

The Mediating Role of Hedonic Value in Apparel Shopping Satisfaction

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Abstract: This study investigates the mediating role hedonic value as influencing factor on shopping experience satisfaction in the relationship between involvement and consumers' buying tendencies including variety-seeking, compulsive and impulsive buying tendencies and price sensitivity for Manto and Shirt shoppers in the Iranian market. The main constructs were identified from the literature and then tested relationships between them. A questionnaire developed and successfully administered to a national sample of 1466 women and men in four big cities of Iran through face to face interviews. Results are analyzed by Structural Equation Modeling (SEM) and parameters were estimated using maximum likelihood method and ten hypotheses tested. All of the hypotheses except one were accepted. Based on this study there were positive relationships between involvement and consumers' buying tendencies and hedonic value. However, there was no positive relationship between impulsive buying tendency and hedonic value. Moreover, the result of this study revealed that hedonic value positively influenced the shopping satisfaction.

Key words: Involvement • Variety-seeking • Compulsive buying • Impulsive buying • Price sensitivity • Hedonic value • Shopping satisfaction

INTRODUCTION

Marketers and retailers often seek to learn why people go shopping. Researchers have recently shown that the shopping experience provides consumers with a combination of utilitarian and hedonic shopping value [1-9]. Utilitarian value is task-oriented and cognitive in nature, whereas hedonic value is tied to the emotional aspects of the shopping experience [1,2]. In general, consumers perceive utilitarian value by acquiring the product that necessitated the shopping trip while simultaneously perceiving hedonic value associated with the enjoyment of the shopping experience itself [8].

Since the establishment of the Personal Shopping Value scale approximately a decade ago [2], research has focused almost exclusively on antecedents to both hedonic and utilitarian shopping value [2-5,7,8,10-13]. Interestingly, previous studies have examined the role of shopping values in determining post-shopping responses such as satisfaction [2,4-6], loyalty [5,8], word of mouth and share of purchases [5,8], customer share [11] and repatronage intentions [5,7,13].

To date, few researchers have examined the influence of consumers' buying tendencies and the mediating role

of utilitarian and hedonic shopping values in shopping experience satisfaction.

Clothing has been classified a products with high hedonic value [14,15] due to its symbolic, experiential and pleasing properties [1]. In the measurement of shopping experience, the hedonic side of shopping must be considered as well as utilitarian side in order to reflect the complete shopping experience [16]. Because the different levels of hedonic shopping value result in different consumption behaviors [2] and this tendency is probably augmented in shopping for hedonic products, the investigation how the hedonic shopping value influences consumers' behavioral consequences is necessary in apparel marketing. Chang (2002) examined the mediating role of hedonic shopping value in shopping experience satisfaction by investigating the relationships between its assumed antecedents such as involvement, variety-seeking tendency and physical environment of stores and shopping experience satisfaction [17]. Lee *et al.* (2009) examined the relationship between consumer characteristics (i.e., compulsive buying behavior, variety-seeking tendency and price sensitivity) and shopping value (i.e., utilitarian and hedonic) in online auctions. However, none of these studies have as their central

focus the complex interrelationship between shopping value, consumers' buying tendencies and shopping experience satisfaction, even though such relationships would seem to be particularly important given the tremendous amount of resources and expenses that marketers and domestic and foreign investors are devoting to create satisfied and loyal customers [9]. This led the authors to investigate proposition for this study: for Manto and Shirt shoppers what the mediating role of hedonic shopping value is in shopping satisfaction among involvement and consumer buying tendencies including variety-seeking, compulsive and impulsive buying tendencies and price sensitivity.

Iran's High Market Potential: With GDP growth in the 5.8% range [18], the second largest economy in the region, the second largest country in Organization of the Petroleum Exporting Countries (OPEC) oil, the second largest reserves of gas, an estimated population of 71.4million, economic reformist momentum in the country [19] and its young population, Iran is an attractive market for many foreign companies. In the early 2000s the Iranian government liberalized investment regulations; hence, foreign investors have concentrated their activity in the oil and gas industry, vehicle manufacture, copper mining, petrochemicals, foods and pharmaceuticals [20]. The most active foreign investors are German, Norwegian, British, French, Japanese, Russian, South Korean, Swedish and Swiss companies. Currently, more than 25 automakers in Iran are producing light and heavy vehicles.

These automakers are in joint venture with popular international automakers such as Peugeot (France), Citroen (France), Volkswagen (Germany), Nissan (Japan), Toyota (Japan), Kia Motors (South Korea), Proton (Malaysia), Chery (China) and many other established producers of light and heavy vehicles. Nestle' of Switzerland, LG Electronics Inc., Coca-Cola and Pepsi-Cola of the United States and several other foreign companies also have joint ventures with Iranian companies [21].

Several European firms are already looking at investing in Iran's clothing and textile industry. Iran is among the world's top 20 textile investment opportunities and industry experts are convinced there is still a wealth of untapped potential in Iran's textile and clothing industry just waiting to be discovered by overseas investors [22]. One such investment is Benetton Group with seven shopping stores, four in Tehran, two in Mashhad and one in Yazd [23]. Iran has undergone significant changes during the last thirty years after its

Islamic revolution. Due to these changes, consumption patterns, investment and other components of domestic demand are all strongly growing. This has created: (1) more disposable income; (2) the emergence of younger consumers; (3) accelerated urbanization; and (4) quality improvement. Enhanced domestic spending power is the basis for the changes in the growth of the economy. Iranian consumers' tastes have become fashionable and stylish in short years and expectations of improved quality and diversity of choice and style have increased. This change in consumption pattern is very visible in Iran's cloth industry. Since Iran is such a young and attractive potential clothing market, there is no empirical study of shopping behavior and shopping value of Iranian consumers; this led the authors to investigate the consumer shopping value phenomenon and contribute to the developing stream of literature and it is necessary to study more diverse dimensions of hedonic value perceived by Iranian consumers.

