

Hedonic Buying Motivation and Time-Style

What Makes Hurried Women Shoppers Tick

*Maria Avello^a, Diana Gavilán^b, Francis Blasco^c and Carmen Abril^d

Universidad Complutense de Madrid, Departamento de Comercialización e Investigación de Mercados

^{ad} Facultad de Ciencias Económicas y Empresariales, *^a mavello@emp.ucm.es, ^d abrilbar@telefonica.net

^b Facultad de Ciencias de la Información, diana@soleste.es

^c Escuela Universitaria de Estudios Empresariales, fblasco@emp.ucm.es
Madrid, Spain

Abstract

This work jointly encompasses a study of time-style and the hedonic motivations for the buying behavior of urban working women. Both these aspects have been previously studied individually in marketing literature. However, analyzing both simultaneously will help to better understand the shopping experience. By using one scale for time-styles and another for hedonic motivation, a buyer typology is carried out and reveals three distinct groups of buyers: efficient-recreational, erratic and pragmatic. These results suggest that women face the shopping task in different ways, based on the satisfaction obtained from the experience and their time-style. From this typology, both academic conclusions and recommendations for the development of more efficient retail strategies are derived.

Key words: time-style, hedonic motivation, shopping, typology, female buying behavior and lifestyles.

Introduction

Purchases take place when buyer motivation, either due to the desire of acquiring a product or that of having a specific, pleasurable experience, drives the consumer to put together the necessary time, money and effort to go to a retail outlet. Buyer motivation and resource management have been widely studied in marketing (Solomon et al., 2007). Nevertheless, it is worth noting that, with regard to resource management, that attention has been focused on the financial aspect, so more is known about how consumers spend their money than how they spend their time (Chetthamroingchain and Davies, 2000) or how they make their buying effort.

However, there has not been any research that has combined time management and buyer motivation within the buying environment (Gavilán et al., 2010). This work researches the behavior of shopping from the point of view of purely hedonic shopping motivation (far removed from that of acquiring products) and its management of the use

of time. Hedonic shopping designates those facets of consumer behaviour that relate to the multisensory, fantasy and emotive aspects of one's experience with products (Hirschman and Holbrook, 1982). A sample of urban, working, middle-aged women was used for the study.

There are three main reasons for a work of this nature. First, because individual differences in the use of time and in hedonic buying motivation could explain important aspects of female conduct when carrying out this activity, as happens in other shopping environments such as the virtual one (Cotte et al., 2006) and could even explain differences between the women themselves. Second, because by understanding the female segment, more effective recommendations could be made to numerous retailers whose principal customers are women. Various sources, both Spanish¹ and international² coincide in pointing out the important role that women play in the making of buying and consumption decisions³. Third, and lastly, because by broadening knowledge over hedonic buying motivation and use of time, studied jointly, the shopping experience is being better understood (Schmitt, 2006). With this research the intention is to contribute to better understanding how women of the chosen segment live this experience.

The objective of this study is to examine, through the elaboration of a typology of female buyers, whether there are differences in their shopping experiences based on time management or time-style and the hedonic motivations associated with the activity of going shopping. A special feature of this typology is that it lies in a socio-demographically homogeneous segment, with the final aim being to facilitate the design of sales strategies for retailers that target women who, apparently, due to their age and profile, can be considered to be of the same "type".

This work consists of four parts. The first section provides a review of relevant literature while the second details the aims of the study and the material and methodology used to obtain the segments that justify the work. The results of the research are given in the third section and the fourth is dedicated to a discussion of these and making recommendations for sales professionals based on the co-existence of the triple typology among their customers. Finally, the limitations of the study and future lines of research are considered.

Review of Literature

Time and Time

Time is not only a measure of what happens; it is, in a way, what happens. Any approach to time recognizes that it is not a unique concept. Time can be understood as a resource, a rate, a series of events, as a characteristic that defines the relationship between subjects and their environment based on the meaning that they attribute to it or as an antecedent to behavior (Chetthamroingchain and Davies, 2000).

Interest in time goes back to the financial theory of time (Becker, 1965) and to the research by Robinson (1977) over the deliberate nature of time allotment, in which he

¹ 70% of customers in Spanish shopping centers are women (AECC).

² Women and children between the ages of **8 and 12 are mainly responsible for the buying decisions in Latin-American families.** Euromonitor International (2009)

³ Women spend 4 billion dollars per year and represent 83% of consumption in the USA, equivalent to two thirds of its GDP. (WomenCertified, 2007)

tried to find a relationship between the motivations of subjects and the amount of time they allotted to different types of activities. However, this functional focus has been replaced by a phenomenon approach (Cotte et al., 2004) centered on experiencing time, time that is felt as intensely as heat or cold.

With this viewpoint there exists abundant literature that analyzes different dimensions of the time experience in relation to consumption, such as time pressure, the search for efficiency, routine or the poly/ monochronic use of time, the results of which are reviewed below.

Time pressure: Based on the personal time urgency syndrome, also known as hurry disease, the cardiologists Friedman and Rosenman (1974) depicted two different categories of people: Type A (very aware of time and highly pressured by its passing), and Type B (not very aware of time and unpressured). Using this as a background, several studies have tried to explain such concepts as the purchase of products destined to save time, with surprising outcomes. Results do not confirm the relationship between time pressure and the acquisition of these products. Societies more constrained by the lack of time do not perform time-saving strategies (Davies, 1997).

So, it could be asked whether time pressure can cause differences in how people behave during the shopping experience. Being in a hurry or walking quickly could be affecting the in-store experience: longer or shorter stays, for example, or positive evaluations of outlets with good product category layouts that make it easier to find an item, thus saving time.

Efficiency: The search for efficiency was one of the areas studied by Calabresi and Cohen (1968), who speak about the importance of optimizing the use of time and avoiding its wastage. Customers who hate crowds avoid waiting in queues.

Routine: The tendency towards behavioral repetition in a stable and lasting way may appear similar to planning, but it is not. Planning refers to the organization of activities in accordance with future considerations (Usunier and Valette-Florence, 2007), while routine is the organization of activities in a repetitive way due to habit, convenience or simplification. Routine buying behavior seems to be very deeply rooted. It can transcend store opening hours, as demonstrated in the work by Jacobsen and Kooreman (2005) where Dutch shopping habits were analyzed over a five year period. In spite of the opening hours being extended, amounts of time or ways of shopping hardly changed at all. With regard to products, routine buying behavior has invariably been interpreted as a consequence of low buyer involvement, however, situational factors, such as brand, motivation and probably satisfaction with the purchase, manage to raise the level of involvement (Beharrell and Denison, 1995). With respect to the behavior of *shopping*, routine gains importance, since it marks the difference between customers that can be made loyal by (and to) outlets, and those that probably prioritize exploring by browsing.

The use of time to sequence or combine tasks, known as monochronic or polychronic use of time, respectively, has been studied in situations such as the work place, where conflicts arising from the co-existence of polychronic and monochronic workers have been analyzed (Kaufman-Scarborough and Lindquist, 1999). These authors also propose a five-item, measurement scale (PMTS) (Lindquist and Kaufman-Scarborough, 2007).

However, there are no academic references to the adoption of monochronic or polychronic patterns with respect to going shopping. It would be interesting to explore the presence of both of these: monochronic being where the customer goes out to buy products from one single product category and polychronic where the consumer buys products from diverse product categories at the same time.

More recently, the time experience has been studied from a broader viewpoint which has led to the concept of time-style. The expression *time-style* was originally used by Feldman and Hornik (1981) who defined it as a component of lifestyle that expresses personal priorities with respect to the way in which time is used.

Time-style has also been researched by Cotte *et al.* (2001, 2006) and Usunier and Valette-Florence (2007). For the former, Cotte *et al.* (2001), time-style comes from the combination of four facets of time: social orientation (“time for me” versus “time with/for others”); time orientation (a more intense visualization of one time space: past, present or future (Fraisie, 1964); planning and poly/ monochronicity (a preference for carrying out tasks one by one, as opposed to carrying out various tasks simultaneously), while the latter, Usunier and Valette-Florence (2007), combine the economic and lineal aspects of time (planned use of time), time orientation, submission to time (anxiety and adaption to timetables) and time persistence (searching for immediate or mid-term rewards).

