



Relationship between shopping motivations of shoppers for processed food and retail format choice

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Abstract

Purpose – Shopping motives for processed food items are categorized into hedonic and utilitarian shopping motivations. Both the shopping Motives (Hedonic and utilitarian shopping motivation) have been studied since 1980s in context of consumer behavior and their effects on shopping satisfaction. Scarcity of inquiry towards any relationship exists between shoppers shopping motivation and their choice of retail format. The purpose of this paper is to identify if there is any relationship between shopping motivation (utilitarian motivations and hedonic motivations) of shoppers and choice of retail format (supermarket store and traditional store).

Originality/gap/relevance/implications: – The study has practical implications for processed food retailers to understand the motivational factors (Utilitarian and Hedonic motivation) that influenced the shopper's retail format choice, and to utilize study insights more effectively in managing their marketing strategies to get the competitive advantage.

Key methodological aspects: – A structured questionnaire was framed to collect the primary data from 300 shoppers of processed food items. Exploratory factor analysis and confirmatory factor analysis employed to identify the representing shopping motives and examine the construct validity of measurement scale. Correlation analysis is used to examine the relationship between shopping motivation (utilitarian motivations and hedonic motivations) of shoppers and retail format choice (Supermarkets or traditional Market).

Summary of key results: – The findings suggest that shoppers shopping motivation significantly associated with the choice of retail format. The findings indicating that high positive correlation found between hedonic shopping motivation and supermarket retail format choice as compared to traditional retail format choice. Study also indicating shoppers with utilitarian shopping motives preferred to shop at traditional market as compared to supermarket.

Keywords – Shoppers, Hedonic shopping motivation (HSM), utilitarian shopping motivation (USM), supermarket(SM) and tradition market(TM).

I. INTRODUCTION

Consumer behavior is “the study of how consumers select, acquire, use, and dispose of goods and services to fulfill their personal needs and wants” (Hanna, M., 2006). Motivation is one of the integral influencers that describe shopper's shopping behavior. Way back in 1972 Tauber discovered the shopper's shopping motives and categorized them into personal motives (self-gratification, stimulation, role-playing, etc.) and social motives (based on psychological need, communication, reference group's attraction, etc.) Tauber also suggested shopping motivation is not limited to buying the products but it has a much wider context. Westbrook and Black (1985) differentiate shopper's shopping motivation into the following seven motives: “anticipated utility; role enactment; negotiation; choice optimization; affiliation; power and authority; stimulation” (Westbrook, 1985). Many empirical studies highlight two categories of shopping motivation; the first category known as ‘product-related’, extrinsic, USM and the second categories known as experiential, intrinsic, and HSM (Bellenger & Korgaonkar, 1980) (Dawson, Bloch, & Ridgway, 1990) (Babin, 1994)

Shopper's motivational forces also include wants and needs related to the retail stores/outlets choice (Sheth, & Jagdish, N., 1983). Store choice criteria generally depend upon the shopper's internal and external motives such as shopper's characteristics and buying patterns (Kim, 1997) Shopper's choice of particular retail outlets depends upon the shopper's situational and individual variables. Situational variables are influenced by product availability, price, and advertising. Individual variables are influenced by psychographics and shopper's past behavior (Volle, 2001).

The Retailing landscape has dramatically transformed from traditional markets like mom-and-pop stores, Kirana stores into an emerging retail format like Supermart, Hypermarket, Specialty stores, category killers, and malls. In a country like India, the traditional retail store format still considers the backbone of the retail industry. Retail format categories; Hypermarket, Malls, Supermarket, and specialty stores consider as the modern retail formats. It is observed that now shopping is not only related to buying products, but it includes pleasurable experience, fun, enjoyment, and adventure. In India Context, most

studies have been conducted on shoppers spending patterns, demographic profile, choice of a particular retail format, but academic research is not sufficient to investigate the relationship between shoppers' shopping motivation (HSM & USM) and shoppers choice towards retail format (traditional and supermarket).

In this study, efforts were made to study shoppers'(processed food items)shopping motivations and their choice towards the retail format. On the basis of review of literature scale items of motivations are identified and validated through quantitative studies. The study was conducted on 300 respondents who were visited both the retail format (traditional retail format and supermarket retail format). The objective of the study is to identify if there is any relationship that exists between utilitarian and hedonic shopping motivations of shoppers (processed food items) and retail format choice. Important managerial implications for retailers to understand the motivational factors (Utilitarian and Hedonic motivation) that influenced the shopper's retail format choice, and to utilize study insights more effectively in managing their marketing strategies. The study also discussed the limitation and future possibilities for further research in this area.