Literature Review and Hypotheses

Shopping Values: Utilitarian and Hedonic Values: Value is one of the most powerful forces in the marketplace to understand consumer behavior [24-26]. Value originates from the confrontation between what the customer receives (e.g. quality, benefits, worth, utilities) and what he or she gives up to acquire the benefits (e.g. price, sacrifices) [24] and thus is defined as a consumer's overall judgment of benefits and sacrifices [27]. Value plays an important role in predicting customers' choice and future repurchase intentions [24,25,28]. Thus, value judgment creates consumer preference and this consumer preference increases behavioral intention to participate in various shopping processes [27,29].

Utilitarian Value: Hirschman (1984) asserted that all shopping experiences involve the stimulation of thoughts and/or senses and that they accordingly may be viewed as a process that provides the individual with cognitive (utilitarian) and affective (hedonic) benefits. More specifically, tangible attributes of goods and services provide input to cognitive process and is closely related to assessments of utilitarian value [30]. Thus, a consumer receives utilitarian shopping value when he or she obtains the needed product and this value increases as the consumer obtains the product more effortlessly [2]. Early studies on shopping value mostly focus on the utilitarian aspect of shopping [31]. Utilitarian consumer behavior is explained through task-related and rational behavior [32,33]. Perceived utilitarian shopping value is determined

Table 1: Contrast between hedonic and utilitarian shopping value [44, p. 193]

Hedonic shopping value	Utilitarian shopping value
<ul style="list-style-type: none"> • An end itself • Does not necessarily include purchases • Impulsive • Efficiency not central • For pleasure • Outside of daily routines • No clear beginning or end • Emphasis of the experience 	<ul style="list-style-type: none"> • A means to an end • Always includes purchases • Planned • As efficient as possible • Out of necessity • Part of daily routine • Clear beginning and end • Emphasis of rationality

by how much of the consumption need that prompts the shopping experience is met [7]. This means that the consumer purchases goods in a deliberant and efficient manner [16,34]. Therefore, utilitarian purchasing behavior is more logical, rational, related to transactions [32,35] and associated with more information gathering compared to hedonic purchasing behavior [36]. Although this utilitarian approach to consumer shopping values is helpful for analyzing consumer purchases, it offers no framework for measuring product selection and analyzing consumption behavior based on emotional needs [16].

Hedonic Value: Compared to utilitarian value, hedonic shopping value is more subjective and individualistic. Its value is perceived through fun and pleasure as opposed to goal achievement [16]. Also, hedonic shopping value reflects the pleasure and emotional worth of shopping [37]. Recently, as the needs of consumers have become more diverse, many studies have begun to focus on hedonic shopping value. In the past, however, there was a considerable lack of papers examining hedonic shopping value compared to utilitarian shopping value [35]. Previous studies have identified and included fun, pleasure, recreation, freedom, fantasy, increased arousal, heightened involvement, new information, escape from reality and others as hedonic shopping value [2,16,38,39]. Therefore hedonic shopping value refers to the level of perception where shopping is considered emotionally useful through various positive feelings and worthwhile. Thus, hedonic shopping value can be understood as the emotional benefits the consumer perceives through the shopping experience other than the achievement of the original purchase intent [40]. Abstract characteristics of goods and services can contribute to affective elements in shopping and are closely related to hedonic value [6]. In a similar context, Babin *et al.* (1994) defined hedonic shopping value as perceived entertainment and emotional worth provided through shopping activities [2]. As Bloch and Bruce (1984) stated, consumers obtain hedonic value as well as task-related or product acquisition value during the shopping experience [31].

Contrasts Between Utilitarian and Hedonic Shopping

Values: Traditional shopping experience measurements have not reflected the total value of the shopping experience as they have failed to recognize and measure many intangible and emotional costs and benefits [26,30,36]. Defining shopping value as functional and objective product acquisition is too narrow to reflect the complete shopping experience [16]. Although hedonic experiences in shopping are often considered as more important than more the product acquisition, the festive or epicurean side of shopping has been researched less often [31,35]. Therefore, to measure the complete shopping experience, the hedonic side of shopping must be considered as well as the functional, utilitarian side [2].

With or without purchasing, shopping can provide hedonic value some consumers enjoy a product's benefit even without purchasing it [40,41]. Perceived enjoyment itself is an important hedonic benefit through a shopping experience [42]. Hedonic value induces increased arousal, heightened involvement, perceived freedom, fantasy fulfillment and escapism [36,43].