Although both groups of researchers differ in the variables used, they coincide in pointing out that they are dealing with a multi-dimensional construct, which is described as the personal way that time is perceived and used and in which there are diverse facets of time. Time-style offers a comprehensive view of the relationship between time and the consumer, which has been greatly improved due to its multi-dimensional focus, since time had previously only been studied unidimensionally.

This study encompasses the use of time and the hedonic motivations of women when they *go shopping*. The time-style concept is used in order to do this. Diverse facets are incorporated: pressure and time orientation, efficiency, planning, routine and chronicity, since an “open” concept is being used, and these serve to illustrate the way in which this resource is managed in the activity of shopping.

Hedonic Motivation for “Going Shopping”

It has been known for many years that consumers go shopping for different reasons apart from the necessity of acquiring goods or services (Tauber, 1972; Kwotnik and Ross, 2007). Buying motivation may be based on the need to cover the lack of something by acquiring a specific product, the desire to enjoy a pleasurable experience, or both at the same time (Westbrook and Black, 1985, Arnold and Reynolds, 2009). The need to cover the lack of something seems more appropriate to the routine activity of doing the shopping. However, when we think about going shopping, the relevant literature sustains that hedonic, pleasure-seeking aspects take precedence over the rational ones (Bellenguer and Korgaonkar, 1980; Wakefield and Baker, 1998; Mario, 2009).

The pleasure associated with going shopping can come from different sources (Wagner, 2007), such as personal involvement, understood as being a constant, permanent interest in the activity of going shopping, motivated by the pleasure or

enjoyment that the experience provides (Michon et al., 2007) and which is more intensely manifest in the case of women than in the case of men (Wakefield and Baker, 1998).

This pleasure may also be due to the physical environment of a store because of its mediating power in the emotional experience, causing either pleasurable, stimulating sensations or sadness and rejection (Mehrabian and Russell, 1974; Wakefield and Baker, 1998). Music, temperature, colors, smells, interior architecture, etc. all have an influence. Turley and Milliman (2000) find up to 57 variables for the configuration of sales space which influence the perception of a store by consumers and also have an effect on their mood and state of mind when in a specific retail outlet (Michon et al, 2007). Also, pleasure from the experience will be related to customer's goals when commencing a shopping trip. (Puccinelli et al., 2009).

The entertainment aspect of browsing has also been analyzed as a source of pleasure when shopping. Browsing is a search without objective, regardless of the acquisition of products (Arnold and Reynolds, 2003). So variety and range, whether of shops in a shopping area, or of products within a particular store, are of the greatest importance. In the case of teenagers, for example, the availability of a wide range of fashionable brands is an irresistible source of attraction (Baker and Haykto, 2000). *Shopping* can even be used as a form of escape, with the aim of running away from a depressed emotional state (Babin et al.,1994; Arnold and Reynolds, 2003).

In recent years experience marketing has been spoken of in order to broadly understand retail consumer behavior (Schmitt, 2006; Pine and Gilmore, 1998). To carry out effective business strategies, stores should focus on offering and managing a pleasant buying experience for the consumer. For this to happen it is necessary to understand what meaning the "buying experience" has for the customers (Grewall et al., 2009; Heath et al., 2006).

Different customers may have different ideas about what a pleasant buying experience is for them, but all agree on their desire to obtain the maximum value possible from their buying experiences (Arnold and Reynolds, 2009). Managing these experiences through promotions, prices, ranges, locations, shop window displays, etc. can result in greater customer satisfaction, more frequent visits, higher expenditure and therefore higher profits for the store in question (Grewal, et al., 2009).

Buyer Typologies

Early typologies of buyers centered on analyzing variables related with buying behavior: the economical buyer versus the apathetic one, Stone (1954), or the recreational consumer vs. the functional one, Bellenger et al. (1977). Now, the most up-to-date tendency is towards typologies based on motivation. Beyond knowing what the buyer does, what is interesting now is to know what makes them behave in one way or another. Thus, on the basis of such motivation, Arnold and Reynolds (2003) describe 5 types of buyers: minimalists, gatherers, providers, traditionalists and enthusiasts. The latter, and largest group, is where middle-aged women are found and is also the one in which hedonic motives are the most predominant.

Of the seven buyer types identified by Jamal et al. (2006), upon studying the motives that make the subjects go shopping, it is the escapists who are the most numerous and the ones that most refer to the gratification and pleasure that they obtain from shopping as their principal motivation for doing so.

From a cross-cultural point of view, Millan and Howard (2007) suggest that the entertainment value and pleasure that buyers experience probably depends upon the level of economic development of the place from where the information in question has been obtained.

From this review, it can be concluded that, although time and hedonic motivation for *going shopping* have separately been the object of marketing studies, there have been no works that have simultaneously embraced both aspects. In this study *going shopping* links consumer motivation with time management within the specific segment of urban, working, middle-aged women. By combining both of these aspects, deeper and more precise information about how women deal with shopping, how they plan it, what role their motivation plays in this activity and what shopping experiences they are prone to living, are obtained.

Research

Objectives.

The objective of this work is to provide answers to the following research questions (Q):

Q1: Do the women from the chosen, socio-demographically homogeneous segment, characterized by an intense feeling of shortage of time, face their use of time for shopping in the same way?

Q2: Do these women experience the same hedonic motivation when they go shopping?

Q3: Do significantly different types of buyers exist within this segment with respect to the shopping experience?

Material and Methodology

Sample

Given that the aim of the study was to analyze the buying behavior and time management of the selected women when going shopping, the methodology used demanded obtaining information from a homogeneous sample of the women as buyers. Also, for the aims of this study, the homogeneity of the sample took into account the differences that may be attributed to the concepts studied: time and hedonic motivation. Therefore, educated, working women, between 30 and 50 years old, resident in the Madrid metropolitan area, were chosen

It was considered that this group corresponded with a broad sector in relation with the number of buying acts carried out. Seventy percent of purchases in shopping centers are made by women (AECC, 2008; Gilboa, 2009), and middle-aged women are responsible for the majority of buying decisions for the household budget. Out of these, working women were chosen because it was considered that these would be those most affected by their relative lack of time, and that this would be something which they themselves would be aware of (Table 1).

In order to collect information, a quantitative research method, by means of an ad hoc structured questionnaire, was used. The survey was sent out by e-mail. A total of 7 e-mail lists of women belonging to the chosen segment were used to find possible, eligible participants, and questionnaires were subsequently sent to 460 women. The response rate

was very satisfactory (55.7%). Finally, 257 questionnaires, which were valid for the study, were received.

The questionnaire included filter questions and data to ensure the homogeneity of the sample. The socio-demographic profile of the sample and its classificatory data are shown in Table 1.

Table 1. Socio-demographic profile of the sample

Demographic Variables	Demographic Profile of the Sample (%)
Gender	
Female	100%
Age	
30-35	33.1
36-40	23.6
41-45	20.8
46-50	22.5
Educational Level	
Non-University	14.1
University Degree	68.4
MA or Doctorate	17.6
Occupation	
Self-employed	8.6
Company Employee	65.5
State Employee	23.3
Others	2.7
Children	
None	27.5
1 Child	17.0
2 Children	32.4
More than 2 Children	23.1
Classification Variables	Profile of the Sample (%)
Feeling of Shortage of Time (1= never, 5= always)	
1	5.1
2	9.4
3	12.5
4	36.7
5	36.3
Lacking time for:	
Herself	45.5
Her Children	19.8
Others	34.7
Women are the only buyers of...	
Children's Articles	85.7
Gifts	74.0
Household and Decorative Articles	70.6

The questionnaire

A questionnaire which compiled two types of information (hedonic motivation and time-style) was drawn up. In all cases, a five-point Likert scale was used for measurement purposes. Questions were presented in blocks to stimulate participation and avoid tiring the respondent.

The inclusion of an introduction in which the respondents were asked to place themselves within the context of going shopping instead of that of doing the shopping in hypermarkets or supermarkets or through internet was considered to be appropriate. For time-style measurement, after reviewing the relevant bibliography, the following time facets were selected: time pressure, time orientation, efficiency, planning, routine and succession were chosen, considering these to be those facets that could best describe time management when *going shopping* (Table 2).