This paper is examined into three main sections. Firstly, we discuss the theoretical contextual of shoppers shopping motivation and prior research in this area and identified the scale items of shopper's shopping motivations. Secondly, we discuss the reserch methodology and finally, discuss the data analysis and inetpreteration and our findings in existing research.

II. REVIEW OF LITERATURE

“Motivation is the reason for behavior; it concerns why an individual does something” and “a motive is a construct representing an unobservable inner force that stimulates and compel a behavioral response, provide specific direction to that response, and drives the response until the inner force is satisfied”(Quester & Davis, 2007). Previous shopper's motivation study explored and identified the different shopping motivation topologies.

The Study of Stone & Gregory, 1954 categorized the Shoppers into “economic, personalizing, ethical and apathetic shoppers” (Stone, 1954). Both economics and apathetic shoppers are inspired by utilitarian shopping motivation. Economics shoppers prefer to evaluate retail stores based on price, quality, and different varieties available in the retail stores. On the other hand, apathetic shoppers consider shopping as a task and they do not like shopping. Utilitarian shopping motivation considers as task-related and rational (Batra & Ahtola, 1990). Utilitarian value (product acquisition) does not represent the whole shopping experience (Bloch, Peter H, Richins, & Marsha, 1983). Hence, it is essential to study other aspects of shopping motivation as well.

Based on the finding of Stone, further Shoppers were categorized into two groups on the basis of their shopping motives; convenience shoppers group and recreational shoppers group. Convenience shoppers are motivated by economic factors and recreational shoppers are motivated by leisure activity. (Bellenger, Danny , Robertson, Dan , & Greenberg, 1977). Lotz (1999), proposed extrinsic shopping motivation (related to utilitarian shopping values) and intrinsic shopping motivation (related to hedonic shopping motivation).

The study of Tauber identified that “ a person may also go shopping when he needs attention, wants to be with peers, desires to meet people with similar interests, feels a need to exercise power, or has leisure time” (Tauber,1972, p.48). The study explored two fundamental motives for shopping that are personal motives and social motives both are not related to the buying of a product. Personal motive includes Six dimensions of motivations “role-playing, diversion, self-gratification, learning about new trends, physical activity, and sensory stimulation” (Tauber,1972, p.48). Social motive includes six dimensions of motivations (social experience outside the home, communication with others, reference- group attraction, the exercise of power and authority, and pleasure of bargaining) (Tauber, 1972).

In 1985 Westbrook and black study proposed seven different dimensions of shopping motivation; “anticipated utility, role enactment, negotiation, choice optimization, affiliation, power and authority, and stimulation” (Westbrook and black, 1985). “Hedonic consumption reflects the shopper's behavior that related to the multisensory, fantasy, and emotive aspects of consumptions” (Hirschman & Holbrook, 1982). HSM of shoppers identical to the ‘task- orientation’ of USM, which means ‘task’ is related to hedonic achievements, such as stimulation, experiencing pleasure, and enjoyment (Babin et al., 1994).

Later study of Babin et al., in 1994 acknowledges both utilitarian and hedonic shopping values. The study found that Shoppers behaved emotionally as well intellectually. The study identified that shoppers are not only focused on satisfying his/her physical, economical, and functional needs while doing shopping but

also focused on stress reduction, enjoyment, etc. Babin also developed a scale for hedonic values as “enjoyment, excitement, captivation, escapism, and spontaneity” (Babin, Darden, & Griffin, 1994, p.654) and for utilitarian values as “expressions of accomplishment and/or disappointment over the ability (inability) to complete the shopping task” (Babin, Darden, & Griffin, 1994, p.654).

The study identified Shopper's shopping motivations in the Korean market and discovers four clusters. Firstly the leisurely-motivated shoppers: they preferred the store which provides Service convenience, better atmosphere. Secondly socially-motivated shoppers: these shoppers prefer socialization with others and gave less preference to utilitarian motives of shopping. Thirdly utilitarian shoppers: they are motivated by to find value for the money, product assortments, and to get product knowledge. Lastly shopping-apathetic shoppers: they prefer the shopping convenience of the patronized discount store. Factor analysis identified three shopping motives that are socialization motivation, diversion motivation, and utilitarian motivation. (Jin & Kim, 2003)