On the contrary, utilitarian value is relevant to heuristics, goal fulfillment and less risk propensity [32,34]. Babin *et al.* (1994) insisted that utilitarian shoppers find value only if the shopping chore is completed successfully and, even better, fastidious manner [2]. Lehtonen (1994) compared two types of shopping value (Table 1), hedonic and utilitarian values. According to him, the hedonic shopping activity itself is an end so it does not necessarily include purchases. It is often accompanied by impulse buying. As this kind of shopping is for pleasure, shopping efficiency is not important so there is no clear beginning and end point of shopping. It also emphasizes an experiential aspect of shopping. On the contrary, utilitarian value usually plays a role as a means to an end of achievement of more optimal values and shopping efficiency is emphasized, so shopping is planned and performed out of necessity with rationality in utilitarian shopping [44].

Although in most shopping situations consumers seek both hedonic and utilitarian values, shopping can be regarded as shopping with a goal or shopping as a goal according to consumer attitude toward shopping [17].

The Role of Involvement in Hedonic Value: Because of product category and different levels of involvement, consumer behavior researchers should not forget the importance of the involvement role in the evaluation of shopping experiences. Involvement is a helpful metric for explaining consumer behavior and segmenting consumer markets [45-47]. Involvement is the motivational state of arousal or interest evoked by a particular stimulus or situation and displayed through properties of drive [48]. In general, involvement is conceptualized by the interaction between an individual (consumer) and an object (product) [49]. Similarly, Product involvement is defined as a consumer's perceived relevance of the object or product [50]. Consumers who are highly involved with a product category are more likely to browse retail stores that stock the product category, to engage in higher levels of ongoing search for the product category and to have heightened motivation regarding behaviors associated with the product category [42,51].

Mano and Oliver (1993) defined involvement as, "the inherent need fulfillment, value expression, or interest the consumer has in a product" [52, p. 452]. On the other hand, Beatty *et al.* (1988) defined ego involvement as the "importance of the product to the individual and to the individual's self concept, values and ego" [53, p. 150]. Ego involvement reflects enduring involvement, which is defined as an ongoing concern for a particular product and it is relatively independent of purchase situations [36,54]. As well as, Ganesh *et al.* (2000) employed two kinds of involvement, purchasing involvement and ego involvement, in their study on consumer segmentation concerning switchers and stayers. They defined purchasing involvement as "involvement which relates to the level of concern for or interest in the purchase process triggered by the need to consider a particular purchase" [55, p. 68]. Purchasing involvement can best be understood as the cost, effort, or investment in a purchase [50,56].

Regarding the relationship between involvement and hedonic consumption, Cohen and Andrade (2004) maintained that highly involving stimuli should call for more intense and arousing affective reactions [57]. Hirschman and Holbrook (1982) suggested the people get involved more in hedonic consumption rather than utilitarian consumption [16]. Conversely, Celsi and Olson

(1988) asserted that involved consumers attend to and comprehend more information about a shopping situation and experience more elaborate meanings and inferences about it [58]. Two other studies; Spangenberg and Voss (1997) and Voss *et al.* (2003), on this matter reported that involvement has positive relationships with both hedonic and utilitarian value [59,60].

Therefore involvement has a influential role in consumer behavior [36,42,45-47,49-51,61,62], hedonic shopping value [49,17], utilitarian shopping value [7], utilitarian and hedonic shopping value [60] and consumer buying tendencies including compulsive buying tendencies [63,64], impulsive buying tendencies [49,64,65] and price sensitivity [66] which we have to consider in proposed model. Therefore, we should expect the following relationships.

- H1. Involvement will directly influence variety-seeking buying tendency.
- H2. Involvement will directly influence compulsive buying tendency.
- H3. Involvement will directly influence impulsive buying tendency.
- H4. Involvement will directly influence price sensitivity.
- H5. Involvement will directly influence hedonic shopping value.

Consumers' Buying Tendencies: This study considers variety-seeking buying tendency [67-71], compulsive buying tendency [72-75], impulsive buying tendency [75-80] and price sensitivity [81-83] as consumers' buying tendencies.

The Role of Variety-seeking Buying Tendency on Hedonic Value: Kahn (1995) defined variety-seeking as "the tendency of individuals to seek diversity in their choices of services or goods" [70, p.139]. Variety-seeking tendency is rooted in need for a change in an attempt to resolve the boredom associated with a brand and a product [71]. Bawa (1990) argued that there are two mutually exclusive types of consumers' variety-seeking: one is a variety-seeking consumer assumed to derive no utility from making habitual (repeat) purchases and the other, an inertial consumer is similarly assumed to have no utility for variety [67]. As Rogers (1979) argued, "... a tendency to avoid variety may coexist with the tendency to seek variety" [84, p. 88]. Consumers might fluctuate between inertia behavior (brand loyal) and variety-seeking (brand switching) behavior. This reflects the effort of

consumers to have Optimum Stimulation Level (OSL) [68]. Consumers try to increase stimulation in such situations by seeking something different or new relative to their previous choice [85,69,71].

