3	2
12	3	3	3	3	3	3	3	3	3
13	4	5	5	4	5	5	4	4	4
14	3	3	3	3	3	3	2	3	3
15	3	3	4	3	3	3	2	3	3
16	5	5	5	5	5	5	3	5	3
17	3	4	3	4	5	3	2	4	3
18	4	5	5	5	4	4	3	4	4
19	4	3	4	4	4	4	4	4	3
20	3	3	4	4	4	4	2	4	2
21	5	4	4	4	5	5	4	4	4
22	4	4	4	4	4	4	4	4	4
23	5	5	5	5	5	5	2	5	1
24	5	5	5	5	5	4	3	4	4
25	3	3	4	4	3	3	3	4	2
26	5	5	5	5	5	5	3	5	3
27	4	4	5	5	4	4	3	4	4
28	4	4	4	4	4	3	3	3	2
29	4	4	5	4	4	4	4	5	3
30	3	3	4	4	4	4	2	3	2
31	5	4	5	5	4	4	2	4	5
32	5	5	5	5	5	5	3	5	5
33	3	3	3	3	5	5	2	2	4
34	4	4	4	4	4	4	3	4	3
35	4	3	4	5	4	4	2	3	2
36	5	4	3	3	5	4	3	5	3
37	5	4	5	5	3	4	2	3	2
38	4	2	4	4	4	4	2	4	1
39	3	2	4	3	4	3	1	2	1
40	4	4	4	4	3	4	2	4	2

41	3	2	4	3	3	3	2	3	2
42	5	4	5	5	5	4	3	5	3
43	5	5	5	5	5	5	1	5	5
44	4	3	3	3	4	4	3	3	3
45	4	4	4	4	4	4	2	4	4
46	5	4	5	5	4	4	3	5	5
47	3	3	3	4	4	3	2	2	3
48	4	3	4	4	4	4	3	3	5
49	4	4	4	4	4	4	2	4	3
50	4	4	4	4	4	4	4	4	4
51	4	3	3	4	4	5	4	4	5
52	5	5	5	5	4	4	3	4	3
53	5	4	5	5	5	4	2	4	5
54	4	3	4	4	4	4	2	4	1
55	4	4	4	4	4	4	3	4	3
56	4	5	4	4	4	4	2	4	4
57	4	4	4	4	3	4	1	4	1
58	3	3	4	4	3	3	2	3	4
59	4	5	4	3	4	3	3	3	3
60	4	4	4	4	4	4	5	4	3
61	5	4	5	4	5	3	3	3	4
62	4	3	4	4	4	4	2	2	2
63	3	4	5	5	5	3	2	5	2
64	5	5	5	5	5	5	3	4	3
65	5	5	5	5	5	5	5	5	5
66	4	3	4	4	4	3	2	3	2
67	4	4	4	4	4	4	4	4	4
68	3	3	4	4	4	4	3	3	3
69	4	4	4	4	4	4	3	4	3
70	3	3	4	4	3	3	2	4	4
71	4	4	4	3	4	4	4	3	4
72	4	3	4	4	4	4	2	4	2
73	5	5	5	5	4	5	4	4	4
74	5	4	4	4	4	4	3	4	4
75	3	2	3	3	4	4	2	3	3
76	5	4	5	5	5	5	4	5	5
77	3	3	4	4	3	4	2	3	2
78	4	3	5	5	3	3	3	5	1
79	4	3	4	4	3	3	4	3	2
80	4	4	4	4	4	4	4	4	4
81	4	3	5	5	4	4	4	4	3

123	5	5	5	5	5	5	5	5	5
124	4	4	4	4	4	4	3	4	3
125	4	4	5	5	4	4	4	4	2
126	4	4	3	3	4	4	3	3	3
127	4	5	4	4	4	4	4	4	3
128	5	5	5	5	4	4	2	4	2
129	4	3	4	4	4	4	2	3	3
130	4	4	4	4	4	4	3	4	3
131	5	5	5	5	5	5	4	4	5
132	5	3	4	4	4	4	3	4	2
133	4	4	5	5	4	4	2	5	3
134	2	1	1	1	3	3	2	2	2
135	4	3	4	4	4	4	3	4	3
136	4	3	4	4	3	3	2	4	2
137	4	4	4	4	3	3	3	4	2
138	3	3	3	3	2	3	1	3	1
139	4	4	4	4	4	4	1	4	1
140	4	4	4	4	4	4	4	4	3
141	4	3	4	4	4	4	3	3	1
142	5	4	5	5	5	5	3	4	3
143	4	4	4	4	4	4	3	4	3
144	4	3	4	4	4	4	3	4	3
145	2	2	1	1	1	2	1	1	1
146	3	3	3	3	3	3	2	2	3
147	3	2	3	3	4	4	3	3	2
148	5	5	5	5	4	5	4	5	4
149	5	3	4	5	4	5	4	5	3
150	4	4	4	4	3	3	3	4	2
151	3	3	4	3	3	3	2	3	3
152	3	2	3	3	3	2	2	3	2
153	4	5	4	4	4	4	2	4	2
154	3	2	3	3	1	1	2	3	2
155	4	3	4	4	3	3	2	4	3
156	4	4	4	5	4	4	2	4	2
157	5	5	5	5	5	5	1	5	3
158	3	4	4	3	2	3	2	2	1
159	4	5	4	4	4	4	4	4	5
160	5	3	3	3	3	3	1	3	3
161	3	4	4	3	4	4	3	3	3
162	4	3	4	4	4	4	4	4	4
163	4	4	5	4	4	4	3	4	4

164	3	3	5	3	4	4	2	4	1
165	5	4	5	5	4	4	3	4	3
166	4	3	5	4	4	4	4	4	3
167	4	4	5	5	3	4	4	4	4
168	4	4	4	4	4	4	3	3	3
169	4	4	5	4	3	3	3	4	3
170	4	3	4	4	4	4	3	4	3
171	3	3	4	4	4	4	3	4	2
172	5	5	5	5	4	4	2	4	3
173	4	3	4	4	4	3	3	4	2
174	3	3	3	3	3	3	3	3	2
175	3	3	4	4	3	3	3	4	2
176	5	5	5	5	5	5	4	5	5
177	3	2	4	3	3	3	1	3	1
178	4	3	3	3	3	3	2	3	3
179	3	2	3	3	2	1	1	2	1
180	4	3	5	5	4	4	3	4	4
181	4	4	4	4	4	4	3	4	4
182	4	3	4	5	3	3	2	5	3
183	4	4	4	4	3	3	3	3	3
184	4	2	3	4	2	3	1	2	2
185	5	5	5	5	5	5	3	5	2
186	3	3	5	5	4	4	2	3	1
187	5	5	2	3	4	4	1	1	2
188	4	4	4	4	3	3	3	4	4
189	5	4	4	4	3	3	1	3	1
190	5	4	5	4	5	4	3	4	4
191	3	2	3	3	3	4	2	3	2
192	3	3	4	3	4	3	3	3	2
193	5	5	5	5	5	5	2	5	1
194	4	4	4	4	4	2	2	4	5
195	4	3	4	4	4	4	3	3	2
196	3	3	4	4	4	3	2	3	2
197	3	3	3	3	3	3	3	3	3
198	4	4	3	4	4	3	4	3	4
199	4	3	4	4	4	4	4	4	4
200	4	4	4	4	4	4	3	4	2
201	5	5	5	5	4	4	2	5	4
202	4	3	5	4	4	4	3	3	3
203	5	4	5	5	4	5	5	5	4
204	2	1	3	3	4	4	2	2	2

LAMPIRAN III
UJI VALIDITAS DAN RELIABILITAS

Hedonic Value (Nilai Hedonis)

Case Processing Summary

		N	%
Cases	Valid	205	100.0
	Excluded ^a	0	0.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.825	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NH1	25.7561	18.901	.545	.807
NH2	25.8976	17.857	.618	.796
NH3	25.9415	17.379	.566	.802
NH4	25.8878	17.982	.630	.796
NH5	26.6829	17.110	.501	.814
NH6	25.9951	17.917	.527	.807
NH7	26.1122	17.845	.549	.804
NH8	26.6000	16.692	.525	.811

Utilitarian Value (Nilai Utilitarian)

Case Processing Summary

		N	%
Cases	Valid	205	100.0
	Excluded ^a	0	0.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.9060	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NU1	40.8585	50.151	.643	.898
NU2	40.6585	51.148	.619	.899
NU3	40.6098	51.857	.631	.899
NU4	40.4390	52.708	.468	.9056
NU5	40.7463	50.778	.638	.898
NU6	41.1317	49.282	.712	.894
NU7	41.0683	49.211	.729	.894
NU8	41.1902	49.076	.728	.894
NU9	41.0927	51.271	.565	.901
NU10	41.0195	47.617	.711	.894
NU11	41.7902	49.569	.595	.901
NU12	41.0146	49.309	.593	.901

Purchase Intention (Niat Beli)

Case Processing Summary

		N	%
Cases	Valid	205	100.0
	Excluded ^a	0	0.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.896	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	11.8390	5.018	.796	.858
NB2	12.2098	4.667	.710	.895
NB3	11.6976	5.006	.784	.861
NB4	11.7415	4.948	.810	.852

Store Loyalty (Loyalitas Toko)

Case Processing Summary

		N	%
Cases	Valid	205	100.0
	Excluded ^a	0	0.0
	Total	205	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.806	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LT1	13.2976	8.102	.642	.755
LT2	13.2976	8.190	.681	.747
LT3	14.3415	7.785	.581	.773
LT4	13.3756	8.510	.577	.774
LT5	14.1561	7.495	.529	.798

LAMPIRAN IV
UJI ANALISIS REGRESI LINEAR SEDERHANA

Hedonic Value (Nilai Hedonis) pada Purchase Intention (Niat Beli)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Hedonis ^b		Enter

a. Dependent Variable: Niat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 ^a	.324	.320	2.39457

a. Predictors: (Constant), Nilai Hedonis

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557.026	1	557.026	97.145	.000 ^b
	Residual	1163.999	203	5.734		
	Total	1721.024	204			

a. Dependent Variable: Niat Beli

b. Predictors: (Constant), Nilai Hedonis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.450	1.066		5.111	.000
	Nilai Hedonis	.348	.035	.569	9.856	.000

a. Dependent Variable: Niat Beli

Utilitarian Value (Nilai Utilitarian) pada Purchase Intention (Niat Beli)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Utilitarian ^b		Enter

a. Dependent Variable: Niat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 ^a	.423	.420	2.21267

a. Predictors: (Constant), Nilai Utilitarian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	727.151	1	727.151	148.522	.000 ^b
	Residual	993.873	203	4.896		
	Total	1721.024	204			

a. Dependent Variable: Niat Beli

b. Predictors: (Constant), Nilai Utilitarian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.862	.913		5.325	.000
	Nilai Utilitarian	.245	.020	.650	12.187	.000

a. Dependent Variable: Niat Beli

Hedonic Value (Nilai Hedonis) pada Store Loyalty (Loyalitas Toko)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Hedonis ^b		Enter

a. Dependent Variable: Loyalitas Toko

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.281	2.93141

a. Predictors: (Constant), Nilai Hedonis

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	692.772	1	692.772	80.619	.000 ^b
	Residual	1744.418	203	8.593		
	Total	2437.190	204			

a. Dependent Variable: Loyalitas Toko

b. Predictors: (Constant), Nilai Hedonis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.542	1.305		4.246	.000
	Nilai Hedonis	.388	.043	.533	8.979	.000

a. Dependent Variable: Loyalitas Toko

Utilitarian Value (Nilai Utilitarian) pada Store Loyalty (Loyalitas Toko)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Utilitarian ^b		Enter

a. Dependent Variable: Loyalitas Toko

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.491	.488	2.47267

a. Predictors: (Constant), Nilai Utilitarian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1196.032	1	1196.032	195.619	.000 ^b
	Residual	1241.158	203	6.114		
	Total	2437.190	204			

a. Dependent Variable: Loyalitas Toko

b. Predictors: (Constant), Nilai Utilitarian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.052	1.020		2.991	.003
	Nilai Utilitarian	.315	.023	.701	13.986	.000

a. Dependent Variable: Loyalitas Toko

Purchase Intention (Niat Beli) pada Store Loyalty (Loyalitas Toko)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Niat Beli ^b		Enter

a. Dependent Variable: Loyalitas Toko

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.558	.556	2.30318

a. Predictors: (Constant), Niat Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1360.352	1	1360.352	256.446	.000 ^b
	Residual	1076.838	203	5.305		
	Total	2437.190	204			

a. Dependent Variable: Loyalitas Toko

b. Predictors: (Constant), Niat Beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.044	.893		3.407	.001
	Niat Beli	.889	.056	.747	16.014	.000

a. Dependent Variable: Loyalitas Toko

LAMPIRAN V
UJI ANALISIS REGRESI LINEAR BERGANDA

Hedonic Value (Nilai Hedonis) dan Purchase Intention (Niat Beli) pada Store Loyalty (Loyalitas Toko)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Niat Beli, Nilai Hedonis ^b		Enter

a. Dependent Variable: Loyalitas Toko

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.575	.571	2.26326

a. Predictors: (Constant), Niat Beli, Nilai Hedonis

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1402.473	2	701.237	136.897	.000 ^b
	Residual	1034.717	202	5.122		
	Total	2437.190	204			

a. Dependent Variable: Loyalitas Toko

b. Predictors: (Constant), Niat Beli, Nilai Hedonis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.286	1.071		1.201	.231
	Nilai Hedonis	.116	.041	.160	2.868	.005
	Niat Beli	.781	.066	.656	11.771	.000

a. Dependent Variable: Loyalitas Toko

Utilitarian Value (Nilai Utilitarian) dan Purchase Intention (Niat Beli) pada Store Loyalty (Loyalitas Toko)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Niat Beli, Nilai Utilitarian ^b		Enter

a. Dependent Variable: Loyalitas Toko

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	.638	.635	2.08949

a. Predictors: (Constant), Niat Beli, Nilai Utilitarian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1555.266	2	777.633	178.113	.000 ^b
	Residual	881.924	202	4.366		
	Total	2437.190	204			

a. Dependent Variable: Loyalitas Toko

b. Predictors: (Constant), Niat Beli, Nilai Utilitarian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.129	.921		.140	.889
	Nilai Utilitarian	.167	.025	.372	6.682	.000
	Niat Beli	.601	.066	.505	9.071	.000

a. Dependent Variable: Loyalitas Toko

LAMPIRAN VI
UJI MODERASI

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	NH*JK, Nilai Hedonis, Jenis Kelamin ^b		Enter

a. Dependent Variable: Niat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.315	2.40355

a. Predictors: (Constant), NH*JK, Nilai Hedonis, Jenis Kelamin

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	559.836	3	186.612	32.302	.000 ^b
	Residual	1161.188	201	5.777		
	Total	1721.024	204			

a. Dependent Variable: Niat Beli

b. Predictors: (Constant), NH*JK, Nilai Hedonis, Jenis Kelamin

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.726	3.831		1.494	.137
	Nilai Hedonis	.325	.128	.532	2.532	.012
	Jenis Kelamin	-.136	2.239	-.022	-.061	.952
	NH*JK	.013	.075	.073	.169	.866

a. Dependent Variable: Niat Beli

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	NU*JK, Nilai Utilitarian, Jenis Kelamin ^b		Enter

a. Dependent Variable: Niat Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.432	.424	2.20529

a. Predictors: (Constant), NU*JK, Nilai Utilitarian, Jenis Kelamin

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	743.500	3	247.833	50.960	.000 ^b
	Residual	977.525	201	4.863		
	Total	1721.024	204			

a. Dependent Variable: Niat Beli

b. Predictors: (Constant), NU*JK, Nilai Utilitarian, Jenis Kelamin

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.278	3.431		1.830	.069
	Nilai Utilitarian	.194	.076	.513	2.564	.011
	Jenis Kelamin	-.841	1.962	-.139	-.429	.669
	NU*JK	.031	.043	.268	.716	.475

a. Dependent Variable: Niat Beli

***Hedonic Value (Nilai Hedonis) pada Purchase Intention (Niat Beli)
Responden Pria***

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Hedonis Pria		Enter

a. Dependent Variable: Niat Beli Pria

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.386	.377	5.77376

a. Predictors: (Constant), Nilai Hedonis Pria

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1465.778	1	1465.778	43.969	.000 ^b
	Residual	2333.542	70	33.336		
	Total	3799.319	71			

a. Dependent Variable: Niat Beli Pria

b. Predictors: (Constant), Nilai Hedonis Pria

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.615	4.312		3.854	.000
	Nilai Hedonis Pria	.961	.145	.621	6.631	.000

a. Dependent Variable: Niat Beli Pria

Hedonic Value (Nilai Hedonis) pada Purchase Intention (Niat Beli) Responden Wanita

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Hedonis Wanita		Enter

a. Dependent Variable: Niat Beli Wanita

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.502	.498	5.60671

a. Predictors: (Constant), Nilai Hedonis Wanita

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4155.663	1	4155.663	132.198	.000 ^b
	Residual	4118.007	131	31.435		
	Total	8273.669	132			

a. Dependent Variable: Niat Beli Wanita

b. Predictors: (Constant), Nilai Hedonis Wanita

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.152	3.122		2.932	.004
	Nilai Hedonis Wanita	1.178	.102	.709	11.498	.000

a. Dependent Variable: Niat Beli Wanita

**Utilitarian Value (Nilai Utilitarian) pada Purchase Intention (Niat Beli)
Responden Pria**

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Utilitarian Priab		Enter

a. Dependent Variable: Niat Beli Pria

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 ^a	.322	.312	6.06701

a. Predictors: (Constant), Nilai Utilitarian Pria

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1222.718	1	1222.718	33.218	.000 ^b
	Residual	2576.601	70	36.809		
	Total	3799.319	71			

a. Dependent Variable: Niat Beli Pria

b. Predictors: (Constant), Nilai Utilitarian Pria

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.626	3.921		5.770	.000
	Nilai Utilitarian Pria	1.432	.249	.567	5.764	.000

a. Dependent Variable: Niat Beli Pria

**Utilitarian Value (Nilai Utilitarian) pada Purchase Intention (Niat Beli)
Responden Wanita**

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Nilai Utilitarian Wanita		Enter

a. Dependent Variable: Niat Beli Wanita

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.485	.481	5.70135

a. Predictors: (Constant), Nilai Utilitarian Wanita

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4015.462	1	4015.462	123.532	.000 ^b
	Residual	4258.207	131	32.505		
	Total	8273.669	132			

a. Dependent Variable: Niat Beli Wanita

b. Predictors: (Constant), Nilai Utilitarian Wanita

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.232	2.777		5.124	.000
	Nilai Utilitarian Wanita	1.899	.171	.697	11.115	.000

a. Dependent Variable: Niat Beli Wanita

LAMPIRAN VII
JURNAL PENDUKUNG

EFFECTS OF BRAND EXPERIENCE ON BRAND LOYALTY IN INDONESIAN CASUAL DINING RESTAURANT: ROLES OF CUSTOMER SATISFACTION AND BRAND OF ORIGIN

Ananda Sabil Hussein

Preliminary communication

Received 11 January 2017

Revised 1 March 2017

2 November 2017

Accepted 17 January 2018

<https://doi.org/10.20867/thm.24.1.4>

Abstract

Purpose – this study aims to scrutinize direct and indirect effects of brand experience on brand loyalty and to investigate the moderating effect of brand of origin in the context of Indonesian casual dining restaurant.

Design –this paper analyzed the direct effect of brand experience on brand loyalty and also the indirect effect through customer satisfaction. This study inserted the notion of brand of origin as a variable moderating the effect of brand experience on customer satisfaction and brand loyalty.

Methodology – covariance based SEM was used to analyse the data. The robustness of measurements was evaluated by confirmatory factor analysis. Sobel's test was employed to test the indirect effect and multigroup analysis was used to investigate the moderating effect of brand of origin.

Findings – brand experience was found to have positive direct effects on both customers' satisfaction and brand loyalty. This study confirmed the indirect effect of brand experience on brand loyalty through customer satisfaction. However, multigroup analysis did not find the moderating effect in brand of origin.

Originality – this study highlights the direct effect of brand experience on brand loyalty. In addition, this study confirmed that customer satisfaction plays an important role in mediating the effect of brand experience on brand loyalty.

Keywords brand experience, customer satisfaction, brand loyalty, multigroup comparison, casual dining restaurant

1. INTRODUCTION

Tourism sector is one of important contributors for Indonesia's national income (Mudrikah et al., 2014). In line with the tourism industry development, the number of restaurants increases dramatically in Indonesia. Data collected from Ministry of Tourism and Creative Economy indicated that the number of medium and large-scale restaurants in Indonesia increases around 33% between 2007-2012 (Ministry of Tourism, 2014). Indonesian Statistics (2015) noted that the average visitors of medium and large restaurant were around 227 people in a day. It showed that dine out is becoming a life style for Indonesians (Hussein et al., 2015). The increase of restaurant business affects the competition among them. Within a situation of tough business competition, an organization having strong brand loyalty will have a bigger chance to sustain in the

industry. A company which successfully creates loyalty would enhance its profit, as it does not require much money and resources to gain new customers (Oliver, 2010). In addition, brand customers would benefit the company since loyal customers spread a positive word of mouth (WOM) to other people (Brunner et al., 2008).

In the strategic brand management standpoint, scholars proposed that brand experience takes an important role in affecting brand loyalty (Brakus et al., 2009; Jeong & Jang, 2011). These scholars contended that the more positive experience perceived by customers toward a brand, the higher their loyalty would be. While the scholars found the effect of positive brand experience on brand loyalty, other studies found that brand experience did not give a significant direct effect to brand loyalty (Choi et al., 2011; Iglesias et al., 2011). These inconsistent findings indicate that the relationship between brand experience and brand loyalty remains equivocal. To bridge the research gap, this study proposed to insert both mediating and moderating variables. Adding these variables enhance the effect of predictor on criterion (Baron & Kenny, 1986).

In this study, customer satisfaction is expected to mediate the effect of brand experience on brand loyalty. Scholars noted that customer satisfaction is the antecedent of brand loyalty (Caruana, 2002; Leppäniemi et al., 2016; Suhartanto & Triyuni, 2016). These studies indicate that satisfied customers repurchase offered products or services. To feel satisfied, customers must perceive a positive experience with the offered brand (Khan et al., 2016; Yulianti & Tung, 2013). These studies indicated that customer would be more satisfied toward a particular brand if they perceive a positive experience toward the brand.

Brand of origin is added as the moderating variable in this study since the study of Suhartanto (2011) revealed that customers have difference perceptions about domestic and international brands. It also pointed out that customers react differently toward domestic and local brands. Thus, it is expected that effects of brand experience will be different between international and domestic brands. Apart from the issue regarding the inconsistent path between brand experience and brand loyalty, another issue addressed in this study is about the lack of study about brand experience in the perspective of Indonesian consumer behavior (Hussein et al., 2015) as a part of eastern culture. Scholars (Karatepe et al., 2005; Kettinger et al., 1995) suggested that experience is considered as culture-based construct. Hence, the effect of brand experience would be varied among culture and industrial setting. Currently, the studies of brand experience were conducted in the setting of European consumers (Iglesias et al., 2011; Nysveen et al., 2013) and North American perspective (Beckman et al., 2013; Brakus et al., 2009) which are considered as western culture. For that reason, to have a better knowledge about brand experience and its relationships among customer satisfaction, brand of origin and customer loyalty, there is a need to do a study in the perspective of Indonesian consumers especially in the area of casual dining restaurant.

Based on the research background, this study has two objectives: (1) to scrutinize the direct and indirect effects of brand experience toward brand loyalty and (2) to investigate the moderating roles of brand of origin on effects of brand experience. Upon the completion of research objectives, this study contributes to both theoretical and practical standpoints. Theoretically, this study provides a conceptual model explaining

relationships among brand of origin, brand experience, customer satisfaction and brand loyalty in the perspective of Indonesian casual dining restaurant. Practically, it provides a guideline for restaurant manager especially casual dining restaurant to formulate strategy in enhancing customer's brand loyalty.

2. LITERATURE REVIEW

2.1. Brand Experience

Customers' experiences in interacting with brands have gained attention from marketing academics. Brand experiences are likely to influence customer's behavioral responses (Brakus et al., 2009; Zarantonello & Schmitt, 2010). The earlier study on customer's brand experience had identified six different kinds of experience: sensory experiences, affective experiences, creative cognitive experiences, physical experiences, behavioral and lifestyle experiences, and social-identity experiences (Schmitt, 1999). Customers' brand experiences are gained from interactions amongst the service organization, product, service personnel and customers, and results of particular responses from customers.

The later definition of customer brand experience is customers' responses toward brand-related stimuli, such as name, logo, mascots, packaging, marketing communication, store ambience and environment (Brakus et al., 2009). Furthermore, it can be differentiating customer responses toward the brand-related stimuli into two distinctive responses: internal response, and behavioral response. Internal response refers to customers' responses toward brand-related sensations, feelings and cognitions; while behavioral response is related to customers' responses toward brand design and brand identities, such as packaging, logo and marketing communication.

Brand experience as an emerging construct in marketing studies has been predicted to affect customer satisfaction. Ha and Perks (2005) found that brand experience positively affects online customer satisfaction in Korea. They proved that customers put more value on the brand experience rather than on the price which means low pricing is less likely to make the customers feel satisfied. Meanwhile, good experiences when they interact with a particular brand are more likely to make them feel satisfied. In addition to the relationships among brand experience, customer satisfaction, and brand loyalty are also predicted to affect loyalty. Brakus et al. (2009) found that brand experience also affects brand loyalty.

H1: Positive brand experience has a positive effect on brand loyalty

H2: Positive brand experience has a positive effect on customer satisfaction

2.2. Customer Satisfaction

Customer satisfaction is regarded as an important construct in marketing studies as customer satisfaction is believed to affect profitability and market share (Flint et al., 2011). It is also defined as a summary of customers' responses on the trade-off between their prior expectation and the actual performance (Rust & Oliver, 1994). Even though

the notion of customer satisfaction has been discussed widely in marketing literature, there is no solid measurement of customer satisfaction. The most common methods in measuring customer satisfaction are based on two methods, namely transaction-specific method and overall measurement method. This current study applied overall measurement method in measuring customer satisfaction, as the overall measurement is considered as the best method in capturing customers' cumulative impressions on the service provided, especially as the predictor of brand loyalty (Clemes et al., 2011; Yang & Peterson, 2004).

In marketing studies, customer satisfaction has been widely recognized as one of the predictors for brand loyalty in various industries, such as in banking sector (Mohsan et al., 2011), hospitality industry (Clemes et al., 2011), tourism industry (Lai, 2014), and communication industry (Edward & Sahadev, 2011).

H3: Customer Satisfaction mediates the effect of brand experience on brand loyalty

2.3. Brand of Origin

Brand of origin is defined as a country where a brand belongs to, based on customer perception (Koubaa, 2008; Thakor, 1996). The discussion of brand of origin in consumer behaviour studies has been around for years. The study on the effect of brand of origin in customer attitude and behaviour to choose a product/service has been conducted by some scholars (Hamzaoui-Essoussi et al., 2011; Samiee, 1994). However, the studies on the relationship between brand of origin and customer satisfaction specifically, has not been thoroughly discussed.

Brand of origin is believed to influence customers' perception or evaluation on a particular product and service, as consumers have made a stereotype on performances of a particular product based on the brand of origin (Maheswaran, 1994). In addition, Pappu et al. (2006) pointed out that brand of origin can be categorized as an intrinsic cues which will affect customers' cognitive perception about a brand. Brand of origin is believed to affect customer satisfaction,

H4 : Brand of Origin moderates the effect of brand experience on customer satisfaction

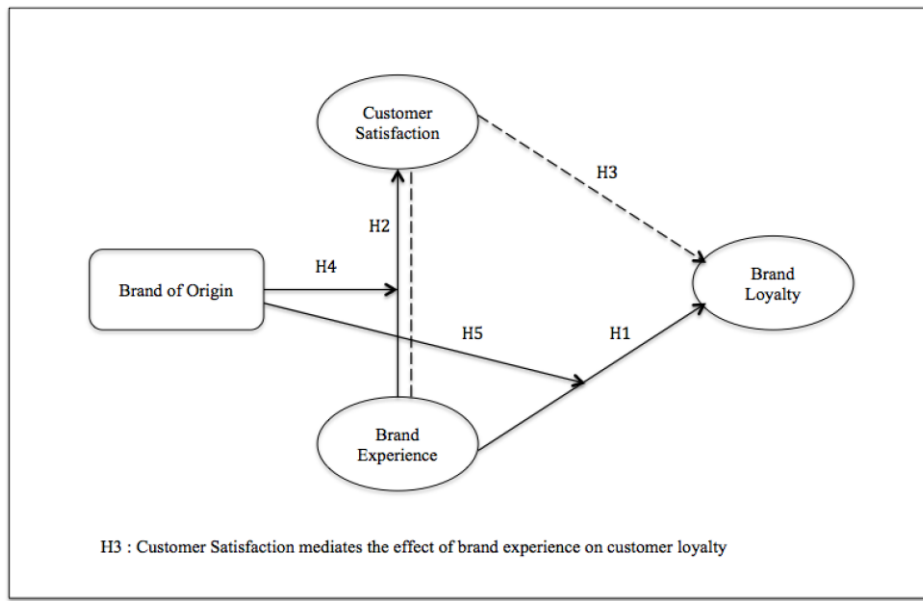
2.4. Brand Loyalty

The role of country of origin is not only limited in influencing customer satisfaction, but also influencing customers' loyalty in rebuying a particular product/service. Product information is considered as an important part in consumer decision making to purchase a product or service (Solomon et al., 2013). When evaluating product information, consumers use two cues: intrinsic and extrinsic cues. An intrinsic cues is described as an information relating to a product's physical attribute, while an extrinsic cue is related to a non-physical product attribute. Country of origin is categorized as an extrinsic cue, and believed to influence consumer decision when making process in rebuying a product/service (Lee & Lou, 2011).