Table 2. Use of time dimensions included in the time-style scale

Dimension	Measurement interval	Source
Time pressure	Very aware of time – Not very aware of time	Landy, Rastegary, Thayer and Colvin (1991)
Time orientation	Past – Present – Future	Usunier and Valette-Florence (2007)
Efficiency	Efficiency a priority – Efficiency not a priority	Developed by authors
Planning	Planner – Non-planner	Usunier and Valette-Florence (2007)
Routine	Routine - Non-routine	Developed by authors
Succession	Poly- – monochromic	Lindquist and Kaufman-Scarborough (2007)

To measure hedonic motivation, three different dimensions were chosen: the intrinsic gratification of going shopping, the pleasure derived from exploring, and the pleasure derived from shopping as a means of evasion (Table 3).

Table 3. Dimensions included in the hedonic motivation scale for going shopping

Dimension	Measurement interval	Source
Intrinsic gratification	Pleasure – Dislike	Babin et al., (1994)
Exploration	Explorer – Non-explorer	Babin et al., (1994)
Evasion	Evasion – Non-evasion	Arnold and Reynolds (2003)

Analysis and Results

First, in an attempt to identify the underlying structure of the data collected, a Principal Component Factor Analysis with varimax rotation (Hair et al., 2005) was performed.

The time-style scale was found to be composed of six factors that explained 73.16% of the variance of the original variables. Those items exhibiting low factor loadings (<0.50), high cross-loadings (>0.40) or low communalities (<0.30) were eliminated from the analysis (Hair et al., 2005). See Table 4.

Table 4. Results of the exploratory factor analysis of the time-style scale

Indicator	Component					
	Routine	Efficiency	Succession	Time Orientation	Planning	Time pressure
R4	,856	,173	,109	,002	-,035	-,140
R5	,842	,112	,072	-,118	,092	-,095
R3	,810	,037	,131	-,004	-,088	-,211
R1	,759	,401	,094	-,029	,118	,104
R2	,687	,466	,048	,015	,078	,075
ET4	,240	,823	-,035	,009	,042	-,018
ET2	,172	,783	,170	,050	,131	-,345
ET3	,092	,781	,139	,062	,127	-,356
ET1	,409	,673	,042	-,100	,043	,072
C2	,048	,041	,863	-,044	,010	-,047
C3	,074	,060	,803	-,005	-,058	-,011
C1	,049	,045	,774	-,059	,061	,017
C4	,178	,069	,679	,074	,186	,062
OT3_Rec	-,073	-,007	-,018	,935	,024	-,027
OT4_Rec	-,079	-,027	-,051	,905	-,004	-,067
OT8	,031	,048	,024	,829	,104	,020
PP3	-,007	,021	-,012	,043	,872	-,080
PP2	,003	,005	,046	,103	,862	-,067
PP1	,092	,277	,153	-,025	,718	,041
RT5	-,101	-,098	,090	-,044	-,041	,869
RT1_Rec	-,105	-,189	-,046	-,015	-,054	,812

Value of the determinant: 9,98E-006; Barlett sphericity test sig. 0,000; KMO, measure of sampling adequacy: 0,801;

As can be seen in Table 5, the hedonic buying motivation scale turned out to be made up of two factors that explained 78.11% of the variance.

After this first, exploratory phase, a Confirmatory Factor Analysis was carried out (Table 5) with the aim of determining whether the specific measurement model was consistent with reality, using the statistical program AMOS 7.0.

The Maximum Likelihood estimation method, which holds strong in case of moderate violations of the supposition of normality with correct re-specification (Hair et al., 2005; Levy and Varela, 2006), was used.

The estimation of the confirmatory model for the time-style scale produced unacceptably low values of R^2 (<0.25) for the ET1 and C4 indicators, so they were consequently eliminated.

Table 5. Results of the exploratory factor analysis of the hedonic motivation scale

	Component	
	Routine	Efficiency
P2	,886	,234
P1	,885	,230
P4	,884	,079
P6	,826	,123
P3	,804	,263
P9	,804	,281
P11	,148	,899
P10	,246	,870

Value of the determinant: 0,02; Barlett sphericity test sig. 0,000; KMO, measure of sampling adequacy: 0,897

The re-defined model consisting of 19 items obtained substantially better goodness of fit: χ^2 : 281.74 ($p = 0,000$); GFI: 0.897; CFI: 0.924; IFI: 0.945; RMSEA: 0.062.

The fit indexes of the confirmatory model for the hedonic motivation scale, made up of 8 items, achieved respectable fit: χ^2 : 57,361 ($p=0,000$) GFI: 0,925; CFI: 0,963; IFI: 0,934; RMSEA: 0,073.

Reliability and Validity Measurements

Reliability measures can be assessed from the measurement model by the composite reliability estimates, exceeding the recommended .70 threshold for all different constructs, variance extracted estimates exceeding the recommended .50 threshold, and coefficient alpha estimates exceeding the recommended 0,7. Therefore, we have evidence of construct reliability. Results are depicted in Table 6.

Reliability of constructs. The results obtained suggest that the measurements of the constructs through the chosen items are reliable. Cronbach's alpha coefficients oscillated between 0.736 and 0.937, so the reliability of the constructs is higher in all cases than the acceptability threshold of 0.70 and the average variance gives values higher than 0.50 (Fornell and Larcker, 1981; Nunnally and Bernstein, 1994), (Table 6).

Convergent Validity. The convergent validity of a factor stands confirmed if the standardized factor loading (λ), is high and significant, mainly above 0.70. (Anderson and Gerbing, 1988; Levy and Varela, 2006). Both in the time-style scale and that of shopping motivation the values of the standardized factorial loading are higher than 0.70, and highly significant ($p<0.001$), (Table 6).

Table 6. Results of the confirmatory analysis

Construct	Item	Standardized factor weighting. (standard error)	T	Cronbach Alpha	Construct Reliability	Extracted Variance
Time Pressure	RT1	0,817	-	0,736	0,739	0,587
	RT5	0,713 (,134)	6,369			
	OT3	0,982	-			
Time Orientation	OT4	0,847 (0,046)	17,098	0,872	0,885	0,723
	OT8	0,700 (0,057)	12,884			
	ET2	0,948	-			
Efficiency	ET3	0,872 (0,050)	18,671	0,854	0,907	0,766
	ET4	0,659 (0,052)	12,259			
	PP1	0,830 (0,083)	8,797			
Planning	PP2	0,790	-	0,778	0,850	0,654
	PP3	0,807 (0,096)	9,655			
	R1	0,820 (0,072)	12,713			
Routine	R2	0,950 (0,070)	11,752	0,861	0,918	0,693
	R3	0,731	-			
	R4	0,846 (0,078)	13,113			
Cronicity	R5	0,803 (0,076)	12,451	0,792	0,867	0,690
	C1	0,861 (0,115)	9,466			
	C2	0,945 (0,072)	9,232			
Intrinsic Gratification	C3	0,662	-	0,937	0,934	0,706
	P1	0,924 (0,038)	25,631			
	P2	0,925	-			
Exploration	P3	0,829 (0,046)	19,410	0,786	0,795	0,662
	P4	0,828 (0,048)	19,338			
	P6	0,743 (0,048)	15,572			
	P9	0,777 (0,049)	16,941	0,786	0,795	0,662
	P10	0,896 (0,176)	7,254			
	P11	0,723	-			

Discriminant Validity. Discriminant validity refers to the fact that each factor or latent variable should represent a different dimension than the rest (Levy and Varela, 2006). Fornell and Larcker (1981) propose that discriminant validity exists between two latent variables if the correlation between pairs of constructs (Tables 7 and 8) is less than the extracted variance (ρ_{vc}) for each individual construct. The results obtained indicate that all the correlations between factors are less than 0.50 (Levy and Varela, 2006) and that the average extracted variance of the latent dimensions, which oscillates between 0.58 and 0.72, is, in all cases, higher than the values that the correlations between factors have.