Arnold, M., & Reynolds, K. (2003), explored six comprehensive categories of HSM emerged: “adventure shopping, gratification shopping, value shopping, Idea shopping, role shopping, and social shopping” (Arnold, M., & Reynolds, K., 2003, p.77). *Adventure shopping* based on “stimulation theories of human motivations” (Berlyne, 1969), believes that shopping-related “to adventure, for stimulation” or enter in a different world. Studies demonstrate shoppers frequently seek sensory stimulation. It's similar to the sensory stimulation motive of Tauber (1972). Shoppers like window shopping and exploring products (Jarboe and McDaniel, 1987). *Social shopping* refers to “the enjoyment of shopping with friends and family, socializing while shopping, and bonding with others while shopping” (Arnold, M., & Reynolds, K., 2003, p.80). Shoppers while doing shopping prefer to spend their quality time with family and friends. “*Gratification shopping* is shopping for stress relief, shopping to alleviate a negative mood, and shopping as a special treat to oneself” (Arnold, M., & Reynolds, K., 2003, p.80). It's based on “tension-reduction theories of human motivation” (Freud, 1933). Gratification shopping is the way by which shopper change their mood and tries to reduce the level of stress. It is similar to the self-gratification of Tauber (1972). *Ideal shopping* is “shopping to keep up with trends and new fashions and to see new products and innovations” (Arnold, M., & Reynolds, K., 2003, p.80). *Role shopping*, is “the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feeling and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others” (Arnold, M., & Reynolds, K., 2003, p.81). Role shopping motive based on Westbrook and Blacks (1985) role enactment. *Value shopping* is “shopping for sales, looking for discounts, and hunting for a bargain” (Arnold, M., & Reynolds, K., 2003, p.81) based on grounded in assertion theories. It is also associated to the choice optimization aspect identified by Westbrook and Black (1985), shoppers get satisfied if they can find discounts and sales. Further Study indicates that shoppers gave more importance to emotional values as compare to the value of shopping. Shoppers are grouped into two segments Fun shoppers (they enjoy the shopping consider it an entertaining and preferred unplanned visit to look out for new trends in the market) and Work shoppers (they consider shopping as a task and want to complete this activity with minimum efforts). The shopper groups are affected by retail format, the buying frequency of buying, and socio-economic characterizes of shopper. (Kumar & Sinha, 2003).

Now shoppers are gets numerous opportunities to choose retail format according to their needs and wants, due to entries of new global stores format and concepts (Stiff, 1985; Leszczyc., & Timmermans., 2000; Hutchinson., & Alexander, 2006; Wood., & Wrigley, 2006). Preceding study indicates that store format choice affected by the shopper's personal characteristics, shopper's consumption pattern and household composition Kim and Park, 1997; Timmermans, 1997; Aryasri, 2011; Sinha & Banerjee, 2004). Retail store/outlets try to differentiate themselves with other retail stores by adopting different product assortment, offering different terms of customers services and by focusing on different marketing activities (Gauri, Trivedi, and Grewal, 2008).

Under the study supermarket and traditional retail format were consider. The supermarkets basically situated outskirts of the city or in the big mall (Bergstrom, 2000). Supermarkets are lower prices stores (Chung and Myers, 1999), provides large assortment of goods and found in peripheral areas providing various facilities to the shoppers like parking amenities (Berman & Evans, 2007). “Supermarkets often attract consumers who combine their grocery shopping with other errands, plan their shopping to a greater extent” (Hanssen & Fosli, 1998) and shoppers preferred to devote extra time at supermarket as compare to inconvenience stores (McGoldrick and Thompson 1992, Swinyard 1998). Convenience

stores/traditional stores consider as higher prices stores as compare to supermarket (Chung and Myers 1999). They provides limited assortment of goods.

Shopping Motivation helped in predict the shopping outlets choices investigated in previous studies. Various studies examine the effect of shopper's psychological positions on the choice of retail. Dawson, Bloch & Ridgway (1990) indicates that shoppers the having utilitarian motives (Product motives) get pleasures while purchasing the products. On the other hand, transient emotions were found to have least relevance for retail outcomes. In 1999 Terblanche study outcomes indicates that shopping outlets are changed over the time and offers numerous entrainment facilities (recreational) along with convenience. Study also observed that there is no robust relationship with the store convenience. Previous finding indicate that impact of shoppers motivations has robust effect on shoppers attitude towards retail store choice as compare to shoppers perception towards retail store attributes. (Morschett, 2007).

III. RESEARCH DESIGN

3.1 Research objective: This paper aims to examine the relationship between shopping motivation (utilitarian motivations and hedonic motivations) of shoppers and retail format choice (Supermarket or traditional Market). The following hypothesis is examined:

H1: *There is a relationship between shopping motivation (utilitarian motivations and hedonic motivations) of shoppers and retail format choice (Supermarkets or traditional Market).*

The hypothesis testing is done with the assumption of 95 percent confidence level. Thus the level of significance is 5 percent in the hypothesis testing procedure.