H5: Brand of Origin moderates the effect of experience on brand loyalty

Based on the literature review a conceptual model is proposed by this study. Figure 1 depicts the model.

Figure 1: **Conceptual Model**



Source: Author

3. RESEARCH METHODS

3.1. Sample

Self-administered questionnaire survey was conducted to collect data. A total of 150 customers in five casual dining restaurants (three local brands and two international brands) in Malang City, East-Java Province, Indonesia participated in this study. Three restaurants are located at the City Centre and the other two restaurants are near to higher education institutions. The survey was conducted during March 2016. Upon the completion of initial data screening, only 120 questionnaires were usable to yield 80% response rate. For this study, respondents were recruited by using convenience-sampling method.

According to demographic data, the respondents' profile emerged from the following sample: 56% of respondents were recruited from domestic brand restaurants, all were Indonesian, 55% of the respondents were female, about 43% of the total respondents aged between 25-35 years old, 82% had university education and around 53% had income more than Rp. 3.000.000 (approximately EUR 210) per month. Table 1 shows the demography of respondents.

Table 1: Respondents' Profile

Variables		Percentage
Type of Restaurants	Domestic brands	56
	International brands	44
Gender	Male	45
	Female	55
Age	18 – 25	33
	26 – 35	43
	36 – 45	19
	46 – 55	5
Education	High School	11
	Diploma	8
	Undergraduate	52
	Postgraduate	27
Monthly Income	< Rp. 1.000.000 (< EUR 70)	3
	Rp. 1.000.000 – Rp. 2.000.000 (EUR 70-140)	15
	Rp.2.000.000 – Rp. 3.000.000 (EUR 140-210)	25
	>Rp. 3.000.000 (> EUR 210)	53

Source: Author

3.2. Measurement

The relationships among four constructs namely brand experience; customer satisfaction, brand loyalty and brand of origin were analyzed in this study. The items used to measure these four constructs mainly were derived from Brakus et al. (2009) and Suhartanto (2011). Multi-item scales adapted from previous studies were used to develop the constructs. A 5-point Likert scale anchored by 1 (strongly-agree) and 5 (strongly-disagree) was used in this study to measure brand experience, customer satisfaction and brand loyalty. Since brand of origin is not based on respondents' perception, this notion was not measured by using Likert scale. It was measured by giving codes.

For this study, brand loyalty is defined as the level of dispositional commitment in terms of some unique values associated to the brand (Suhartanto et al., 2013). In this study, brand loyalty was measured through five items adapted from Li and Petrick (2008). The notion and measures of brand experience were derived from Brakus et al. (2009). Then, the construct of brand experience was measured by 12 items. Customer satisfaction was measured by five items developed from Suhartanto et al. (2013). Brand of origin is a categorical measure. For this study, the international brand was coded by 1 while domestic brand was coded by 2.

Prior distributing the questionnaires, the measures have been discussed and consulted to both marketing academics and restaurant practitioners. It was done to improve the face validity of constructs. In addition, to ensure that the measures were valid and reliable, a pilot test was conducted and it showed that all constructs were valid and reliable.

3.3. Data Analysis

Structural Equation Modeling (SEM) with maximum likelihood method was employed by this study to analyze the data and test hypotheses. In analyzing the data, a confirmatory factor analysis (CFA) was initially conducted to determine the robustness of model. The fit of model was reflected through three fit indices. They were absolute fit index (Goodness of Fit/GoF and Root mean square error of approximation/RMSEA), incremental fit indexes (Normed Fit Index/NFI and Comparative Fit Index) and parsimonious fit indexes (Normed square and Parsimony Goodness-of-Fit Index/PGFI). The cut-off value for GFI, NFI and CFI is above 0.9; normed square less than 2, PGFI is more than 0.5 and RMSEA is less than 0.08 (Kline, 2005).

Upon the completion of CFA, the further analysis were testing both structural models and comparing both domestic and international brands. Path analysis was used to test the direct and indirect effects while multi-group comparison technique was used to compare domestic and international brand.

4. FINDINGS

4.1. Measurement Test

CFA was conducted to assess the model fitness prior testing the structural model. The initial result of CFA showed a poor model. Hence, there is a need to modify the model. Model modification was done through excluding items BE_1, BE_3 and BE_4 and drew covariance between er5 and er6, and between er13 and er15. The result of model modification showed a fit model ($\chi^2/df = 1.500$, GFI = 0.802, PGFI = 0.609, RMSEA = 0.046, NFI = 0.858 and CFI = 0.947). Apart of the model fit indices, validity and reliability have to be adequate to show that the model is fit the actual data. For this study, construct validity was reflected by factor loading (cut-off value was more than 0.6) and average variance extracted (AVE) – cut-off value was more than 0.5. The CFA results showed factor loadings ranged between 0.665-0.956 while AVE were ranged between 0.573-0.819. Based on these results, both factor loading and AVE were above the cut-off value. In addition, to ensure that there was no discriminant validity problem, the collinearity among constructs was assessed. A model is defined to have a discriminant validity problem when the collinearity between construct is above 0.85. In this study, there was no construct having collinearity with other constructs which were above 0.85. Hence, no discriminant validity problem was identified in this model.

The uni-dimensionality of constructs was measured by construct reliability. The result of construct reliability estimation showed that the values of construct reliability were ranged between 0.884-0.957. Hence, there was no uni-dimensionality problem faced by these constructs.

4.2. Hypothesis Tests

Five hypotheses were tested in this study. To test these hypotheses, the alpha value was set in the level of 5% ($t = 1.960$). The following section would discuss the results of hypothesis tests.

Hypothesis 1 proposes that brand experience has an effect on brand loyalty. The statistical estimation showed that brand experience affects brand loyalty ($t = 3.846$; $\beta = 0.457$). It meant Hypothesis 1 is supported. Since the path coefficient indicates a positive slope, brand experience is recognized to have a positive effect on brand loyalty. This positive effect means the better experience perceived by respondents about the brand, the higher their brand loyalty will be.

Apart of its effect on brand loyalty, this study predicted the effect of brand experience on customer satisfaction as proposed by Hypothesis 2. The SEM analysis indicated that there is a positive relationship between these constructs ($t = 7.225$; $\beta = 0.780$). This estimation confirmed that Hypothesis 2 is supported. Based on this finding, the more positive experience of respondents is, the higher their satisfaction will be.

The mediating effect of customer satisfaction in the relationship between brand experience and brand loyalty was proposed by Hypothesis 3. In order to test the mediating effect, this study followed Baron and Kenny's suggestion (1986). According to the suggestion, the mediating effect will appear if the predictor has an effect on mediator and mediator significantly affects criterion. For this study, brand experience as a predictor has a significant effect on customer satisfaction (mediator), and customer satisfaction has a significant effect on brand loyalty (criterion). For that reason, it is concluded that customer satisfaction mediates the relationship between brand experience and brand loyalty. With regard to the Hypothesis test, Sobel's test was employed in this study to calculate Z score. Sobel's test indicated that the value of Z was 3.883. Since the Z score is higher than 1.960, Hypothesis 3 is supported.

Table 2: Measurement Model

Constructs	Items	Factor Loading	Construct Reliability	AVE	Correlations		
					BE	CS	CL
Brand Experience (BE)	BE_12stimulates my curiosity	0.665	0.914	0.573	1	
	BE_10	I engage in a lot of thinking when I encounter....	0.747				
	BE_9is action- oriented	0.824				
	BE_8	eating at.....results in behavior experiences	0.712				
	BE_7	I engaged in physical actions and behaviors when I eat at....	0.844				
	BE_6is an emotional brand	0.774				
	BE_5	I have strong emotions with.....	0.803				
	BE_2	I find..... is interesting in sensory way	0.668				
Customer Satisfaction (CS)	CS_5	Commonly, dining in ... is a pleasant experience for me.	0.933	0.957	0.819	0.78	1
	CS_4	Commonly, I feel satisfied with the decision to dine in...	0.914				
	CS_3	I have a satisfying dining experience at...	0.956				
	CS_2	I make a right choice to dine in...as my dining place.	0.866				
	CS_1	Dining in...is exciting for me.	0.853				
Brand loyalty (BL)	CL_5	Even if other hotels were offering a lower rate, I would still dine in at	0.778	0.884	0.605	0.83	0.84
	CL_4	I intend to continue dining at In the future	0.733				
	CL_3	If were to raise the rate, I would still continue to dine in at.....	0.868				
	CL_2	In the future, I intend to recommendto other people	0.775				
	CL_1	I intend to say positive thing about....to other people	0.730				

Source : Author

Table 3: Hypothesis Test for Causality

Hypothesis	Path	Beta	t-stat	p	Remark
Hypothesis 1	BE → BL	0.457	3.846	0.000	Supported
Hypothesis 2	BE → CS	0.780	7,225	0.000	Supported
Hypothesis 3	BE → CS → BL	0.374	3.883	0.000	Supported

Source: Author

Multi group comparison test was conducted in order to test hypotheses 4 and 5. The data were split in local and international brands to conduct multi-group comparison test. Table 4 shows the result of the multi-group comparison test.

Brand of origin is proposed to moderate the effect of brand experience on customer satisfaction (H4). The effects of brand experience on customer satisfaction for local and international brand are both significant. However, based on the multi-group comparison test, the hypothesis 4 is not supported as the z-score between local and international brand was below 1.96 (z= -0.192). This result implied that in both local and international

brands, brand experience has the same effect on customer satisfaction. When customers get satisfactory experiences in a casual dining restaurant, it will enhance their satisfaction, regardless the restaurant's brand of origin

Brand of origin is also proposed to moderate the effect of brand experience on brand loyalty. The multi-group comparison analysis found that there is no difference on the effect of brand experience toward local and international brands of brand loyalty ($z = -0.235$). The results of the multi-group comparison test showed that in local and international casual dining restaurants, the brand experience construct does not have a significant effect of brand loyalty. Hence Hypothesis 5 is not supported.

Table 4: Multi-group Comparison

Hypothesis	Path	International		Domestic		Multi group	Remark
		Beta	P	Beta	p		
Hypothesis 4	BE → CS	1,142	***	1,075	0.000	-0.192	NS*
Hypothesis 5	BE → BL	0.514	0.002	0.559	0.002	0.184	NS*

*NS : Not Supported

Source: Author

5. DISCUSSION AND IMPLICATIONS

The hypothesis tests have proven that brand experience directly affects customer brand loyalty. This result is in line with Brakus et al. (2009) and Chen and Chen's (2010) studies which found a positive effect of quality experience on tourist brand loyalty. The positive relationship between brand experience and brand loyalty implies that the more customers have positive experience, the higher loyalty will be achieved. In addition to the effect of brand experience on brand loyalty, this study also found that brand experience has a positive and significant effect of customer satisfaction (Brakus et al., 2009; Ha & Perks, 2005). This result implied that in the context of the casual dining restaurant industry, customers' visual, sensory and emotional experiences are important to enhance customer satisfaction and to lead to customer brand loyalty.

The significant direct effect of brand experience on brand loyalty and satisfaction in line with characteristics of Indonesian consumers which is considered as a part of western culture. One of essential characteristics of eastern culture is uncertainty avoidance (Hofstede, 1994). People adopted uncertainty avoidance will be experiencing more pressure in dealing with uncertain future (Ayoun & Moreo, 2008). Hence, previous experience will be an important factor for Indonesian consumers to decide to be a loyal customer.

When customers experience the service provided by a casual dining restaurant, they will evaluate the service based on multiple aspects, namely visual, sensory and emotional experiences. Visual and sensory experiences can be evaluated based on customers' engagement on physical activities during the dining process. In addition, sensory experience can be evaluated by the degree of attraction in the restaurant's elements. For example, a casual dining restaurant which can provide more appealing foods and

beverages in a visual and sensory way, will tend to make their customers satisfied toward the restaurant service. Emotional experience for casual dining restaurants' customers can be manifested by a strong and positive emotional connection between the customers and the restaurant. A customer who has an emotional connection with a casual dining restaurant will tend to feel satisfied with the restaurant service. Satisfied customers will have higher intention to repatronize the service from the restaurant, and regarded it as an important resource. They can be utilized as ambassadors to promote word of mouth and recommend the product and service to other people.

This study contributes in understanding the antecedents of brand loyalty in the casual dining restaurant industry. Thus, when restaurant managers want to enhance customer intention to revisit their restaurant, they need to ensure that customers feel satisfied with the restaurant' product and service. Moreover, satisfactory feeling to the particular brand can be enhanced by providing positive experience every time customers revisit the restaurant. When customers get good experiences with the particular casual dining restaurant, it will lead to higher customer satisfaction and enhance customer revisit intention. Thus, they will recommend the restaurant to other people.

Regarding the brand of origin of casual dining restaurants, this study found different results from previous studies. Several researches on the moderating effect of brand of origin found that regarding the brand of origin of a particular brand, customer will have different response for local and international brands. Unlike the previous studies (Hamzaoui-Essoussi et al., 2011; Samiee, 1994), brand of origin in this study does not moderate the relationship between brand experience and customer satisfaction and between brand experience and brand loyalty. These findings imply that in the perception of Indonesian customer of casual dining restaurant, local and international brands will not affect the effect of brand experience on both customer satisfaction and brand loyalty.

The insignificant moderating effect of brand of origin possibly happen because of the educational background of respondents. As the respondents consider having a high educational background (80% having tertiary education background), they giving more concern into the quality of products and services provided rather than the brand of origin (Kanwal et al., 2016; Suhartanto, 2011). In addition, the characteristics of Indonesians as members of collectivist society also support the insignificant moderating effect of the brand of origin construct. Malai and Speece (2005) suggested that collectivists consumers give less concern into brand attribute such as name and origin in terms of being a loyal customer. For collectivist individuals, group consensus is important element in decision making.

LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

This study provides empirical evidences on the relationships among brand experience, customer satisfaction and brand loyalty in the context of casual dining restaurant. Furthermore, it also provides an insight of the mediating role of country of origin on the casual dining restaurant industry. However, this study has several limitations. The first limitation is about the sampling. It used purposive sampling which made its result cannot be generalized. Furthermore, only two constructs were included in this study as the

antecedents of brand loyalty. Therefore, a future study should include other constructs such as customer involvement, customer engagement or customer perceived value in order to get a more comprehensive model of the factors affecting brand loyalty in the casual dining industry.

REFERENCES

- Ayoun, B.M. and Moreo, P.J. (2008), "The influence of the cultural dimension of uncertainty avoidance on business strategy development: A cross-national study of hotel managers", *International Journal of Hospitality Management*, Vol. 27, No. 1, pp. 65-75, <https://doi.org/10.1016/j.ijhm.2007.07.008>
- Baron, R.M. and Kenny, D.A. (1986), "The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations", *Journal of personality and social psychology*, Vol. 51, No. 6, pp. 1173, <http://dx.doi.org/10.1037/0022-3514.51.6.1173>
- Beckman, E., Kumar, A. and Kim, Y.-K. (2013), "The impact of brand experience on downtown success", *Journal of Travel Research*, Vol. 52, No. 5, pp. 646-658, <https://doi.org/10.1177/0047287513478502>
- Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009), "Brand experience: what is it? How is it measured? Does it affect loyalty?", *Journal of marketing*, Vol. 73, No. 3, pp. 52-68, <http://dx.doi.org/10.1509/jmkg.73.3.52>
- Brunner, T.A., Stöcklin, M. and Opwis, K. (2008), "Satisfaction, image and loyalty: new versus experienced customers", *European Journal of Marketing*, Vol. 42, No. (9/10), pp. 1095-1105, <http://dx.doi.org/10.1108/03090560810891163>
- Caruana, A. (2002), "Service loyalty: The effects of service quality and the mediating role of customer satisfaction", *European journal of marketing*, Vol. 36, No. 7/8, pp. 811-828, <http://dx.doi.org/10.1108/03090560210430818>
- Chen, C.-F. and Chen, F.-S. (2010), "Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists", *Tourism management*, Vol. 31, No. 1, pp. 29-35, <http://dx.doi.org/10.1016/j.tourman.2009.02.008>
- Choi, Y.G., Ok, C. and Hyun, S.S. (2011), "Evaluating relationships among brand experience, brand personality, brand prestige, brand relationship quality, and brand loyalty: an empirical study of coffeehouse brands", available at: scholarworks.umass.edu (accessed 10 September 2016).
- Clemes, M. D., Gan, C. and Ren, M. (2011), "Synthesizing the Effects of Service Quality, Value, and Customer Satisfaction on Behavioral Intentions in the Motel Industry", *Journal of Hospitality & Tourism Research*, Vol. 35, No. 4, pp. 530-568, <https://doi.org/10.1177/1096348010382239>
- Edward, M. and Sahadev, S. (2011), "Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage", *Asia Pacific Journal of Marketing and Logistics*, Vol. 23, No. 3, pp. 327-345, <http://dx.doi.org/10.1108/13555851111143240>
- Flint, D.J., Blocker, C.P. and Boutin, P.J. (2011), "Customer value anticipation, customer satisfaction and loyalty: An empirical examination", *Industrial Marketing Management*, Vol. 40, No. 2, pp. 219-230, <http://dx.doi.org/10.1016/j.indmarman.2010.06.034>
- Ha, H.Y. and Perks, H. (2005), "Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust", *Journal of Consumer Behaviour*, Vol. 4, No. 6, pp. 438-452, <http://10.1002/cb.29>
- Hamzaoui-Essoussi, L., Merunka, D. and Bartikowski, B. (2011), "Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality", *Journal of Business Research*, Vol. 64, No. 9, pp. 973-978, <http://dx.doi.org/10.1016/j.jbusres.2010.11.020>
- Hofstede, G. (1994), "The business of international business is culture", *International business review*, Vol 3, No. 1, pp. 1-14, [https://doi.org/10.1016/0969-5931\(94\)90011-6](https://doi.org/10.1016/0969-5931(94)90011-6)
- Hussein, A.S., Ismail, T. and Hapsari, R. (2015), "The formation of brand loyalty in Indonesian restaurant loyalty", *European Journal of Tourism, Hospitality and Recreation*, Vol. 6, No. 2, pp. 67-98.
- Iglesias, O., Singh, J.J. and Batista-Foguet, J.M. (2011), "The role of brand experience and affective commitment in determining brand loyalty", *Journal of Brand Management*, Vol. 18, No. 8, pp. 570-582, <http://10.1057/bm.2010.58>
- Jeong, E. and Jang, S.S. (2011), "Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations", *International Journal of Hospitality Management*, Vol. 30, No. 2, pp. 356-366, <http://dx.doi.org/10.1016/j.ijhm.2010.08.005>

- Kanwal, P., Kushwaha, S. and Thakur, V. (2016), "Empirical Study of Service quality and customer satisfaction using SERVQUAL in Private and PSU credit card service providers", *International Journal of Applied Engineering Research*, Vol. 11, No. 7, pp. 4857-4865.
- Karatepe, O.M., Yavas, U. and Babakus, E. (2005), "Measuring service quality of banks: Scale development and validation", *Journal of Retailing and Consumer Services*, Vol. 12, No. 5, pp. 373-383, <https://doi.org/10.1016/j.jretconser.2005.01.001>
- Kettinger, W.J., Lee, C.C. and Lee, S. (1995), "Global measures of information service quality: a cross-national study", *Decision sciences*, Vol. 26, No. 5, pp. 569-588, <http://dx.doi.org/10.1111/j.1540-5915.1995.tb01441.x>
- Khan, I., Khan, I., Rahman, Z., Rahman, Z., Fatma, M. and Fatma, M. (2016), "The role of customer brand engagement and brand experience in online banking", *International Journal of Bank Marketing*, Vol. 34, No. 7, pp. 1025-1041, <http://dx.doi.org/10.1108/IJBM-07-2015-0110>
- Kline, R.B. (2005), *Methodology in the social sciences: Principles and practice of structural equation modeling*, Guilford Press, New York.
- Koubaa, Y. (2008), "Country of origin, brand image perception, and brand image structure", *Asia Pacific Journal of Marketing and Logistics*, Vol. 20, No. 2, pp 139-155, <http://dx.doi.org/10.1108/13555850810864524>
- Lai, I.K.W. (2014), "The Role of Service Quality, Perceived Value, and Relationship Quality in Enhancing Brand loyalty in the Travel Agency Sector", *Journal of Travel & Tourism Marketing*, Vol. 31, No. 3, pp. 417-442, <http://dx.doi.org/10.1080/10548408.2014.883346>
- Lee, M. and Lou, Y.-C. (2011), "Consumer reliance on intrinsic and extrinsic cues in product evaluations: a conjoint approach", *Journal of Applied Business Research (JABR)*, Vol. 12, No. 1, pp. 21-29.
- Leppäniemi, M., Karjaluoto, H. and Saarijärvi, H. (2016), "Customer perceived value, satisfaction, and loyalty: the role of willingness to share information", *The International Review of Retail, Distribution and Consumer Research*, Vol. 27, No. 2, pp. 1-25, <http://dx.doi.org/10.1080/09593969.2016.1251482>
- Li, X. and Petrick, J.F. (2008), "Reexamining the dimensionality of brand loyalty: A case of the cruise industry", *Journal of Travel & Tourism Marketing*, Vol. 25, No. 1, pp. 68-85, <http://dx.doi.org/10.1080/10548400802164913>
- Maheswaran, D. (1994), "Country of origin as a stereotype: Effects of consumer expertise and attribute strength on product evaluations", *Journal of consumer research*, Vol. 21, No. 2, pp 354-365, <http://dx.doi.org/10.1086/209403>
- Malai, V. and Speece, M. (2005), "Cultural Impact on the Relationship Among Perceived Service Quality, Brand Name Value, and Customer Loyalty", *Journal of International Consumer Marketing*, Vol. 17, No. 4, pp. 7-39, http://dx.doi.org/10.1300/J046v17n04_02
- Ministry of Tourism. (2014), *Perkembangan usaha restoran/rumah makan berskala menengah dan besar 2007 2012*, Ministry of Tourism, Retrieved from [http://www.kemenpar.go.id/userfiles/file/E_1 Perkembangan Usaha Restoran - RM Besar dan Menengah 2008 - 2012.pdf](http://www.kemenpar.go.id/userfiles/file/E_1_Perkembangan%20Usaha%20Restoran%20-%20RM%20BesardanMenengah%202008%20-%202012.pdf)
- Mohsan, F., Nawaz, M.M., Khan, M.S., Shaukat, Z. and Aslam, N. (2011), "Impact of customer satisfaction on brand loyalty and intentions to switch: Evidence from banking sector of Pakistan", *International Journal of Business and Social Science*, Vol. 2, No. 16, pp. 230-245.
- Mudrikah, A., Sartika, D., Yuniarti, R., Ismanto, and Satia, A.B. (2014), "Kontribusi sektor pariwisata terhadap GDP Indonesia tahun 2004 – 2009", *Economics Development Analysis Journal*, Vol. 3, No. 2, pp. 362-371.
- Nysveen, H., Pedersen, P.E. and Skard, S. (2013), "Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions", *Journal of Brand Management*, Vol. 20, No. 5, pp. 404-423, <https://doi.org/10.1057/bm.2012.31>
- Oliver, R.L. (2010), *Customer satisfaction*, Wiley International Encyclopedia of Marketing.
- Pappu, R., Quester, P.G. and Cooksey, R.W. (2006), "Consumer-based brand equity and country-of-origin relationships: some empirical evidence", *European Journal of Marketing*, Vol. 40, No. 5/6, pp. 696-717, <http://dx.doi.org/10.1108/03090560610657903>
- Rust, R.T. and Oliver, R.L. (1994), *Service Quality: Insights and Managerial Implication from the Frontier*, Sage Publications, New York.
- Samiee, S. (1994), "Customer evaluation of products in a global market", *Journal of International Business Studies*, Vol. 25, No. 3, pp. 579-604, <http://10.1057/palgrave.jibs.8490213>
- Schmitt, B. (1999), "Experiential marketing", *Journal of marketing management*, Vol. 15, No. 1-3, pp. 53-67, <http://dx.doi.org/10.1362/026725799784870496>
- Solomon, M.R., Rusell-Bennett, R. and Previte, J. (2013), *Consumer Behaviour: Buying, Having, Being* (3rd Edition ed.), Pearson Australia, Australia.
- Suhartanto, D. (2011), *An examination of brand loyalty in the Indonesian hotel industry*, Lincoln University.

- Suhartanto, D. (2011), "Hotel brand of origin: do guests perceive service differences", *Journal of Tourism, Hospitality & Culinary Arts*, Vol. 3, No. 3, pp. 1-24.
- Suhartanto, D. and Triyuni, N.N. (2016), "Tourist loyalty toward shopping destination: the role of shopping satisfaction and destination image", *European Journal of Tourism Research*, Vol. 13, pp. 84-102.
- Suhartanto, D., Clemes, M. and Dean, D. (2013), "Analyzing the complex and dynamic nature of brand loyalty in the hotel industry", *Tourism Review International*, Vol. 17, No. 1, pp. 47-61, <http://dx.doi.org/10.3727/154427213X13649094288106>
- Thakor, M.V. (1996), "Brand origin: conceptualization and review", *The Journal of Consumer Marketing*, Vol. 13, No. 3, pp. 27-42, <http://dx.doi.org/10.1108/07363769610147929>
- Yang, Z. and Peterson, R.T. (2004), "Customer perceived value, satisfaction, and loyalty: The role of switching costs", *Psychology and Marketing*, Vol. 21, No. 10, pp. 799-822, <http://10.1002/mar.20030>
- Yulianti, I. and Tung, W. (2013), "The Relationship among brand experience, brand image and customer satisfaction of Facebook users in Indonesia", *World Applied Sciences Journal*, Vol. 28, pp. 100-113.
- Zarantonello, L. and Schmitt, B.H. (2010), "Using the brand experience scale to profile consumers and predict consumer behavior", *Journal of Brand Management*, Vol. 17, No. 7, pp. 532-540, <https://doi.org/10.1057/bm.2010.4>

Ananda Sabil Hussein, PhD, Senior Lecturer (Corresponding Author)
University of Brawijaya, Faculty of Economics and Business
Department of Management
JL. MT Haryono No.165, Malang, 65142, Indonesia
Phone : +62341 – 551396
E-mail : sabil@ub.ac.id

Please cite this article as: Hussein, A.S. (2018), Effects of Brand Experience on Brand Loyalty in Indonesian Casual Dining Restaurant: Roles of Customer Satisfaction and Brand of Origin, *Tourism and Hospitality Management*, Vol. 24, No. 1, pp. 119-132, 010301, <https://doi.org/10.20867/thm.24.1.4>



Creative Commons Attribution – Non Commercial – Share Alike 4.0 International

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.



Munich Personal RePEc Archive

Effect of Store Atmosphere on Consumer Purchase Intention

Riaz Hussain and Mazhar Ali

Shaheed Zulfikar Ali Bhutto Institute of Science & Technology
Karachi

9 January 2015

Online at <https://mpa.ub.uni-muenchen.de/72707/>

MPRA Paper No. 72707, posted 8 August 2016 08:07 UTC

Effect of Store Atmosphere on Consumer Purchase Intention

Riaz Hussain¹ & Mazhar Ali¹

¹ Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Karachi, Pakistan

Correspondence: Mazhar Ali, Shaheed Zulfikar Ali Bhutto Institute of Science & Technology, Karachi, Pakistan, 100 Clifton, Block-5, Karachi, Pakistan. Tel: 92-21-3582-4461. E-mail: mazhar.ali@szabist.edu.pk

Received: January 9, 2015 Accepted: March 2, 2015 Online Published: March 28, 2015

doi:10.5539/ijms.v7n2p35 URL: <http://dx.doi.org/10.5539/ijms.v7n2p35>

Abstract

This paper aimed at identifying the effects of atmosphere on the consumer purchase intention in international retail chain outlets of Karachi, Pakistan. This was the first study, which investigated the collective impact of atmospheric variables at one point in time on purchase intention. This research was causal in nature. A sample of 300 consumers was taken who usually visited these outlets. Data was collected through a well-structured questionnaire and analyzed through regression analysis. Research findings indicate that atmospheric variables such as cleanliness, scent, lighting, and display/layout have a positive influence on consumers' purchase intention; whereas music and color have insignificant impact on consumers' purchase intention. The temperature has almost no impact on the purchase intention of the consumers. This study has important implication for Practitioners and Academicians.

Keywords: store atmosphere, shopping environment, cleanliness, scent, lighting, temperature, music, display/layout, purchase intention

1. Introduction

Earlier consumers mainly focused on product functions or attributes to opt for a shopping place. Nowadays, consumers ask for added beneficial elements to select retail outlets for their purchases. A pleasant atmosphere of the retail chain outlets is one of those elements which are extremely desired. The role of store atmosphere in the success of retail outlet can not be neglected (Turley & Milliman, 2000). Retail chain outlets are gradually replacing small traditional retailers. The success of the retail chain industry in comparison to traditional retailers is attributed to convenience, choice of goods, huge space and low prices.