Table 7. Mean, standard deviations and correlations between constructs in the time-style scale

Construct	Mean	Stand. Dev.	Rhythm	Time Orient	Efficie.	Plann.	Rout.	Cron.
Rhythm	2,601	1,048	1					
Time Orientation	2,630	1,134	-0,056	1				
Efficiency	4,002	0,784	-0,486	0,047	1			
Planning	2,649	1,221	-0,144	0,096	0,267	1		
Routine	3,594	0,768	-0,258	-0,104	0,487	0,101	1	
Cronicity	3,093	0,935	-0,069	-0,052	0,186	0,075	0,193	1

Table 8. Mean, standard deviations and correlations between constructs in the hedonic motivation scale

Construct	Mean	Stan. Dev	Intrinsic Gratif.	Explor.
Intrinsic Gratification	2,713	1,046	1	
Exploration	2,963	1,082	0,488	1

Results

Typology of Women When Going Shopping

Using the scales developed, a cluster analysis was carried out in order to explore the existence of underlying trends based on the aspects researched.

The clustering process took place in two stages. First a hierarchical cluster using Ward’s algorithm and Euclid distance was carried out. Previous research over typologies suggests various optimum numbers of groups (Bellenger and Korgaonkar, 1980; Arnold and Reynolds, 2003; Millan and Howard, 2007). A spectrum of solutions of 2 to 6 clusters was used.

Next a *k*-means cluster was performed and this produced as the best solution, that of three groups $n_1 = 74$, $n_2 = 88$ and $n_3 = 95$. As can be observed in Table 9, the three clusters show significant differences in all the variables considered in the grouping.

Using the results obtained and shown in Table 10, the following interpretation of the clusters was made:

Cluster 1 (74 cases, 28.8 %) designated as “Efficient/Recreational” is chiefly composed of women who love going shopping and exploring shops and their merchandise. This does not mean to say that they do not plan or that they do not understand how to organize their shopping time.

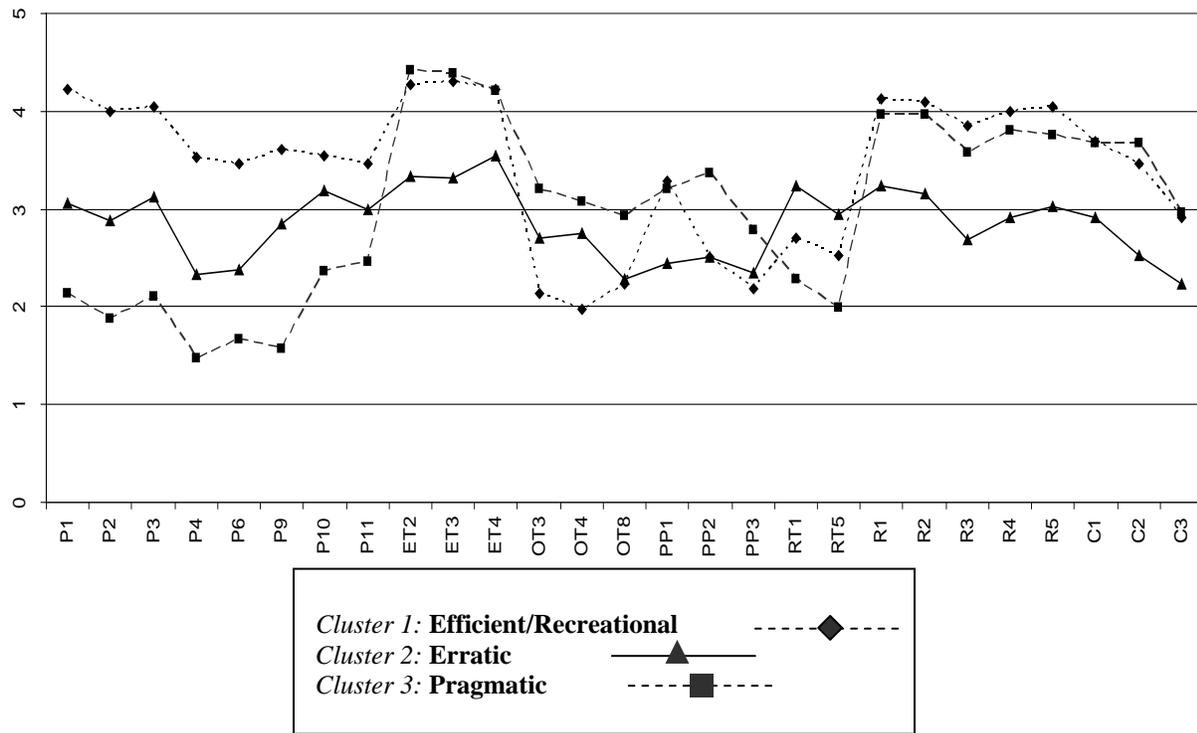
Table 9. Cluster Analysis Results

Code	Item	Cluster centroide			ANOVA Sig. ⁴
		1 n=74	2 n=88	3 N=95	
P1	I like shopping	4,23	3,06	2,14	,000
P2	I enjoy shopping	4,00	2,88	1,87	,000
P3	Shopping is exciting	4,04	3,13	2,11	,000
P4	Shopping is a real pleasure	3,53	2,33	1,47	,000
P6	Shopping is stimulating	3,47	2,38	1,66	,000
P9	I feel good when I go shopping	3,61	2,84	1,57	,000
P10	I like to browse in the stores	3,55	3,18	2,37	,000
P11	I like to window shop	3,47	3,00	2,46	,000
ET2	When I shop I try to make the most of my time	4,27	3,33	4,42	,000
ET3	When I shop I like to use time efficiently	4,30	3,32	4,38	,000
ET4	I like to go to well known shops, because I make the most of my time in them	4,23	3,55	4,20	,000
OT3	Whenever I buy anything, I use it or try it at once *	2,14	2,70	3,21	,000
OT4	Usually, I use or try whatever I buy at once *	1,98	2,75	3,08	,000
OT8	Sometimes I buy something and don't use it for a long time	2,24	2,28	2,93	,001
PP1	I plan which shops to go to before shopping	3,28	2,45	3,20	,000
PP2	I make a list of what I need before shopping	2,51	2,51	3,36	,000
PP3	I usually sort out the things I'm going to buy	2,19	2,34	2,79	,005
RT1	I'm in a hurry when shopping *	2,70	3,23	2,28	,000
RT5	I walk slowly when shopping	2,53	2,94	1,99	,000
R1	I always buy in the same shops	4,12	3,23	3,96	,000
R2	I easily get used to going to the same shops	4,09	3,16	3,96	,000
R3	I always shop in the same place	3,85	2,69	3,57	,000
R4	Usually, I buy in the same shops	3,99	2,91	3,80	,000
R5	I have selected certain shops to go to	4,05	3,03	3,75	,000
C1	If I'm buying clothes I just go to clothes shops, and not to any other kind of shops	3,69	2,92	3,68	,000
C2	When I go shopping I prefer to buy one particular item, i.e. food or clothes	3,47	2,53	3,67	,000
C3	I usually go shopping in search of a particular product	2,91	2,24	2,96	,000

* re-codified items

⁴ The F tests are shown for descriptive purposes since conglomerates have been chosen to maximize the differences between the cases in different conglomerates, thus they cannot be interpreted as proof of the hypothesis that the centers of the conglomerates are the same.

Figure 1. Profile of characteristics for each cluster



On the contrary, they are quite well organized, good planners, routine with respect to their choice of shops, where they know that they will enjoy themselves, and oriented towards the present. They love going shopping and enjoy the experience. They feel completely at home when shopping. They are women who will preferably choose stores with a wide range of products, such as hypermarkets or shopping centers/malls, where there is the maximum product offered and the possibilities of exploring are excellent. An efficient/recreational woman is capable of reserving a space in her diary in order to renew her wardrobe for the new season. She will not have unlimited time to do so, but she will undoubtedly enjoy herself.

Cluster 2 (88 cases, 34.2 %) designated as “Erratic”, are women that also like going shopping. But, in contrast to the previous group, they have less time pressure and they have a less efficient, less structured pattern for their use of time. They are non-routine shoppers but they are polychronic, making them quite unpredictable with regard to their shopping patterns. They are definitely somewhat erratic. The erratic buyer decides beforehand what she is going to buy, but she does not yet know where she is going to buy it. She will go into a store because she sees something that interests her in the shop window, her time orientation is the present and her lack of time pressure will probably make her lose track of time, getting herself lost in browsing. She is not a person who would say she is a fan of shopping, but, nevertheless, she enjoys it and is sensitive to the stimuli that stores offer. The erratic shopper knows, for example, that she needs some shoes, but she does not know either where or when she will buy them. Any afternoon she could go into a store, buy the shoes, and afterwards amuse herself looking at other

departments, because, although she does not admit to being a shopping lover, she still has a good time doing it.