3.2 Sampling Design: under the study sampling frame would be the shoppers of processed food items in the Delhi NCR region of India. Sampling units would be comprised adult members of the family who are involved in shopping of the processed food items for the family. The *multistage random sampling method* used for the data collection. The shoppers are selected randomly at the selected different locations of Delhi NCR region of India. The shoppers were requested to provide the responses required for the study. The responses are collected from the 300 shoppers. The efforts are made to meet 500 shoppers for the data collection. The responses are collected from 356 shoppers and after the initial screening of the questionnaires the analysis is done on completely filled 300 questionnaires.

3.3 Data collection: The primary responses were collected by using structured questionnaire. The respondents were requested to provide the responses according to the questions included in the questionnaire. The questionnaire is developed in different stages. The statements are identified using the detailed literature review. This is followed by the discussion with the different shoppers and academic experts. The questionnaire is also tested with the help of pilot survey. After the pilot survey few minor changes are done in the questionnaire. The modified questionnaire is finally used for the primary responses required for the final statistical analysis.

3.4 Statistical methods: The objective is achieved with the help of EFA, CFA and correlation analysis. The EFA is used to identify the factors representing the shopping motivation. CFA is used to examine the construct validity of the measurement scale and correlation is used to examine the correlation between shopping motivation (utilitarian motivations and hedonic motivations) of shoppers and retail format choice (Supermarkets or traditional Market).

IV. DATA ANALYSIS AND INTERPRETATION

This section discusses the relationship between shopping motivation (utilitarian motivations and hedonic motivations) of shoppers and retail format choice (Supermarket or traditional Market).

4.1 Shopping motivation: Exploratory factor analysis

The shopping motivation of the shoppers for the processed food items is measured with the help of 65 statements which are identified from the review of literature and discussion with the marketing experts and customers. The different scales of shopping motivations are available in literature however for this study the different statements were reframed with the context of processing foods items. Thus, the questionnaire consists of mix of statements from different research papers. This section aims to identify the latent factors motivating the customers for shopping the processed food items. In order to identify the different dimensions explaining the shopping motivation of the customers, EFA method is applied on the collected responses. The EFA method takes the input from the existing correlation between the different statements representing the shopping motivation of the customers for processed food items. If some of the statements are correlated then the group of highly correlated statements can be represented by the

latent factor. The EFA method extracts the different factors on the basis of correlation between the different pair of statements. The adequacy of the sample size is measured with the help of the KMO test and correlation between the different pairs of statements is examined with the help of Bartlett's Test of Sphericity. The KMO and Bartlett test results is shown below the table 1.

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.971
Bartlett's Test of Sphericity	Chi-Square statistics	13652.402
	Degree of freedom	1128
	P value	0.000

Table 1 reported the KMO statistics (0.971) which is greater than the required value of KMO as 0.7. Hence it can be concluded that the sample size in the data is sufficient to apply exploratory factor analysis. The table also reported the estimated value of Chi-square statistics (13652.402) with probability value (0.000). Thus, significant correlation found between the different pair of statements indicating the shopping motivation of the customers. Table 2 reported the results of factor analysis using PCA method along with Varimax rotation. The PCA method calculates the eigen values of different statements and arranges them in descending order. In this process, the first component has the maximum eigen value and explain the maximum variance of included statements. This is followed by the second factor explaining the second highest variance of included statements and so on. Only those factors are extracted for further analysis which can have eigen values greater than 1. The varimax rotation is used to improve the explanatory power of components with low eigen values. In factor analysis the twelve statements were dropped due to poor factor loadings and remaining 48 statements can be represented with the help of seven factors. These seven factors have eigen values greater than 1 and explain 56% of the variance of the included statements. The eigen value of first statements found to (5.495) followed be second factor (5.452), third factor (5.414), fourth factor (4.169), fifth factor (4.157), sixth factor (3.701) and seventh factor (3.348) explains. The first factor explains the highest variance and the last factor explains the least variance. Table 2 represented extraction communalities of the statements included in the study representing the shopping motivation of customers of processed food items. The initial communalities of all the statements are one. However, the extracted communalities of the statements are found to be greater than 0.5. The extracted factors possess the sufficient information about the included statements. The factors loadings which represent the correlation of the statements with each factor is reported in table 2. All statements found to have the highest factor loading with a single factor and low correlation with the remaining factors. The convergent and discriminant validity was also analyzed with the help of factor loading between the statements and factors.