“Atmosphere is a term that is used to explain our feelings towards the shopping experience which can not be seen” (Milliman, 1986). Kotler (1973-74) describes the atmosphere as “the design of the of retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability”. The attractive and impressive atmosphere of retail chain outlets creates an enjoyable experience among the consumers, which directly affects consumers' purchase intention and their decision making process (Srinivasan & Srivastava, 2010)

Wakefield & Baker (1998) proved that the probability of customers staying longer in store increases due to atmospheric stimulus. When a consumer feels satisfied from the retail environment of the store, he spends more time in a particular store and buys more because of pleasant environmental stimuli (Bohl, 2012). The environment has a huge impact on the consumers' emotion and satisfaction. The impressive atmosphere of the retail chain outlets enhances the customer satisfaction level and purchase experience (Silva & Giraldo, 2010).

Several researchers have identified the effect of atmosphere on the behavior of consumers in the store (Russell & Mehrabian, 1978), but still empirical research on the impact of store atmosphere on the behavior of consumers is limited (Zeynep & Nilgun, 2011). The scope of consumer studies is narrow in the previous researches (Areni & Kim, 1994; Bitner, 1992). Many researches were conducted, but they focused on one atmospheric variable at a time and left others. Though in reality consumer behavior is affected by several atmospheric cues collectively (Zeynep & Nilgun, 2011).

Therefore, this study has been designed to investigate the collective impact of all major atmospheric variables such as cleanliness, music, temperature, lighting, color, display/layout, and scent or fragrance at one point in time. This study becomes even more useful in the context of a developing country like Pakistan, which has hardly any research data available on the mentioned subject matter.

2. Literature Review

2.1 Cleanliness

Cleanliness is the appearance of the retail chain outlet that improves the atmosphere which affects the customers feeling towards the outlet. Customers create positive or negative word of mouth about retail chain outlet by looking at the cleanliness (Banat & Wandebori, 2012). Cleanliness can improve store atmosphere (Gajanayake, Gajanayake & Surangi, 2011). Cleanliness of a store creates positive impression among consumers and makes them stay longer in the store. Product display and Cleanliness are very important for the outlet selection (Wanninayake & Randiwela, 2007). Cleanliness of the outlets creates an image of comfort and luxury in the customer's mind due to which customers stay for more time in retail chain outlets and make more purchases (Yun & Good, 2007).

H1: Cleanliness has significant impact on purchase intention of consumers.

2.2 Music

Music can be defined as a pleasant sound that impacts consumers' conscious and unconscious decisions (Banat & Wandebori, 2012). Music played in retail outlet significantly impacts consumer purchase intention. Music styles and tempos deeply influence consumers in increasing sales of the retail outlets. Pleasant music is associated with longer consumption time (Holbrook & Anand, 1990). The variety of the background music significantly impacts on the consumer perceptions and preferences (Bruner, 1990). Consumers spend less time in stores when the music is played louder as compared to soft (Smith, Patricia, & Ross, 1966). Impact of loudness on musical preference is moderated by gender, with females reacting more adversely than males to louder music (Kellaris, James & Ronald, 1993). Music generally influences positively while fast tempo music mediates influence on the shopper's perception of the mall (Michon & Chebat, 2004). Music has a constructive impact on the customers' sum of time and money spent due to good environment (Herrington, 1996).

H2: Music has significant impact on purchase intention of consumers.

2.3 Scent

Presence or absence of scent in the retail chain outlets has noticeable impact on the consumer purchase intention. Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited (Banat & Wandebori, 2012). Right use of scents improves evaluations of products that are unfamiliar or not well liked (Morrin & Ratneshwar, 2000). Scent has a major effect on how consumer evaluates the merchandise (Spangenberg, Sprott, Grohmann, & Tracy, 2006) Customers spend more time in shopping when the environment contains good music and scent (Yalch, Richard, Eric, & Spangenberg, 2000). Selection of one scent should be preferred over multiple scents. Shoppers spend more money at the outlets with single scent compared to those consumers who are exposed to multiple fragrances (Haberland, 2010). The selection of scent must consider the targeted gender to make theme pleasing, so that customers spend more time and money at a retail outlet to purchase goods (Spangenberg et al., 2006).

H3: Scent has significant impact on the purchase intention of consumers.

2.4 Temperature

Temperature at retail outlet is among those atmospheric variables that greatly impact the consumer purchase intention. Extreme temperature—very low or very high—creates negative feelings among customers; it leads to dissatisfaction among the customers and consequently, customers spend less time in outlet and produce negative word of mouth (Lam, 2001).

H4: Temperature has significant impact on purchase intention of consumers.

2.5 Lighting

Lighting is used to highlight products. It creates excitement and has a positive impact on consumer purchasing behavior (Mehrabian & Albert, 1976). When the lighting used in the retail chain outlets is of good color, consumers are inclined to touch products to assess quality (Areni & Kim, 1994). Consumer's choice of store is moderately influenced by the lighting and store layout (Wanninayake & Randiwela, 2007). Stores with proper lighting, music, color, scent and displays will motivate the customers to visit the store again in the future (Yoo, Park, & MacInnis, 1998). The main purpose of using brighter lighting in retail outlets is to grab the customers' attention so that they start purchasing from the outlets due to their comfort.

H5: Lighting has significant impact on purchase intention of consumers.

2.6 Color

Color builds feelings and affects consumer behavior and attitude (Banat & Wandebori, 2012). It could stimulate memories, thoughts, and experiences. For instance; “red retail environments tend to be generally unpleasant, negative, tense, and less attractive than green and blue” (Bellizzi, Crowley, & Hasty, 1983). Color has great impact on the consumer’s perception about the merchandise (Yuksel, 2009). Good color of the retail chain outlet will grab the customers’ attention and create positive perception about the merchandise (Crowley, 1993).

H6: Color has significant impact on purchase intention of consumers.

2.7 Display / Layout

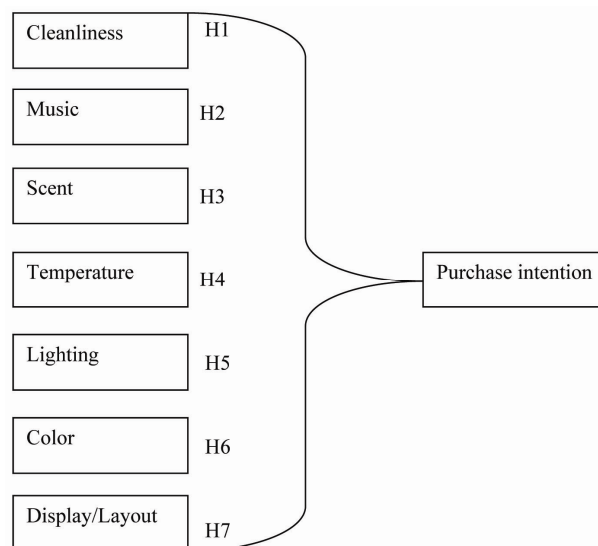
Products in the retail chain outlets should be displayed in such a way that attracts the consumers. Product display in the retail outlets is a stimulus to attract the consumers to make impulse buying (Abratt, Russell, Goodey, & Stephen, 1990). Design and display of products in the retail chain outlets contribute one fourth sales of the outlets (Mills, Paul, & Moorman, 1995). The display can be defined as grouping of products, shelf space, and allocation of floor space, department allocation and wall decorations. Layout is defined as division of selling area, space utilized and arrangement of products (Banat & Wandebori, 2012). Product display has a strong impact on the consumers purchase intention and customer's perception about the product. Customer's movement in the stores is immensely influenced by the display of the products in the stores (Ward, Bitner, & Barnes, 1992).

H7: display/layout has significant impact on purchase intention of consumers

3. Research Methodology

It was basically a quantitative research. The type of research was causal. The primary data was collected through a structured questionnaire from two international retail chain outlets, namely Habib Metro & Hyperstar. The total number of international retail chain branches in Karachi is 4. The sample size was 300. People were selected based on judgment and convenience. Data collection was done by visiting these stores multiple times in different timings incorporating more and less crowded situations.

3.1 Conceptual Framework



The conceptual framework provides a foundation for research study. The framework consists of seven predictors which are cleanliness, music, lighting, temperature, scent, color and display/layout of outlet, and one response variable which is purchase intention.

4. Data Analysis

Data was analyzed by using the SPSS software. Confirmatory factor Analysis was used to check validity of research instrument and multiple regression to test the hypothesis.

4.1 Reliability & Validity

The instrument of data collection has been adapted from Han, Kuang, Low & Yap (2011) and Vijay (2013) which

shows the validity of the instrument. To further check validity of the instrument, confirmatory factor analysis was used. The items below 0.40 were dropped. Remaining items with their respective loadings are as under:

Table 1. Retained questionnaire items

Items	Factor Loading
Cleanliness	
1. The cleanliness of the outlet floor motivates me to buy more.	.808
2. The clean shelves of retail chain outlet motivate me to stay more.	.815
3. The cleanliness of retail chain outlet attracts me to visit again.	.711
Music	
4. Listening to music creates a relaxed atmosphere while shopping.	.737
5. Music in store motivates me to buy more.	.746
6. Pleasant environment created by music makes me spend more time in the store.	.831
7. The adequate rhythm of the background music makes me comfortable.	.828
8. The sufficient volume of the background music makes me stay more time.	.662
9. The existence of background music increases my well-being and comfort.	.686
Scent	
10. Scent in retail chain outlet encourages me to purchase more.	.521
11. Scent in the store makes me to revisit retail chain outlet.	.685
12. Fragrance of the retail chain outlets makes me to stay more time.	.597
Temperature	
13. The quality of the air conditioning store made my presence in the store comfortable.	.625
14. Fully air conditioned environment makes me comfortable while shopping.	.573
15. Retail chain outlets with no air conditioning discourage me towards shopping.	.774
Lighting	
16. Lighting in retail chain outlets is fine.	.595
17. The lighting in the outlets is pleasing to the eyes, and makes me to stay more.	.743
18. Good color of lighting attracts me towards products.	.658
19. The lighting of the outlets makes things more visible and attractive to me.	.668
20. The lighting in the area of products allows me to evaluate the quality of the product.	.733
21. The different lighting used in each area inside the store is important.	.645
Color	
22. The color of retail outlet chain is fine.	.543
23. The outlet color creates a positive image in my mind.	.564
24. The color of retail outlet makes positive perception in my mind.	.510
Display/Layout	
25. I tend to buy more when i come across attractive and impressive displays.	.620
26. There is a sufficient display of in-store information.	.537
27. Display motivates me to look at the products more critically.	.633
28. The retail chain outlet display allows me to see displayed products clearly.	.720
29. The creative and systematic arrangement of products in the retail chain outlet helps me in the selection of product.	.605
Purchase intention	
30. I would like to purchase in the retail chain outlet.	.569
31. I would like to shop longer in the retail chain outlet.	.673
32. I would like to visit the retail chain outlet again.	.771
33. I would like to repurchase in future.	.765
34. I would like to tell my family and friends about the retail chain outlet.	.589

The reliability of the instrument was ensured through acceptable values of Cronbach 's alpha. The Table 2 shows the summary of reliability statistics for seven independent variables (cleanliness, music, lighting, scent, color, temperature, Display /layout) and one dependent variable (Purchase intention). Overall reliability is 0.937 which is extremely good.

Table 2. Reliability statistic

Variables	No of items	Reliability
Cleanliness	1-3	0.787
Music	4-9	0.882
Scent	10-12	0.768
Temperature	13-15	0.659
Lighting	16-21	0.805
Color	22-24	0.753
Display & layout	25-30	0.797
Purchase intention	31-34	0.845
Overall reliability	1-34	.937

Afterwards, multiple linear regression was applied whose result is mentioned in Table 3. The R square is 0.481. It means our model is explaining 48.1% variance in purchase intention.

4.2 Findings

4.2.1 First Hypothesis

H1: Cleanliness has significant impact on the consumer purchase intention.

H1 is accepted because $p < 0.05$ (see table 3) which shows cleanliness influences positively on the purchase intention of the consumers. The output of the test explains that there is a significant relationship between consumer purchase intention and cleanliness. Loo, Ibrahim & Hsueh-Shan (2005) rated cleanliness higher than any other atmospheric factor which shows cleanliness is useful for motivating customers towards purchasing.

Table 3. Multiple regression result

Variables	Purchase Intention	
	B	p<0.05
Constant	0.12	0.64
Cleanliness	0.176	0.002
Music	0.066	0.153
Scent	0.166	0.005
Temperature	-0.018	0.766
Lighting	0.233	0.000
Color	0.063	0.321
Display & layout	0.280	0.000
R ²	0.481	
F	35.073	
ΔR^2	0.467	
*p < 0.05	0.000	

4.2.2 Second Hypothesis

H2: Music has significant impact on the consumer purchase intention

H2 is rejected because $p > 0.05$. Music shows an insignificant impact on the consumer purchase intention. The insignificant relationship between music and consumer purchase intention is in contrast to findings of Alpert & Alpert (1986), Irena Vida (2008) and Vijay (2012) which state music has a positive impact on mood and purchase behavior.

4.2.3 Third Hypothesis

H3: Scent has significant impact on the consumer purchase intention

H3 is accepted because $p < 0.05$ which shows that scent positively influences consumers' purchase intention. Parson (2009) pointed toward a positive relationship between scent and purchase intention.

4.2.4 Fourth Hypothesis

H4: Temperature has insignificant impact on the consumer purchase intention.

H4 is rejected because the temperature has almost no impact on the consumer purchase intention because the value of p is greater than 0.05. This result is in contradiction with the research studies of Bhol (2012) & Lam

(2001) that mention the influence of temperature on purchase intention.

4.2.5 Fifth Hypothesis

H5: Lighting has significant impact on the consumer purchase intention

H5 is accepted because $p < 0.05$ which explains the significant positive influence of lighting on the purchase intention. Adequate lighting is critical for customers to assess the product quality and form perception about the store (Areni & Kim, 1994). The result of this hypothesis test is consistent with the findings of Banat & Wandebori (2012)

4.2.6 Sixth Hypothesis

H6: color has insignificant impact on purchase intention of consumers.

H6 is rejected because $p > 0.05$. So color shows insignificant impact on the consumer purchase intention which means the color of the retail chain outlets does not impact consumers while shopping. The result is in contrast to the findings of Gajanayake et al (2011)

4.2.7 Seventh Hypothesis

H7: display/Layout of outlet shows significant impact on the consumer purchase intention

H7 is accepted because $P < 0.05$, which means that there is a significant relationship between the consumers' purchase intention and product display/layout. The same finding was reported in the studies of Abratt et al. (1990) and Banat & Wandebori (2012).

5. Conclusion

The major objective of conducting this research was to identify the impact of atmospheric variables on the consumer purchase intention in the international Retail chain outlets (Metro Habib & Hyperstar) of Karachi. In the past, many researchers have been conducted on these variables, but mostly conducted outside Pakistan. We have conducted this research specifically in Karachi, Pakistan. This research examined the impact of cleanliness, music, scent, color, lighting, temperature, display/layout on purchase intention of consumers. Cleanliness, Scent, Lighting and Display/Layout have significant positive influence on the consumers' purchase intention while music and color have minimal impact on the consumer purchase intention, whereas, the temperature has almost no impact on the consumer while shopping.

5.1 Recommendation

On the basis of this research, we recommend to the managers and retail chain outlet owners that they must take into account the Cleanliness, Scent, Lighting and color of the outlets to match with the customer's attitudes and perceptions. Scent used in retail outlets must be pleasing and attractive to both males and females. The products' display should be made convenient for customers to explore and handle. Managers must take into consideration the environmental cleanliness so that consumers are encouraged and motivated to visit again. Proper lighting is advised for visibility of the products to consumers. More than one color could be used in lighting of retail outlets wherever possible without compromising on visibility and matching with the surrounding context. It is recommended to play music for creating a soothing environment.

5.2 Recommendation for Future Research

Future researchers are advised to collect the responses from consumers through qualitative as well as quantitative researches to know more about the influence of these variables on the consumer purchase intention. This study was limited to Karachi city only. Future research should cover either whole country or significant number of large and small cities to have a broader outlook of consumer behavior in Pakistan. Future research should be conducted using a relatively large sample. Comrey & Andrew (1992) postulated that "1000 respondents and above is considered as excellent sample size".

References

- Abratt, R., Goodey, J. A., & Stephen, D. (1990). Unplanned buying and in-store stimuli in supermarkets. *Journal of Managerial & Decision Economics*, 11(2), 111-121. <http://dx.doi.org/10.1002/mde.4090110204>
- Alpert, J. I., & Alpert, M. I. (1986). *The effects of music in advertising on mood and purchase intentions*. Department of marketing administration, college of business administration, University of Texas, Austin, Working paper no. 85/86-5-4.
- Areni, C. S., & Kim, D. (1994). The influence of in-store lighting on consumers examination of merchandise in a wine store. *International Journal of Research in Marketing*, 11, 117-125.

- [http://dx.doi.org/10.1016/0167-8116\(94\)90023-X](http://dx.doi.org/10.1016/0167-8116(94)90023-X)
- Banat, A., & Wandebori, H. S. T. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit Economics, Management and Behavioral Sciences.
- Barth, F. G. (1993). Sensory guidance in spider pre-copulatory behaviour. *Comp', Biochem, Physiol.* 104, 717-733. [http://dx.doi.org/10.1016/0300-9629\(93\)90148-W](http://dx.doi.org/10.1016/0300-9629(93)90148-W)
- Bellizzi, J. A., Crowley, A. E., & Hasty, R. W. (1983). The effects of color in store design. *Journal of Retailing*, 59(1), 21-47.
- Bitner, M. J. (1992). The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 57-71. <http://dx.doi.org/10.2307/1252042>
- Bohl, P. (2012). The effects of store atmosphere on shopping behaviour', a literature review. Corvinus Marketing Tanulmányok.
- Burnkrant, R. E., & Page, J. T. J. (1982). An examination of the convergent, discriminant and predictive validity of Fishbeins behavioral intention model. *Journal of Marketing Research*, 19(4), 550-561. <http://dx.doi.org/10.2307/3151726>
- Chan, J. K., & Chan, P. Y. (2008). Merchandise display affects store image. *European Advances in Consumer Research*, 8, 408-414.
- Comrey & Andrew, L. (1992). *A first course in factor analysis* (2nd ed.). Hillsdale, New Jersey: Erlbaum.
- Crowley, A. E. (1993). The two-dimensional impact of color on shopping. *Marketing letters*, 4(1), 59-69. <http://dx.doi.org/10.1007/BF00994188>
- Eroglu, S. A., Ellen, P. S., & Machleit, K. A. (1991). *Environmental cues in retailing: suggestions for a research agenda*. Presentation made at the Symposium on Patronage Behaviour and Retail Strategic Planning: Cutting Edge II, 1991, in press.
- Fishbein, M. A., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: an introduction to theory and research*. MA: Addison-Wesley Reading.
- Gajanayake, R., Gajanayake, S., & Surangi, H. A. K. N. S. (2011). *The impact of selected visual merchandising techniques on patronage intentions in supermarkets*. Unpublished thesis, University of Kelaniya, Sri Lanka.
- Gillani, F. (2012). Impact of Peer Pressure and Store Atmosphere on Purchase Intention. *International Journal of academic research in Business and Social Sciences*, 2(7), 323-332.
- Haberland, M. F. (2010). *The power of scent: Empirical field studies of olfactory cues on purchase behavior*. Doctoral dissertation, University of St. Gallen
- Han, C. R., Kuang, S. L., Low, B. Y., & Yap, S. F. (2011). *Investigate the influence of store atmosphere on customer patronage intention towards clothing stores in Malaysia*. Doctoral dissertation, universiti tunku abdul rahman.
- Herrington, J. D. (1996). Effects of music in service environments: a field study. *Journal of Services Marketing*, 10(2), 26-41. <http://dx.doi.org/10.1108/08876049610114249>
- Holbrook, M. B., & Anand, P. (1990). Effects of tempo and situational arousal on the listeners.
- Kellaris, J. J., & Rice, R. C. (1993). The Influence of Tempo, Loudness, and Gender of Listener on Responses to Music. *Psychology and Marketing*, 10(1). <http://dx.doi.org/10.1002/mar.4220100103>
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of retailing*, 49(4), 48-64.
- Kulkarni, V. R. (2012). A study of impact of Music on customer buying behavior. *International Journal of Management*, 3(3), 152-159.
- Lam, S. Y. (2001). The effects of store environment on shopping behaviors: A critical review. *Advances in Consumer Research*, 28, 190-197.
- Loo, L. S., Ibrahim, M., & Hsueh-Shan, C. (2005). Shopping-centre attributes affecting male shopping behaviour. *Journal of Retail & Leisure Property*, 4(4).
- Mehrabian, A. (1976). *Public Spaces and Private Spaces: The Psychology of Work, Play and Living Environments*. New York: Basic Books, Inc.
- Michon, R., & Chebat, J. C. (2004). the interaction effect of background music and ambient scent on the

- perception of service quality. *Journal of Business Research*, 34(3), 191-196.
- Milliman, R. E. (1986). The influence of background music on the behaviour of restaurant patrons. *The Journal of Consumer Research*, 13(2), 286-289. <http://dx.doi.org/10.1086/209068>
- Mills, K. H., Paul, J. E., & Moorman, K. B. (1995). *Apparel visual merchandising* (3rd ed). Englewood Cliffs, NJ: Prentice-Hall.
- Morrin, M., & Ratneshwar, R. (2000). The impact of ambient scent on evaluation, attention and memory for familiar and unfamiliar brands.
- Parsons, A. G. (2009). Use of scent in a naturally odourless store. *International Journal of Retail and Distribution Management*, 37(5), 440-452. <http://dx.doi.org/10.1108/09590550910954928>
- Russell, J. A., & Mehrabian, A. (1978). Approach-avoidance and affiliation as functions of the emotion-eliciting quality of an environment. *Environment and Behavior*, 10(3), 355-387. <http://dx.doi.org/10.1177/0013916578103005>
- Silva, T. S., & Giraldi, J. D. M. E. (2010). The influence of store image on customer satisfaction: a case study of a shoe store. *Brazilian Business Review*, 7(2), 60-77. <http://dx.doi.org/10.15728/bbr.2010.7.2.4>
- Smith, P., & Ross, C. (1966). Arousal hypothesis and the effect of music on Purchasing Behaviour. *Journal of Applied Psychology*, 50, 255-256. <http://dx.doi.org/10.1037/h0023326>
- Spangenberg, E. R., Sprott, D. E., Grohmann, B., & Tracy, D. (2006). Gender-congruent Ambient scent influences on approach and avoidance behaviors in a retail store. *Journal of Business Research*, 59(12), 1281-1287. <http://dx.doi.org/10.1016/j.jbusres.2006.08.006>
- Srinivasan, S. R., & Srivastava, R. K. (2010). Creating the futuristic retail experience through experiential marketing: Is it possible quest; An exploratory study. *Journal of Retail & Leisure Property*, 9(3), 193-199. <http://dx.doi.org/10.1057/rlp.2010.12>
- Turley, L. W., & Milliman, R. E. (2000). Atmospheric affects on shopping behaviour a review of the experimental. *Journal of Business Research*, 49, 193-211. [http://dx.doi.org/10.1016/S0148-2963\(99\)00010-7](http://dx.doi.org/10.1016/S0148-2963(99)00010-7)
- Vida, I. (2011). Atmospheric music fit as a driver of shopper store evaluations and their behavioral responses. *Journal of Applied Business Research (JABR)*, 24(2).
- Wakefield, K. L., & Baker, J. (1998). Excitement at the mall: determinants and effects on shopping response. *Journal of Retailing*, 74(4), 515-539. [http://dx.doi.org/10.1016/S0022-4359\(99\)80106-7](http://dx.doi.org/10.1016/S0022-4359(99)80106-7)
- Wanninayake, W. M. C. B., & Randiwela, P. (2007). The impact of visual merchandising on consumer store choice decisions in Sri Lankan supermarkets. In 7th Global Conference on Business & Economics, ISBN (pp. 978-0).
- Ward, J. C., Bitner, M. J., & Barnes, J. (1992). Measuring the prototypicality and meaning of retail environments. *Journal of Retailing*.
- Yalch, R. F., & Spangenberg, E. R. (2000). The Effects of Music in a Retail Setting on Real and Perceived Shopping Times. *Journal of Business Research*, 49(2), 139-147. [http://dx.doi.org/10.1016/S0148-2963\(99\)00003-X](http://dx.doi.org/10.1016/S0148-2963(99)00003-X)
- Yoo, C., Park, J., & MacInnis, D. J. (1998). Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitude. *Journal of Business Research*, 42(3), 253-263. [http://dx.doi.org/10.1016/S0148-2963\(97\)00122-7](http://dx.doi.org/10.1016/S0148-2963(97)00122-7)
- Yüksel, A. (2009). Exterior Color and Perceived Retail Crowding: Effects on Tourists' Shopping Quality Inferences and Approach Behaviors. *Journal of Quality Assurance in Hospitality & Tourism*, 10(4), 233-254. <http://dx.doi.org/10.1080/15280080903183383>
- Yun, Z. S., & Good, L. K. (2007). Developing customer loyalty from e-tail store image attributes. *Managing Service Quality*, 17(1), 4-22. <http://dx.doi.org/10.1108/09604520710720647>
- Zeynep, E., & Nilgun, G. (2011). *Congruence between atmospheric cues and store image in fashion retailing*. Turkey: Izmir University of Economics.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).

Consumer Perceptions of Retail Store Image and its Impact on Store Loyalty – An Empirical Study

Meenu Mathur

Adjunct Faculty
Prestige Institute of Management and Research
Indore

Sanjivini Gangwani

Professor
Medicaps Institute of Management
Indore

Abstract

Organized retail in India is undergoing a remarkable transformation. Strong macro-economic fundamentals and the changing socio-economic scene are driving organised retail formats so as to cater to the evolving needs and preferences of the discerning Indian consumers. The choices for consumer have grown exponentially both in terms of the places to shop and the choice of brands. The retail store image not only influences consumers as to where to shop but also strongly impacts store loyalty. This will necessitate managing store image differentiation to attract and retain the Indian shopper. This study examined the impact of store image factors that associate with consumer perceptions of store image on store loyalty. The six store image factors identified in the study are 'Sales Personnel and Store Association', 'Atmosphere', 'Promotion and Institutional', 'Service', 'Merchandise' and 'Convenience'. In the current retail competitive scenario, retailers should assess consumer perceptions of store image for formulating effective marketing strategies to create and enhance a favourable store image to influence the overall behavioural pattern of the customers. The study is purely based on primary data, a total of 791 retail customers actively participated in the survey in Indore and neighbouring satellite towns, who made purchase themselves in the last six months at department stores namely Shoppers' Stop, Reliance Trends, Westside, Pantaloons, FBB, Globus, Max Fashion and Ritu Wears Big life. The results of this study provide valuable information for retailers about consumer perceptions on various dimensions of retail store image so as to formulate appropriate retail marketing strategies.

Keywords

Retail Store Image, Store Loyalty, Store Attributes, Retailing, Consumer Behaviour

Introduction

The Indian retail industry, currently valued at US\$600 billion (BCG Retail Report, 2015),

is expected to reach US\$ 1 trillion by 2020. The industry can be broadly classified into

organized/modern trade (10-11 per cent) and unorganized/traditional retail (89-90 per cent). Overall, the Indian retail sector is anticipated to grow at 10 per cent per year; modern retail is expected to grow twice as fast at 20 per cent (BCG Retail Report, 2015). The current state of modern Indian retail is attracting leading corporate players and thus competition is expected to increase in the near future. The key players include Tata Trent's Westside, Raheja's Shopper's Stop, Reliance Retail and others. The multi-brand segment which is expected to open up soon for foreign investments will make the markets all the more competitive. Most department stores in a mall vie for the same customers, and the merchandize being offered is relatively identical. Moreover, these competing department stores are located within the same mall in the same proximity. As a result, customer has lot of choices in terms of stores and brands. Consequently, the market is getting more saturated; in this scenario, consumers usually make their purchase decisions based more on the store image than on its tangible physical attributes. Thus, in order to draw better share of customers, department stores attempt to differentiate themselves from their competitors by building distinctive image.

Image-building is considered an important tool for both attracting and retaining customers (Helgesen *et al.* 2009). Through the strategic management of store image perception, retailers are able to sufficiently isolate consumers from their competitors by building store loyalty, thus providing them with a strategic advantage in the current dynamic retailing atmosphere (Miranda *et al.*, 2005; Osman, 1993). According to Baker *et.al* (2002) and Grewal *et.al* (2004), loyal customers are frequent buyers who over time spend an increasing amount of money with the same supplier, are willing to pay for the benefits they receive, are

tolerant of price increases, and are willing to recommend the store to others. Moreover, retaining customers costs less than attracting new ones (Reichheld, 1996; Richards and Jones, 2008). A loyal customer is a source of a competitive advantage through repeat purchase and positive word of mouth (Thomas, 2013). Consequently, the ultimate goal of most department store retailers is to strategically manage their store image and have loyal customers. Thus, store loyalty is becoming an increasingly important market strategic theme for retailers (Bridson *et al.*, 2008; Demoulin and Zidda, 2008). Besides other factors, store image building, has also been in focus (Bloemer and de Ruyter, 1998; Nguyen and Leblanc, 2001; Juhl *et al.*, 2002).