Cluster 3 (95 cases, 37 %), designated as “Pragmatic”. This is the largest group. Pragmatic women do not like going shopping, neither do they like browsing, and, what is more, they actually dislike it. The aim of a pragmatic woman is to get the most productivity possible out of her time. They are buyers who seek efficiency. In order to reduce the negative effect that shopping produces on them, they plan ahead, they anticipate their needs so that nothing is forgotten and they organize their shopping trips and make sure that everything takes place in the most efficient way possible. The pragmatic woman does not improvise when shopping; she knows what she is going to buy and where she is going to buy it. She does not allow herself many surprises because she does not browse. When a pragmatic woman knows that the time has come to renew part of her wardrobe, she goes out to shop, spends the least possible time doing it and ensures that she goes home with everything that she needs, because, if not, she knows she will have to go shopping again.

After the k means-cluster analysis the validity of the groupings was checked by means of discriminatory analysis. Both the lambda values of Wilks and the discriminatory, canonical functions are statistically significant. One last cluster grouping validity test was obtained by calculating a confusion matrix (Table 11), in which it can be seen that 94.2% of cases are correctly grouped, with the cluster classification thus coinciding with that of the discriminatory analysis.

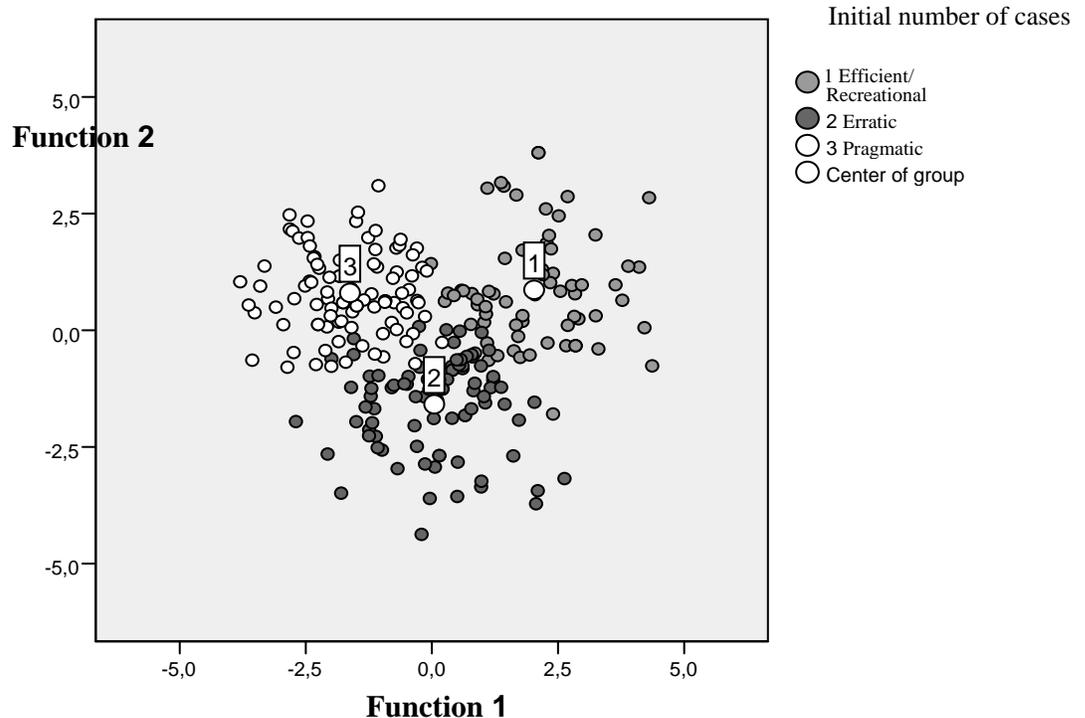
Table 11. Confusion matrix

Current Groups (according to cluster analysis)	Group Size	Forecast Membership Group		
		Ef. Recreational	Erratic	Pragmatic
Ef. Recreational	74	69 (93,2 %)	4 (5,4 %)	1 (1,4 %)
Erratic	88	2 (2,3 %)	82 (93,2 %)	4 (4,5 %)
Pragmatic	95	(0,0 %)	4 (4,2 %)	91 (95,8 %)
Correctly re-grouped cases			94,2%	

Discussion

The typology obtained allows for the conclusion that, in spite of the socio-demographic similarities of, and the sense of lack of time that is common to the chosen segment of women, their time management and hedonic motivations when shopping are significantly different. Although there exists a latent concern about the shortage of time in all of them, they deal with it in different ways (Q1). Their motivations for, and the gratification received from, going shopping, also differ significantly, (Q2). Consequently, the meaning attached to, and the experience of this activity is also notably different for each buyer type (Q3).

Figure 2. Dispersion of groups



The problem for the retailer is that these customers all appear to be the same. They do not constitute identifiably different, socio-demographic segments. Moreover, it is not possible, nor perhaps profitable, to carry out marketing strategies selectively aimed at attracting one of these groups. The retailer should be aware of the coexistence of the three typologies and work by simultaneously thinking of the three. All of them want to have an experience, but for each group, the nature of this experience is different.

Three types of consumer have been identified. The pragmatic buyer has been widely talked about in previous studies (Bellenger and Korgaonkar, 1980; Arnold and Reynolds, 2003; Millan and Howard, 2007). The characteristics of this type of consumer tend to emphasize being economical and rational. Their main concerns are organizing themselves, matching themselves with their diary plan, minimizing improvisation and optimizing each shopping trip while thinking about the future reward of time spent without having to go shopping again (Gross, 1987). However, this apparent rationality is probably only an emotional response to the lack of enjoyment that they get from shopping. In this study the pragmatic buyer constitutes the largest group.

The efficient/recreational consumer has also been partly described as such in previous works (Westbrook and Black, 1985; Wakefield and Baker, 1998; Millan and Howard, 2007). The difference with this study, and what has led to the addition of the term efficient, is that this is a woman who has less time available and who better plans her time than the normal recreational shopper. The efficient/recreational woman is really

a pleasure-maximizer (Tilottama et al., 2009), therefore knowing where she should go shopping, and she repeats. She is basically a woman who feels that she does not have enough time for herself. Therefore, the fact that she finds time dedicated to going shopping enjoyable implies that for her it is a personal reward.

However, no references have been found in the relevant literature regarding the typology of “erratic”. Obviously the “apathetic” typology, to which other authors refer (Reid and Brown, 1996) is not being dealt with here. The apathetic buyer does not enjoy shopping and treats this activity as a routine (Chetthamronchai and Davies, 2000), but, while the erratic buyer does not define herself as a shopping fan, she enjoys doing it, she escapes from her routine and she does give priority to efficiency.

The simultaneous application of measurements of motivation and use of time provides a clear view of the differences that exist within a socio-demographically homogeneous segment.

The retail use of the study overrides the traditional focus that only concentrates on either the motivation or time aspect because it offers a clearer interpretation of the experience itself. When the experience is discussed in marketing, it seems that experience and enjoyment are jointly identified. The experience is what takes place together with time motivations. Pragmatic buyers seek and live experiences when going shopping, but of a different nature than those expected and experienced by efficient/recreational or erratic buyers.

The conclusions drawn may also be used as a starting point for the research of the stimuli perceived in retail outlets and of the results obtained from going shopping: expenditure, amount of articles bought, loyalty to the store and the satisfaction obtained.

Another possible application could also focus on the choice of retail outlet. It would be interesting to analyze whether the typologies identified prefer specific sales formats. Some authors have called for research in this direction (Arnold and Reynolds, 2003), but probably, from the point of view expressed in this study, it would be easier to first clarify whether this relationship exists.

Implications for Retailers

A typology of consumer that relates time-style with shopping motivation will help retail store management to better understand their customers and to make decisions oriented towards creating shopping experiences in accordance with their expectations.