Variety-seeking has been found to be related to hedonic shopping. According to Holbrook and Hirschman (1982), Variety-seeking was related to nonpurposeful behavior (e.g. exploratory purchase behavior) and it should be understood by the view of hedonic consumption because it cannot be accounted for by the traditional perspective of utility driven consumption [1]. This construct has generated considerable research attention in consumers' shopping behavior. Variety-seeking tendency has been identified as an important shopping motivation and an influential factor in shopping channel patronage [86]. It also has been associated with feeling-based decision making and hedonic shopping motivations [87]. Feelings of excitement and gratification can be generated by finding a variety of items [88] and by encountering rare, novel and innovative items [89]. Chang (2002) studied the relationship between the variety-seeking buying tendency and hedonic shopping value in apparel. He found that there is a positive relationship between variety-seeking tendency and hedonic shopping value. That is, consumers who sought variety and stimulation from shopping were more likely to have hedonic shopping value rather than utilitarian value [17]. Similarly, Lee *et al.* (2009) found that there is a positive relationship between variety-seeking tendency and utilitarian and hedonic values in online auctions. The positive relationship between variety-seeking tendency and utilitarian value suggests that variety seekers evaluate online auction as providing high utilitarian value. Therefore, greater product diversity helps buyers to reduce time costs and increase shopping efficiency. At the same time, variety seekers evaluated online auctions as providing high hedonic value. This means that variety-seeking tendency is an important consumer characteristic influencing hedonic shopping value [9]. It was verified that variety provides pleasant stimulation and novelty that increases excitement and enjoyment in shopping [9,68,89]. In sum, variety-seeking likely influences hedonic value. Based on this,

- H6. A variety-seeking buying tendency will directly influence hedonic shopping value.

The Role of Compulsive Buying Tendency on Hedonic Value: O'Guinn and Faber (1989) defined Compulsive buying behavior as "chronic, repetitive purchasing that

becomes a primary response to negative events or feeling" [74, p. 155]. Compulsive buying, therefore, is perceived to be in the realm of abnormal consumer behavior that is inappropriate, typically excessive and destructive to the individual lives. Compulsive consumers participate in many shopping activities despite having little or no physical need for a product. Indeed these types of shopping enhance their emotional state. Compulsive shoppers may view product acquisition as unimportant compared to the emotional lift shopping provides [74]. Also, this behavior can be perceived as emotional and affective because compulsive buyers are frequently motivated to buy things in order to release themselves from an internally unstable status and to alleviate their discomfort and feelings of self-loathing [72] [75]. Babin *et al.* (1994) found that the pattern of correlations between consumer compulsivity and personal shopping value is consistent with this position. While compulsiveness is related significantly to hedonic value, it is unrelated to utilitarian value which better reflects functional product acquisition [2]. This finding indicates that consumers may use shopping as a form of therapy in managing their emotions. In the case of compulsive consumption, however, this therapy can quickly turn into a destructive behavior [72]. Lee *et al.* (2009) found that there is a positive relationship between compulsive buying behavior and hedonic shopping value in online auctions. This relationship implies that compulsive buyers are likely to engage in online auctions because of the hedonic aspect of online auctions (i.e., thrill of bidding, excitement of winning, stimulation of beating competitors and enjoyment in finding rare or unusual items) [9]. Therefore, we should expect the following relationship:

- H7. A compulsive buying tendency will directly influence hedonic shopping value.

The Role of Impulsive Buying Tendency on Hedonic Value: Impulse buying behavior is a sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices [76]. Several researchers have reported that consumers do not view impulse purchasing as wrong; rather, consumers retrospectively convey a favorable evaluation of their behavior [75,77,80]. Other researchers have treated impulse buying as an individual difference variable with the expectation that it is likely to influence decision making across situations [78,79]. According to Ko (1993), impulse buying behavior is a

reasonable unplanned behavior when it is related to objective evaluation and emotional preferences in shopping. He found apparel impulse buying was distinguished from reasonable unplanned buying that was based on emotional preference or objective evaluation rather than rational evaluation [90].

The lack of research focused on the experiential aspects of consumption underscore the need to understand how fashion-oriented impulse buying relates to hedonic consumption tendency or the emotional factor in retail environments. Previous studies on impulse buying focused on defining differences between impulse and non-impulse buying behavior [91,92]. Many researchers have provided theoretical frameworks for examining impulse buying related to psychological variables (e.g. personality, self-regulation), hedonic experiences (e.g. shopping enjoyment, emotional state, mood) and situational variables (e.g. available time, money) in a shopping context [78,79,93]. Generally, researchers found impulse buying satisfied hedonic or emotional needs for fun, social interaction and gratification [80,92]. Rook (1987) notes that impulse purchases, a subset of unplanned purchases, lead more to hedonic responses than do other purchases and are less likely to fulfill a utilitarian need [75]. Babin *et al.* (1994) found that there is a positive relationship between unplanned purchases and hedonic value and unplanned purchases and utilitarian value are not related significantly [2]. Therefore, given this reasoning, we should expect the following relationships:

- H8. *An impulsive buying tendency will directly influence hedonic shopping value.*

The Role of Price Sensitivity on Hedonic Value: Price sensitivity is the extent to which consumers perceive and react to price levels and price changes [83] and works as a barometer of how much a consumer will pay in the market. Thus, price has a significant influence on consumers' purchase behavior and consequently on sales and profits of the firm [31].