The research objective of this study is to examine consumer perceptions of retail store image and thereby identify the factors influencing store image. Another major objective of the study is to empirically study the impact of store image dimensions on store loyalty.

Literature Review

Retail Store Image

Retail Image is formed in a long time in the minds of consumers after the consumer interact with the retailer and experience a lot of experience in the transaction. Image is something vague, abstract (cannot see), cannot be felt or touched, and the phenomenon can hardly be measured, can be perceived and defined in various ways, e.g. as "a set of beliefs, ideas and impressions held regarding an object" (Lovelock and Wirtz, 2007). Store image is usually defined as "the way in which the store is perceived by shoppers" (Pan and Zinkhan, 2006). Store image serves as the basis and an integral component of retail brand equity (Ailawadi & Keller, 2004; Hartman & Spiro, 2005). Store image formation relies on the perceived importance of store attributes. The value

placed on different store attributes varies by target market and retailer and will influence consumer perception, thereby determining the importance of the store attribute (Newman & Patel, 2004; Osman, 1993). Over the years, different authors have agreed that store image does, however, comprise of distinct dimensions (Lindquist, 1974/75; Martineau, 1958; Moya & Giddings, 2002; Thang & Tan, 2003). These dimensions include both tangible/functional and intangible/psychological factors perceived in store image (Lindquist, 1974-1975). The dominant attitudinal perspective that is taken in the literature treats store image as the result of a multi-attribute model (Marks, 1976; James et. al., 1976). For example, Lindquist (1974), in his study on the store image literature, has combined models from 19 studies and came up with nine different elements: merchandise, service, clientele, physical facilities, comfort, promotion, store atmosphere, institutional and post-transaction satisfaction. Doyle and Fenwick (1974) distinguished only five elements: product, price, assortment, styling and location. Bearden (1977) suggested price, quality of the merchandise, assortment, atmosphere, location, parking facilities and friendly personnel.

According to Ghosh (1990) store image is based on the salient elements of the retail mix i.e. Location, merchandise, store atmosphere, customer service, price, advertising, personal selling and sales incentive programs. For each retail store a distinct image may exist within consumers' minds. Thang and Tan (2003) suggested store attributes for department stores to be merchandizing, store atmosphere, in-store service, reputation, accessibility, promotion, facilities and post-transaction. According to Wang and Ha (2011) Post-transaction service, direct mail, interpersonal communication, merchandise, preferential treatment, and store atmosphere are the dimensions of department store image.

As department store retailing in India is expanding, some related studies have examined store image perspectives of Indian consumers. Amresh K *et.al* (2014) in a study in Indian setting conceptualizes a retailer's image as a reliable and valid multidimensional construct, explained in eight dimensions namely atmosphere, convenience, facilities, price, merchandise, wow, service and transparency in transaction. Das Gopal (2013) revealed that different sets of store attributes positively affect the various store personality dimensions differently across the segments. The study also found the positive impacts of store personality dimensions on consumer store choice behaviour. Prasad (2012) revealed apparel consumers in organized outlets in India rate the factors as style > value > diversity > demand > credibility > concern > referral groups. It implies that top three concerns are that people go for retail apparel brands mainly to keep themselves fashionable with latest designs available. They are more value conscious and want more diversity. Amit *et.al* (2010) identified 12 store image dimensions and many sub-dimensions components namely price of merchandise, quality of merchandise, assortment of merchandise, fashion of merchandise, sales personnel, locational convenience, other convenience factors, service, sales promotions, advertising, store atmosphere and reputation on adjustments. Kaul S (2006) in a theoretical paper developed a series of models applying social identity theory to the retail content where the shopper is conceived of as an 'actor' whose self-image and related identities impact store image perceptions. In summary, retail store image is the perception of consumers based on the multi-attributes of a store.

Store Loyalty

The concept of store loyalty is derived originally from the brand loyalty concept which

refers to the tendency to repeat purchase the same brand (Kaul, 2006). Store loyalty has also been defined in various ways (Reynolds *et al.*, 1974/75; Levy and Weitz, 2007), there is no universal agreement on its definition (Kumar and Shah, 2004). Blut *et.al.* (2007) defined loyalty as a pattern of repeated purchase behaviour of a specific brand that can lead to the development of a relationship with it. Customer loyalty has been perceived and defined as “a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour” (Oliver, 1997), or as “a customer’s commitment to continue patronizing a specific firm over an extended period of time” (Lovelock and Wirtz, 2007, p. 629).

Previous studies viewed customer loyalty as being both behavioural and attitudinal (Day, 1969; Oliver, 1996). In measuring retail store loyalty, the attitudinal component of loyalty is operationalised as commitment and the behavioural dimension as repeat purchase and positive word-of-mouth (Bloemer & Ruyter, 1998; De Wulf & Odekerken-Schroder, 2003). Store loyalty is defined by Bloemer and Ruyter (1998) as “the biased (i.e. non-random) behavioural response (i.e. revisit), expressed over time, by some decision- making unit with respect to one store out of a set of stores, which is a function of psychological (decision making and evaluative) processes resulting in brand commitment”. Bridson *et.al.*(2008) justified the use of both the behavioural and attitudinal aspects for a more holistic representation of the construct, with the multi-dimensional definition providing greater insight into consumer loyalty motivations than either component in isolation. While according to Meyer-Waarden (2015) and Sirohi *et.al.*(1998), Store loyalty can be measured focusing on consumers’ intentions to continue purchasing, others

suggest it can also be measured focusing on consumers’ behavioural characteristics as frequency of store visits or relative volume spent (Ailawadietal.,2008; Bustos-Reyes and González-Benito, 2008; Seenivasan *et. al.*,2015).

Store Image and Store Loyalty

In marketing literature, store image and store loyalty has found significant attention. It has been the focus of much research. Two kinds of views are prevalent on the relationship between store image and store loyalty. The first view is that store image attributes directly influences store loyalty. The other is that store image itself directly affects store loyalty. Miranda *et. al.* (2005) found in Grocery stores in Australian city that different store attributes contribute to store satisfaction and store loyalty, which could provide a possible explanation for the contradictory findings obtained by Bloemer and De Ruyter (1998) in a study of major department stores in Swiss city found that perception of store image does not have a direct positive effect on store loyalty, rather an indirect positive effect on store loyalty through store satisfaction, i.e. a mediator effect. Beneke *et.al* (2011) in franchise setting in South Africa supermarket study also rejects the claim that loyalty is directly affected by store image and indicated that customer satisfaction is necessary for a relationship to exist between both store image and loyalty, and between trust and loyalty. Koo (2003) found that Korean discount store attributes have a positive influence on store loyalty, whilst findings from Chang and Tu (2005) confirmed the same for Taiwanese hypermarket consumers and Wisnalmawati (2014) found in Indonesia that store image and store loyalty has a direct relationship. It is interesting to note that much research suggests that store image attributes are the primary determinants of customer satisfaction (Bloemer and Odekerken-Schroder, 2002; Chang and Tu,

2005; Koo, 2005) and can often lead directly to store loyalty without having to operate through customer satisfaction (Chang and Tu, 2005; Koo, 2005). In fact, Koo (2005) found that store image attitudes toward service, atmosphere, and merchandise had a stronger impact on store loyalty than on satisfaction. R.Coleho *et al.* (2016) in an integrative framework of loyalty-driving factors found that the most relevant in-store and economic driving factors that contribute positively to consumers' store loyalty are the level of convenience, the service offered by each store, the level of identification with other consumers shopping in that store (social groups) and also the pricing policies adopted. Majumdar Aveek (2005) examined store specific factors determining store loyalty and found that overall impression of the store impacts store loyalty. Wherein, significant predictors of overall impression were Store Assortment, Store personnel service, merchandise quality, value perception. Huddleston *et al.* (2003) used a more qualitative approach to investigating grocery store habits and characteristics leading to store loyalty. They report that, based on numerous focus groups, which included various age groupings, incomes, and genders, store familiarity, convenience, cleanliness, and friendly employees encouraged repeat visits by respondents. Characteristics such as price, one-stop shopping, product variety, store environment, and service were found to be the most important variables in choosing a preferred store. Mitchell and Kiral (1998) has reviewed many studies on relationship between the store attributes and store loyalty. Zeithaml *et al.* (1996) and Zeithaml (2000) showed that perceived service quality influences customer behavioural intentions such as the intention to make repeat purchases. Ranaweera and Neely (2003) found that perceptions of service quality had a direct linear relationship with customer retention. Previous studies by Sirohi *et al.* (1998) also confirms that store

personnel service impacts customer loyalty intentions. In a simple framework Grewal *et al.* (2008) also presented the effects of service strategy elements (availability of service personnel, responsiveness, personalisation, proactiveness, and loyalty program) on retail loyalty. Previous studies also have documented the effects of service strategies on store loyalty (Baker *et al.*, 2002) and have proposed several metrics for loyalty, including willingness to buy (Baker *et al.*, 1994), satisfaction and complaints. Merchandise variety (Wong & Dean, 2009), quality (Sirohi *et al.*, 1998; Singson, 1975) category management (Cătoiş *et al.*, 2012) have a significant and direct effect on loyalty. Store atmosphere attributes including purchasing convenience, human interaction, layout & design, physical aspects and after purchase convenience have a positive effect on store loyalty intention of customers resulting in more profits for retailers (Yalcin and Kocamaz, 2003). Influence of loyalty schemes on store loyalty is often referred as a potential critical driving-factor. (Bridson *et al.*, 2008; Doroticetal, 2012). In addition, Cole & Clow (2011), suggest loyalty could have an indirect driver consisting in a particular attitude towards advertising in the case of customers with a materialistic view. So advertising may use messages build by practical advantages in the shopping process to entice loyalty in case of such consumers.

Many more previous studies have showed that retail store image impacts store loyalty. Several studies report direct linkages between Store Image and intensity of Store Loyalty. (Kunkel and Berry-1968; Reynolds, Darden and Martin; Korgaonkar, Lund and Price-1985). Research of Bloemer and Ruyter (1998); Miranda *et al.* (2005); Nguyen, *et al.* (2006); Hu and Jasper (2007), Park (2008); Maxwell, *et al.* (2009); Samani (2011); Ishaq (2012) have also established the effect of store image on store loyalty. Synthesising the literature, it is summarised that store image

dimensions have a direct effect on store loyalty. Consequently, in this study also, focus is not on customer satisfaction, but impact of consumers store image perceptions are examined on store loyalty. Thus, based on theoretical and empirical studies, following null hypothesis is proposed:

H0: Store image perceptions have no significant impact on Store Loyalty.

Methodology

The methodology for the study is quantitative in nature. Researchers had adopted single cross sectional descriptive research design in which one sample of respondents is drawn from the population (Indian Market) and information is obtained from this sample once. A non-probability quota sampling and convenience sampling technique was used to administer a customer survey.

Measurement Scale

The survey instrument was prepared following a comprehensive review of the relevant literature. Besides questions on demographic variables, survey questionnaire consisted of thirty five questions about various dimensions and sub-dimensions of store image construct and 3 questions of store loyalty, in the form of item statements. All items were adapted from previously published work, store image is measured using eight major dimensions namely Atmosphere, Convenience, Facilities, Merchandise, Sales Personnel, Service, Promotional, Institutional. The scale is loosely adapted from Du Prez *et.al* (2008). Store Loyalty construct was adapted from Sirohi *et.al* (1998); Dick and Basu (1994); Thomas (2013) and had three measures willingness to repurchase, willingness to purchase more in the future, and willingness to recommend the store to others. (Refer Table1) A five-point Likert-type scale was used with 1 indicating “strongly disagree”

and 5 indicating “strongly agree”. Cronbach’s alpha value was computed for the internal consistency aspect of reliability of the scales measuring the constructs. The store image measure, consisting of 27 items, had a value of 0.89 and store loyalty measure consisting of 3 items, had a value of 0.72.

Table-1: The Scale Adapted for Constructs

STORE IMAGE CONSTRUCTS Adapted from Du Preez et.al (2008)	No. of Items
Atmosphere	5
Convenience	4
Facilities	3
Merchandise	5
Sales Personnel	4
Service	7
Promotional	4
Institutional	4
STORE LOYALTY	3

Data Collection and Sampling

Using the structured questionnaire, data was collected from respondents, using convenience sampling; the respondents were selected on the basis of having regularly shopped for at least one year at various department stores in Indore city. These shoppers were asked to indicate their most frequently visited favourite modern organized retail outlet. They were then required to provide responses on the store image scale items for their most preferred organized retail outlet. In total, eight major modern organized retail outlets were indicated by shoppers as their most frequently visited favourite store (Refer Table-2). These respondents were from varied socio-economic background and were well spread across the length and breadth of Indore city including satellite towns Dewas, Pithampur and Ujjan. This ensured a diversity of respondents. (Refer Table-2 for Sample Characteristics). After initial screening, 791 usable questionnaires were finally used for data analysis.

Table-2: Sample Characteristics

Variable	Level	Frequency	Percent
Gender	Female	356	49.5
	Male	363	50.5
Marital status	Married	410	57.0
	Single	309	43.0
Age	18-24	353	49.1
	25-34	176	24.5
	35-44	127	17.7
	45-54	54	7.5
	More than 55	9	1.3
Education	Undergraduate	36	5.0
	Graduate	340	47.3
	Postgraduate	307	42.7
	PhD	36	5.0
Occupation	Service	286	39.8
	Retired	1	.1
	Student	323	44.9
	Homemaker	57	7.9
	Self Employed/Own Business	52	7.2
Annual Family Income	Less than 2 Lac	106	14.7
	2-5 Lac	311	43.3
	5-10 Lac	220	30.6
	More than 10 lac	82	11.4
Department Store Patronized	Shopper's Stop	97	13.5
	Reliance Trends	93	12.9
	Westside	86	12.0
	Pantaloons	134	18.6
	Ritu Wears' Big Life	43	6.0
	Globus	42	5.8
	Max Fashions	127	17.7
	FBB (Fashion at Big Bazar)	97	13.5

Data Analysis and Results

Once the data was coded, validated and cleaned, analysis was undertaken using SPSS 16.0. After basic statistics like mean and standard deviation were computed, factor analysis was undertaken to condense the 35 scale items into the six first-order store image dimensions. To check whether the data were amenable to factor analysis, Bartlett's test of sphericity and Kaiser-Meyer-Olkin (KMO) Measure of sampling adequacy (MSA) was done. As per Hair *et al.* (2006), KMO is a stronger test of appropriateness of a correlation matrix for factor analysis. The KMO value was 0.923 implying that

the datasets were appropriate. Bartlett's χ^2 value of the dataset was 5.320E3 with df 351 also implying that factor analysis could be performed on this dataset. In the Process, 8 items were dropped because communalities were less than 0.4. Factor analysis was repeated with 27 items using principal component analysis and varimax with Kaiser Normalisation rotation method. The factor extraction was done for Eigen values greater than one and six factors were identified as 'Sales Personnel and Store Association'; 'Promotion and Institutional'; 'Atmosphere'; 'Service'; 'Merchandise'; and 'Convenience' (Refer Table-3 for Factor Loadings).

Table-3: Factor Loadings of Key Factors Influencing Store Image Perceptions

Sub-Dimensions	FACTORS					
	Sales Per- sonnel and Store Asso- ciation	Promo- tion and Institu- tional	Atmo- sphere	Service	Mer- chan- dise	Conve- nience
Sales personnel - knowledge	.747					
Employees-dress	.597					
Sales- courteous and attend	.590					
Recommend store to friends and colleagues	.576					
Store's brands-emphasize my personality (identify with self)	.521					
Overall impression about store products - latest style and fashion	.451					
Promotional events and Sale/discounts		.726				
Special benefits to store members		.578				
Easily find all the store promotions advertised		.540				
Reputation		.493				
Visual display		.475				
Overall service quality		.468				
Overall shopping experience		.465				
Store neat & clean, spacious and feels fresh			.792			
Pleasing atmosphere of lighting and colour			.755			
AC cool/cosy warm environment and music			.721			
Window display			.544			
Gift wrapping				.741		
Return and exchange				.564		
Payment counters				.523		
Complain handling				.518		
Variety of national brands					.707	
High quality clothes/products					.607	
Trial rooms					.578	
Products - variety of sizes, colours and style					.416	
close to my home/ work place						.827
easily reach at convenient time						.759

With six factors of store image identified, following six sub-hypotheses of null hypothesis H_0 were formulated:

H_{0a} : There is no significant impact of SI – 'Sales Personnel and Store Association' on Store Loyalty

H_{0b} : There is no significant impact of SI – 'Atmosphere' on Store Loyalty.

H_{0c} : There is no significant impact of SI – 'Promotion and Institutional' on Store Loyalty.

H_{0d} : There is no significant impact of SI – 'Service' on Store Loyalty.

H_{0e} : There is no significant impact of SI – 'Merchandise' on Store Loyalty.

H_{0f} : There is no significant impact of SI – 'Convenience' on Store Loyalty.

Hypothesis Testing

Multivariate analysis has been employed to test the hypotheses set and assess the

strength of the cause and effect relationships among the variables. Simple multiple linear regression was conducted as data analysis technique to test the null hypothesis. The data was screened for missing values and violation of assumption prior to analysis. Regression analysis has been considered 'but far the most widely used and versatile dependence technique, applicable in every facet of business decision making' (Hair *et al.*, 1998). The regression model was tested using the composite score of the Store Loyalty as the dependent variable and SI-'Sales Personnel and Store Association'; SI-'Promotion and Institutional'; SI-'Atmosphere'; SI-'Service'; SI-'Merchandise'; and SI-'Convenience' as in all six independent variables and Store Loyalty as a dependent variable.

The overall model fit indices are reasonably good, R²= 0.452 suggest that 45 % of the

variance of store loyalty is explained by six predictors (independent variables); R=0.673; Adjusted R²= 0.448 (Refer Table-4). This indicated that the linear relationships between independent variables with store loyalty are explained properly by regression equation. Durbin-Watson test, which reports serial correlation, got a value of 2.022 when all the variables were added into the regression model.. Model F-value describes whether the regression model is statistically significant or not. In model, F-value F (6,712) is 262.556 and is statistically significant (p<0.001). Multicollinearity was checked amongst independent variables using VIF and tolerance estimates (Refer Table-4). The results of the analysis highlight the fact that Store Image perceptions significantly influence store loyalty. However, the relationship is not consistent across the dimensions.

Table-4: Results of Regression Model- Store Loalty and Store Image (SI) Factors as predictors

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	Unstd. B	Std. Error	Std. B β	t-stats	Sig.	Tolerance	VIF
Constant	1.040	.451		2.305	.021		
SI-'Sales Personnel and Store Association'	.295	.024	.493	12.451	.000	.490	2.041
SI-'Atmosphere'	.015	.026	.019	.560	.576	.646	1.549
SI-'Promotion and Institutional'	.111	.024	.186	4.713	.000	.494	2.026
SI-'Service'	-.005	.023	-.007	-2.06	.837	.633	1.580
SI-'Merchandise'	.060	.030	.070	2.017	.044	.638	1.568
SI-'Convenience'	-.014	.035	-.012	-4.04	.686	.868	1.152

The results of regression Model (refer Table) accomplished objective of the study and shows that null hypothesis H₀₁, H₀₃, and H₀₅ are rejected and null hypothesis H₀₂, H₀₄ and H₀₆ are accepted. The findings demonstrate that the store image dimension SI-'Sales Personnel and Store Association' (b=0.493, p<0.001); SI-'Promotion and Institutional' (b=0.186, p<0.001); and SI-'Merchandise'(b=0.070, p<0.05); have significant impact on Store Loyalty however

store image dimensions SI-'Atmosphere'; SI-'Service' and SI-'Convenience' does not have any significant impact on Store Loyalty. Also see Table-4 for results of Regression Analysis.

Discussion and Conclusion

This research study suggests that the six important factors influence the consumer perceptions of retail department store namely, 'Sales Personnel and Store

Association'; 'Atmosphere'; 'Promotion and Institutional'; 'Service'; 'Merchandise'; and 'Convenience'. The results of the study are in line with many previous research findings and show that Indian consumers while shopping at modern retail department stores are evaluating various attributes of store and their brands.

Another central finding of the study is that consumer's store image perceptions impacts the store loyalty of department stores, however, the relationship is not consistent across the dimensions of store image. From the data analysis it can be concluded that the store image dimension SI-'Sales Personnel and Store Association'; SI-'Promotion and Institutional'; and SI-'Merchandise' have significant positive impact on Store Loyalty however store image dimensions SI-'Atmosphere'; SI-'Service' and SI-'Convenience' does not have any significant impact on Store Loyalty.

'Sales Personnel and Store Association' is found to be important determinant of store image. Sales Personnel creates an opportunity for retailers to interact with customers during retailing experience and thus can make a difference. In addition, their professional-looking appearance plays an important role in formulating the retail store image. Marketing Literature also confirms that store personnel service impacts customer loyalty intentions. An adequate and proactive employee's response to consumers' needs and directly influences customer satisfaction and shopping experience (Martos-Partal and González-Benito, 2013). Staff training in relation to their current product offering of retailers can contribute to the store loyalty (Cătoiu *et.al*, 2012).

Further, when consumer associates with the store, consumer's self-image is similar to that of store's image, the more favourable

their evaluations of that store should be. This congruence between self-image and store image which can affects store preference and loyalty also is advocated by various previous studies. Sirgy *et al.* (1997) argue that if the consumer perceives the brand's image to be congruent with his or her own or ideal self-image, brand attitudes are enhanced. More recently, Rocereto and Mosca (2012) also reveal that self-concept congruity constructs serve differential roles in the creation of retail loyalty in the context of multi-brand retail stores (i.e., Macy's). This implies that store retailers need to develop appropriate store image that is congenial to its target market.

Department stores are likely to have a more established store image due to significant marketing efforts by advertising, sales promotion, publicity and special privileges and benefits to store loyalty card members. Overall store promotions are found to be influencing the store loyalty. Attractive visual display and added efforts of store promotions can make customers to buy more regularly and they are more likely to recommend store to their friends and relatives. Martos-Partal and González-Benito (2013) further found that store promotional policies can act as short-term loyalty instruments, since the promotional mix of products offered by stores can influence store patronage.

Retailer can enhance store image by building reputation and trust among its target customers and creating a unique and stimulating shopping experience to customers at the store. "People will forget what you said, people will forget what you did, but people will never forget how you made them feel," Maya Angelou (2013). Bartikowski B. *et.al* (2011) suggests that Customer based reputation has direct effects on affective and intentional loyalty.

Department store retailers capture their

customers' interest by the nature of their merchandise range it offers to its customers. Our findings are supported by many previous studies, The Merchandise range helps to position a retailer against its competitors within a market sector. In concentrated and relatively saturated retail markets, the position that a retailer etches out in the consumer mind is a vital element of its something that retailers are keen to strengthen in pursuit of customer loyalty. Department store retailers are adding their own brands (private labels) to add to the range of offerings to customers. Koschate-Fischer (2014) found stronger relationship between private label share and store loyalty for customers who display price-oriented behaviour and the private label brand share drives store loyalty more for retailers with a low price positioning. R. Coleho *et.al* (2016) found that consumers' loyalty towards private labels is mostly driven by its quality. Quality store brands can be an instrument for retailers to generate store differentiation, store loyalty and store profitability (Corstjens and Lal, 2000).

Store atmosphere is another major component of store image and is comprised of vast array of elements like music, colour, light, scent, window display, decor, layout and window displays. They all are highly interrelated and synergistically can create unique store architecture, attractive interior design and window dressing. Store atmosphere is about what kind of a message retailing stores aim to give to the target customers by using these components to create an image different than other competitors. Though store atmosphere is identified as a factor of store image buy to our surprise, the findings of this study did not found any significant impact of store atmosphere on store loyalty, may be because most of the department

'Service' factor of store image in the current study comprises of various sub-dimension

including return and exchange services; gift wrapping services at the store; customer complain handling process at the store; number of payment counters, and fast billing so as to reduce waiting time at the store; and service quality. Most of the retail department stores typically have a table or counter dedicated to addressing returns, exchanges and complaints or can perform connected functions. Current study identifies 'Service as store image dimension which implies that retailers ensure that all service elements must reflect consistent store image to match the ever-changing expectations of consumers. But the results show that overall 'Service' dimension does not impacts store loyalty. The explanation is that possibly all the department stores are possibly giving similar services to customers.

Convenience is one of the store image factors, identified in this study with sub-dimensions of access and time convenience. Access convenience concerns the speed and ease with which consumers can reach a retailer. The speed and ease that consumers can make contact with retailers powerfully influence their retail choices and contributes to store's image. However, 'Convenience' as a factor does not impact store loyalty and the possible explanation can be that most of the stores are located in the mall and brings in same level of convenience.

Implications

The findings discussed above provide useful practical insights to retailers in an emerging competitive Indian retail landscape. The results of this study provide retail store managers with sufficient knowledge on the importance of each of the store dimension/sub-dimensions of store image from the customer perspective. Thus, in the current retail competitive scenario, retailers should assess consumer perceptions of store image

for formulating effective marketing strategies to create and enhance a favourable store image to influence the overall behavioural pattern of the customers.

Retailers must train and develop their sales personnel to deliver on consumer expectations. It is also vital that sales personnel are respectful, knowledgeable, responsive and friendly. Retailers must ensure about their presentable appearance and dress code for consistent store image. In addition, to build quality relationships and trust with consumers, sales personnel should be competent in assisting consumers and perform their daily task, equipped to solve consumer problems and show kindness and compassion as it will not only add to store's image but will ensure customers loyalty towards store.

In order to enhance store image, retailers also need to create appropriate store atmosphere effects using light, temperature, sound, colours, space, and display in the store. As store promotions and institutional aspects not only establishes store image but impacts store loyalty, retailers must have effective promotional strategies to draw customers and loyalty card members. At the same time, create innovative visual displays and in-store promotions to enhance customers shopping experience.

Customer service is another aspect which requires attention from store managers, as besides ensuring fast billing they must handle customer complains, return and exchange processes efficiently and also ensure customer convenience for improving satisfaction among customers and uphold store's image. Since perception of the store image by the customer is based on the perception of the benefit of the offer, retailers must give high priority to merchandise quality, assortment and variety in brands to serve and retain their target customers.

Retailers can use the image of their department store to not only retain their loyal customers but can project their positioning strategies to create differentiation in terms of store atmosphere, merchandise, services or create enhanced shopping experience for their customers. The resulting strong market position generally leads to greater customer traffic and consequently to better profitability. Therefore, changes in customer preferences must be identified to formulate matching retail strategies.

Limitations and Future Research

Though the study aims to achieve its stated objectives in full earnest and accuracy, it may have been hampered due to certain limitations. As the study is based on primary data it may be affected due to the biases of the respondents. Since the data is collected from Indore and its neighbouring satellite towns the results cannot be generalized for Indian customers. Similar study with much larger sample size with adequate participation from all over India can help making some generalized results in Indian context. Various dimensions/sub-dimensions of store image examined above influence customer's perceptions of department store retailers therefore each factor can be explored separately for its impact on store loyalty. In addition, the current research has not dwelled on the influence of demographic and psychographic factors on store image and store loyalty so specific research on them can be a possible area of further research.