Table 2
Rotated Component Matrix/ Communalities/ Extracted components of PCA and Total Variance Explained

Statements included in factor analysis	Factor loadings	Communalities	Factor Name	Eigen Value (% of variance Explained)	Cumulative variance explained
While shopping, I like to get a low price product which I required.	.726	.638	Utilitarian Shopping Motivations (USM)	5.495 (11.448%)	11.448%
While shopping for the required product, I want to get it immediately.	.690	.618			
While shopping, I want to purchase the product I like most.	.686	.600			
While going shopping for the required product I prefer a convenient retail format.	.652	.565			
While going shopping for the required product I always try to minimize the travel cost.	.649	.519			

While shopping, I prefer to explore the different variety of product I required.	.646	.595			
While shopping, I prefer to evaluate the product before buying.	.617	.569			
While going shopping, I prefer to find the low price product	.591	.597			
While shopping, I like to get a low price product which I required	.574	.566			
Shopping is satisfying even though you're not buying something	.707	.610			
To treat myself special I prefer to go shopping	.680	.568			
For me, shopping is a leisure experience that makes me forget my problems (unhappy)	.668	.590			
Consider shopping is a way of alleviating anxiety	.664	.582	Gratification		
While going shopping, I want to experience exciting places.	.658	.580	Shopping	5.452	22.805%
I go shopping because I want to see and catch entertainment.	.647	.597	motivations	(11.358%)	
Shopping is a leisure activity for me	.597	.556	(GSM)		
I prefer shopping to feel better when I'm not in a good mood	.594	.568			
I enjoy shopping because I want to get away from home, have fun in new surroundings	.570	.505			
I go shopping and socialize with my family and Compadre	.731	.696			
To me, shopping with my family and Compadre is an opportunity to discuss, chat and share with them	.724	.715			
Shopping with other people is an experience of attachment	.710	.703	Social		
I'm going to shop because I want to enjoy the gatherings	.696	.686	shopping	5.414	34.084%
When I shop, I like socializing with peoples	.686	.678	motivation	(11.278%)	
I like to socializing with sales staffs while I shop	.665	.668	(SSM)		
I'm going shopping because I want to see publics	.656	.651			
I like to socializing with family or friends while shopping	.627	.616			
I go shopping to try new stuff	.720	.720			
I go shopping to find new brand names (product)	.718	.710	Idea		
I'm going shopping to find out new trends	.712	.742	shopping		
I'm going shopping to learn about new styles	.680	.707	motivation	4.169	42.770
I'm going to shop to know about what innovative goods are available.	.662	.712	(ISM)	(8.686)	
I'm going shopping to look at new product designs	.641	.699			
Shopping is an experience to me	.752	.737			
Shopping gives me the feeling of being in my world	.701	.668	Adventure		
I go shopping because it is my passion	.691	.694	shopping		
Shopping is inspiring	.678	.638	motivation	4.157	51.430%
I like shopping because I think shopping is interesting and pleasurable	.655	.644	(ASM)	(8.660%)	
Shopping gives me pleasure and happiness	.633	.671			
I go shopping to seek a chance to buys sales promotions goods and receded price goods	.810	.866	Value		
While shopping, I enjoy searching for discounts.	.776	.856	shopping	3.701	59.140%
While shopping, I preferred bargains	.706	.712	motivation	(7.710%)	
During sales, I prefer going shopping	.678	.742	(VSM)		
I'm going shopping to yield the benefits of a sales discount	.650	.692			
I feel pleased when I purchase essential Goods for my special people (Compadre, familiar...)	.714	.770			
I like to shop for others because I feel good when they feel good	.694	.722	Role		
I enjoy shopping to explore the products that might be needed by family and friends	.670	.769	shopping	3.348	66.116
I like shopping around to discover the unique gift for someone	.653	.719	motivation	(6.976%)	
I like shopping for my family and Compadre	.620	.708	(RSM)		

After analyzing 48 statements the extracted from seven-factor. The factors are discussed as below:

Factor 1: ASM: Based on the “human motivation theories of stimulation and expressive”, ASM refers to “shopping is stimulation, experience, adventure, inspiring and sentiment of being in a different universe”

(Arnold, M., & Reynolds, K., 2003, p.77). In the current study, six statements are found to have high factor loadings with the factor named as '*Adventure shopping motivation*'. Shopping for processed food items is stimulating and inspiring the customers. The customer perceived that shopping for processed food items provides pleasure and happiness to the customers. The customers also like shopping because they assumed shopping for processed food items is interesting and pleasurable. For most of the customers shopping for processed food items is a passion because they believe shopping is their hobby. The shopping for processed food item provides them the feeling of being in their world and as well as the new experience.

Factor 2: GSM : Shopping help in "alleviating anxiety & stress, ease an adverse mood, and shopping as a leisure experience that helps in overlook unhappiness and negative mind-set" (Arnold, M., & Reynolds, K., 2003, p.77). Nine statements are found to have high factor loadings with the factor named as '*Gratification shopping motivation*'. Customers of processed food want to experience the fun while shopping. Shopping provides the feeling to treat them special and to see and catch entertainment. The customers also like shopping in new surroundings because they believe new surroundings reduced stress. Most of the customers also enjoyed the shopping even they not buy. It is a recreational activity for the customers because it helps them forget about their problem. The customer of processed food items believes that shopping alleviating anxiety and reduced customer anxiety. The customers of processed food items assumed that shopping helps them in uplift their bad mood. Shopping is a leisure activity for customers.