Price-sensitive consumers were traditionally viewed as rational and logical problem solvers emphasizing utilitarian shopping value [39,94]. However, researchers have begun to view them as those who seek hedonic value from bargain hunting. For instance, Jin and Kim (2003) found that hedonic and recreational shoppers exhibited high price sensitivity by hunting bargains and using coupons [82]. Other researchers [2,95] also noted a

positive relationship between bargain perception and hedonic shopping value. Babin *et al.* (1994) expected that the consumers' bargain perceptions to influence shopping value. They discussed that price discounts create transaction utility or smart shopper feelings, which may increase hedonic value. In addition, price discounts could create utilitarian value by facilitating an efficient end to the product-acquisition task. Consistent with this reasoning, they found that consumer bargain perceptions relate significantly to both hedonic value and utilitarian value. They suggested that if substantiated by future studies of price discounts and shopping value, these findings may indicate that the subjective emotional component of price promotions is at least as important as the more tangible component [2]. However, Lee *et al.* (2009) found that there is a negative relationship between price sensitivity and hedonic shopping value. In addition, there was no relationship between price sensitivity and utilitarian value. This result indicates that consumers who participate in online auctions are not price sensitive. Many shoppers use online auctions to find rare and unusual items, or a quality items with a good deal, rather than to find just low-priced or inexpensive items. Also, auction participants have a feeling of attachment to auction items when bidding duration gets long [9]. Hence, it can be posited that price sensitive consumers obtain higher levels of utilitarian and hedonic value. Thus,

- H9. Price sensitivity will directly influence hedonic shopping value.

The Role of Hedonic Value in Shopping Experience

Satisfaction: The generally accepted and most widely applied method for conceptualizing consumer satisfaction is Oliver's Expectancy-Disconfirmation model (1980). The model contends that attitudes about a purchase experience, product or service lead form expectations in the mind of the consumer [96]. After the consumer purchases and/or uses the product or service, they evaluate the purchase experience and the performance of the product or service relative to their initial expectations. The outcome of this evaluation is an attitude-a decision to be satisfied or dissatisfied. If the evaluation and subsequent attitude confirms the consumer's expectations of the purchase experience, product or service, a state of satisfaction occurs. This state of satisfaction leads to a positive attitude toward the purchase experience, product and/or service and can positively influence future purchase intentions. However,

if the evaluation and subsequent attitude disconfirms the consumer's expectations, a state of dissatisfaction occurs; thus, future purchase intentions could be negatively affected. Also, for a specific transaction, by analyzing Holbrook's typology, Oliver (1993) concluded that consumption value may enhance satisfaction [97].

Babin *et al.* (1994), by testing the discriminating validity of the scale they suggest, show the impact of the hedonic and utilitarian values on satisfaction [2]. Other researchers stressed the impact of shopping values on satisfaction [3,5,6,8]. For instant, Cottet *et al.* (2006) found that there is a positive relationship between shopping values and satisfaction. In this study, in a food products context, the hedonic value plays a key role in the satisfaction process. It explains satisfaction better than a utilitarian value does [6]. Similarly, Carpenter (2008) examined the relationships between consumer shopping value, satisfaction and loyalty in retailing. In this research utilitarian and hedonic shopping values are found to influence key outcome variables including satisfaction, loyalty, word of mouth communication and share of purchases in the highly competitive discount retail sector [8]. Therefore, the following relation is offered.

- H10. Hedonic value will directly influence shopping satisfaction.

Methods: This study tested a conceptual model (Figure 1) depicting the relationships among involvement, consumer buying tendencies, hedonic value and shopping satisfaction in Iran's clothing industry.

The model describes that involvement influence consumers' buying tendencies, which in turn influence hedonic value and shopping satisfaction.

Data Collection and Sampling: To attain the aims of study, based on the product (Manto for female shoppers and Shirt for male shoppers) two different version of one questionnaire was developed and completed by 1540 respondents. The sample for the study was drawn from female and men shoppers in four major cities in Iran; Tehran, Mashhad, Isfahan and Shiraz. Tehran is the capital of Iran located in the center, which has been greatly influenced by different lifestyles; Mashhad is the largest city located in the eastern region, which is largest religious city in Iran with traditional lifestyle; Isfahan and Shiraz in the center of Iran, representing the more historical part of the country. Data were collected from shopping malls located in these four major cities in Iran. The target population for this study consisted of female shoppers who purchased a Manto and male shoppers who purchased a Shirt in their recent shopping trip. Manto is a long dress has gradually evolved into a shoulder-to-ankle smock called a Manto after the French word Manteau (Overcoat). In Iran today, Manto is the norm for everyday public wearing for women like a shirt for men.

To obtain a sample of Manto and Shirt shoppers, 35 shopping malls in these cities have been selected by cluster random sampling; 20 shopping malls in Tehran and 5 shopping malls in each of three other cities.

Sample size was determined using the Krejcie and Morgan (1970) table [98] and considering the population size of each city. The aim was to collect data from 450 females. and 470 males in Tehran, 142 females and 144 males in Mashhad, 93 females and 96 males in Isfahan and 71 females and 74 males in Shiraz. The data collection resulted in 1466 usable questionnaires from 1540 respondents.