References

- Ailawadi K, Keller (2004). Understanding retail branding: Conceptual insights and research priorities, *Journal of Retailing*, 80 (4), pp: 331-342.
- Amresh K., S. L. Gupta & N. Kishore (2014). Measuring Retailer Store Image:

- A Scale Development Study, *International Journal of Business and Economics*, 13(1), pp:25-38.
- Andreassen TW, Lindestad B. The effect of corporate image in the formation of customer loyalty, *Journal of Service Research*, 1, pp: 82–92.
 - Anderson E, Mittal V (2000). Strengthening the satisfaction profit chain, *Journal of Service Research*, 3, pp:107–120.
 - BCG Retail Report (2015). Retail 2020: Retrospect, Reinvent, Rewrite - Leadership perspectives on Trends in Indian Retail, published by Boston Consulting Group (BCG) February 2015 [accessed Jan. 2016]
 - Baker, J. *et al.* (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions, *Journal of Marketing*, 66(2), pp: 120–141.
 - Bartikowski B, Walsh G. & Beatty S.E. (2011). Culture and age as moderators in the corporate reputation and loyalty relationship, *Journal of Business Research*, 64, pp:966–972.
 - Bellenger D.N., Steinberg E. & Stanton W. W. (1976). The Congruence of Store Image and Self Image- As it relates to Store Loyalty, *Journal of Retailing*, 52(1), pp:17-32.
 - Beneke J., *et al.* (2011). An exploratory study of the relationship between store image, trust, satisfaction and loyalty in a franchise setting, *Southern African Business Review*, 15(2), pp: 59-74.
 - Bloemer *et al.* (1998). On the relationship between store image, store satisfaction and store loyalty, *European Journal of Marketing*, 32 (5/6), pp:499-513.
 - Blut, M., Evanschitzky, H., Vogel, V., Ahlert, D.(2007). Switching barriers in the four-stage loyalty model, *Advanced Consumer Research*, 34, pp:726–734.
 - Bridson, K., Evans, J. & Hickman, M. (2008). Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty, *Journal of Retailing Consumer Services*, 15(5), pp:364–374.
 - Cătoiu I, Gârdan D. A. & Geangu I.P.(2012). Customer Loyalty-Specific Features of Retail Activity in Bucharest, *Annales Universitatis Apulensis Series Oeconomica*, 14(1), pp: 278-285.
 - Chang, C.H. & Tu, C.Y.(2005).Exploring store image, customer satisfaction and customer loyalty relationship: Evidence from Taiwanese hypermarket industry, *Journal of American Academy of Business*, 7(2), pp: 197–202.
 - Clotley T., Collier D. & Stodnick, M (2008). Drivers of customer loyalty in a retail store environment, *Journal of Service Science*, 1(1), pp:35–48.
 - Cole Henry S. & Clow Kenneth E.,(2011). A Model Development of Retail Patronage Loyalty, *Journal of Business Studies Quarterly*, 2(2), pp: 1-16.
 - Corjstens, M.,Lal,R.(2000). Building store loyalty through store brands, *Journal of Marketing Research*, 37(3), pp:281–291.
 - Das Gopal (2013). Store personality and consumer store choice behaviour: an empirical examination, *Marketing Intelligence & Planning*, 32(3), pp: 375-394
 - Demoulin, N. & Zidda, P.(2008). On the impact of loyalty cards on store loyalty: does the customers' satisfaction with the reward scheme matter?, *Journal of*

- Retailing and Consumer Services*, 15(5), pp:386–398.
- Dick, A.S., Basu, K.(1994). Customer loyalty: toward an integrated conceptual framework, *Journal of the Academy of Marketing Science*, 22 (2), pp:99–113.
 - Doyle, P. & Fenwick, I. (1974). How Store Image Affects Shopping Habits in Grocery Chains, *Journal of Retailing*, 50, pp: 39-52.
 - Grewal Dhruv et al.(2008) Building Store Loyalty through Service Strategies, *Journal of Relationship Marketing*, 7(4), pp: 341- 358.
 - Hair, J.F. & Black, W.(2006). *Multivariate Data Analysis*, 6th Ed. New Jersey:Prentice-Hall.
 - Han X, Kwornik RJ, Wang C(2008). Service loyalty: an integrative model and examination across service contexts, *Journal of Service Research*, 11(1), pp:22-42.
 - Helgesen, O., Havold, J. & Nettet, E.(2009). Impacts of store and chain images on the “quality–satisfaction–loyalty process” in petrol retailing, *Journal of Retailing and Consumer Services*, 17(2), pp: 109-118.
 - Hu, H. & Jasper, C.(2007). A cross-cultural examination of the effects of social perception styles on store image formation, *Journal of Business Research*, 60, P. 222.
 - Huddleston, P., Whipple, J. & Van Auken, A. (2003). Food store loyalty: Application of a consumer loyalty framework, *Journal of Targeting, Measurement and Analysis for Marketing*, 12(3), pp: 213–230.
 - Ishaq, M. I. (2012). Perceived value, service quality, corporate Image and customer loyalty: Empirical assessment from Pakistan, *Serbian Journal of Management*, 7 (1), pp: 25-36.
 - Kaul Subhashini (2006). Identities and Store Image Formation: A Study of Retail Consumer Store Choice Behaviour IIM Ahmedabad, *India W.P. No. 2006-10-05*, pp:1-43.
 - Koo, D.M. (2003). Inter-relationships among store images, store satisfaction, and store loyalty among Korea discount retail patrons, *Asia Pacific Journal of Marketing and Logistics*, 15(4), pp: 42-71
 - Koschate-Fischer N., Cramer J. & Hoyer W. D. (2014). Moderating Effects of the Relationship Between Private Label Share and Store Loyalty, *Journal of Marketing*, 78(69), pp:69– 82
 - Levy, M.L. & Weitz, B.A.(2007). *Retailing Management*, sixth edition. Irwin, NY, USA: McGraw-Hill.
 - Liu, Y.(2007). The long-term impact of loyalty programs on consumer purchase behaviour and loyalty, *Journal of Marketing*, 71(4), pp: 19-35.
 - Lindquist, J.D. (1974-1975). Meaning of image: a survey of empirical and hypothetical evidence, *Journal of Retailing*, 50 (4).
 - Majumdar Aveek (2005). A Model for Customer Loyalty for Retail Stores inside Shopping Malls-An Indian Perspective, *Journal of Services Research*, Special Issue, (December), pp: 47-64
 - Martineau P. (1958).The personality of the retail store, *Harvard Business Review*, 58(1), pp: 47-55.
 - Martos-Partal, M. & González-Benito O.(2013). Studying motivations of store-loyal buyers across alternative measures of behavioural loyalty, *European Management Journal*, 31(4), pp:348–358.

- Meyer-Waarden (2015). Effects of loyalty program rewards on store loyalty, *Journal of Retailing and Consumer Services*, 24, pp:22-32.
- Miranda, M. J., Laszlo, K. & Havrila, I. (2005). Shoppers' satisfaction levels are not the only key to store loyalty, *Marketing Intelligence & Planning*, 23(2), pp: 220-232.
- Mitchell, VW & Kiral, RH (1998). Primary and secondary store loyal customer perceptions of grocery retailers, *British Food Journal*, 100(7), pp:312-319.
- Moye, L.N. & Giddings, V.L. (2002). An examination of the retail approach-avoidance behavior of apparel consumers, *Journal of Fashion Marketing and Management*, 6(3), pp:259-276.
- Muge yalcin & Tuncay Kocamaz (2003). The effects of Store Atmosphere attributes on store loyalty intentions of Hypermarkets/Supermarket customers, *CILT*, XVIII, SAYI 1.
- Newman, A.J. & Patel, D (2004). The marketing directions of two fashion retailers, *European Journal of Marketing*, 38(7), pp: 770-789.
- Oliver, RL (1997). *Behavioral perspective on the consumer*. New York: McGraw-Hill
- Osman, M.Z. (1993). A Conceptual Model of Retail Image Influences on Loyalty Patronage Behavior, *The International Review of Retail, Distribution and Consumer Research*, 31, pp:149-166.
- Prasad, Y R (2012). A study on attributes influencing the purchasing behaviour of apparel consumers in organized outlets, *African Journal of Business Management*, 6 (45), pp: 11294-11303.
- R. Coelho do Vale., Pedro Verga Matos & Jorge Caiado (2016). The impact of private labels on consumer store loyalty: An integrative perspective, *Journal of Retailing and Consumer Services*, 28 pp:179-188.
- Ranaweera, C. & Neely. A (2003). Best student paper some moderating effects on the service quality-customer retention link, *International Journal of Operational Production Management*, 23, pp:230-248.
- Rocereto, J.F. & Mosca, J.B. (2012). The Differential Roles of Product Brand Image And Store Brand Image In Retail Loyalty: A Self-Concept Image Congruity Perspective, *Journal of Business & Economics Research*, 10(2), pp: 77-96.
- Samani, M. B. & Hashim, N. H. & Golbaz, N. E. & Khani, N. (2011). A Proposed Model of Lifestyle and Store Attributes For Hypermarkets' Loyalty. *2nd International Conference on Business and Economic Research (2nd Icbcr 2011) Proceeding*.
- Saraswat, A. *et al.*, (2010). Building store brands using store image differentiation, *Journal of Indian Business Research*, 2(3), pp: 166–180.
- Seock Y-K & Lu Yan(2008). The influence of grey consumers' service quality perception on satisfaction and store loyalty behaviour, *International Journal of Retail & Distribution Management*, 36(11), pp: 901-918.
- Shamma, HM & Hassan, SS.(2009) Customer and non-customer perspectives for examining corporate reputation, *Journal of Product & Brand Management*, 18(5), pp:326–37.
- Sirgy, M Joseph & A C. Samli(1985). A path analytic model of store loyalty involving self-concept, store Image, Geographic Loyalty, and Socioeconomic Status, *Academy of Marketing Science, Summer*, 13(3).
- Sirgy, M.J., *et al.*(1991).Self-congruity

- versus functional congruity: predictors of consumer behaviour, *Journal of the Academy of Marketing Science*, 19 (4), pp:363-375.
- Sirohi, N., Mc Laughlin, E.W., Wittink, D.R.(1998).A model of consumer perceptions and store loyalty intentions for a supermarket retailer, *Journal of Retailing*, 74(2), pp:223-245.
 - Thang D.&Tan, B.(2003). Linking consumer perception to preference of retail stores: an empirical assessment of the multi-attributes of store image, *Journal of Retailing and Consumer Service*, 10(4), pp:193-200.
 - Thomas, S. (2013). Linking customer loyalty to customer satisfaction and store image: a structural model for retail stores, *Decision*, 40(2), pp:15-25.
 - Wang, C. & Ha. S (2011). Store attributes influencing relationship marketing: a study of department stores, *Journal of Fashion Marketing and Management: An International Journal*, 15(3), pp: 326-344
 - Wisnalmawati., M.S. Idrus., Surachman. & Mintarti Rahayu (2014). Effect of Store Image on Store Loyalty and Perceived Quality as Mediation, *International Journal of Business and Management Invention*, 3(11), pp:20-30.
 - Wong, A. & Dean, A. (2009). Enhancing value for Chinese shoppers: the contribution of store and customer characteristics, *Journal of Retailing and Consumer Services*, 16(2), pp:123-134.
 - Zeithaml, V.A., Berry, L.L. & Parasuraman, A (1996). The behavioral consequences of service quality, *Journal of Marketing*, 60(2), pp:31-46.
 - Zeithaml, VA (2000). Service quality, profitability, and the economic worth of customers: what we know and what we don't know, *Journal of the Academy of Marketing Science*, 28(1), pp:67-85.
-

Reproduced with permission of copyright
owner. Further reproduction prohibited
without permission.



The current issue and full text archive of this journal is available at
www.emeraldinsight.com/1361-2026.htm

ACADEMIC PAPER

Fashion stores between fun and usefulness

Fashion stores
between fun and
usefulness

Daniele Scarpi

University of Bologna, Bologna, Italy

7

Abstract

Purpose – The purpose of this paper is to analyse the relation between hedonic/utilitarian shopping behaviour and a number of key variables, such as store loyalty, perceived value, purchase frequency, money spent, price consciousness, age and gender. The paper aims to provide useful managerial implications for managers of fashion specialty shops.

Design/methodology/approach – Factor analysis, analysis of variance and structural equation model, depending on the nature of the considered variables, their theoretical robustness, background and potential implications. Data collected by means of a questionnaire in a natural setting; sample size of 300 respondents.

Findings – Provides information about the effects of hedonic and utilitarian behaviour, indicating which variable is affected and how, and suggesting that playfulness pays back, but is not predetermined by gender or age.

Research limitations/implications – Fashion stores for apparel have been considered only: further research could consider also different retailing formats and product categories.

Practical implications – A useful source of information and advice for managers operating in fashion specialty shops. The paper suggests what retailers should focus on and why.

Originality/value – This paper conducts a detailed analysis of suggestions addressed in the relevant literature, providing empirical support and highlighting new findings and relations.

Keywords Consumer behaviour, Shopping, Fashion industry, Customer loyalty, Utilitarianism, Italy

Paper type Research paper

Introduction

Shopping orientation refers to the general predisposition of consumers toward the act of shopping (Gehrt *et al.*, 1992). This may be manifested by the information searches, product selections and alternative evaluations, and is operationalised by a range of attitudes, interests, and opinion statements related to the shopping (Brown, 2000). Empirical evidence has shown that different consumers behave differently even when presented with the same shopping atmosphere and/or with the same product (Yalch and Spangenberg, 1993). In relatively recent years the literature has therefore abandoned the traditional cognitive paradigm and has focused (also) upon the role of mood, emotions, and pleasure in consumer behaviour (Hirschman and Holbrook, 1982; Hoffman and Novak, 1996; Van Trijp *et al.*, 1996; Oliver *et al.*, 1997; Bagozzi and Gopinath, 1999; Adaval, 2001). Shopping orientation is today discussed in terms of “economic” versus “recreational” (e.g. Stephenson and Willett, 1969; Bellenger and Korgaonkar, 1980) or “hedonic” versus “utilitarian” orientation (e.g. Hirschman and Holbrook, 1982).

Hedonism has been described as the festive, ludic, or even epicurean side of shopping (Sherry, 1990): it is related to fun and playfulness rather than to task completion, and reflects the experiential side of shopping, comprising pleasure,



*Journal of Fashion Marketing and
Management*
Vol. 10 No. 1, 2006
pp. 7-24
© Emerald Group Publishing Limited
1361-2026
DOI 10.1108/13612020610651097

curiosity, fantasy, escapism and fun. On the other hand, utilitarianism has been described as ergic, task-related and rational (Bathra and Ahtola, 1991; Hoffman and Novak, 1996), meaning a product is purchased efficiently and rationally. It is related to necessity, rather than to recreation, and is often described in terms commonly used to evaluate work performance (e.g. success, accomplishment).

Empirical evidence has shown that these two aspects are complementary and intertwined (Babin *et al.*, 1994), so that they need to be taken into account together, in order to allow for a richer understanding of buying processes. Although a stream of research has conceptualised hedonism and utilitarianism as features embedded in the product alone (identifying a few archetypical product categories, see, e.g. Bloch, 1986, Youn *et al.*, 2001), since the mid-1990s the mainstream of literature conceptualises hedonism as the outcome of an *interaction* involving the consumer, *and* the distribution channel *and* the product (Babin *et al.*, 1994; Wakefield and Baker, 1998; Van Trijp *et al.*, 1996, Beatty and Ferrel, 1998; Chandon *et al.*, 2000). Nonetheless, there is a serious lack of empirical analyses embedded in natural settings and in specific distribution channels. Furthermore, a great deal of research has dealt with defining and measuring hedonism/utilitarianism, assessing their existence, hypothesising their antecedents, providing definitions, and developing reliable measurements (see, e.g. Aaker *et al.*, 1988; Hirschman and Holbrook, 1982; Babin *et al.*, 1994; Childers *et al.*, 2001). The question is left unanswered what are their effects. In fact, there is a general lack of empirical research addressing the consequences of hedonic and utilitarian behaviour.

We believe that relevant theoretical and managerial implications could be derived from a study involving a simultaneous examination of goal-seeking and pleasure-oriented shopping orientation. Furthermore, scales have (slowly) evolved and become more precise, theoretical consistent and reliable (for a review see Babin *et al.*, 1994), overcoming troublesome linguistic and conceptual ambiguity thanks to numerous interventions (Frijda, 1993; Bagozzi and Gopinath, 1999). Thus, today there are the proper measurement tools for developing a new research investigating the role of hedonism and utilitarianism. We think it is time to do it.

Aims of the study

The aim of this research is to understand the implications of hedonic and utilitarian shopping, that is their impact, the effect of consumers' orientations on other relevant variables:

- Marketing researchers have come to the realisation that consumers are influenced by the stimuli experienced at the point of purchase, and certain combinations of environmental stimuli rise the likelihood of consumers exhibiting a more hedonic or a more utilitarian orientation during the shopping expedition (Grossbart *et al.*, 1990; Turley and Milliman, 2000; Lam, 2001; Childers *et al.*, 2001). Managers can adopt different selling strategies and different combinations of atmospheric variables, which in turn may privilege a more recreational or a more goal-oriented shopping orientation in the consumers (Machleit and Eroglu, 2000; Turley and Milliman, 2000; Lam, 2001). Thus, retail environments should be crafted with a specific consumer in mind. This research aims at suggesting which orientation is more valuable: whether it is better to invest on hedonism or on utilitarianism.
- Strategies inducing a certain orientation can be particularly meaningful and successful in the context of fashion specialty shops, as they are usually aimed at a narrower target market, and thus are likely to induce more consistent

behaviour from consumers (Turley and Milliman, 2000; Lam, 2001). Furthermore, the clothing product-category has received a great deal of interest since the earliest studies in the hedonic/utilitarian framework (Bloch *et al.*, 1986), and fashion specialty shops are a typical and largely successful distribution channel in the clothing industry. Thus, this research specifically focuses on specialty shops, and aims at providing useful implications for the management of fashion stores. It specifically considers purchasing behaviour, not mere shopping, as the latter could also not translate into buying.

This research does not address the question of what makes people behave hedonically, nor the reasons why people choose a clothing specialty shop. Instead, it focuses on investigating:

- What happens when people behave in a hedonic (/utilitarian) way?
- What does it mean for the management of fashion shops?

Research design and hypotheses

Research examining hedonism and utilitarianism falls within the streams identified earlier. Managers can adopt different selling strategies and different combinations of atmospheric variables, which in turn may privilege a more recreational or a more goal-oriented behaviour in the consumers (Machleit and Eroglu, 2000; Turley and Milliman, 2000; Lam, 2001). Understanding the implications of these two different ways of shopping means understanding the impact of consumers' hedonic and utilitarian behaviour on a number of other variables. Beside hedonism and utilitarianism, seven variables have been considered in this analysis, due to their key theoretical and managerial relevance, namely:

- (1) gender;
- (2) age;
- (3) price consciousness;
- (4) frequency of purchase;
- (5) perceived value;
- (6) purchased amount; and
- (7) store loyalty.

We suggest that it is logical that different consumers possess different shopping orientations, and these will affect their purchase behaviours. Although clothes, and in general fashion, have been considered by numerous authors as "hedonic products" *par excellence* (Bloch, 1986, Youn *et al.*, 2001), empirical evidence has shown that hedonism and utilitarianism are complementary and intertwined (Babin *et al.*, 1994), so that they need to be taken into account together, in order to allow for a richer understanding of buying processes. Furthermore, they are the outcome of an interaction involving not only the product, but also the consumer and the distribution channel (Hirschman and Holbrook, 1982, Babin *et al.*, 1994; Wakefield and Baker, 1998; Van Trijp *et al.*, 1996, Beatty and Ferrel, 1998; Chandon *et al.*, 2000). With that in mind, we offer the following hypothesis:

H1. Both hedonism and utilitarianism will exist among the population of consumers who make purchases in fashion specialty shops.

Gender and age

There is widespread agreement that hedonism and utilitarianism are the outcome of an interaction between products, consumers, and shopping situations (Hirschman and Holbrook, 1982). However, earlier studies have described a number of shopper types (see Lesser and Hughes, 1986), and demographic variables such as gender and age have been frequently used to identify consumer segments with different orientations. Thus, it might be useful to consider these variables alongside the others. For instance, when it comes to shopping orientation on the internet, age and gender are practically always quoted, although with contradictory findings (for a recent review of shopping orientation online, see Dall'Olmo *et al.*, 2005). In fact, there is no reason at all for excluding a priori these variables from the analysis of shopping orientation when it comes to fashion specialty shops. However, as hedonism and utilitarianism are the outcome of a process rather than personality traits, we hypothesise that:

H2a. An individual's gender will not have an effect on that individual's shopping orientation.

H2b. An individual's age will not have an effect on that individual's shopping orientation.

Price consciousness

Earlier studies have described a number of shopper types (see Lesser and Hughes, 1986), mainly basing on Stone's (1954) shopper typology. The "economic" shopper has been frequently identified in the literature (Stone, 1954, Stephenson and Willett, 1969; Bellenger and Korgaonkar, 1980; Lesser and Hughes, 1986): this sort of shopper is mainly concerned with buying at the lowest price. This segment is frequently juxtaposed to the segment of recreational shoppers, which are defined as consumers enjoying the act of shopping regardless whether a purchase is made or not (Bellenger and Korgaonkar, 1980). Unfortunately, the majority of authors has been more concerned in defining hedonism rather than utilitarianism (Hirschman and Holbrook, 1982; Babin *et al.*, 1994), thus, it is controversial whether price consciousness is comprised into utilitarianism, or not. It has been suggested that economic shoppers reflect utilitarianism, whereas recreational shoppers reflect hedonism. However, a consumer could enjoy shopping even if he/she is looking for the lowest price: cherry-picking and hunting for bargains could also be fun. Conversely, enjoying the shopping trip has not necessarily a relation with ignoring the prices, nor with compulsiveness (Schehorn *et al.*, 1990; Arthur, 1992). Consumers could be recreational and price conscious at the same time. Consequent to this argument, therefore, we suggest that:

H3. There are no significant differences in price-consciousness between hedonic and utilitarian consumers.

Purchase frequency

Numerous studies have examined the relationship between shopping orientation and purchase frequency (Gehrt and Carter, 1992, Lumpkin, 1985, McDonald, 1993). No prior

research has – to our knowledge- specifically addressed the relationship with hedonism and utilitarianism in the delicate context of specialty shops. The explorative side of hedonic behaviour leads to the consequence that pleasure driven consumers tend to spend more time within the store compared to goal oriented consumers (Babin *et al.*, 1994). But it could also have a larger effect, involving a relationship with purchase frequency. It might be argued that consumers behaving hedonically shop more frequently: they are explorative, they enjoy it, and may continue shopping even in the absence of a specific need for a certain product (Bellenger and Korgaonkar, 1980; Babin *et al.*, 1994; Childers *et al.*, 2001). Thus, consumers behaving hedonically might go shopping not only when they need a product (like utilitarians do) but also other times, just for fun. Although shopping does not necessarily translate into making a purchase, shopping more times means having more purchase occasions. With that in mind, we hypothesise that these two different shopping orientations (goal oriented/pleasure driven) have a relationship with the frequency of purchases, and that:

H4a. There are significant differences in purchase frequency between hedonic and utilitarian consumers.

H4b. There is a positive relationship between purchase frequency and hedonism.

Perceived value

With regards to fashion specialty shops, utilitarianism could be easily evoked by finding a certain accessory at a good price, whereas hedonism could be easily evoked by being immersed in many new products, by the curiosity of seeing and trying new clothes and accessories. Value has in fact a twofold nature.

... perceived utilitarian shopping value might depend on whether the particular consumption need stimulating the shopping trip was accomplished [whereas] hedonic value is more subjective and personal than its utilitarian counterpart and results more from fun and playfulness than from task completion, [it] reflects shopping's potential entertainment and emotional worth (Babin *et al.*, 1994, p. 646).

Because of this two-fold nature, perceived value might not be able to discriminate properly between the effects of hedonic and utilitarian behaviour. Thus, this research will examine the direct impact of hedonism and utilitarianism, and compare it with the impact mediated through perceived value. In the current study, we examine such speculative arguments with particular emphasis on store loyalty and purchased amount. We therefore hypothesise that:

H5a. Both hedonism and utilitarianism have a positive impact on perceived value.

H5b. The direct effect of hedonism on store loyalty and purchased amount is stronger than the mediated effect through perceived value.

H5c. The direct effect of utilitarianism on store loyalty and purchased amount is stronger than the effect mediated through perceived value.

Store loyalty

A major segment in the literature is represented by the so-called ethical shopper (Lesser and Hughes, 1986), which is characterised by loyalty. Although it has been split into store loyalty, brand loyalty, and both, in line with the mainstream of research this

analysis deals with store-loyalty (see Brown, 2000). Little account has been taken of hedonism/utilitarianism on store loyalty, and two different views about the relationship between patronage intention and shopping behaviour can find theoretical support in the literature. First, one could expect utilitarian behaviour to lead to a high store loyalty, because consumers tend to minimise the time of shopping, hence they return to the shop they know best, where they are most likely to find the exact product they are looking for. With this in mind in mind, we offer the following hypotheses:

H6a. Utilitarianism has a positive impact on store loyalty.

On the other hand, Stephenson and Willett (1969) suggested that recreational shoppers could tend to restrict their shopping to fewer merchants, whilst Van Trijp *et al.* (1996) highlighted the difficulty of finding a shopping atmosphere well suited to hedonic feelings, so that consumers might exploit it with repeated expeditions. We therefore also suggest:

H6b. Hedonism has a positive impact on store loyalty.

Another consideration could be derived bearing in mind the two-sided nature of value, which can arise from utilitarian components such as task-completion, and also from hedonic components such as having fun whilst shopping (Holbrook and Corfman, 1985; Babin *et al.*, 1994). Store loyalty might therefore be high whenever the value of returning to the same shop is maximised, regardless whether this value arises from the hedonic or the utilitarian component. Consequent to this argument, therefore, we also hypothesise that:

H6c. Store loyalty is mainly determined by perceived value.

This might be seen as the implicit assumption of fashion retailers focusing on customers' value, without questioning more in-depth the very nature of this value.

Purchased amount

A consumer immersed in an atmosphere favouring hedonic feelings, such as a typical fashion store, could be more likely to act on the spur of the moment, to explore, to try, and thus to do unplanned purchases. On the other hand, consumers behaving in a utilitarian way, might be thought as less likely to indulge in impulsive buying, and might hardly continue shopping once they have found what they were looking for. With that in mind, we offer the following hypotheses:

H7a. Hedonism has a positive effect on purchased amount.

H7b. Utilitarianism has a negative effect on purchased amount.

Previous academic and consultancy-based studies (see Babin *et al.*, 1994) have pointed out that not only the amount of money spent is a critical success factor, but also the number of items purchased. In addition, we have also considered the relative cost of the item(s) purchased, compared to the merchandise available in the shop. It might in fact be argued that consumers behaving hedonically buy more items, as they indulge in impulsive buying. On the other hand, the goods usually considered in the literature on impulsive buying tend to be low-priced items, so that utilitarian behaviour may lead to higher spending. Consequent to this argument, we suggest that:

- H8a.* Hedonism has a stronger impact than utilitarianism on the number of items that are purchased.
- H8b.* Utilitarianism has a stronger impact than hedonism on the amount of money spent.

Research methodology

Design

A total of nine variables have been considered in this analysis:

- (1) hedonism;
- (2) utilitarianism;
- (3) gender;
- (4) age;
- (5) price consciousness;
- (6) purchase frequency;
- (7) perceived value;
- (8) purchased amount; and
- (9) store loyalty.

A structural equation model could be a useful tool for assessing the causal positioning of hedonism and utilitarianism, as well as for clearly assessing the strength of their impact. However, in the hedonic-utilitarian research framework there is still a considerable ambiguity with regards to the causal positioning of numerous, yet relevant, variables, which are sometime suggested as antecedents, sometime as consequences, and other times as components of hedonism /utilitarianism themselves (e.g. Van Trijp *et al.*, 1996 vs Wakefield and Baker, 1998 vs. Babin *et al.*, 1994). Thus, we believe today's theoretical framework is still too under-developed for properly considering these constructs all together in one structural equation model. A solution could be to consider all variables, but giving up the development of the structural equation model, thus losing its diagnostic power. Another, more drastic solution could be to focus only on the constructs that have been clearly theorised, and that the literature has clearly identified as neither antecedents nor subcomponents of hedonism/utilitarianism. We believe there is a third and better answer: to use an analysis of variance for the theoretically more ambiguous variables (thus dealing not with causes and effects, but simply with differences in the means across groups), and to build a structural equation model with the constructs, which are sufficiently theory-laden (within the literature framework regarding hedonism/utilitarianism). With that in mind, we conducted an analysis of variance on age, gender, price consciousness, and purchase frequency, whilst we developed a structural equation model taking into account perceived value, purchased amount, and store loyalty. Figure 1 shows the model that has been developed and empirically tested.

We believe the chosen variables constitute an interesting pool, sufficiently theoretically grounded for the correct and meaningful operationalisation of the statistical methods applied.

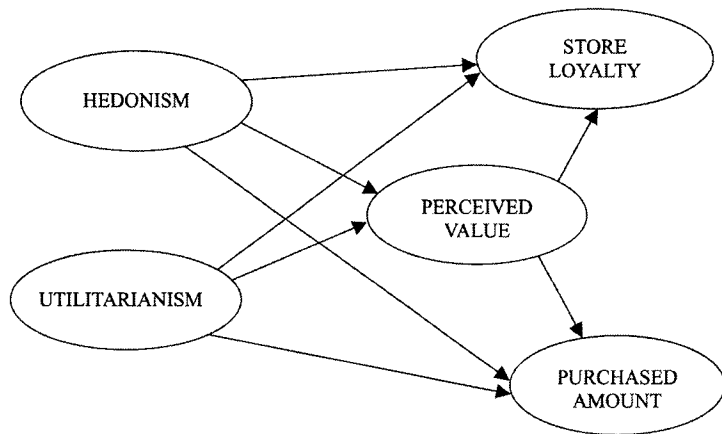


Figure 1.
The model

Measurements

A five-point multi-item scale was developed basing on Babin's *et al.* (1994) questionnaire because of its high reliability and frequent replications (e.g. Marzocchi *et al.*, 1997; and Scarpi, 2003 in the Italian context; Griffin *et al.*, 2000).

Hedonism has been measured using Babin's *et al.* (1994) scale, asking consumers how much fun they had during the shopping trip, if they had a good time while shopping, if they enjoyed being immersed in new products, and if they enjoyed shopping *per se*.

Utilitarianism has been measured using Babin's *et al.* (1994) scale, asking consumers if they could find what they were looking for; if they would have been disappointed if they had to go to another shop; and if they accomplished what they wanted on the shopping trip.

Store loyalty was measured asking respondents their intention of visiting the same fashion store next time they needed to visit a fashion store. While it is accepted that intention does not equate to actual behaviour, it has been demonstrated that measures of intention do possess predictive usefulness (McQuarrie, 1988, East, 1993). Such utility is likely to be of interest to fashion store retailers. Although, intention is frequently measured using the Juster scale, a five-point scale was used (Urban and Hauser, 1990). This was found to be accurate in more than 75 per cent of the cases at the individual level (Whitlark *et al.*, 1993)[1].

Price consciousness was measured basing on the scale developed by Hustad and Pessemier (1974) asking consumers whether they usually checked for prices, paid attention to sales, and shopped around for bargains.

Value has been measured asking respondents how the shopping trip seemed to them, whether they shopped well, and whether prices seemed good to them (see, e.g. Babin *et al.*, 1994; Scarpi, 2003).