Factor 3: RSM : Shopping brings the pleasure that customers gain from the shopping for family and Compadre, "the impact that this practice has on the customers' inclination and mind-sets, and the energy and inborn happiness felt by customers when finding the ideal present for other people" (Arnold, M., & Reynolds, K., 2003, p.77). In the current study, five statements are found to have high factor loadings with the factor 'RSM'. The customer perceived that shopping for processed food items provides satisfaction when they buy for their family and friends. Customers enjoy shopping to discover the product that their family and friends may needs. Most of the customers like shopping for essential processed food items for their family and friends. Shopping for processed food items offers a good feel, which indicates that customers feel good if others feel good because they buy for them.

Factor 4: VSM : based on the "theories of assertion", which indicate that "shopping searching for discounts and bargain hunting" (Arnold, M., & Reynolds, K., 2003, p.77). In the current study, five statements are found to have high factor loadings with the factor named as '*Value shopping motivation*'. The shoppers prefer and wished to bargains, means shoppers like bargaining when they doing shopping. Shoppers always preferred to go shopping for processed food items when there are sales and discounts and they also enjoy looking for discounts for processed food items. Most of the shoppers go shopping to seek a chance to buy lower price products and get the benefit of sale promotions and they consider shopping to yield the benefits of a sales discount.

Factor 5: SSM: concept derived from the "human theories of affiliation", which refers "the shopping is always enjoyable while socializing with family and Compadre," (Arnold and Reynolds, 2003). In the current study, eight statements are found to have high factor loadings with the factor named as '*SSM*'. Shoppers like socializing with their family and friends while shopping. Most customers believe that shopping with their family and friends gives an opportunity to discuss, chat and share with them and customers also like socializing with other people during the shopping. Shopping for processed food items is an experience of bonding/ attachment with others. Shoppers enjoyed the crowds/gathering while shopping for processed food and enjoy socializing with sales staff. Shoppers also went for shopping to catch the public.

Factor 6: ISM: Based on the "human theories of categorization", the purpose of "shopping is to explore new technologies and products and keep up with new trends and fashions" (Arnold and Reynolds, 2003). In the current study, six statements are found to have high factor loadings with the factor named as '*ISM*'. Shopping provides the knowledge to shoppers about new styles and fashion means that shoppers go shopping to keep up with fashion. Shoppers go shopping to look at new product designs and want to experience new products. Shoppers also want to get knowledge about the availability of innovative products. Shopping gives those as idea about new trends and customers go shopping to find a new brand.

Factor 7: USM is "product-oriented and task-related" (Dawson et al., 1990). "The shopping is considered as a task and purpose is just to acquire a product (Stoel et al., 2004)". In the current study, nine statements are found to have high factor loadings with the factor named '*Utilitarian shopping motivation*'. Shopping for the shoppers is to find the reasonable price product, shoppers always preferred to get the reasonable price product. The customers also like shopping because they want to find a better price for the needed product. Shoppers preferred to get the assortment of the needed product and they like shopping at a store that is convenient to the Shoppers, Shoppers perceived that store convenience is important for shopping

of processed food items. Shoppers go shopping just to buy the product they like. Shoppers believe that shopping is to find a low price product and shoppers assumed that shopping is just to buy the needed product, shoppers wished to buy quickly without wasting time. Shoppers always preferred to minimize the travel cost.

4.2 Reliability and Validity Analysis

The internal consistency reliability of entire shopping motivation of shoppers is examined with the help of Cronbach alpha. The results as shown in table 3 indicate that the Cronbach alpha of each dimension in the measurement scale is found to be greater than 0.8 which shows that internal consistency found in the response. Under the study, construct validity (convergent validity and discriminant validity) of measurement scale examined with the help of confirmatory factor analysis. Under the study *convergent validity* was examined with the help of composite reliability, construct loading and average variance extracted. Construct loading tell us the association between the items and the construct. The *composite reliability indicates* the represents of the constructs from the items. *Average variance extracted* indicates the variance of the construct that are described by with the help of the items of the construct.

The discriminant validity of the measurement scale indicates whether all the relevant constructs were included in the measurement scale are perceived significantly different by the respondent or not. The discriminant validity of the measurement scale is examined with comparing the AVE of each construct representing shopping motivation with *maximum shared variance* of the constructs and with the *Fornel larcker criteria* that square root of the AVE estimate of the constructs in the measurement scale is compared with the correlation of the respective construct with the remaining construct in the measurement scale.