Retail formats have become increasingly homogeneous across countries and the search for pleasurable shopping experiences is driving the development of shopping malls worldwide (Rintamäki et al., 2006; Howard, 2007; Millan and Howard, 2007; Thrassou et al., 2008; Gilboa, 2009; Grewal et al., 2009; Brakus et al., 2009; Rajagopal, 2009).

On the other hand, lifestyles are becoming more similar throughout the world. The lack of time in modern societies has been extensively studied in the literature (Herrington and Capella, 1995; Tilottama et al., 2009). Women continue to enter the labor market but they keep the responsibility of the household shopping, thus reporting a higher feeling of time pressure (Thrassou et al., 2008). However, most of them shop for pleasure, and feel shopping a relaxing and pleasurable activity. Therefore, the implications of this paper can be of interest internationally.

Strategies aimed at efficient/recreational buyers should include a wide offer of assorted brands in each product category. By doing so, the customer will be able to make a better buying decision and browse in shops and shop windows as a form of

entertainment. Correct positioning and advertising aimed at communicating the attraction, originality, exclusivity or entertainment possibilities of a retailer will be adequate to get the attention of these women. However, since women with a shortage of time are being dealt with, they will look for those outlets that satisfy their expectations without wasting too much time traveling. It will therefore also be important to have easy access and good parking facilities. Furthermore, loyalty program promotions are a useful marketing tool for this type of woman.

For strategies aimed at the pragmatic woman segment, retail managers should give priority to the management of the store with the goal of making the purchasing process simple and efficient: fast check-outs, good category management, easy-to-find products and good access and parking facilities. Given that pragmatic women anticipate their buying needs, home delivery of promotional catalogs and information is both interesting and useful for them.

With regard to strategies targeting the segment of “erratic” women, these should make use of the opportunity that their natural tendency towards improvisation affords: a good shop window display, an attractive offer and a well-situated location are the best inducements. They do not easily become loyal, but they like to be surprised and they love to respond to marketing initiatives. It should not be forgotten that they like shopping.

The segmentation that has been carried out affords business opportunities to retailers. Although it is a classification based on personal, difficult-to-control aspects, it can easily be transformed into marketing strategies, particularly by those establishments situated near business centers, where there tends to be a high concentration of these types of female shoppers.

Limitations and Future Lines of Research

There are several limitations to this work. First, those referring to the sample: size and selection criteria. The sample size is limited and the sampling procedure, for reasons of convenience, makes the generalization of the results difficult. Nevertheless, this way of working is common to exploratory research studies that have not previously been carried out. Homogeneous target markets which permit a control of the errors produced by the variability of the target population are often used, so that, in the future, it is possible to continue broadening them towards other population groups for comparative purposes.

Due to the limitations of the sample, there also exists a consequence that could affect readers from other countries, whose society and culture is different from that of Spain. However, it seems important to mention the fact that current marketing interest is increasingly aimed at understanding the cross-cultural aspects of the retailing phenomenon. In the majority of international publications there is a predominance of studies from the UK and the USA, but a body of research from other countries is beginning to appear, giving a wider perspective to the development or the peculiarities of marketing activities when interacting with different societies and cultures. For this reason, it is considered that readers from other countries could also be encouraged to study whether the segment studied is also present in its three typologies in their respective national markets.

This work could be continued in several different directions. The priority of this study has consisted in developing a model that explains the nature of the existing relationships between motivation and time-style. Some experience of this does in fact

exist, such as the structural model for planning and benefits sought on internet, based on hedonic or utilitarian motivation (Cotte et al., 2006). Nevertheless, this study starts with the hypothesis that time-planning precedes motivation. It is, in fact, the belief of the authors that this relationship is inverted. That is to say that motivation precedes the use of time, or perhaps, it mediates between a possible cognitive time structure (a way of perceiving time) and a way of using time, in such a way that the following sequence is reproduced: think-feel-act.

Moreover, it would be interesting to apply the scales used to a more heterogeneous and representative sample with the aim of identifying a more complete list of buyer types on the basis of time and motivation. Thus, the contribution to retailing efforts for future retail strategies would doubtlessly be broader-based and of higher quality.

The dimensions of this work and the necessity to concentrate on one specific type of purchase, has entailed renouncing other modes of shopping, which are also very typical of the studied segment, such as doing the shopping. It would therefore be interesting to repeat the study adapting it to this activity. In this way it would be possible to investigate whether shopping motivation and time organization differ or whether, conversely, for this segment of women both tasks have the same meaning and importance, and thus the same pattern of associated behavior.

As was previously pointed out in this work, time is defined on the basis of what happens in it. Throughout the study, what happens to a very specific segment of women, when shopping, has been explored. The results lead to the thinking that what happens, the experience, has more to do with hedonic motivation and how time is administered in order to manage these motivations, than with the socio-demographic profile of those involved.

References

1. Arnold, M. J. and Reynolds, K.E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79 (2), 77-95.
2. Arnold, M. J. and Reynolds, K.E. (2009). Affect and retail shopping behavior: Understanding the role of mood regulation and regulatory focus. *Journal of Retailing*, 85 (3), 308-320.
3. Babin, B., Darden, F. and Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 2, 664-657.
4. Baker, J. and Haytko, D. (2000). The mall as entertainment: Exploring teen girls total shopping experience. *Journal of Shopping Center Research*, 7 (1), 29-58.
5. Becker, G. (1965). A theory of allocation of time. *The Economic Journal*, 75 (299), 493-516.
6. Beharrell, B. and Denison, T.J., (1995). Involvement in a routine food shopping context. *British Food Journal*, 97 (4), 24-29.
7. Bellenger, D. and Korgaonkar, P. (1980). Profiling the recreational shopper. *Journal of Retailing*, 56 (3), 77-93.
8. Bellenger, D., Robertson, D. and Greenberg, B. (1977). Shopping center patronage motives. *Journal of Retailing*, 53 (2), 29-38.

9. Bergadaà, M. (1990). The role of time in the action of the consumer. *Journal of Consumer Research*, 17 (12), 289-302.
10. Brakus, J. J., Schimtt, B. and Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73 (3), 52-68.
11. Calabresi, R. and Cohen, J. (1968). Personality and time attitudes. *Journal of Abnormal Psychology*, 73 (5), 431-439.
12. Chetthamroingchain, P. and Davies, G. (2000). Segmenting the market for food shoppers using attitudes to shopping and to time. *British Food Journal*, 102, 81-90.
13. Cotte, J. and [Ratneshwar, S.](#) (2001). Timestyle and leisure decisions. [Journal of Leisure Research](#), 33 (4), 396-409.
14. Cotte, J., Chowdhury, T. G., Ratneshwar, S. and Ricci, L.M. (2006). Pleasure or utility? Time planning style and web usage behaviors. *Journal of Interactive Marketing*, 20 (1), 45-57.
15. Cotte, J., Ratneshwar, S. and Glen, D. (2004). The times of their lives: Phenomenological and metaphorical characteristics of consumer timestyles. *Journal of Consumer Research*, 31, 333-345.
16. Davies, G. (1997). Time, food shopping and food preparation: Some attitudinal linkages. *British Food Journal*, 99 (3), 80-93.
17. Feldman, L.P. and Hornik, J. (1981). The use of time: An integrated conceptual model. *Journal of Consumer Research*, 7 (3), 407-419.
18. Fraisse, P. (1964). *The Psychology of Time*. London: Eyre & Spottiswoode.
19. Friedman, M. and Rosenman, R. (1974). *Type A Behavior and Your Heart*. New York: Knopf.
20. Gavilán, D., Blasco, F. and Avello, M. (2010). Shopping, hedonism and timestyle. *Esic Market*, 136, 22-46.
21. Gerbing, D. W. and Anderson, J.C. (1988). An updated paradigm for scale development incorporating unidimensionality and its assessment. *Journal of Marketing Research*, 25 (2), 186-192.
22. Gilboa, S. (2009). A segmentation study of Israeli mall customers. *Journal of Retailing and Consumer Services*, 16, 135-144.
23. Grewal, D., Levy M. and Kumar, V. (2009). Customer experience management in retailing: An organizing framework. *Journal of Retailing*, 85 (3), 1-14.
24. Gross, B. (1987). *Time Scarcity: Interdisciplinary Perspectives and Implications for Consumer Behavior*. Research in Consumer Behavior. Jagdish N. Sheth and Elizabeth C. Hirschman. eds. Greenwich. CT JAI Press, 1-54.
25. Hair, J, Anderson, R., Tatham, R. and Black, W. (2005). *Análisis Multivariante* (5a. ed.). Madrid: Prentice Hall.
26. Heath, R., Brandt, D. and Agnes, N. (2006). Brand relationships: Strengthened by emotion, weakened by attention. *Journal of Advertising Research*, 45 (4) December, 34-45.
27. Herrington, J.D. and Capella, L.M. (1995). Shopper reactions to perceived time pressure. *International Journal of Retail and Distribution Management*, 23 (12), 13-21.