Taking into consideration academic and consultancy-based studies (see Babin and Attaway, 2000), the purchased amount was measured asking consumers how much money they had spent and how many items they had purchased. We were able to double-check the answers simply looking at the bill, or at cashier's liquid-crystal

display, and into the customer's basket. The relative cost of the item(s) purchased, compared to the merchandise available in the shop, was also taken into consideration.

Finally, the questionnaire also recorded respondent's age, gender, and their purchase frequency.

The selection of the items was guided by a pilot test involving about 100 consumers. Items correlating too much (> 0.95), and items that failed to provide satisfactory factor loadings (< 0.30) were trimmed[2]. This was done in order to build a scale both reliable and practical, that could be easily used in a natural setting (Nunnally, 1967).

The final multi-item scale yields a Cronbach's alpha ranging between 0.72 and 0.84, thus well into the range of acceptance (Nunnally, 1967). More details are provided in the Appendix.

Sampling

As aforementioned, the goal of this research is to understand the effects of hedonic and utilitarian buying behaviour in the context of fashion stores. Thus, the analysis is based upon buyers, not mere shoppers, similarly to Babin *et al.* (1994). The questionnaire was administered to customers inside fashion stores, while they were queuing at the cashiers. This way there was no interference during their shopping trip, as respondents were approached only after having finished their transaction. All buying customers had to go to the cashiers: there was no possibility of a direct service; this way we were able to submit the questionnaire to all buying customers, and to buying customers only. This sampling technique was successful in achieving an extremely low rate of refusal to the interview (2 per cent).

A sample of 300 respondents was collected. Age ranged from 19 to 72 years (mean 38.6; median 39); 59 per cent were women and 41 per cent men. These percentages reflect the actual population of consumers the researchers saw within the sampled stores. The management confirmed that the population sampled was not different than usual with regards to age, gender, and store crowding.

The sampling focused on Benetton and Stefanel shops only. These can be considered fashion specialty shops, they emphasise their image through the choice of an appropriate location and a fashionable layout, they invest in selecting the personnel, and have strict quality policies. At the same time, Benetton and Stefanel are not luxury goods boutiques like Gucci or Versace (a similar distinction can be found in Bloch (1986), and Bloch *et al.* (1986)). Moreover, because of their presence on the territory, they can be thought of as the most typical fashion specialty shops in the region. This assumption was nonetheless tested in a pilot study, asking a sample of 80 undergraduate students (50 per cent males and 50 per cent females) to write down the names of the fashion shops that first came to their minds, excluding luxury boutiques. Students participating in the test had purchased a cloth or a clothing accessory within the last month. Stefanel and Benetton shops were by far the most frequently written names (0 per cent wrote none of the two names, 5 per cent wrote only one of the two names). The two competed for the "top of the mind" position, whilst there was no agreement about the subsequent shop names. Thus, Stefanel and Benetton shops were considered for collecting the sample.

Interviews were conducted in four stores of a large north-Italian city: two were in the city centre (one Benetton and one Stefanel store), the other two were in the suburbs (again, one Benetton and one Stefanel store). These four stores are among the most important in the region, as confirmed to the authors by the management at national level.

Analysis

H1 was investigated with a factor analysis. *H2* to *H4* were tested with an analysis of variance (age was treated as a covariate). *H5* to *H8* were tested using the parameter estimates provided by LISREL 8.0 for the model presented in Figure 1. More details are provided in the Appendix.

Findings

H1 suggested that both hedonic and utilitarian shopping orientation exist among the population of consumers who make purchases in fashion specialty shops. As expected, results of the factor analysis indicated the dimensionality (and discriminant validity) of the shopping orientation scale employed. Two distinct factor emerged, with scores loading sufficiently high (>0.7). Results compare favourably with those from prior, non-fashion store shopping orientation studies in the relevant literature (mainly grocery stores, e.g. Babin *et al.* (1994)), wherein both hedonism and utilitarianism were also found. High values on the shopping enjoyment factor characterise certain consumers, who evidently take pleasure in shopping around and spending time in the store. For these people, shopping is truly a joy. High values on the utilitarian factor characterise other consumers, who are evidently goal oriented. For these people, shopping is a task to be accomplished quickly and precisely. Descriptive statistics show that the number of consumers with a predominantly hedonic orientation is larger than the number of consumers with a predominantly utilitarian orientation (180 vs. 120 i.e. 60 per cent vs. 40 per cent). This was interpreted as favourably comparing with the earliest studies that suggested the hedonic dimensions of fashion accessories and clothing in general (Bloch, 1986; Bloch *et al.*, 1986).

Table I reports the univariate results of the analysis of variance to examine the main effects of gender, price consciousness and purchase frequency on shopping orientation. Age was treated as covariate. These results were used to test *H2-H4*.

H2 suggested that an individual's gender and age would not have an effect on his/her shopping orientation. No effects were found, and the hypothesis is accepted (age: $F = 0.04$, $p > 0.05$; gender: $F = 0.726$, $p > 0.05$).

H3 suggested that shopping orientation and price consciousness are not related. No effect was found, and *H3* is accepted ($F = 1.355$, $p > 0.05$).

Effect	df	<i>F</i>	<i>p</i>
<i>Main effect:</i>			
Age	1	0.004	0.950
Gender	1	0.726	0.395
Price consciousness	4	1.355	0.250
Purchase frequency	4	2.756	0.036
<i>Interactions:</i>			
2 × 3	4	0.315	0.868
2 × 4	4	0.328	0.859
3 × 4	10	1.499	0.140
2 × 3 × 4	5	0.546	0.741

Table I.
Univariate results of the analysis of variance

H4 suggested that shopping orientation has an impact on purchase frequency. Such effect was found ($F = 2.756, p < 0.01$), and *H4a* is accepted. Consumers behaving hedonically have a higher purchase frequency than those who behave in a utilitarian way (1.694 as opposed to 1.367; $F = 7.22; p < 0.01$). Shopping orientation had no effect on price consciousness, but those who had a higher purchase frequency were predominantly hedonic consumers.

No significant interaction effect were found between the variables considered.

Results of the parameter estimates to test *H5-H7* are summarised in Table II and graphically presented in Figure 2. The model provided $GFI = 0.98$, $NFI = 0.97$, $NNFI = 0.98$, $AGFI = 0.97$ and $RMSEA = 0.08$, fulfilling the usually required standards (see, e.g. Hayduk, 1996).

H5 suggested that both hedonism and utilitarianism have a positive impact on perceived value, but that nonetheless the direct effects on store loyalty and purchased amount are stronger than the effects mediated through perceived value. Results confirmed a significant structural relationship of perceived value with both hedonism (0.29) and utilitarianism (0.18). This is in line with the theoretical propositions of

	Hedonism	Utilitarianism	Perceived value
Store loyalty	0.60	-0.03	0.21
Perceived value	0.29	0.18	-
Purchased amount	0.89	-0.07	0.04

Table II.
Parameter estimates for
the model

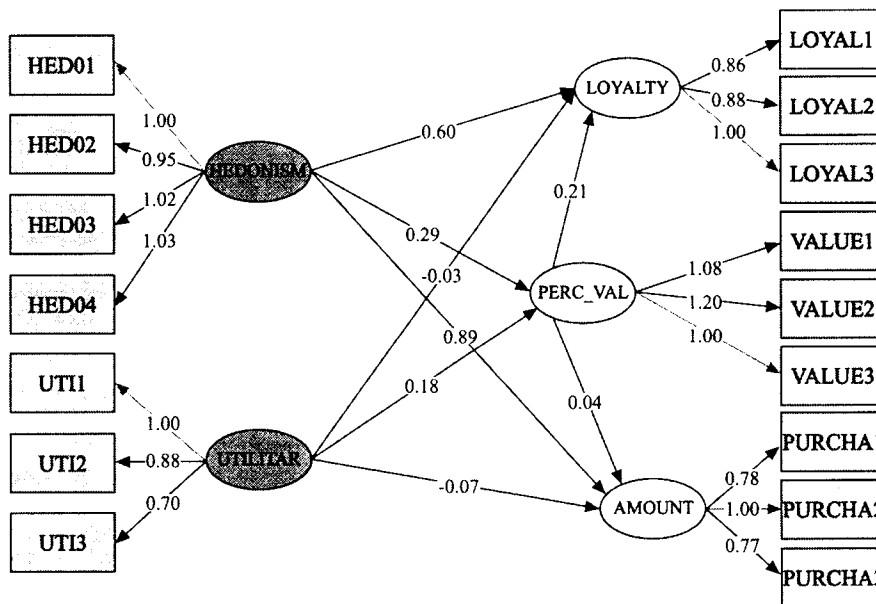


Figure 2.
Parameter estimates for
the model

Holbrook and Corfman (1985), Zeithaml (1988), Babin *et al.* (1994), and supports *H5a*. Data highlighted that hedonism has a higher impact than Perceived Value on Purchased Amount and Store Loyalty. Parameter estimates for hedonism are 0.84 and 0.54, instead of 0.04 and 0.21. We therefore accept *H5b*. On the contrary, parameter estimates are -0.07 and -0.03 for utilitarianism, instead of 0.06 and 0.26. *H6c* is therefore rejected. Overall, the direct effects of shopping orientation on store loyalty and purchased amount are not always stronger than the effects mediated through perceived value, but they are always more clear-cut. Results show that hedonism and utilitarianism operate quite differently on store loyalty and purchased amount.

H6 suggested that both utilitarianism and hedonism have a positive impact on store loyalty, which is however mainly determined by perceived value, rather than by shopping orientation. A positive relationship was found for hedonism (0.60): we therefore accept *H6b*. No such effect was found for utilitarianism (0.03, not significant), and *H6a* is rejected. This evidence provides empirical support to the suggestion that consumers might exploit with repeated expeditions a shopping environment well suited to hedonic feelings (Van Trijp *et al.*, 1996). Finally, although perceived value was found having a positive impact on store loyalty (0.21), the latter is mainly determined by hedonism (0.60), not by perceived value. We therefore reject *H6c*.

H7 suggested that hedonism has a positive effect on the purchased amount, whereas utilitarianism has a negative effect. The effects of the two shopping orientations greatly differ in strength, and also in sign ($+0.89$ vs -0.07). *H7a* and *H7b* are therefore accepted. These findings provide an empirical foundation to the suggestions advanced by the relevant literature, where hedonic shoppers are depicted as being more likely to indulge in trials and unplanned purchases, whilst utilitarian shoppers will hardly indulge in further shopping once they have found what they were looking for.

Results of the parameter estimates to test *H8* are summarised in Table III. Purchased Amount was split into its components to allow a deeper understanding of the relationship between this construct and shopping orientation.

H8 suggested that hedonism has a stronger effect on the number of items purchased, whereas utilitarianism impacts the amount of money spent. The data confirmed the effect suggested in *H8a*, which is therefore accepted. With regard to *H8b*, no such effect was found, and the hypothesis is rejected. A closer look at the parameter estimates shows furthermore that hedonism has a high impact on all elements of purchased amount, whereas utilitarianism has a high impact on none of them. Thus, utilitarianism has not a stronger impact on the amount of money spent: it has a significant impact only on the amount of money spent. Hedonism emerges as the leading cause for explaining the purchased amount.

	Hedonism	Utilitarianism
Table III.		
Estimates for purchased amount		
Number of items	0.75	0.04
Money spent	0.96	0.18
Expensiveness of items	0.81	0.13

Limitations and discussion

The limitations of this study highlight directions for further research. Further analysis could in fact provide additional insights by considering different product categories and different distribution channels, thus providing a deeper understanding of how much product-specific and channel-embedded are the effects of hedonism and utilitarianism (Bloch *et al.*, 1986; Childers *et al.*, 2001), extending the scope of this research. Additional variables could also be considered, in order to describe who are the consumers more inclined to behave in a certain way. For instance, consumers annual income and their degree of education, but also consumers experience with buying that product category. Furthermore, this research does not address the question of what makes people behave in a hedonic or in a utilitarian way, but focuses on the consequences of such behaviours.

However, the results of this analysis point to some relevant conclusion both on the theoretical and the managerial level. There are challenges to fashion retailing, and highly profitable retailers are said to be among the minority. Different ways of shopping exist, and consumers could be driven by deeply different shopping motivations, with utilitarianism and hedonism having a highly different impact on variables of fundamental relevance.

Overall, our findings suggest that hedonism and utilitarianism should be better considered separately. This evidence provides new emphasis to the importance of identifying specific consumer segments, suggesting hedonism and utilitarianism as variables for a meaningful market segmentation possessing a higher predictive power than traditional socio-demographic variables (Massara and Scarpi, 2004). Hedonism and utilitarianism are not determined by age and gender, which means that retailers have the possibility to raise or lower them according to their strategies, if they properly understand their dynamics.

Managers should acknowledge this point and appreciate its potential. Fashion retailers can in fact employ tactics that meet the desires of consumers shopping with different orientations, and can probably do it more successfully than other retailers (Bloch, 1986; Turley and Milliman, 2000; Lam, 2001).

Furthermore, rather than conceptualising shopping as purely value-oriented, fashion retailers should be aware that the direct effects of hedonism and utilitarianism on store loyalty and purchased amount are clearly different. This evidence does not only provide empirical support to the literature suggesting value has a two-folded nature (Holbrook and Corfman, 1985; Zeithaml, 1988; Babin *et al.*, 1994), but also suggests value itself is not capable of explaining – nor of predicting – how likely are consumers to come again in the future, and how much they will buy. All elements of purchased amount have relevant managerial implication and can be emphasised with different strategies: the number of items bought can be maximised with more quantity-oriented strategies (e.g. sales and promotions), whereas the monetary value of the items bought can be maximised with more quality-oriented strategies (e.g. investments in raising brand equity). Our findings show that hedonism is the key player when it comes to money spent, but also to expensiveness and number of the items bought. In addition, purchase frequency is high for those consumers who are driven by fun and pleasure, whereas no relationship was found between shopping orientation and price consciousness. This suggests that price-based mechanism are unlikely to affect consumers' hedonic/utilitarian behaviour.

Very few research has specifically addressed the relationship of store loyalty with shopping orientation within the context of fashion stores. We hypothesised that consumers with a stated high store loyalty would not differ from those with a low store loyalty on the basis of shopping orientation. Instead, the results of this analysis indicated a significant relationship between hedonism and store loyalty. This results provides additional evidence to the fact that, overall, consumers enjoying the shopping expedition have a very high profit potential and seem to be a quite valuable customer base. Managers should therefore specifically target the segments of their customer base, which are more inclined to hedonic behaviour, trying to meet their needs and desires. For instance, though convenience and time saving are important to many consumers, the design of the shopping atmosphere should definitely incorporate also elements enhancing the enjoyment of product acquisition, and feelings of curiosity, fun and pleasure.

In a nutshell, consumers' enjoyment translates into higher profits for the retailer: fun does pay back for fashion retailers.

Notes

1. As the final choice can be driven by events occurring after the recording of the probability, any modelling of a measurement scale is unlikely to improve the prediction of the individual choice behaviour. Our purpose is not to record actual probabilities with perfect reliability, but rather to identify if hedonism and utilitarianism have a different impact on the likelihood of shopping again in the same shop. In fact, even if a "perfect" scale would exist, still the behaviour could not be predicted (e.g. with a 50 per cent purchase probability there is no way to anticipate from the scale itself which half will purchase).
2. Varimax rotated with Kaiser Normalization. Converged in seven iterations.

References

- Aaker, D.A., Stayman, D.M. and Vezina, R. (1988), "Identifying feelings elicited by advertising", *Psychology Marketing*, Vol. 5 No. 1, pp. 1-16.
- Adaval, R. (2001), "Sometimes it just feels right: the differential weighting of affect-consistent and affect-inconsistent product information", *Journal of Consumer Research*, Vol. 28 No. 6, pp. 1-17.
- Arthur, C. (1992), "Fifteen million Americans are shopping addicts", *American Demographic*, March, pp. 14-15.
- Babin, B.J., Darden, W.R. and Griffin, M. (1994), "Work and/or fun? Measuring hedonic and utilitarian shopping value", *Journal of Consumer Research*, Vol. 20 No. 2, pp. 644-56.
- Bagozzi, R.P. and Gopinath, M. (1999), "The role of emotions in marketing", *Academy of Marketing Science Journal*, Vol. 27 No. 1, pp. 184-206.
- Batra, R. and Athola, O.T. (1991), "Measuring the hedonic and utilitarian sources of consumer attitudes", *Marketing Letters*, Vol. 2 No. 3, pp. 159-70.
- Beatty, S.E. and Ferrel, M.E. (1998), "Impulse buying: modelling its precursors", *Journal of Retailing*, Vol. 74 No. 3, pp. 169-91.
- Bellenger, D.N. and Korgaonkar, P.K. (1980), "Profiling the recreational shopper", *Journal of Retailing*, Vol. 56 No. 3, pp. 77-92.
- Bloch, P.H. (1986), "The product enthusiast: implications for marketing strategy", *Journal of Consumer Marketing*, Vol. 3 No. 3, pp. 51-62.

- Bloch, P.H., Sherrel, D.L. and Rigdway, N.M. (1986), "Consumer search: an extended framework", *Journal of Consumer Research*, Vol. 13 No. 3, pp. 119-26.
- Bollen, K.A. (1986), "Sample size and Bentler and Bonett's nonnormed fit index", *Psychometrika*, Vol. 51 No. 2, pp. 375-7.
- Brown, M. (2000), "An investigation of the relationship between consumer shopping orientation and online purchase behaviour", *Proceedings of the American Society of Business and Behavioral Sciences*, Vol. 7 No. 4, pp. 59-64.
- Chandon, P., Wansink, B. and Laurent, G. (2000), "A benefit congruency framework of sales promotion effectiveness", *Journal of Marketing*, Vol. 64 No. 1, pp. 65-81.
- Childers, T.L., Carr, C.L., Peck, J. and Carson, S. (2001), "Hedonic and utilitarian motivations for online retail shopping behavior", *Journal of Retailing*, Vol. 77 No. 8, pp. 511-35.
- Dall'Olmo, F.R., Scarpi, D. and Manaresi, A. (2005), "Drivers and barriers to online shopping: the interaction of product, consumer, and retailer factors", in Clarke, I. and Flaherty, T.B. (Eds), *Advances in Electronic Marketing*, Idea Group Publishing, Hershey, PA.
- East, R. (1993), "Investment decisions and the theory of planned behavior", *Journal of Economic Psychology*, Vol. 14 No. 4, pp. 337-75.
- Frijda, N.H. (1993), "Moods, emotion episodes, and emotions", in Lewis, M. and Haviland, J.M. (Eds), *Handbook of Emotions*, Guilford, New York, NY.
- Gehrt, K.C., Alpander, G.G. and Lawson, D.A. (1992), "A factor analytic examination of catalog shopping orientations in France", *Journal of Euromarketing*, Vol. 2 No. 2, pp. 49-69.
- Griffin, M., Babin, B.J. and Modianos, D. (2000), "Shopping values of Russian consumers: the impact of habituation in a developing economy", *Journal of Retailing*, Vol. 76 No. 1, pp. 33-52.
- Grossbart, S.L., Hampton, R., Rammohan, B. and Lapidus, R.S. (1990), "Environmental dispositions and customer response to store atmospherics", *Journal of Business Research*, Vol. 21 No. 3, pp. 225-41.
- Hayduk, L. (1996), *Structural Equation Modelling with LISREL*, Johns Hopkins University Press, Baltimore, MD and London.
- Hirschman, E.C. and Holbrook, M.B. (1982), "Hedonic consumption: emerging concepts, methods and propositions", *Journal of Marketing*, Vol. 46 No. 1, pp. 92-101.
- Hoffman, D.L. and Novak, T.P. (1996), "Marketing in hypermedia computer-mediated environments: conceptual foundations", *Journal of Marketing*, Vol. 60 No. 3, pp. 50-68.
- Holbrook, M.B. and Corfman, K.P. (1985), "Quality and value in the consumption experience: Phaedrus rides again", in Jacoby, J. and Olson, J.C. (Eds), *Perceived Quality: How Consumers View Stores and Merchandise*, Heath, Lexington, MA, pp. 31-57.
- Hustad, T.T. and Pessemier, E.A. (1974), "The development and application of psychographic lifestyle and associated activity and attitude measures", in Wells, W. (Ed.), *Readings in Consumer Behavior*, John Wiley & Sons, New York, NY, pp. 4406-22.
- Jöreskog, K.G. and Sörbom, D. (1989), *LISREL 7: A Guide to the Program and Applications*, SPSS Inc., Chicago, IL.
- Kaplan, D. (2000), *Structural Equation Modeling*, Sage Publications, London.
- Lam, S.Y. (2001), "The effects of store environment on shopping behaviors: a critical review", *Advances in Consumer Research*, Vol. 28 No. 2, pp. 190-7.
- Lesser, J.A. and Hughes, M.A. (1986), "Towards a typology of shoppers", *Business Horizons*, Vol. 29 No. 6, pp. 56-62.

- Lumpkin, J.R. (1985), "Shopping orientation: segmentation of the elderly consumers", *Journal of the Academy of Marketing Science*, Vol. 13 No. 2, pp. 139-51.
- McDonald, W.J. (1993), "The role of demographics, purchase histories, and shopper decision-making styles in predicting consumer catalog loyalty", *Journal of Direct Marketing*, Vol. 7 No. 3, pp. 57-65.
- McQuarrie, E.F. (1988), "An alternative to purchase intentions", *Journal of the Market Research Society*, Vol. 30 No. 4, pp. 407-37.
- Machleit, K.A. and Eroglu, S.A. (2000), "Describing and measuring emotional response to shopping experience", *Journal of Business Research*, Vol. 49 No. 8, pp. 101-11.
- Marzocchi, G.L. (1997), "The role of mood and hedonic orientation on the perception of waiting", in Swartz, T., Bowen, D. and Iacobucci, D. (Eds), *Advances in Services Marketing and Management*, Vol. 6, JAI Press, London.
- Massara, F. and Scarpi, D. (2004), "Pavlov's dog goes shopping", *Proceedings of the AMA Conference, American Marketing Association, Tempe, AZ, October 6-9*.
- Nunnally, J. (1967), *Psychometric Theory*, McGraw-Hill, New York, NY.
- Oliver, R.L., Rust, R.T. and Varki, S. (1997), "Customer delight: foundations, findings, and managerial insight", *Journal of Retailing*, Vol. 73 No. 3, pp. 311-36.
- Scarpi, D. (2003), "L'edonismo nella Grande Distribuzione: sviluppo e implementazione di un modello LISREL", *Industria & Distribuzione*, Vol. 2 No. 3, pp. 31-41.
- Schehorn, G., Reisch, L.A. and Raab, G. (1990), "Addictive buying in West Germany: an empirical study", *Journal of Consumer Policy*, Vol. 13 No. 3, pp. 355-87.
- Sherry, J. (1990), "Dealers and dealing in a periodic market: informal retailing in ethnographic perspective", *Journal of Retailing*, Vol. 66, Summer, pp. 5-24.
- Stephenson, P.R. and Willett, R.P. (1969), "Analysis of consumers' retail repatronage strategies", in McDonald, P.R. (Ed.), *Marketing Involvement in Society and the Economy*, American Marketing Association, Chicago, IL.
- Stone, G.P. (1954), "City and urban identification: observations on the social psychology of city life", *American Journal of Sociology*, Vol. 60 No. 1, pp. 36-45.
- Turley, L.W. and Milliman, R.E. (2000), "Atmospheric effects on shopping behaviour: a review of the experimental evidence", *Journal of Business Research*, Vol. 49 No. 2, pp. 193-211.
- Urban, G. and Hauser, J.R. (1980), *Design and Marketing of New Products*, Prentice-Hall, Inc., Englewood Cliffs, NJ.
- Van Trijp, H.C.M., Hoyer, W.D. and Inman, J.J. (1996), "Why switch? Product category-level explanations for true variety-seeking behavior", *Journal of Marketing Research*, Vol. 32 No. 2, pp. 281-92.
- Wakefield, K.L. and Baker, J. (1998), "Excitement at the mall: determinants and effects on shopping response", *Journal of Retailing*, Vol. 74 No. 4, pp. 515-40.
- Whitlark, D.B., Geurts, M.D. and Swenson, M.J. (1993), "New product forecasting with a purchase intention survey", *Journal of Business Forecasting*, Vol. 12 No. 3, pp. 18-21.
- Yalch, R. and Spangenberg, E. (1993), "Using store music for retail zoning: a field experiment", in McAlister, L. and Rothschild, M.L. (Eds), *Advances in Consumer Research*, Association for Consumer Research, Provo, UT, pp. 632-6.
- Youn, S., Sun, T. and Wells, W.D. (2001), "Commercial liking and memory: moderating effects of product categories", *Journal of Advertising Research*, Vol. 41 No. 1, pp. 7-13.

Zeithaml, V.A. (1988), "Consumer perception of price, quality and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No. 1, pp. 2-22.

Further reading

Fiske, S.T. (1982), "Schema-triggered affect: applications to social perception", in Clark, I.M.S. and Fiske, S.T. (Eds), *Affect and Cognition: The 17th Annual Carnegie Symposium on Cognition*, Erlbaum, Hillsdale, NJ, pp. 55-78.

Howard, J.A. and Sheth, J.N. (1969), *A Theory of Buyers Behavior*, John Wiley, New York, NY.

Rook, D.W. (1987), "The buying impulse", *Journal of Consumer Research*, Vol. 14 No. 2, pp. 189-99.

Appendix

Analysis of variance

When dealing with repeated measures factors with more than two levels, the compound symmetry assumption and the assumption of sphericity have to be considered. The compound symmetry assumption requires that the variances (pooled within-group) and covariances (across subjects) of the different repeated measures are homogeneous (identical). The sphericity assumption states that the within-subject model consists of independent (orthogonal) components. These assumptions rarely hold, but when they are violated, the univariate table will give erroneous results, so that multivariate criteria need to be used (e.g. and Rao's R). However, as we did not find significant interactions in the univariate tests, there was no need to subject them to multivariate tests of significance.

Model estimation

The model was estimated using weighted least squares (WLS). In fact, differently than maximum likelihood (ML), WLS does not require a-priori hypotheses on the distribution of variables, and is robust in case of violation of multivariate normality, which is often the case when using items on Likert scales (Bollen, 1986; Jöreskog and Sörbom, 1989; Kaplan, 2000).

In addition, the data collected are scores on a scale, and therefore are not continuous. Thus, it is best to compute polychoric correlation instead of Pearson correlation, as the latter could provide biased results (Kaplan, 2000).

The model has been first estimated by imposing equality constraints on the effects of hedonism and utilitarianism (i.e. by imposing $\gamma_{11} = \gamma_{12}; \gamma_{21} = \gamma_{22}; \gamma_{31} = \gamma_{32}$) (Jöreskog and Sörbom, 1989). Examination of the fit indices for the constrained model indicated an unsatisfying fit: the equality constraints have therefore been released, and the two models (the one with constraints and the one without) have been compared. The effects (gamma) of Hedonism and Utilitarianism do differ significantly, as releasing the equality constraints significantly increases the fit (Hayduk, 1996), and provides an acceptable goodness of fit for the model ($GFI = 0.98$, $NFI = 0.97$, $NNFI = 0.98$, $AGFI = 0.97$ and $RMSEA = 0.08$) (Jöreskog and Sörbom, 1989).

Finally, as the chi-square is sensible to the sample size, it is not a viable statistic in evaluating the fit of a model where the sample size exceeds the critical threshold for N (e.g. in this case: sample size = 300; Critical $N = 100$) (see, e.g. Jöreskog and Sörbom, 1989; Hayduk, 1996; Kaplan, 2000). In fact, large data sets are likely to produce a significant chi square not because the fit between Σ and S is bad, but because with large sample sizes, small differences are detectable as being more than mere sample fluctuations.

Questionnaire

The original questionnaire submitted to the respondents was in Italian; here we report it as it has been translated by bilingual personnel (see Figure A1).

ITEM	CONSTRUCT
This shopping trip was truly a joy	Hedonism
I enjoyed this shopping trip for its own sake, not just for the items I may have purchased	Hedonism
I continued to shop, not because I had to, but because I wanted to	Hedonism
I had a good time because I was able to act on the "spur of the moment"	Hedonism
I accomplished just what I wanted to on this shopping trip	Utilitarianism
While shopping, I found just the item(s) I was looking for	Utilitarianism
I was disappointed because I had to go to another store(s) to complete my shopping	Utilitarianism
I will come again to this shop	Store Loyalty
I will look for another shop before coming here again	Store Loyalty
Next time I will visit a fashion shop, I will come here	Store Loyalty
Prices in this shop seemed good to me	Perceived value
All in all, how did this shopping trip seem to you?	Perceived value
In this store I shopped well	Perceived value
I have bought the most expensive items	Purchased Amount
How many items have you purchased today in this shop ?	Purchased Amount
How much money have you spent today in this shop ?	Purchased Amount
I usually check the prices even for inexpensive items	Price Consciousness
A person can save a lot of money by shopping around for bargains	Price Consciousness
I usually pay attention to sales and specials	Price Consciousness
How frequently do you purchase in fashion shops ?	Purchase Frequency

Figure A1.
The model

Gender: M F

Age: _____

To purchase reprints of this article please e-mail: reprints@emeraldinsight.com
Or visit our web site for further details: www.emeraldinsight.com/reprints

Experience value as a function of hedonic and utilitarian dominant services

Hedonic and
utilitarian
dominant
services

113

Nina K. Prebensen

*School of Business and Economics, University of Tromsø,
The Arctic University, Breivika, Norway, and*

Sara Rosengren

Center for Retailing, Stockholm School of Economics, Stockholm, Sweden

Received 12 February 2014
Revised 20 May 2014
6 October 2014
7 December 2014
Accepted 31 January 2015

Abstract

Purpose – The purpose of this paper is to examine the relative importance of dimensions of experience value in four different hedonic- and utilitarian-dominated services.