Figure 1
The shopper shopping motivation measurement scale

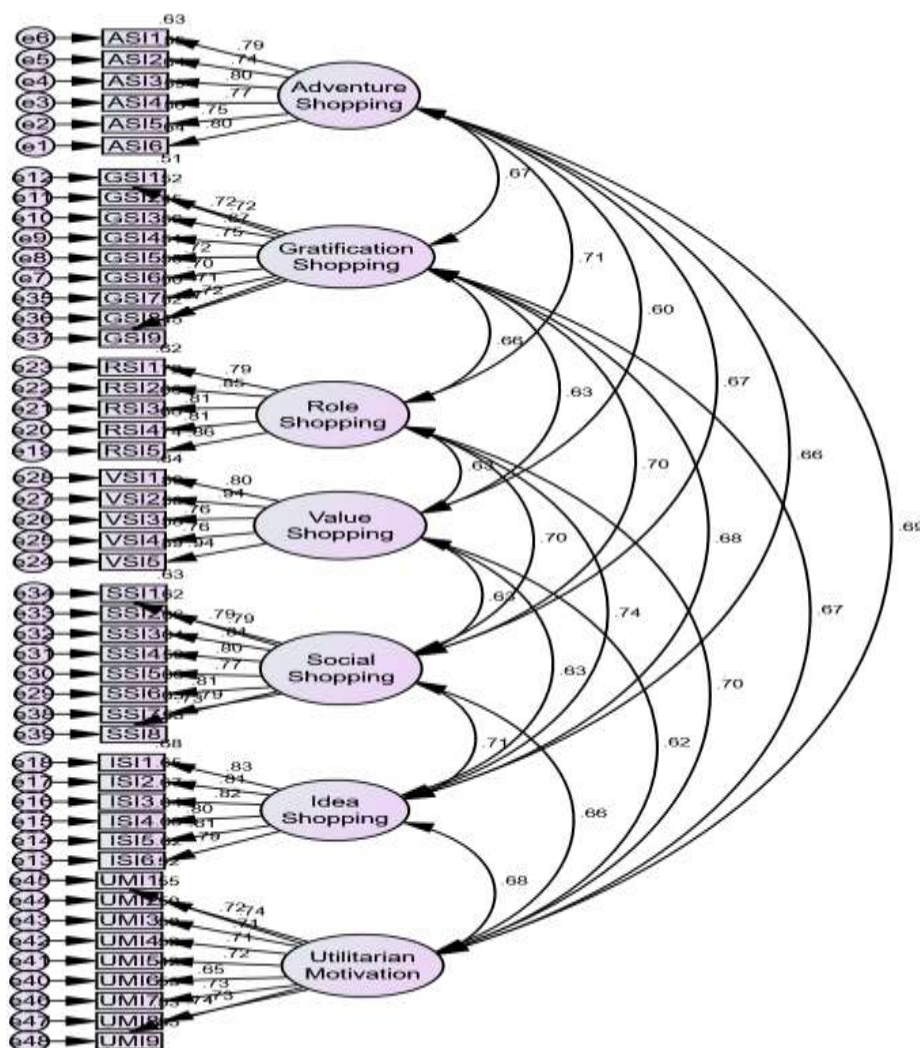


Table 3
Reliability and validity analysis

		Construct Loadings	S.E.	C.R.	P	CR	AVE	MSV	Cronbach Alpha
ASI6	<---	.798							
ASI5	<---	.751	.060	16.313	***				
ASI4	<---	.766	.056	16.732	***	0.900	0.601	0.498	0.900
ASI3	<---	.798	.056	17.634	***				
ASI2	<---	.743	.062	16.109	***				
ASI1	<---	.793	.057	17.516	***				
GSI9		.672							
GSI8		.721	.085	13.036	***				
GSI7		.710	.086	12.867	.000				
GSI6	<---	.704	.080	12.770	***				
GSI5	<---	.716	.088	12.964	***	0.901	0.503	0.490	0.901
GSI4	<---	.746	.087	13.428	***				
GSI3	<---	.673	.082	12.262	***				
GSI2	<---	.722	.079	13.055	***				
GSI1	<---	.717	.079	12.979	***				
ISI6	<---	.787							
ISI5	<---	.814	.059	18.062	***				
ISI4	<---	.802	.059	17.714	***	0.919	0.654	0.542	0.919
ISI3	<---	.817	.059	18.127	***				
ISI2	<---	.807	.062	17.858	***				
ISI1	<---	.826	.064	18.384	***				
RSI5	<---	.858							
RSI4	<---	.810	.046	20.199	***				
RSI3	<---	.810	.045	20.214	***	0.913	0.677	0.542	0.912
RSI2	<---	.847	.045	21.751	***				
RSI1	<---	.786	.049	19.230	***				
VSI5	<---	.941							
VSI4	<---	.762	.040	21.096	***				
VSI3	<---	.760	.041	20.977	***	0.925	0.714	0.402	0.925
VSI2	<---	.943	.030	36.784	***				
VSI1	<---	.799	.040	23.276	***				
SSI6	<---	.811	.062	16.345	***				
SSI5	<---	.771	.063	15.491	***				
SSI4	<---	.800	.066	16.112	***				
SSI3	<---	.809	.070	16.318	***		0.602	0.506	0.928
SSI2	<---	.789	.066	15.877	***	0.929			
SSI1	<---	.793	.067	15.974	***				
SSI7	<---	.791	.069	15.924	***				
SSI8	<---	.730							
UMI6	<---	.651	.070	12.940	***				
UMI5	<---	.722	.066	14.449	***				
UMI4	<---	.706	.071	14.108	***				
UMI3	<---	.706	.071	14.101	***	0.905			
UMI2	<---	.741	.069	14.868	***		0.514	0.496	0.905
UMI1	<---	.723	.070	14.484	***				
UMI7	<---	.731	.071	14.648	***				