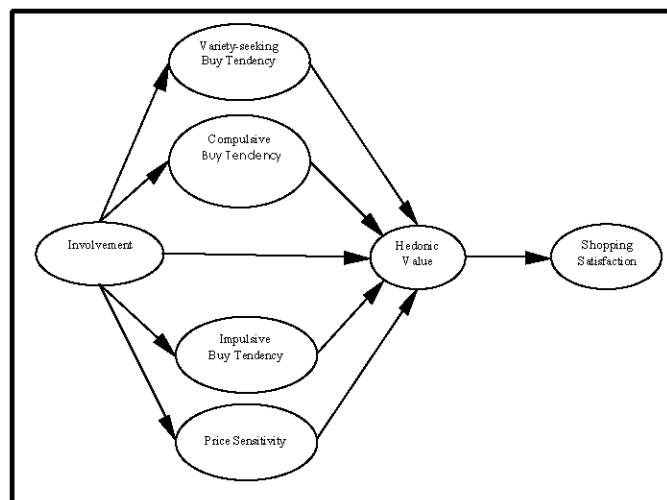


Fig. 1: Conceptual Model

Table 2: Variables and their measures (Confirmatory Factor Analysis)

constructs	Items	Standardized estimate	t-value
Involvement ($\alpha=0.93$)	Manto or Shirt means a lot to me.	1.00	---
	For me, Manto or Shirt does not matter. (-)	0.99	45.06***
	Manto or Shirt is an important part of my life.	0.94	40.94***
	I choose Manto or Shirt very carefully during clothing shopping trip.	0.87	40.25***
	Which Manto or Shirt I buy does not matter to me a lot. (-)	0.89	42.09***
	Choosing Manto or Shirt is an important decision for me.	0.91	45.32***
Variety-seeking tendency ($\alpha=0.94$)	I like to continue doing the same old things rather than trying new and different things. (-)	1.00	---
	I like to experience novelty and change in my daily routine.	1.33	30.57***
	I like a job that offers change, variety and travel, even if it involves some danger.	1.23	27.81***
	I am continually seeking new ideas and experiences.	1.29	29.31***
	I like continually changing activities.	1.22	28.54***
	When things get boring, I like to find some new and unfamiliar experience.	1.22	28.86***
	I prefer a routine way of life to an unpredictable one full of change. (-)	1.14	26.75***
	I am very cautious in trying new or different styles of Manto or Shirt. (-)	1.06	25.48***
	I enjoy taking changes in buying new styles of Manto or Shirt just to get some variety in my purchases.	1.07	25.90***
	I rarely buy new Manto or Shirt styles about which I am uncertain. (-)	1.10	25.42***
Compulsive buying tendency ($\alpha=0.95$)	When old Manto or Shirt gets boring, I like to find some new styles and products.	1.15	26.80***
	If I have any money left at the end of the pay period, I just have to spend it.	1.00	---
	Bought myself something in order to make myself feel better.	0.76	42.69***
	Felt anxious or nervous on days I didn't go shopping.	0.92	55.42***
	Made only the minimum payment on my credit cards.	0.77	40.41***
	Bought Manto or Shirt even though I couldn't afford them.	0.98	58.94***
	Wrote check when I know I didn't have enough money in the bank to cover it.	1.17	68.11***
Impulsive buying tendency ($\alpha=0.95$)	Felt others would be horrified if they knew my spending habits.	0.89	53.85***
	I often buy a Manto or Shirt spontaneously.	1.00	---
	"Just do it" describes the way I buy a Manto or Shirt.	0.88	48.39***
	I often buy a Manto or Shirt without thinking.	0.94	63.32***
	"I see a Manto or Shirt, I buy A Manto" describes me.	0.90	45.71***
	"Buy now, think about the Manto or Shirt later" describes me.	1.01	56.36***
	Sometimes I feel like buying a Manto or Shirt on the spur-of-the-moment.	0.89	48.79***
	I buy a Manto or Shirt according to how I feel at the moment.	0.74	41.11***
	I carefully plan most of my purchases. (-)	0.73	40.38***
Price sensitivity ($\alpha=0.94$)	Sometimes I am a bit reckless about what I buy.	0.78	42.53***
	I don't mind spending a lot of money to buy a new Manto or Shirt.	1.00	---
	I don't mind paying more to try out a new Manto or Shirt.	0.97	59.53***
	I am less willing to buy a new Manto or Shirt if I think that it will be high in price	0.83	45.51***
	I know that a new Manto or Shirt is likely to be more expensive than high in price.	0.97	51.60***
	A really great new Manto or Shirt is worth paying a lot of money for.	0.88	45.56***
Hedonic value ($\alpha=0.90$)	In general, the price or cost of buying a new Manto or Shirt is important to me.	0.77	39.98***
	This shopping trip was truly a joy.	1.00	---
	I continued to shop, not because I had to, but because I wanted to.	0.81	30.55***
	Compared to other things I could have done, the time spent shopping was truly enjoyable.	0.81	33.87***
	I enjoyed being immersed in exciting new products.	0.88	33.49***
	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	0.81	32.58***
	I had a good time because I was able to act on the spur-of-the-moment.	0.52	20.04***
	During the trip, I felt the excitement of the hunt.	0.84	32.00***
	While shopping, I was able to forget my problems.	0.66	26.70***
Shopping satisfaction ($\alpha=0.86$)	While shopping, I felt a sense of adventure.	0.70	28.59***
	This shopping trip was not a very nice time out. (-)	0.62	22.06***
	I am happy with the outcome of that shopping trip.	1.00	---
	I am satisfied with this store.	0.75	26.00***
	Overall, I am not satisfied with this store. (-)	0.71	23.20***
	I am please with the outcome of that shopping trip.	0.82	30.44***
	I am contented with the outcome of that shopping trip.	0.85	31.55***
	Overall, I am satisfied with the outcome of that shopping trip.	0.74	26.36***

(-) Denotes that scale item are reverse coded

*** Significant at $p<0.001$

A Marketing research firm with expertise in research methods was contracted to carry out data collection during September 2010 by face-to-face interviews. Trained interviewers administered the survey during a 3-week period.