Design/methodology/approach – The proposed hypotheses are tested by an experimental design. Altogether, four different service experiences, taking place during a tourist weekend trip, were studied using a scenario-based approach. In total, 938 members of a nationally representative online panel in Sweden participated in the research.

Findings – Both hedonic and utilitarian value dimensions are present for the different experiences. However, the structures of the value dimensions differ between hedonic- and utilitarian-dominant services. Surprisingly, functional value and value for money influence satisfaction most for both categories of services.

Research limitations/implications – The design of the experiment allowed the authors to test different experiences within the same travel setting. The paper shows that all services include both hedonic and utilitarian elements, indicating awareness of what attracts tourists during the whole process of experiencing a journey. Findings suggest that further studies on different hedonic- and utilitarian-dominant firms within the different tourism service categories should be performed.

Originality/value – Theoretically, the paper only partly confirms the two structures of consumer service value, hedonic and utilitarian, revealed in earlier studies. The paper also reveals that functional value affects satisfaction more strongly in both hedonic- and utilitarian-dominant services. Several explanations for this are suggested. For the tourism industry to enhance experience value and tourist satisfaction, they should, therefore, focus on delivering functional value during the stay and probably more on emotional value in attracting visitors to travel. Results of the paper reveal that services are a part of a continuum between what is mostly utilitarian at the one end and mostly hedonic at the other end.

Keywords Marketing strategy, Satisfaction, Utilitarian, Hedonic, Experience value

Paper type Research paper



Introduction

Tourists travel to enjoy themselves. Accordingly, the act of travelling in one's spare time can predominantly be delineated as a hedonic consumption practice (Hirschman and Holbrook, 1982). However, enjoyment-, fun- and pleasure-oriented consumption often depends on a number of different features, including utilitarian goods and functional facilities, in addition to the hedonic tenders. This reflects the true nature of tourism

experiences as a bundle of activities, services and benefits (Medlik and Middleton, 1973), affecting experience value and satisfaction for the tourist. Therefore, various tourist firms propose ways to fill these gaps for visitors. Some firms focus on functional value and value for money, for example, a budget hotel, others on emotional or knowledge value, for example, a museum. Further, some focus on both aspects in their services, for example, an airline company or a restaurant. In this paper, we investigate how the dimensions and effects of experience value might differ for different services in a tourism setting. More specifically, we explore experience value for services with different levels of utilitarian and hedonic content.

In tourism, a number of firms add to the perceived experience value for the tourist, including both thinking and feeling dimensions (Batra and Ahtola, 1990). The thinking and feeling dimensions correspond principally with utilitarian and hedonic values of consumption (Holbrook and Hirschman, 1982). Utilitarian value is delineated as the functional and monetary quality elements, while hedonic value includes social, emotional and epistemic elements. Tourism firms are co-dependent on each other, and almost all firms offer both hedonic and utilitarian value aspects to the customer. Consequently, this study provides theoretical and practical knowledge in terms of how to facilitate enhanced experience value that affects the overall satisfaction for the tourist.

Experiential marketing research suggests hedonic aspects in addition to utilitarian aspects to assess consumer satisfaction at service encounters more fully (Bigné *et al.*, 2008; Holbrook and Hirschman, 1982; Petkus, 2004). Deighton (1992) disputed the expectancy disconfirmation theory by arguing that it does little to explain how satisfaction influences the lived experience. To understand both utilitarian and hedonic aspects of consumption, perceived value has been outlined in various contexts (Babin *et al.*, 1994; Cronin *et al.*, 2000; Holbrook, 1999; Sheth *et al.*, 1991; Sweeney and Soutar, 2001). Zeithaml (1988, p. 14) focuses on the utilitarian aspects in her definition of the perceived value as “the overall assessment of the utility of a product based on the perceptions of what is received and what is given”. Holbrook (1999) includes hedonic and experiential aspects into the perceived value construct.

Consumer value as a social act is further classified to include either self-oriented or other-oriented (Holbrook, 1999, p. 645). According to Babin *et al.* (1994), outcome may result from “conscious pursuit or from spontaneous hedonic responses”. For example, staying at a budget hotel may typically reflect utilitarian value, that is, being utilitarian-dominant, whereas visiting a museum is generally expected to reflect hedonic value, that is, being hedonic-dominant. Even so, a utilitarian-dominant firm may offer some sort of hedonic value for the customer, for example, a coffee bar at the budget hotel. Furthermore, a hedonic-dominant service may, or even must in some cases, offer utilitarian value for the visitor, for example, a toilet at the museum.

Although the effect of tourist-perceived value of services on overall destination or trip evaluations is documented (Gallaraza and Saura, 2006; Prebensen *et al.*, 2013b; Williams and Soutar, 2009), few have actually analysed the effect of experience value in different services on overall evaluations in the same study. Experiences with various services are expected to differ in terms of perceived value, resulting in different effects on overall evaluation. Accordingly, it should be examined more closely how the relationship might be moderated by the type of service, that is, whether the service is bought for hedonic or utilitarian reasons.

The present study uses the framework of the experience consumption and experiential marketing theories (Carù and Cova, 2003). However, people value the various elements differently, depending on place and situation. Even though the tourism industry is an excellent example denoting the experience industry (Schmitt, 1999), functional services are, of course, still important aspects of the tourist experience. No matter how nice the taxi driver is if your plane leaves at 9 a.m., then a nice chat is dominated by time as a part of a functional value in that particular situation.

For the various tourism firms and destinations to gain competitive advantages (Pechlaner *et al.*, 2002) and develop successful marketing strategies (Tellis and Gaeth, 1990), the customer experience value, including functional and emotional value, should be acknowledged. Then, the firm could focus on developing the value dimensions that are important to the customers, and further test the effects on overall satisfaction, in addition to attracting the right customers. In enhancing overall satisfaction for the customers, it is expected that customer loyalty, in terms of word of mouth and revisits, will increase (Bennett and Rundle-Thiele, 2004; Oliver, 1996; Yu and Dean, 2001).

Following Ryu *et al.* (2010), who studied the relationship among hedonic and utilitarian value in fast-casual restaurants, the present work explores the relationships among different hedonic and utilitarian experience value in four different services in tourism, individually and as a whole. As such, this article adds to theory by testing and validating the perceived value scale in different tourism service settings. Subsequently, the paper tests value perception impact on satisfaction in four different empirical settings. The study utilises experiments, a method that seems to be underestimated in tourism research.

More specifically, we explore the dimensionality of experience value and the subsequent effects on overall satisfaction for four services: transport, hospitality, dining and a visitor centre. In particular, the study aims to answer the following research questions (RQ1 and RQ2):

RQ1. How do tourists perceive the four services in terms of perceived value?

RQ2. How does the perceived value affect overall satisfaction for the four services?

Theoretical background

Perceived value of hedonic- and utilitarian-dominant services

The perceived value construct is used in research to understand consumer behaviour (Sheth *et al.*, 1991; Sweeney and Soutar, 2001). Woodruff (1997, p. 142) defines customer value as “a customer’s perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer’s goals and purposes in use situations”. Researchers study perceived value in various tourism contexts, such as in heritage tourism (Chen and Chen, 2010), golf tourism (Hutchinson *et al.*, 2009; Petrick and Backman, 2001), dining experiences (Oh, 2000), vacation purchase situations (Sánchez *et al.*, 2006), adventure tourism (Williams and Soutar, 2009) and visitor centres and tourist attractions (Prebensen *et al.*, 2013a, 2013b).

Researchers search for a more complete understanding of consumer value (Boksberger and Melsen, 2011; Khalifa, 2004; Ulaga and Eggert, 2005). Perceived value is outlined as the results or benefits customers perceive in relation to the total costs they have expended (Baker *et al.*, 1994; Zeithaml, 1988). Butz and Goodstein (1996) define

customer value as the difference between what customers receive (benefits, quality, worth and utility) and what they pay (price, costs and sacrifices). This results in a product-related attitude or emotional bond that is used to compare what competitors offer (Gale, 1994). An extensive review recognise four characteristics of customer value (Ulaga and Eggert, 2005):

- (1) as a subjective concept;
- (2) as a trade-off between benefits and sacrifices;
- (3) benefits and sacrifices can be multi-faceted; and
- (4) value perceptions are relative to competition.

Therefore, the designation of customer value as the trade-off between benefits and sacrifices in a market exchange is a fundamental perspective in research on perceived value. However, benefits and sacrifices are appreciated differently in different consumption situations, that is, whether it is based on the process of consumption or the result of the process (Holbrook, 1994).

Perceived value is subjectively evaluated by individuals. Subsequently, perceived value varies between customers, cultures and at different time (Sánchez *et al.*, 2006). Perceived value is a dynamic variable that may change, depending on time, actors and situations (Holbrook, 1994; Zeithaml, 1988).

Utilitarian value is “resulting from some type of conscious pursuit of an intended consequence” (Babin *et al.*, 1994, p. 645). Utilitarian behaviour is further identified as functional or task-oriented (Babin *et al.*, 1994; Batra and Ahtola, 1990). Other researchers argue that consumer value is more than simply functional utility (Babin and Attaway, 2000; Babin *et al.*, 1994; Eroglu *et al.*, 2005; Homer, 2008; Lim and Ang, 2008; Voss *et al.*, 2003). As travelling in one’s spare time is pursued to enjoy oneself, it is an excellent example of hedonic consumption – regardless of what other motives the tourist may have. Consequently, various goods and services are consumed for a variety of reasons, and intangible and emotional costs and benefits should be acknowledged to understand various consumption experiences fully (Babin *et al.*, 1994).

Following the lead of Hirschman and Holbrook (1982), we delineate that consumption can take place for hedonic and utilitarian reasons. Hedonic consumption experience is delineated as the affective response of excitement (O’Curry and Strahilevitz, 2001). According to Babin *et al.* (1994), hedonic value is subjective and personal and includes fun and playfulness. Holbrook and Hirschman (1982, p. 132) describe consumers as seekers of “fun, fantasy, arousal, sensory stimulation, and enjoyment”, in addition to be “problem solvers”. However, the tourism industry services must provide for both types of services in that experiential value is fundamental to travel motivation. The need for utilitarian services and facilities are of course necessary when travelling away from home.

The research conducted by Ryu *et al.* (2010) on consumers use of fast-casual restaurants reveals that both hedonic and utilitarian value perception affect satisfaction; however, utilitarian value perception showed a stronger effect than hedonic value perception. As the findings (may) reflect, a fast-casual restaurant serves to meet both utilitarian and hedonic needs, for example, by having a casual meal relatively fast and with less effort, the service is functional or utilitarian-dominant. The results indicate

that there are variations in experience value, dependent on the type of services provided and the subsequent effect on satisfaction.

Ryu *et al.* (2010) adopt the two-dimensional measure of consumer value suggested by Babin *et al.* (1994). The hedonic dimension includes items such as good feelings, fun and pleasant experiences, joy, excitement and liking. The utilitarian dimension includes items such as convenience, pragmatic and economic value, quick service and less waste of money. Hedonic experience may also mirror social and epistemic/authentic and novel experiences, and utilitarian-based consumption may reflect design, neatness and consistent quality, value for money, speed and convenience. Accordingly, we have chosen an extended value scale appropriate for various categories of tourism services (Sheth *et al.*, 1991; Williams and Soutar, 2009).

Perceived experience value in tourism

Building on Holbrook and Hirschman (1982) and further Sheth *et al.* (1991), Sweeney and Soutar (2001) and later Williams and Soutar (2009), the consumer is viewed as a participant in creating experience value of both hedonic and utilitarian value. The consumer makes a choice based on many value dimensions, which may vary according to the choice situation (Sheth *et al.*, 1991). Hence, functional value might be of vast importance in buying transportation service, while of less importance when enjoying a rock concert (Sweeney and Soutar, 2001). However, both value dimensions are relevant in both of these examples. Travelling without comfort would not be appreciated, and a rock concert without toilet facilities may ruin the experience for a lot of participants. Hence, Sweeney and Soutar (2001) developed a scale reflecting both hedonic and utilitarian dimensions of consumer perceived value, that is, functional, emotional, social and epistemic value. Functional value is defined as the “perceived utility acquired from an alternative’s capacity for functional, utilitarian or physical performance” (Sheth *et al.*, 1991, p. 160). Sheth *et al.* view functional value as the primary cause of consumer choice and as more often including value for money, quality, reliability, durability and price. The emotional value reflects the product’s ability to arouse feelings or affective states (Sheth *et al.*, 1991). Social value is defined as the “perceived utility acquired from an alternative’s association with one or more specific groups” (Sheth *et al.*, 1991, p. 161), reflecting the need to bond and to socialise (Arnould *et al.*, 2002). Epistemic value is of extreme importance in experience-related consumption (Weber, 2001) and reflects consumers’ curiosity and the need to learn within consumption (Sheth *et al.*, 1991).

Results from empirical testing of these scales in tourism contexts reveal slightly different support for the value scale (Lee *et al.*, 2007; Prebensen *et al.*, 2013a; Williams and Soutar, 2009), indicating that further testing should be performed. The present work adopts existing scales to test tourist’s perceived experience value (Williams and Soutar, 1991; Sheth *et al.*, 1991).

Experience value effect on satisfaction

The positive relationship between perceived value and customer satisfaction is revealed in consumer research (Cronin *et al.*, 2000; Parasuraman and Grewal, 2000; Woodruff, 1997). Customer satisfaction is defined as “an evaluation that the (product) experience was at least as good as it was supposed to be” (Hunt, 1977, p. 459) and further delineated as the consumers’ judgment of fulfilment (Oliver, 1996). In a study of shopping experiences, hedonic and utilitarian value influence

customer satisfaction (Babin *et al.*, 1994). In line with this research, Eroglu *et al.* (2005) reveal that hedonic value outperform utilitarian value in affecting satisfaction. Cronin *et al.* (2000) analyse the effects of value perception on satisfaction and show how the consumer decision-making process for service products is best modelled as a complex system in which consumer value perception affects satisfaction. Tourism studies have acknowledged the experience value–satisfaction relationship (Gallaraza and Saura, 2006; Prebensen *et al.*, 2013b; Ryu *et al.*, 2010; Williams and Soutar, 2009). The present study views satisfaction as a response to an evaluation process; more specifically, satisfaction is the result of the consumer’s evaluation of the experience value derived from the experiences at various service providers through the experience process.

Given that customer satisfaction is based on whether or not an experience was at least as good as it was supposed to be (Hunt, 1977, p. 459), we believe that there should be a correspondence between the type of service (hedonic vs utilitarian) and the type of value (hedonic vs utilitarian) needed to induce customer satisfaction. Experience value, such as social, emotional and epistemic value, reflects hedonic consumption. Functional value and value for money reflect utilitarian consumption. The following two hypotheses are tested to confirm results from previous research as outlined above by the various services: transport and hospitality reflect more utilitarian-dominant value offers, while dining and visitor attractions reflect more hedonic-dominant type value offers:

- H1.* Experience value consumption in tourism (for various types of services in tourism, that is, transport, hospitality, dining and visitor attraction) includes both hedonic and utilitarian value for both hedonic- and utilitarian-dominant services.
- H2.* Perceived experience value has a positive effect on customer satisfaction for various types of services in tourism (transport, hospitality, dining and visitor attraction).

A consumer buys a service to fulfil his or her needs and wants. If a tourist chooses to visit a firm, for example, a restaurant, to enjoy life, have fun or to be social, delineated as a consumer who values hedonic experiences, then it is essential that he or she experiences such value. If this is so, then the tourist tends to be more satisfied than if his initial needs are unfulfilled. The same logic goes for a tourist travelling for utilitarian needs and wants. If this tourist experiences utilitarian value, such as value for money or efficiency during the experience, then he or she is expected to become more satisfied than if this is not the fact. Utilitarian value should, thus, correspond more closely to satisfaction for utilitarian-dominant services and hedonic value with satisfaction for hedonic-dominant services. The following two hypotheses reflect this argument:

- H2a.* Utilitarian value’s effect is more positive than that of hedonic value on customer satisfaction for utilitarian-dominant services.
- H2b.* Hedonic value’s effect is more positive than that of utilitarian value on customer satisfaction for hedonic-dominant services.

Method

The hypotheses were tested in an experimental study of four different service experiences taking place during a weekend trip. In total, 938 members of a nationally representative

online panel in Sweden, provided by a research company, participated in the study (56 per cent female/44 per cent male, age range = 16-74 years old, average age = 44.5 years old). The panellists used by the research company are recruited from several different channels (websites, emails, social media, telephone, TV and affiliate marketing) and in accordance with the Esomar guidelines. The company keeps rigorous quality controls in all steps of recruitment, panel management and sampling. The sample could, thus, be considered to reflect a demographically representative sample of Swedes.

More important, given the experimental design of our study, each participant was randomly allocated to one of the four scenarios, which ensures comparability between conditions and rules out the effects of participant background (Shadish *et al.*, 2002).

Procedure

All participants read a role-play scenario, in which they were asked to imagine themselves going on a weekend trip to London. The scenario was text based, and similar set-ups appear frequently in the service literature (Bitner, 1990; Söderlund and Rosengren, 2008). Scenarios have the advantage that they allow for a systematic manipulation of variables in different contexts that are difficult to study in a real-life setting.

Stimuli design

Our choice of hedonic- and utilitarian-dominant services was based on a pre-test in which a convenience sample ($n = 32$) was asked to answer questions about several different service experiences likely to be encountered during a weekend trip. More specifically, participants were asked: *While travelling abroad for vacation some of the experiences we have are mainly functional (serves as a mean to something), whereas others are more hedonic (enjoyable in themselves). How would you characterise [type of service]?* Answers were given on a scale where 1 = mostly utilitarian and 7 = mostly hedonic. This pre-test showed that air travel ($M = 2.81$, lower than all others at $p < 0.01$) and hotels ($M = 4.88$, lower than dining and visitor attractions at $p < 0.05$) were perceived as the most utilitarian, and dining ($M = 5.75$) and visitor attractions ($M = 5.74$) were perceived as the most hedonic (both higher than air travel and hospitality at $p < 0.05$).

It should be noted that although hospitality was rated as significantly more utilitarian than dining and visitor attractions, it still scored above the scale midpoint and was thus rated as more hedonic than utilitarian. This finding led us to use a budget hotel setting in the main study to ensure that the hospitality scenario used in the main study was perceived as more utilitarian (see manipulation checks presented below).

Based on the pre-test, we developed four different scenario descriptions. All scenarios included the same opening paragraph outlining the context for the study (i.e. a weekend trip to London). The general details of the trip were the same for all, but each participant was then randomly allocated to a more detailed description of one of the services and asked to answer questions about it. To ensure that participants could relate to the scenario and avoid idiosyncratic effects due to previous experience with certain service providers, we used generic descriptions of the services. Thus, no specific service providers were used. Before launching the study, two experienced researchers (not involved in the current project) proofread the scenarios, and minor adjustments were made based on their feedback (see [Appendix A1](#) for the actual scenarios used).

Measures

Perceived experience value was operationalised using Williams and Soutar’s (2009) scale of experience value with answers given on a scale where 1 = do not agree, 7 = agree completely. The Williams and Soutar’s scale was created based on previous research proposing and testing different perceived value scales (Sheth *et al.*, 1991). To fully cover the different dimensions of perceived value in experiential consumption, Williams and Soutar (2009) included five different dimensions of value (all items are available in Table I).

To capture our main dependent variable, satisfaction, we used the three satisfaction items used in several national satisfaction barometers (Johnson *et al.*, 2001), which we adapted to the specific service experience investigated. *How satisfied or dissatisfied are you with the [service experience]?* (1 = very dissatisfied, 10 = very satisfied); *to what extent does this [service experience] meet your expectations?* (1 = not at all, 10 = totally); and *imagine a [service situation] that is perfect in every respect. How near or far from this ideal do you find this [service situation/weekend trip]?* (1 = very far from, 10 = cannot get any closer). Cronbach’s alpha was > 0.882 for all experiences, suggesting high reliability of the scale.

Results

Before the data were analysed, they were screened with regard to the length of time the participants spent on answering our questions. More specifically, as comprehension of the scenario description was necessary, we screened out participants who used less than

Type of value	Item	Label
Functional value	This [service experience] has a consistent level of quality	Functional 1
	This [service experience] is well formed	Functional 2
	This [service experience] has an acceptable standard of quality	Functional 3
	This [service experience] is well organized	Functional 4
Value for money	The price paid for this [service experience] is reasonable	Value for money 1
	The prices for [service experience] are acceptable	Value for money 2
	This [service experience] represents “value” for money	Value for money 3
	This [service experience] is correctly priced	Value for money 4
Emotional value	This [service experience] gives me a feeling of well-being	Emotional 1
	This [service experience] is exciting	Emotional 2
	This [service experience] is stimulating	Emotional 3
	This [service experience] makes me happy	Emotional 4
Social value	This [service experience] helps me to meet like-minded people	Social 1
	Participating in this [service experience] enables me to create a good impression	Social 2
	Participating in this [service experience] enables me to impress other people	Social 3
	Participating in this [service experience] makes me feel more socially accepted	Social 4
Novelty value	This [service experience] satisfies my curiosity	Novelty 1
	This [service experience] provides authentic/genuine experiences	Novelty 2
	This [service experience] is educational	Novelty 3
	This [service experience] is unique	Novelty 4

Table I.
Items used to measure experience value

Source: Based on Williams and Soutar (2009)

1 minute answering the study ($n = 5$). Similarly, participants who spent too much time on the study were likely to forget about the scenario. Therefore, we also excluded participants who spent more than 15 minutes on the study ($n = 65$). This means that a total of 70 participants were excluded from the initial sample, and thus, our remaining analyses are based on a sample size of 868 participants.

A combination of exploratory factor analysis and regression analysis was used to test the hypotheses. The analyses were first performed on all four experiences jointly and then broken down for the hedonic- and utilitarian-dominant services, respectively. In line with the result from the pre-test, air travel ($M = 3.7$) and hotel ($M = 3.8$) were perceived as the most utilitarian, and dining ($M = 4.2$) and visitor attraction ($M = 4.9$) were perceived as the most hedonic. Most important for our purposes, both utilitarian-dominant services were perceived as significantly more utilitarian as both hedonic-dominant services, and vice versa (all p s < 0.01).

To test the value scale for all services combined, the 20 perceived value items from Williams and Soutar's (2009) study were subjected to principal component analysis (PCA) using SPSS Version 21. The Kaiser–Meyer–Oklin (KMO) value was 0.94 and Bartlett's Test of Sphericity reached statistical significance ($p < 0.01$), supporting the factorability of the correlation matrix. PCA revealed the presence of four factors with eigenvalues exceeding 1, explaining 53.1, 14.2, 8.5 and 6.3 per cent of the variance, respectively. The first factor dealt primarily with functional value, the second with novelty value, the third with value for money and the fourth with social value. In the initial solution, the items on emotional value were found to cross-load on factors dealing with functional and novelty value. Step-wise removal of these items showed that the four factors remained stable after all items on emotional value had been removed. In this model, however, one of the novelty value items (novelty1) loaded on both novelty and social value and was, therefore, removed.

The final four-component solution is shown in Table II. It included 15 items and explained a total of 84.8 per cent of the variance, with Factor 1 (value for money) contributing 49.4 per cent, Factor 2 (functional value) contributing 17.6 per cent, Factor 3 (social value) contributing 10.5 per cent and Factor 4 (novelty value) contributing 7.2 per cent. The rotated solution revealed a clear structure, with all components showing a number of strong loadings and all variables loading substantially on only one component (Table II).

The results show that both hedonic (social and novelty value) and utilitarian (functional value and value for money) dimensions of value are clearly separate dimensions. Thus, experience value consumption in tourism (the whole process of a tourist experience) includes both hedonic and utilitarian dimensions. Although emotional value did not come through as a distinct factor in our analysis, it is interesting to note that these items cross-loaded with both functional and social value, suggesting that, in fact, emotions are a part of both the utilitarian and the hedonic value of such experiences.

To test $H1$, the procedure was then repeated for the hedonic- and utilitarian-dominant services separately. To maintain comparability between the two, we used the items of the final model identified above in this analysis. An overview of the results can be found in Table III.

For the utilitarian experiences, the KMO value was 0.91 and Bartlett's Test of Sphericity reached statistical significance ($p < 0.01$), supporting the factorability of the correlation matrix. PCA revealed the presence of three factors with eigenvalues

Table II.
Exploratory factor
analysis: dimensions
of experience value
(all)

Item	Extraction	Factor 1	Factor 2	Factor 3	Factor 4
Functional 1	0.778		0.852		
Functional 2	0.886		0.875		
Functional 3	0.852		0.862		
Functional 4	0.829		0.846		
Value for money 1	0.925	0.921			
Value for money 2	0.926	0.911			
Value for money 3	0.893	0.848			
Value for money 4	0.929	0.904			
Social 1	0.656			0.686	
Social 2	0.895			0.915	
Social 3	0.847			0.892	
Social 4	0.843			0.892	
Novelty 2	0.853				0.805
Novelty 3	0.825				0.736
Novelty 4	0.832				0.867

Note: Factor loadings < 0.40 suppressed

Table III.
Results *H1*
Exporatory factor
analysis for
utilitarian and
hedonic services
separately

Item	Utilitarian				Hedonic			
	Extraction	Factor 1	Factor 2	Factor 3	Extraction	Factor 1	Factor 2	Factor 3
Functional 1	0.821			0.869	0.747		0.841	
Functional 2	0.896			0.889	0.877		0.869	
Functional 3	0.837			0.861	0.860		0.864	
Functional 4	0.836			0.860	0.815		0.835	
Value for money 1	0.919		0.929		0.866	0.904		
Value for money 2	0.918		0.918		0.886	0.912		
Value for money 3	0.895		0.874		0.859	0.846		
Value for money 4	0.912		0.914		0.890	0.899		
Social 1	0.680	0.781			0.623			0.668
Social 2	0.819	0.897			0.863			0.909
Social 3	0.786	0.884			0.832			0.902
Social 4	0.781	0.880			0.822			0.891
Novelty 2	0.689	0.790			0.633	0.620		
Novelty 3	0.730	0.786			0.692	0.643		
Novelty 4	0.666	0.795			0.468	0.593		

Note: Factor loadings < 0.40 suppressed

exceeding 1, explaining 48.4, 21.9 and 10.9 per cent of the variance, respectively. The rotated solution revealed a clear structure, with all components showing a number of strong loadings and all variables loading substantially on only one component (Table III). The first factor dealt primarily with functional value, the second with value for money and the third included items regarding both social and novelty value.

For the hedonic experiences, the KMO value was 0.91 and Bartlett's Test of Sphericity reached statistical significance ($p < 0.01$), supporting the factorability of the correlation matrix. PCA revealed the presence of three factors with eigenvalues

exceeding 1, explaining 52.4, 15.4 and 10.5 per cent of the variance, respectively (Table III). The first factor dealt primarily with functional value, the second with value for money and the third social value. Interestingly, for hedonic experiences, novelty value loaded on the same factor as value for money.

The analyses suggest that experience value dimensions are different for utilitarian and hedonic experiences. For utilitarian experiences, the utilitarian value dimensions of function value and value for money are distinct, whereas the hedonic value dimensions are not. Social value and novelty value load on a common hedonic value dimension. For hedonic experiences, on the other hand, the experience value is different. Whereas the functional and social value dimensions are clearly distinguishable, value for money goes together with novelty value. This result seems to indicate that the experiential/hedonic aspects of such experiences are integral to judgments of value for money.

Our results thus suggest that both hedonic and utilitarian value dimensions are present for both forms of experiences, but that the structures of the value dimensions differ. This supports *H1*.

H2 was tested based on linear regression analysis in SPSS. More specifically, we regressed the different value dimensions on satisfaction. The value dimensions were indices of the four factors identified in the initial factor analysis (cf. Table I). In addition, we included an index of emotional value using Williams and Soutar's (2009) four items. The reliability of all indices was good (all Cronbach's alphas > 0.850). The analysis was first performed on all experiences jointly, and then for hedonic versus utilitarian experiences separately. Therefore, to ensure comparability between the analyses, we used the overall factor solution rather than the solutions specific to utilitarian and hedonic experiences, respectively. Given the cross-loadings of emotional value in the initial factor analysis, we also checked for multicollinearity, which was not a problem in the analyses (all CIs < 20, all VIFs < 5). Please refer to Table IV for an overview of the results.

Overall, the four value dimensions explained 68 per cent of the variance in satisfaction ($p < 0.01$). As indicated by the beta values, functional value (standard beta = 0.44, $p < 0.01$) was the most important source of satisfaction, followed by emotional value (standard beta = 0.31, $p < 0.01$) and value for money (standard beta = 0.26, $p < 0.01$). The effects of social value and novelty value were not significant.