28. Howard, E. (2007). New shopping centres: Is leisure the answer? *International Journal of Retail and Distribution Management*, 35 (8), 661-672.
29. Jacobsen, J.P. and Kooreman, P. (2005). Timing constraints and the allocation of time: The effects of changing shopping hours regulations. *The Netherlands European Economic Review*, 49, 9-27.
30. Jamal, A., Davies, F., Chudry, F. and Al-Marri, M. (2006). Profiling consumers: A study of Qatari consumer's shopping motivations. *Journal of Retailing and Consumer Services*, 13 (1), 67-80.
31. Kaufman-Scarborough, C. and Lindquist, J.D. (1999). Time management and polychronicity: Comparisons, contrasts, and insights for the workplace. *Journal of Managerial Psychology*, 14 (3-4), 288-312.
32. Kwortnik, R., Ross, W. (2007). The role of positive emotions in experiential decisions. *International Journal of Research in Marketing*, 24 (4), 324-335.
33. Lévy, J.P. and Varela, J. (2006). *Modelización con Estructuras de Covarianzas en Ciencias Sociales*. Madrid: Netbiblo.
34. Lindquist, J.D. and Kaufman-Scarborough, C. (2007). The polychronic—monochronic tendency model: PMTS scale development and validation. *Time Society*, 16 (2-3), 253-286.
35. Mario, J.M. (2009). Engaging the purchase motivations to charm shoppers. *Marketing Intelligende & Planning*. 27 (1), 127.
36. Mehrabian, A. and Russell, J.A. (1974). *An Approach to Environmental Psychology*. Cambridge, MA: MIT Press.
37. *Men Buy, Women Shop: The Sexes Have Different Priorities When Walking Down The Aisles* (2007). Published November 28, 2007 in Knowledge@Wharton. Visited in <http://knowledge.wharton.upenn.edu/article.cfm?articleid=1848>
38. Michon, R., Yu, H. Smith, D. and Chebat, J.C. (2007). The shopping experience of female fashion leaders. *International Journal of Retail & Distribution Management*, 35, (6), 488-501.
39. Millan, E. S. and Howard, E. (2007). Shopping for pleasure? Shopping experiences of Hungarian consumers. *International Journal of Retail and Distributions Management*, 36 (6), 474-487.
40. Pine, B.J. & Gilmore, J.H. (1998). "Welcome to the experience economy". *Harvard Business Review*, 76 (4), 97-106.
41. Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghubir, P. and Stewart, D. (2009). "Customer experience management in retailing: Understanding the buying process". *Journal of Retailing*, 85 (1), 15-30.
42. Rajagopal (2009). Growing shopping malls and behaviour of urban shoppers. *Journal of Retail and Leisure Property*, 8, 99-118.
43. Reid, R. and Brown, S. (1996). I hate shopping! An introspective perspective. *International Journal of Retail and Distribution Management*, 24 (4), 4-16.
44. Rintamäki, T., Kanto, A., Kuusela, H. and Spence, M. T. (2006). Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions. *International Journal of Retail and Distribution Management*, 34 (1), 6-24.

45. Robinson, J. P. (1977). *How Americans Use Time: A Social-Psychological Analysis of Every Behavior*. New York: Praeger Press.
46. Schmitt, B.H. (2006). *Experiential Marketing*. Barcelona: Ediciones Deusto.
47. Solomon, M. R., Dann, S., Dann, S. and Russell-Bennett, R. (2007) *Consumer behaviour: Buying, having, being*. Pearson Education, Frenchs Forest, N.S.W.
48. Stone, G.P. (1954). City shoppers and urban identification: Observations on the social psychology of city life. *American Journal of Sociology*, 60, 36-45.
49. Tauber, E. (1972). Why do people shop? *Journal of Marketing*, 36, October, 46-59.
50. Tilottama G., Chowdhury, S., Ratneshwar and Mohanty, P. (2009). The time-harried shopper: Exploring the differences between maximizers and satisficers. *Market Letters*, 20, 155–167.
51. Thrassou, A., Kone, C., Panaydou, A. (2008). Women's shopping behaviour and consumer beliefs: The case of Cyprus. *The Business Review, Cambridge*, 11 (2), 260-270.
52. Turley, L.W. and Milliman, R.E. (2000). Atmospheric effects on shopping behavior: A review of the experimental evidence. *Journal of Business Research*, 49, 193-211.
53. Usunier, J.C. and Valette-Florence, P. (2007). The time styles scale: A review of developments and replications over 15 years. *Time Society*, 16 (2-3), 333-366.
54. Wagner, T. (2007). Motivation revised: a means-end chain analytical perspective. *International Journal of Retail and Distribution Management*, 35 (7), 569.
55. Wakefield, K. L. and Baker, J. (1998). Excitement at the mall: Determinants and effects on shopping response. *Journal of Retailing*, 74 (4), 515-539.

English Abstract

Hedonic Buying Motivation and Time-Style What Makes Hurried Woman Shoppers Tick

*Maria Avello^a, Diana Gavilán^b, Francis Blasco^c and Carmen Abril^d

Universidad Complutense de Madrid, Departamento de Comercialización e Investigación de Mercados

^{ad} Facultad de Ciencias Económicas y Empresariales, ^a mavello@emp.ucm.es, ^d abrilbar@telefonica.net

^b Facultad de Ciencias de la Información, diana@soleste.es

^c Escuela Universitaria de Estudios Empresariales. Avenida Islas Filipinas, fblasco@emp.ucm.es
Madrid, Spain

Abstract

This work jointly encompasses a study of time-style and the hedonic motivations for the buying behavior of urban working women. Both these aspects have been previously studied individually in marketing literature. However, analyzing both simultaneously will help to better understand the shopping experience. By using one scale for time-styles and another for hedonic motivation, a buyer typology is carried out and reveals three distinct groups of buyers: efficient-recreational, erratic and pragmatic. These results suggest that women face the shopping task in different ways, based on the satisfaction obtained from the experience and their time-style. From this typology, both academic conclusions and recommendations for the development of more efficient retail strategies are derived.

Key words: Time-style, hedonic motivation, shopping, typology, female buying behavior and lifestyles.

French Abstract*

Hedonic Buying Motivation and Time-Style: What Makes Hurried Woman Shoppers Tick

Motivation d'achat hédoniste et styles de temps : qu'est-ce qui incite les femmes qui font les courses à se hâter

*Maria Avello^a, Diana Gavilán^b, Francis Blasco^c and Carmen Abril^d

Universidad Complutense de Madrid, Departamento de Comercialización e Investigación de Mercados

^{ad} Facultad de Ciencias Económicas y Empresariales, ^a mavello@emp.ucm.es, ^d abrilbar@telefonica.net

^b Facultad de Ciencias de la Información, diana@soleste.es

^c Escuela Universitaria de Estudios Empresariales. Avenida Islas Filipinas, fblasco@emp.ucm.es
Madrid, Spain

Résumé

Cette recherche englobe en même temps des études du style de temps et des motivations hédonistes du comportement d'achat des femmes urbaines et actives. Précédemment, dans la littérature de marketing, ces deux aspects ont été étudiés séparément. Cependant, l'analyse simultanée aidera à mieux comprendre les expériences des femmes qui font des courses. L'utilisation d'une échelle pour les styles de temps et une autre pour la motivation hédoniste permet d'établir une typologie, qui montre trois groupes d'acheteurs : efficient-récréationnel, erratique et pragmatique.

Les résultats suggèrent que les femmes considèrent leur tâche de faire les courses de trois différentes manières, fondées sur leur expérience et leur style de temps. Cette typologie permet de tirer des conclusions académiques et de faire des recommandations pour le développement de stratégies de distribution plus efficaces.