The average age of respondents was 33 years. A total of 63% of the respondents were employed and 37% were unemployed. With regard to education level 32% had graduated from college or a higher level institution, 21% had completed junior college, 41% had completed high school, and 6% had lower than a high school education.

Measures: The measures consisted of involvement, consumer buying tendencies (i.e., variety-seeking buying tendency, compulsive buying tendency, impulsive buying tendency and price sensitivity), hedonic value and post-shopping responses (i.e., shopping satisfaction). Scale items for involvement ($\alpha = 0.93$) were adopted from Laurent and Kapferer (1985) [45] and Chang (2002) [17]; Variety-seeking buying tendency ($\alpha = 0.94$), from previous studies including Steenkamp and Baumgartner (1995) [68], Baumgartner and Steenkamp (1996) [99], Chang (2002) [17] and Lee *et al.* (2009) [9]; Compulsive buying tendency ($\alpha = 0.95$), from Faber and O'Guinn (1992) [73] and Lee *et al.* (2009) [9]; impulsive buying tendency ($\alpha = 0.95$), from Rook and Fisher (1995) [78]; and price sensitivity ($\alpha = 0.94$), from Goldsmith *et al.* (2005) [83]. Hedonic value ($\alpha = 0.90$) in this study was adapted from Babin *et al.* (1994) [2]. The scale items for shopping satisfaction ($\alpha = 0.86$) were adopted from Ganesan (1994) [100], Maxham and Netemeyer (2002) [101], Jones *et al.* (2006) [5], Chang (2002) [17] and Carpenter (2008) [8]. Each item was rated on a 5-point scale anchored by "strongly disagree" (1) and "strongly agree" (5). Table 2 shows the final measurement items organized by construct.

RESULT

The proposed model consists of one exogenous variable (involvement) and six endogenous variables (i.e., variety-seeking, compulsive and impulsive buying tendencies, price sensitivity, hedonic value and shopping satisfaction). Structural Equation Modeling (SEM) with Lisrel 8.80 was used to analyze the data and parameters were estimated using maximum likelihood method. Following Confirmatory Factor Analyses (CFA) and the structural models were tested.

Structural Model and Hypotheses Testing: A structural model was constructed to examine the hypothesized relationships among constructs. Goodness-of-fit statistics, indicating the overall acceptability of the structural model analyzed, were acceptable: χ^2 (1420) = 8387.59, $p < 0.000$; RMSEA = 0.058, CFI = 0.95 (Table 2 and 3). The result of hypotheses testing can be found in Figure 2. As posited in Hypothesis 1, the positive coefficient estimates for the paths from involvement to variety-seeking buying tendency was significant ($\gamma = 0.13$, $t = 7.53$, $p < 0.01$). Hypotheses 2, 3, 4 and 5 were supported as well, indicating significant relationship between involvement and Compulsive buying tendency ($\gamma = 0.13$, $t = 3.34$, $p < 0.01$), impulsive buying tendency ($\gamma = 0.15$, $t = 4.36$, $p < 0.01$), price sensitivity ($\gamma = -0.11$, $t = -2.96$, $p < 0.01$) and hedonic value ($\gamma = 0.15$, $t = 5.46$, $p < 0.01$). Hypotheses 6 was supported as well, indicating significant relationship between variety-seeking buying tendency and hedonic shopping value ($\beta = 0.33$, $t = 7.35$, $p < 0.01$). The Hypotheses 7 was supported as well, indicating significant relationship between compulsive buying tendency and hedonic shopping value ($\beta = 0.11$, $t = 6.23$, $p < 0.01$). However, Hypotheses 8 was not supported with no significant relationship between impulsive buying

Table 3: Standardized coefficients and fit statistics for the structural model

Hypothesis	Structural paths	Standardized estimate	t-Value
H1	Involvement \rightarrow Variety-seeking buying tendency	0.13	7.53**
H2	Involvement \rightarrow Compulsive buying tendency	0.13	3.34**
H3	Involvement \rightarrow Impulsive buying tendency	0.15	4.36**
H4	Involvement \rightarrow Price sensitivity	-0.11	-2.96**
H5	Involvement \rightarrow Hedonic Value	0.15	5.46**
H6	Variety-seeking buying tendency \rightarrow Hedonic Value	0.33	7.35**
H7	Compulsive buying tendency \rightarrow Hedonic Value	0.11	6.23**
H8	Impulsive buying tendency \rightarrow Hedonic Value	0.02	0.95
H9	Price sensitivity \rightarrow Hedonic Value	-0.06	-3.05**
H10	Hedonic Value \rightarrow Shopping satisfaction	0.36	14.63**
Fit statistics			
χ^2 (df) = χ^2 /p-Value		χ^2 (1420) = 8387.59/0.000	
Root mean-square error of approximation (RMSEA)		0.058	
Comparative fit index (CFI)		0.95	