The analysis was then repeated for utilitarian and hedonic experiences separately. For utilitarian experiences, the model explained 63 per cent of the variance ($p < 0.01$). Functional value was the most important (standard beta = 0.55, $p < 0.01$) source of

Table IV.
Results *H2a* and *H2b*
Experience value on
satisfaction for the
three models: all
experiences,
utilitarian
experiences and
hedonic experiences

DV: satisfaction IV	Model 1			Model 2			Model 3		
	All experiences ($R^2 = 0.68, p < 0.01$)			Utilitarian experiences ($R^2 = 0.63, p < 0.01$)			Hedonic experiences ($R^2 = 0.74, p < 0.01$)		
	Standard beta	<i>t</i> -value	<i>p</i>	Standard beta	<i>t</i> -value	<i>p</i>	Standard beta	<i>t</i> -value	<i>p</i>
IX_functional	0.443	15.275	0.000	0.551	12.420	0.000	0.327	8.571	0.000
IX_value for money	0.222	8.987	0.000	0.099	2.620	0.009	0.197	5.694	0.000
IX_social	-0.025	-1.055	0.292	-0.025	-0.536	0.592	-0.043	-1.557	0.120
IX_novelty	-0.030	-0.963	0.336	-0.034	-0.643	0.521	0.031	0.806	0.420
IX_emotions	0.310	8.240	0.000	0.271	4.887	0.000	0.422	8.305	0.000

satisfaction, followed by emotional value (standard beta = 0.27, $p < 0.01$) and value for money (standard beta = 0.10, $p < 0.01$). Again, neither social nor novelty value had any significant impact on satisfaction. For hedonic experiences, the model explained 74 per cent of the variance ($p < 0.01$). As hypothesised, emotional value had the strongest impact (standard beta = 0.42, $p < 0.01$), followed by functional value (standard beta = 0.33, $p < 0.01$) and value for money (standard beta = 0.20, $p < 0.01$). Again, neither social nor novelty value had any significant impact on satisfaction.

Our analyses suggest that all in all, both utilitarian and hedonic value dimensions influence satisfaction, supporting *H2*. Furthermore, functional value and value for money were found to be the only value dimensions influencing satisfaction for our utilitarian experiences, thus supporting *H2a*. However, although hedonic aspects as such are more important for hedonic experiences than utilitarian, our results indicate that functional value and value for money are more important than novelty value for hedonic experiences, thus leading us to reject *H2b*. It should, however, be noted that novelty loaded together with value for money in the factor analysis for hedonic experiences only – suggesting that the discriminant validity between the two might be low.

Discussion

The current study analyses both hedonic- and utilitarian-dominant services of four different services. These four services were studied with the aim of acknowledging different dimensions of experience value for all four services together in utilitarian- and hedonic-dominated services separately. Similar analyses were also performed to assess how experience value affects overall satisfaction.

The results from the present study support *H1*, *H2* and *H2a*, whereas *H2b* was rejected. When it comes to *H2b*, the fact that emotional value had the strongest effect was in line with our hypothesis, but the strong effects of functional value and value for money were not. Still, further research is needed to understand better what drives satisfaction in hedonic-dominant services – as the novelty dimension loaded together with value for money dimension in the factor analysis for hedonic experiences only – suggesting that the discriminant validity between the two might be low.

The results of the current study provide both theoretical and practical contributions. At the outset, the results pinpoint the importance of comprising different kinds of firms proposing utilitarian- or hedonic-dominant services in analysing experience value and satisfaction in tourism. Theoretically, the study partly confirms the two structures of consumer service value, hedonic and utilitarian, revealed in earlier studies (Babin *et al.*, 1994; Ryu *et al.*, 2010).

First, functional value seems to outperform other value elements when it comes to significance of experience value. Second, emotional value was found to cross-load on factors dealing with functional and novelty value. Third, for utilitarian-dominant experiences, the utilitarian value dimensions of functional value and value for money are distinct, whereas the hedonic value dimensions are indistinct social value and novelty value load on a common hedonic value dimension. On the other hand, the value structure for hedonic-dominant experiences is different. Whereas the functional and social value dimensions are clearly distinguishable, value for money goes together with novelty value, suggesting that the experiential/hedonic aspects of such tourist experiences are integral to judgments of value for money. When controlling for different

service experiences, the results disclose somewhat different findings in terms of hedonic (emotional, social and novelty value) and utilitarian (functional value and value for money) dimensions.

The results provide both theoretical and practical contributions. At the outset, the results pinpoint the importance of including different types of firms that propose utilitarian- or hedonic-dominant services when analysing experience value and satisfaction in tourism.

Theoretical implications

Theoretically, the study moderately confirms the two different structures of consumer service value, hedonic and utilitarian, revealed in earlier studies (Babin *et al.*, 1994; Ryu *et al.*, 2010). However, by comparing hedonic and utilitarian service experiences, the present work adds to research by presenting somewhat altered results.

First, functional value seems to outperform other value elements when it comes to significance of experience value in both utilitarian- and hedonic-dominant services. Second, emotional value was found to cross-load on factors dealing with functional and novelty value. Third, for utilitarian experiences, the utilitarian value dimensions of functional value and value for money are distinct, whereas the hedonic value dimensions are indistinct as social value and novelty value load on a common hedonic value dimension. For hedonic experiences, on the other hand, the value structure is different. Whereas the functional and social value dimensions are clearly distinguishable, value for money goes together with novelty value, suggesting that the experiential/hedonic aspects of such tourist experiences are integral to judgments of value for money.

These results reveal the importance of emphasising utilitarian value in addition to hedonic value in tourism. Functional elements are valued for all services in addition to having impacting on overall satisfaction. Functional value seems, thus, to be vital for tourists to enjoy themselves. One reason for this finding could be that people in Sweden travel a lot. As such, their travel experience provides a platform for comparison with other tourist experiences. They search for a certain functional quality and do not want to pay more than the travel is worth, that is, value for money. If the functional value were regarded as low, then it would impact negatively on overall satisfaction for both utilitarian- and hedonic-dominant services.

The result that social value does not impact significantly on overall satisfaction may be related to the type of travel. The social value dimension includes elements that frame oneself, such as “help me meet like-minded people”, “enable me to create” [...] and “impress other people”. Consequently, it can be discussed whether a weekend trip to London is a proper way for Swedish to enhance their social self (Belk, 1988). In other studies in the Nordic countries, that is in Norway, the social value dimension has explained a rather limited degree of the variance of the perceived tourist experience (Prebensen *et al.*, 2013a). It can be speculated that the social value dimension may be treated differently in tourism than in other sorts of consumption. Travelling with one’s family and friends should be reflected by socialisation through play and fun. In addition, meeting new friends and socialising would probably be more relevant in tourism than in traditional consumer behaviour, such as shopping.

In summary, the results reveal that both utilitarian and hedonic value dimensions influence satisfaction. Functional value, value for money and emotions were found to

influence satisfaction for our utilitarian experiences. Furthermore, although hedonic aspects are more important for hedonic experiences than utilitarian, our results reveal that functional value is slightly more important than emotions for hedonic experiences. Value for money was also shown to effect overall satisfaction for hedonic experiences. This research offers insight into the intricate inter-relationship between perceived experience value and satisfaction, showing the differential effects that hedonic and utilitarian value can have. A broader view of these results suggests an important inter-relationship between hedonic and utilitarian value and satisfaction. While the tourism industry has focused on facilitating enhanced emotional value for the customer, the results here suggest that overall satisfaction is influenced by utilitarian aspects for both utilitarian- and hedonic-dominant services.

Practical implications

The tourism industry, including its various branches, should acknowledge and seek to positively affect customers' perceptions of both hedonic and utilitarian values in ensuring satisfaction. Based on the present study, it can be claimed that even though most people travel for hedonic reasons, the utilitarian dimensions are highly relevant in tourism. They affect overall satisfaction to a great extent for both hedonic- and utilitarian-dominant services in tourism. The study results in the present work designate that tourism firms and destination companies may focus on emotional elements in attracting customers to visit, though they should focus on utilitarian and emotional aspects during the stay.

The results imply that for the tourism industry as a whole, both the utilitarian and hedonic aspects of value should be kept in mind. As people travel to enjoy themselves, the tourism actors should emphasise facilitation of the customer's experience of enjoyment in various ways. As the results from the present work suggest, the utilitarian dimension, that is, functional value and value for money, is of uttermost importance to ensure value for the customer. Because utilitarian aspects, if not delivered as promised, may reduce satisfaction, quality standards should be recognised and delivered. Tourists today have more and more travel experience and knowledge making them qualified to compare different services. As functional value and value for money are also shown to effect satisfaction, all tourist firms should ensure certain quality standards in addition to motivating customers to partake in and involving themselves in emotional value-creation processes during the journey. In line with the new service-dominant logic (Vargo and Lusch, 2004), value comes into the customer's mind when the customer is partaking in creating such value. Based on the present results, it can be speculated whether a firm should focus on the utilitarian aspects when facilitating tourist emotional experiences. Due to travel experience and the ability to compare standards, etc., functional value, including value for money, are important for the tourist to be satisfied with both types of service experiences. A firm could then develop promotional strategies where both value aspects are present. In addition, emotional value should be in mind for all tourism firms. It can, however, be speculated that for utilitarian-dominant firms, emotions may be delivered through comfort and ease (Wakefield and Baker, 1998), while in hedonic-dominant services, tourists should be involved in creating emotional value (Vargo and Lusch, 2004). Hedonic-dominant firms would benefit from implementing involvement strategies focusing on interest, fun and knowledge, and ensuring utilitarian value through standards and quality instructions.

Because all firms have both hedonic and utilitarian product elements, it can be discussed whether this dichotomy is proper in tourism settings. Perhaps it would be more useful to think of the various services in terms of a continuum, with mostly utilitarian at the one extreme and mostly hedonic at the other (in our setting, the continuum would be for: Air travel < Hotel < Restaurant < Museum). However, as they all are relevant elements for the overall travel experience, they should all be included to understand fully experience value and potential differential effects on overall satisfaction.

Limitations and further research

The results of the current study are subjected to several limitations. Although the experimental design allowed us to test different experiences within the same travel setting, the scenarios might not have been as vivid as intended, which could have resulted in utilitarian aspects of value becoming more important. Still, if anything, this should have attenuated the differences between predominantly utilitarian and hedonic experiences. Our finding that the dimensions of value and the impact of value on satisfaction differ among the two types of experiences can, thus, be said to be robust. Still, empirical validation using more naturalistic settings and real utilitarian and hedonic experiences are needed to understand better how this will function in a real-life setting. We hope that the current study will lead more researchers to take an interest in these issues and see the great potential in working with natural experiments to get there.

A limitation of the present study could be placed in the type of vacation this study illustrates, that is, a short trip to London, including a budget hotel. Accordingly, value for money, for instance, is expected to be of importance. Other studies including other scenarios should, therefore, be undertaken. Furthermore, the scenarios should be tested on tourists from different backgrounds, such as travel experiences, economic situations and quality of life. In fact, there should be ample opportunities for tourism research to complement current approaches relying mainly on survey methodologies with the type of experimental approaches commonly used in service research (Bitner, 1990; Söderlund and Rosengren, 2008), as they allow for a more detailed assessment of causality.

All in all, the present work shows the importance of acknowledging the tourist trip as a process where different firms offer and deliver various services. Further studies on the different services and their effects on overall satisfaction should be performed. Not only would such study results pinpoint the ambiguity of the different experiences, they would also show the importance of networking and collaboration to help ensure certain levels of service quality of the trip experience as a whole.

References

- Arnould, E., Price, L. and Zinkhan, G.M. (2002), *Consumers*, McGraw-Hill, Boston.
- Babin, B.J. and Attaway, J.S. (2000), "Atmospheric affect as a tool for creating value and gaining share of customer", *Journal of Business Research*, Vol. 49 No. 2, pp. 91-99.
- Babin, B.J., Darden, W.R. and Griffin, M. (1994), "Work and/or fun: measuring hedonic and utilitarian shopping value", *Journal of Consumer Research*, Vol. 20 No. 4, pp. 644-656.
- Baker, J., Grewal, D. and Parasuraman, A. (1994), "The influence of the store environment on quality inferences and store image", *Journal of the Academy of Marketing Science*, Vol. 22 No. 4, pp. 328-339.

- Batra, R. and Ahtola, O.T. (1990), "Measuring the hedonic and utilitarian sources of consumer attitudes", *Marketing Letters*, Vol. 2 No. 2, pp. 159-170.
- Belk, R.W. (1988), "Possessions and the extended self", *Journal of Consumer Research*, Vol. 15 No. 2, pp. 139-168.
- Bennett, R. and Rundle-Thiele, S. (2004), "Customer satisfaction should not be the only goal", *Journal of Services Marketing*, Vol. 18 No. 7, pp. 514-523.
- Bigné, J.E., Mattila, A.S. and Andreu, L. (2008), "The impact of experiential consumption cognitions and emotions on behavioral intentions", *Journal of Services Marketing*, Vol. 22 No. 4, pp. 303-315.
- Bitner, M.J. (1990), "Evaluating service encounters: the effects of physical surroundings and employee responses", *Journal of Marketing*, Vol. 54 No. 2, pp. 69-82.
- Boksberger, P.E. and Melsen, L. (2011), "Perceived value: a critical examination of definitions, concepts and measures for the service industry", *Journal of Services Marketing*, Vol. 25 No. 3, pp. 229-240.
- Butz, H.E. Jr and Goodstein, L.D. (1996), "Measuring customer value: gaining the strategic advantage", *Organizational Dynamics*, Vol. 24 No. 3, pp. 63-77.
- Carù, A. and Cova, B. (2003), "Revisiting consumption experience: a more humble but complete view of the concept", *Marketing Theory*, Vol. 3 No. 2, pp. 267-286.
- Chen, C.F. and Chen, F.S. (2010), "Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists", *Tourism Management*, Vol. 31 No. 1, pp. 29-35.
- Cronin, J.J., Jr, Brady, M.K. and Hult, G.T.M. (2000), "Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environments", *Journal of Retailing*, Vol. 76 No. 2, pp. 193-218.
- Deighton, J. (1992), "The consumption of performance", *Journal of Consumer Research*, Vol. 19 No. 3, pp. 362-372.
- Eroglu, S.A., Machleit, K. and Barr, T.F. (2005), "Perceived retail crowding and shopping satisfaction: the role of shopping values", *Journal of Business Research*, Vol. 58 No. 8, pp. 1146-1153.
- Gale, B.T. (1994), *Managing Customer Value: Creating Value Customers can See*, Free Press, New York, NY.
- Gallaraza, M.G. and Saura, I.G. (2006), "Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour", *Tourism Management*, Vol. 27 No. 3, pp. 437-452.
- Hirschman, E.C. and Holbrook, M.B. (1982), "Hedonic consumption: emerging concepts, methods and prepositions", *Journal of Marketing*, Vol. 46 No. 3, pp. 92-101.
- Holbrook, M.B. (1994), "The nature of consumer value: an axiology of services in the consumption experience", in Rust, R.T. and Oliver, R.L. (Eds), *Service Quality: New Directions in Theory and Practice*, Sage, Thousand Oaks, CA, pp. 21-71.
- Holbrook, M.B. (1999), *Consumer Value: A Framework for Analysis and Research*, Routledge, Abingdon.
- Holbrook, M.B. and Hirschman, E.C. (1982), "The experiential aspects of consumption: consumer fantasies, feelings, and fun", *Journal of Consumer Research*, Vol. 9 No. 2, pp. 132-140.
- Homer, P.M. (2008), "Perceived quality and image: when all is not 'rosy'", *Journal of Business Research*, Vol. 61 No. 7, pp. 715-723.
- Hunt, H.K. (1977), "CS/D-overview and future research directions", in Hunt, H.K. (Ed.) *Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*, Marketing Science Institute, Cambridge, MA, pp. 455-488.

- Hutchinson, J., Lai, F. and Wang, Y. (2009), "Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travellers", *Tourism Management*, Vol. 30 No. 2, pp. 298-308.
- Johnson, M.D., Gustafsson, A., Andreassen, T.W., Lervik, L. and Cha, J. (2001), "The evolution and future of national satisfaction index models", *Journal of Economic Psychology*, Vol. 22 No. 2, pp. 217-245.
- Khalifa, A.S. (2004), "Customer value: a review of recent literature and an integrative configuration", *Management Decision*, Vol. 42 No. 5, pp. 645-666.
- Lee, C.K., Yoon, Y.S. and Lee, S.K. (2007), "Investigating the relationships among perceived value, satisfaction, and recommendations: the case of the Korean DMZ", *Tourist Management*, Vol. 28 No. 1, pp. 204-214.
- Lim, E.A.C. and Ang, S.H. (2008), "Hedonic vs. utilitarian consumption: a cross-cultural perspective based on cultural conditioning", *Journal of Business Research*, Vol. 61 No. 3, pp. 225-232.
- Medlik, S. and Middleton, V.T.C. (1973), "Product formulation in tourism", *Tourism and Marketing*, AIEST, Berne, 13.
- O'Curry, S. and Strahilevitz, M. (2001), "Probability and mode of acquisition effects on choices between hedonic and utilitarian options", *Marketing Letters*, Vol. 12 No. 1, pp. 37-49.
- Oh, H. (2000), "The effect of brand class, brand awareness, and price on customer value and behavioural intentions", *Journal of Hospitality and Tourism Research*, Vol. 24 No. 2, pp. 136-162.
- Oliver, R.L. (1996), *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Parasuraman, A. and Grewal, D. (2000), "The impact of technology on the quality-value-loyalty chain: a research agenda", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 168-174.
- Pechlaner, H., Smeral, E. and Matzler, K. (2002), "Customer value management as a determinant of the competitive position of tourism destinations", *Tourism Review*, Vol. 57 No. 4, pp. 15-22.
- Petkus, E. Jr (2004), "Enhancing the application of experiential marketing in the arts", *International Journal of Non profit and Voluntary Sector Marketing*, Vol. 9 No. 1, pp. 49-56.
- Petrick, J.F. and Backman, S.J. (2001), "An examination of golf travelers' satisfaction, perceived value, loyalty, and intentions to revisit", *Tourism Analysis*, Vol. 6 Nos 3/4, pp. 223-237.
- Prebensen, N.K., Woo, E., Chen, J.S. and Uysal, M. (2013a), "Motivation and involvement as antecedents of the perceived value of the destination experience", *Journal of Travel Research*, Vol. 52 No. 2, pp. 253-264.
- Prebensen, N.K., Woo, E. and Uysal, M.S. (2013b), "Experience value: antecedents and consequences", *Current Issues in Tourism*, Vol. 17 No. 10. doi: [10.1080/13683500.2013.770451](https://doi.org/10.1080/13683500.2013.770451).
- Ryu, K., Heesup, H. and Jang, S. (2010), "Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry", *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 3, pp. 416-432.
- Sánchez, J., Callarisa, L., Rodríguez, R.M. and Moliner, M.A. (2006), "Perceived value of the purchase of a tourism product", *Tourism Management*, Vol. 27 No. 3, pp. 394-409.
- Schmitt, B.H. (1999), *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act and Relate to Your Company and Brands*, The Free Press, New York, NY.
- Shadish, W.R., Cook, T.D. and Campbell, D.T. (2002), *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*, Houghton Mifflin, Boston, MA.

- Sheth, J.N., Newman, B.I. and Gross, B.L. (1991), *Consumption Values and Market Choice*, South Western, Cincinnati, OH.
- Söderlund, M. and Rosengren, S. (2008), "Revisiting the smiling service worker and customer satisfaction", *International Journal of Service Industry Management*, Vol. 19 No. 5, pp. 552-574.
- Sweeney, J.C. and Soutar, G.N. (2001), "Consumer perceived value: the development of a multiple item scale", *Journal of Retailing*, Vol. 77 No. 2, pp. 203-220.
- Tellis, G.J. and Gaeth, G.J. (1990), "Best value, price-seeking and price aversion: the impact of information and learning on consumer choices", *Journal of Marketing*, Vol. 54 No. 2, pp. 34-45.
- Ulaga, W. and Eggert, A. (2005), "Relationship value in business markets: the construct and its dimensions", *Journal of Business-to-Business Marketing*, Vol. 12 No. 1, pp. 73-99.
- Vargo, S.L. and Lusch, R.F. (2004), "Evolving to a new dominant logic for marketing", *Journal of Marketing*, Vol. 68 No. 1, pp. 1-17.
- Voss, K.E., Spangenberg, E.R. and Grohmann, B. (2003), "Measuring the hedonic and utilitarian dimensions of consumer attitude", *Journal of Marketing Research*, Vol. 40 No. 3, pp. 310-320.
- Wakefield, K.L. and Baker, J. (1998), "Excitement at the mall: determinants and effects on shopping response", *Journal of Retailing*, Vol. 74 No. 4, pp. 515-539.
- Weber, K. (2001), "Outdoor adventure tourism: a review of research approaches", *Annals of Tourism Research*, Vol. 28 No. 2, pp. 363-380.
- Williams, P. and Soutar, G.N. (2009), "Value, satisfaction and behavioural intentions in an adventure tourism context", *Annals of Tourism Research*, Vol. 36 No. 3, pp. 413-438.
- Williams, P. and Soutar, G.N. (2009), "Value, satisfaction and behavioural intentions in an adventure tourism context", *Annals of Tourism Research*, Vol. 36 No. 3, pp. 413-438.
- Woodruff, R.B. (1997), "Customer value: the next source for competitive advantage", *Journal of the Academy of Marketing Science*, Vol. 25 No. 2, pp. 139-153.
- Yu, Y.T. and Dean, A. (2001), "The contribution of emotional satisfaction to consumer loyalty", *International Journal of Service Industry Management*, Vol. 12 No. 3, pp. 234-250.
- Zeithaml, V.A. (1988), "Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No. 3, pp. 2-22.

Further reading

- Averill, J.R. and More, T.A. (1993), "Happiness", in Lewis, M. and Haviland, J.M. (Eds), *Handbook of Emotions*, The Guilford Press, New York, NY, pp. 617-629.
- Bagozzi, R.P. and Dholakia, U. (1999), "Goal setting and goal striving in consumer behaviour", *Journal of Marketing*, Vol. 63 No. 1, pp. 19-32.
- Kashyap, R. and Bojanic, D.C. (2000), "A structural analysis of value, quality, and price perceptions of business and leisure travellers", *Journal of Travel Research*, Vol. 39 No. 1, pp. 45-51.
- Woodruff, R.B. and Gardial, S.F. (1996), *Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction*, Blackwell, Malden, MA.

Corresponding author

Nina K. Prebensen can be contacted at: nina.prebensen@uit.no

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgrouppublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com

VACATION

In this questionnaire we would like to find out about the type of activities that you typically take part in when travelling abroad on vacation. Please answer the questions with this specific setting in mind. Some of the questions are similar to each other but it is important that you answer all of them. We are interested in your opinion – there are no right or wrong answers.

Thank you for taking part!

First we want to ask you a couple of questions regarding **air travel** abroad for vacation.

1. To what extent do you typically travel by air when going abroad on vacation?

Infrequently	1	2	3	4	5	6	7	Frequently
--------------	---	---	---	---	---	---	---	------------

2. To what extent would you say that the staff (flight attendace) influences the experience you have while traveling by air?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

3. To what extent would you say that other customers influence the experience you have while traveling by air?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

4. How experienced would you characterize yourself experience of air travel?

Not at all experienced	1	2	3	4	5	6	7	Very experienced
---------------------------	---	---	---	---	---	---	---	---------------------

5. How would you characterize yourself in terms of your knowledge of air travel?

Not at all knowledgeable	1	2	3	4	5	6	7	Very know- ledgeable
-----------------------------	---	---	---	---	---	---	---	-------------------------

6. While travelling abroad for vacation some of the experiences we have are mainly functional (serves as a mean to something) whereas other are more experiential (are enjoyable in themselves). How would you characterize the experience of traveling by air?

Mainly functional	1	2	3	4	5	6	7	Mainly experiential
----------------------	---	---	---	---	---	---	---	------------------------

7. How important would you say that the choice of air travel is when it comes to the overall experience of your vacation?

Not at all important	1	2	3	4	5	6	7	Very important
-------------------------	---	---	---	---	---	---	---	-------------------

8. To what extent would you say that you did partake in creating the experience of travelling by air?

Did not partake at all	1	2	3	4	5	6	7	Did partake to a great extent
---------------------------	---	---	---	---	---	---	---	----------------------------------

9. How involved would you say you were in choosing this air travel?

Not at all involved	1	2	3	4	5	6	7	Very involved
------------------------	---	---	---	---	---	---	---	---------------

(continued)

Now we want to ask you a couple of questions with regards to hotel visits. Please answer the questions in regards to travelling abroad for vacation.

1. To what extent do you typically stay in hotels when going abroad on vacation?

Infrequently	1	2	3	4	5	6	7	Frequently
--------------	---	---	---	---	---	---	---	------------

2. To what extent would you say that the staff influences the experience you have while staying in a hotel?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

3. To what extent would you say that other customers influence the experience you have while staying in an hotel?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

4. How would you characterize yourself in terms of your experience of hotels?

Not at all experienced	1	2	3	4	5	6	7	Very experienced
---------------------------	---	---	---	---	---	---	---	---------------------

5. How would you characterize yourself in terms of your knowledge of hotels?

Not at all knowledgeable	1	2	3	4	5	6	7	Very know- ledgeable
-----------------------------	---	---	---	---	---	---	---	-------------------------

6. While travelling abroad for vacation some of the experiences we have are mainly functional (serves as a mean to something) whereas other are more experiential (are enjoyable in themselves). How would you characterize the experience of staying in an hotel?

Mainly functional	1	2	3	4	5	6	7	Mainly experiential
----------------------	---	---	---	---	---	---	---	------------------------

7. How important would you say that the choice of hotel is when it comes to the overall experience of your vacation?

Not at all important	1	2	3	4	5	6	7	Very important
-------------------------	---	---	---	---	---	---	---	-------------------

8. To what extend would you say that you did partake in creating the experience at this hotel?

Did not partake at all	1	2	3	4	5	6	7	Did partake to a great extent
---------------------------	---	---	---	---	---	---	---	----------------------------------

9. How involved would you say you were in choosing this hotel?

Not at all involved	1	2	3	4	5	6	7	Very involved
------------------------	---	---	---	---	---	---	---	---------------

(continued)

Now we want to ask you a couple of questions with regards to restaurants. Please answer the questions in regards to travelling abroad for vacation.

1. To what extent do you typically dine in restaurants when going abroad on vacation?

Infrequently	1	2	3	4	5	6	7	Frequently
--------------	---	---	---	---	---	---	---	------------

2. To what extent would you say that the staff influences the experience you have while dining in restaurants?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

3. To what extent would you say that other customers influence the experience you have while dining in restaurants?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

4. How would you characterize yourself in terms of your experience of restaurants?

Not at all experienced	1	2	3	4	5	6	7	Very experienced
------------------------	---	---	---	---	---	---	---	------------------

5. How would you characterize yourself in terms of your knowledge of restaurants?

Not at all knowledgeable	1	2	3	4	5	6	7	Very knowledgeable
--------------------------	---	---	---	---	---	---	---	--------------------

6. While travelling abroad for vacation some of the experiences we have are mainly functional (serves as a mean to something) whereas other are more experiential (are enjoyable in themselves). How would you characterize the experience of dining in restaurants?

Mainly functional	1	2	3	4	5	6	7	Mainly experiential
-------------------	---	---	---	---	---	---	---	---------------------

7. How important would you say that the choice of restaurant is when it comes to the overall experience of your vacation?

Not at all important	1	2	3	4	5	6	7	Very important
----------------------	---	---	---	---	---	---	---	----------------

8. To what extent would you say that you did partake in creating the experience at this restaurant?

Did not partake at all	1	2	3	4	5	6	7	Did partake to a great extent
------------------------	---	---	---	---	---	---	---	-------------------------------

9. How involved would you say you were in choosing this restaurant?

Not at all involved	1	2	3	4	5	6	7	Very involved
---------------------	---	---	---	---	---	---	---	---------------

(continued)

Finally, we want to ask you a couple of questions with regards to **museums**. Please answer the questions in regards to travelling abroad for vacation.

1. To what extent do you typically visit museums when going abroad on vacation?

Infrequently	1	2	3	4	5	6	7	Frequently
--------------	---	---	---	---	---	---	---	------------

2. To what extent would you say that the staff influences the experience you have while visiting museums?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

3. To what extent would you say that other customers influence the experience you have while visiting museums?

Not at all	1	2	3	4	5	6	7	Very much
------------	---	---	---	---	---	---	---	-----------

4. How would you characterize yourself in terms of your experience of museums?

Not at all experienced	1	2	3	4	5	6	7	Very experienced
------------------------	---	---	---	---	---	---	---	------------------

5. How would you characterize yourself in terms of your knowledge of museums?

Not at all knowledgeable	1	2	3	4	5	6	7	Very knowledgeable
--------------------------	---	---	---	---	---	---	---	--------------------

6. While travelling abroad for vacation some of the experiences we have are mainly functional (serves as a mean to something) whereas other are more experiential (are enjoyable in themselves). How would you characterize the experience of visiting a museum?

Mainly functional	1	2	3	4	5	6	7	Mainly experiential
-------------------	---	---	---	---	---	---	---	---------------------

7. How important would you say that the choice of museum is when it comes to the overall experience of your vacation?

Not at all important	1	2	3	4	5	6	7	Very important
----------------------	---	---	---	---	---	---	---	----------------

8. To what extent would you say that you did partake in creating the experience at this museum?

Did not partake at all	1	2	3	4	5	6	7	Did partake to a great extent
------------------------	---	---	---	---	---	---	---	-------------------------------

9. How involved would you say you were in choosing to visit this museum?

Not at all involved	1	2	3	4	5	6	7	Very involved
---------------------	---	---	---	---	---	---	---	---------------

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.