Mots-clés: styles de temps, motivations hédonistes, typologie, comportement d'achat féminin et styles de vie.

* Translated by: Johannes Schaaper, Ph.D., Professor in International Management, BME Bordeaux Management School, Cedex, France. Email: jan.schaaper@bem.edu

Spanish Abstract*

Hedonic Buying Motivation and Time-Style What Makes Hurried Woman Shoppers Tick

Maria Avello^a, Diana Gavilán^b, Francis Blasco^c and Carmen Abril^d

Universidad Complutense de Madrid, Departamento de Comercialización e Investigación de Mercados

^{ad} Facultad de Ciencias Económicas y Empresariales, *^a mavello@emp.ucm.es, ^d abrilbar@telefonica.net

^b Facultad de Ciencias de la Información, diana@soleste.es

^c Escuela Universitaria de Estudios Empresariales. Avenida Islas Filipinas, fblasco@emp.ucm.es
Madrid, Spain

Resumen

El presente trabajo aborda de forma conjunta el estudio de los estilos temporales y las motivaciones hedónicas en el comportamiento de compra de mujeres urbanas activas laboralmente. En la literatura de marketing ambos aspectos han sido estudiados de forma aislada. Sin embargo, analizarlos simultáneamente ayudará a comprender mejor la experiencia de consumo. A partir de una escala de estilos de tiempo y otra de motivaciones hedónicas realizamos una tipología de la que se obtienen tres grupos diferenciados de compradoras: eficientes-recreacionales, erráticas y pragmáticas. Estos resultados sugieren que las mujeres afrontan las compras de diferente manera en función de la gratificación obtenida de la experiencia y de su estilo temporal. De esta tipología se derivan conclusiones académicas y recomendaciones que contribuyen al desarrollo de estrategias más eficientes para los profesionales de la distribución detallista.

Palabras clave: estilo temporal, motivaciones hedónicas, tipologías, comportamiento de compra en mujeres y estilos de vida.

* Translated by: Maria Avello, Ph.D., Professor, Universidad Complutense de Madrid, Comercialización e Investigación de Mercados, Madrid, Spain. Email: mavello@emp.ucm.es

German Abstract*

Hedonic Buying Motivation and Time-Style:

What Makes Woman Shoppers in a Hurry Tick

*Maria Avello^a, Diana Gavilán^b, Francis Blasco^c and Carmen Abril^d

Universidad Complutense de Madrid, Departamento de Comercialización e Investigación de Mercados

^{ad} Facultad de Ciencias Económicas y Empresariales, ^a mavello@emp.ucm.es, ^d abrilbar@telefonica.net

^b Facultad de Ciencias de la Información, diana@soleste.es

^c Escuela Universitaria de Estudios Empresariales. Avenida Islas Filipinas, fblasco@emp.ucm.es
Madrid, Spain

Abstract

Die vorliegende Arbeit umfasst eine Studie über "Time-Style" und hedonische Motivation für das Kaufverhalten von urbanen berufstätigen Frauen. Beide Aspekte wurden bereits ausgiebig in der Marketing Literatur studiert und diskutiert. Jedoch die Verknüpfung beider Aspekte stellt einen neuen Ansatz dar und hilft beim besseren Verständnis von Kaufverhalten und Erlebnissen. Das Ergebnis der Studie ist eine neue Käufertypologie, die drei verschiedene Gruppen von Käufern unterscheidet: Den „effizienten Freizeit“ Käufer, den „launischen“ Käufer und den „pragmatischen“ Käufer. Die Untersuchung zeigt, dass Frauen Einkäufe höchst unterschiedlich tätigen je nach Erfahrung und „time-style“. Basierend auf dieser neuen Typologie können wissenschaftliche Schlüsse und Handlungsempfehlungen für die Entwicklung effizienter Handelsstrategien abgeleitet werden.

* Translated by: Dr. Anja Schulz, Associate Professor, Technical University of Dortmund, 44221 Dortmund, Germany. Email: Anja.Schulz@tu-dortmund.de

Italian Abstract*

Hedonic Buying Motivation and Time-Style: What Makes Hurried Woman Shoppers Tick

Motivazioni di acquisto edonistiche e di tempo-stile di vita

*Maria Avello^a, Diana Gavilán^b, Francis Blasco^c and Carmen Abril^d

Universidad Complutense de Madrid, Departamento de Comercialización e Investigación de Mercados

^{ad} Facultad de Ciencias Económicas y Empresariales, ^a mavello@emp.ucm.es, ^d abrilbar@telefonica.net

^b Facultad de Ciencias de la Información, diana@soleste.es

^c Escuela Universitaria de Estudios Empresariales. Avenida Islas Filipinas, fblasco@emp.ucm.es
Madrid, Spain

Sommario

Questa ricerca integra uno studio sul tema tempo-stile di vita e motivazioni edonistiche che guidano il comportamento di acquisto di donne lavoratrici che vivono in città. Entrambi questi aspetti sono stati già studiati separatamente nella letteratura di marketing. Tuttavia, una loro analisi parallela ci aiuterà a capire meglio l'esperienza di acquisto nel suo complesso. Utilizzando una scala di misura per la dimensione tempo-stile di vita e un'altra per la dimensione motivazione edonistica, viene identificata una tipologia di acquirente all'interno di tre gruppi categorie: efficiente-ricreativa, irregolare-casuale e pragmatica. Questi risultati suggeriscono che le donne affrontano il compito del fare acquisti in modi diversi, in relazione alla soddisfazione ottenuta e al loro tempo-stile di vita. Da questa tipologia, abbiamo tratto conclusioni sia di natura accademica che raccomandazioni per lo sviluppo di strategie di vendita più efficienti.

Parole chiave: tempo-stile di vita, motivazione edonistica, esperienza d'acquisto, tipologia, comportamento e stile di vita femminile

* Translated by Riccardo Paterni, President of Professione Lavoro ® by Knowledge for Action & Action for Knowledge, riccardo@knowledgeforaction.info

Arabic Abstract*

Hedonic Buying Motivation and Time-Style: What Makes Hurried Woman Shoppers Tick

دوافع الشراء بهدف التمتع وأنماط الوقت ما الذي يحفز النساء اللاتي في عجلة للتسوق

*Maria Avello^a, Diana Gavilán^b, Francis Blasco^c and Carmen Abril^d

Universidad Complutense de Madrid, Departamento de Comercialización e Investigación de Mercados

^{ad} Facultad de Ciencias Económicas y Empresariales, ^a mavello@emp.ucm.es, ^d abrilbar@telefonica.net

^b Facultad de Ciencias de la Información, diana@soleste.es

^c Escuela Universitaria de Estudios Empresariales. Avenida Islas Filipinas, fblasco@emp.ucm.es
Madrid, Spain

ملخص

تقوم هذه الدراسة بدمج أبحاث أنماط الوقت عند النساء العاملات في المناطق الحضرية مع دوافع الشراء عندهن بهدف التمتع . لقد تم دراسة هذين الجانبين سابقا بشكل مستقل في أدبيات التسويق ولذلك فان تحليلهما بأن واحد سوف يساعد على فهم أعمق لتجربه التسوق حيث سوف نقوم باستخدام مقياس لأنماط الوقت وآخر للشراء المبني على التمتع للوصول إلى تصنيف جديد يكشف عن ثلاث مجموعات متميزة لهؤلاء المشتريين : الكفو – الترفيهي ؛ غير المنظم ؛ و الواقعي. هذه النتائج تشير إلى أن المرأة تواجه مهمة التسوق بطرق مختلفة بناء على الإشباع المتحقق من التجربة ونمط الوقت الخاص بها . من هذا التصنيف سوف يتم اشتقاق توصيات أكاديمية لتطوير استراتيجيات البيع بالتجزئة أكثر كفاءة.

كلمات البحث: أنماط الوقت، دافع التمتع، التسوق، التصنيف، السلوك الشرائي وأنماط الحياة للإناث.

*Translated by: Zu'bi M. F. Al-Zu'bi, Ph.D., FHEA, Assistant Dean of the Faculty of Business, University of Jordan, Amman, Jordan, Email: zoz55jo@yahoo.com , z.alzubi@ju.edu.jo