* $p < 0.05$ ** $p < 0.01$

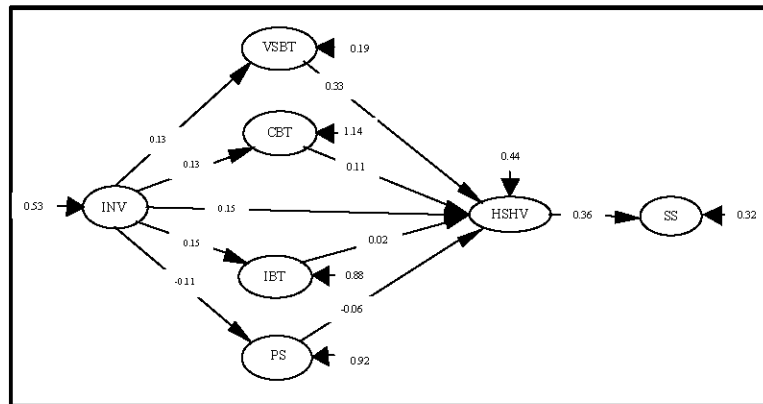


Fig. 2: The results of SEM

tendency and hedonic shopping value ($\beta=0.02$, $t=0.95$, $\rho<0.05$) and. However, there was a negative relationship between price sensitivity and hedonic value ($\beta=-0.06$, $t=-3.05$, $\rho<0.01$) supported hypotheses 9. A direct relationship between hedonic value and shopping satisfaction ($\beta=0.36$, $t=14.63$, $\rho<0.01$) supported Hypothesis 10.

DISCUSSION AND CONCLUSION

The finding of this study presents important insights and implications for Iran clothing industry and domestic and foreign investors. Involvement had a direct significant effect on variety-seeking, compulsive and impulsive buying tendencies which supports the findings of Baumgartner (2002) [102], Van (1996) [60], Yurchinsin and Johnson (2004) [63], Kwak *et al.* (2001) [64] and Jones *et al.* (2003) [65]. Manto or Shirt shoppers with high involvement were more likely to buy a Manto or Shirt with a new style (variety-seeking buying tendency), or for releasing their emotions and feelings (compulsive buying tendencies), or that just came out if they saw it (impulsive buying tendencies). However, involvement had a negative significant effect on price sensitivity which supports the finding of Ramirez and Goldsmith (2009) [66]. This result implies that Manto and Shirt shoppers with high involvement are not sensitive to the price of Manto. Involvement had a direct significant effect on hedonic value which support the findings of Seo *et al.* (2001) [103], Chang (2002) [17], Voss *et al.* (2003) [60] and Park *et al.* (2006) [49]. Involvement may increase Manto and Shirt shoppers' excitement with the shopping experience [52]. In addition, Westbrook and Black (1985) found that involvement in shopping triggers and enhances hedonic value and in turn, shopping experience satisfaction [104].

The positive relationship between variety-seeking buying tendency and hedonic value suggests that variety seekers evaluate Manto or Shirt shopping as providing high hedonic value. This means that variety-seeking tendency is an important consumer buying tendency influencing hedonic shopping value. It was verified that variety provides pleasant, stimulation and novelty that increases excitement and enjoyment in shopping [9,17,68,89].

The positive relationship between compulsive buying tendency and hedonic value in Manto or Shirt shopping shows that compulsive buyers are likely to engage in Manto or Shirt shopping because of the hedonic aspect of Manto or Shirt shopping (i.e., releasing themselves, making feel better, enjoyment in spending money) which supports the finding of Babin *et al.* (1994) [2] and Lee *et al.* (2009) [9].

According to the previous studies, there might be a positive relationship between impulsive buying tendency and hedonic value [2,75,92]. However, this study found that there is no significant relationship between impulsive buying tendency and hedonic value. In other words, Manto or Shirt shoppers were more likely to plan for this shopping trip to get the most value for their money.

The negative relationship between price sensitivity and hedonic value implies that Manto or Shirt shoppers are not price sensitive. This result supports the finding of Lee *et al.* (2009) [9]. Although Manto or Shirt shoppers may be sensitive to an initial price at the early stage of Manto or Shirt shopping, an excited and competitive shopping trip may increase a willingness to pay more for a desirable, fashionable or new Manto or Shirt and decrease price sensitivity for a final price.

Hedonic value influenced shopping satisfaction which supports the findings of Babin *et al.* (1994) [2], Chang (2002) [17], Eroglu *et al.* (2005) [105], Jones *et al.* (2006) [5] and Carpenter (2008) [8]. This reveals that shopping satisfaction for Manto or Shirt shoppers is a response to different levels of hedonic value in a shopping trip. In other words, increasing consumers' shopping satisfaction could be manipulated by enhancing consumers' hedonic shopping value. Although consumers' involvement is difficult to control due to its intrinsic and enduring characteristics, the influence of involvement on shopping experience satisfaction may be moderated through manipulating consumer buying tendencies and hedonic shopping value.

Limitations and Future Research: This study has limitations. First we used the scale set by Babin *et al.* (1994) to measure hedonic value [2], because it seemed to be best adapted to our study. However, for Iranian apparel we would consider other values based on Iranian culture, values and principles for women and men, therefore, it would be interesting in the future to take other dimensions of value into account and therefore use another scale based on Iranian values. Second, the sample size was determined based on Krejcie and Morgan (1970) table [98] which limits the sample size of research. Future research should attempt to improve on the results of this study and more representative samples are needed that include broader geographic locations and cross-national comparisons in Iran. Another limitation was using only one product category (apparel) and two main products (Manto and Shirt). Therefore, this study could be extended to different product categories (e.g. cosmetics, home furnishings, accessories) and other areas of retailing such as grocery shopping and holiday shopping.

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