	Construct Loadings	S.E.	C.R.	P	CR	AVE	MSV	Cronbach Alpha
UMI8 <---	.729	.070	14.598	***				
UMI9 <---	.741							

Table 3 represent the Cronbach alpha, CR, AVE (convergent validity), MSV and construct loadings of the included dimension of hedonic and utilitarian shopping motivations of shoppers for processed food items. The table result indicates that construct loadings and CR estimates of all the dimensions of shoppers shopping motivation are more than 0.7. The AVE of the entire included construct found to be more than 0.5. The AVE estimates of each shopping motivation construct are more than each MSV estimates of shopping motivation depicting that scale fulfils the discriminant validity. Under the study discriminant validity also examined with the help of Fornel Larcker Criteria. Under the study, the square root of the AVE of each shopping motivation constructs indicating that shoppers shopping motivations are compared with its correlations with remaining constructs. The results of the Fornel Larcker Criteria are shown in table 4.

Table 4
Results of the Fornel Larcker Criteria

	Social Shopping	Adventure Shopping	Gratification Shopping	Role Shopping	Value Shopping	Utilitarian Motivation	Idea Shopping
SSM	0.787						
ASM	0.670	0.775					
GSM	0.700	0.671	0.709				
RSM	0.703	0.706	0.665	0.823			
VSM	0.634	0.604	0.626	0.632	0.845		
Utilitarian Motivation	0.659	0.692	0.673	0.704	0.620	0.717	
ISM	0.711	0.658	0.679	0.736	0.628	0.676	0.809

The square root of the AVE of each construct indicating the shopping motivation is found to greater than its correlation with remaining construct included in the measurement scale. Thus, the discriminant validity of the measurement scale is ensured. The construct validity is ensured for the measurement scale indicating the shopping motivation of the shoppers of the processed food items. The statistical fitness of the measurement scale is also estimated. The results of the statistical fitness are shown below:

Table 5
Statistical Fitness Index

Index	Estimated Value	Required Value
CMIN/Df	1.298	Less than 3
GFI	0.879	Greater than 0.8
AGFI	0.866	Greater than 0.8
CFI	0.976	Greater than 0.9
TLI	0.974	Greater than 0.9
NFI	0.903	Greater than 0.8
RMSEA	0.027	Less than 0.08

The results of statistical fitness index indicating that CMIN/DF of the shopping motivation measurement scale is found to be 1.298, which is below the required value of 3. The GFI and AGFI of the measurement

model are found to be 0.879 and 0.866 respectively which are more than required value of 0.8. The CFI and TLI are found to be 0.976 and 0.974 respectively, which are more than the required value of 0.9, and finally the RMSEA is 0.027 which is less than the required value of 0.08. Therefore it can be concluded that the measurement scale indicating the shopping motivation of the shoppers of the processed food items is satisfying the condition of statistical fitness.

Common method bias

Common method bias (CMB) is examined with the help of *Harman single factor method*. Harman single method is estimated with the help of PCA that assuming the extraction of a single factor. Under the study results of Harman single factor indicates that single factor explain 44.15% (value is less than the required value of variance) of variance of measurement scale. So that measurement scale used under the study is free from common method bias and any conclusion based on measurement scale is free from the bias.

4.3 Correlation between Shoppers shopping motivation and their choice towards retail format

Under the study, shopping motivation orientation categorized into hedonic and utilitarian shopping motivation. Utilitarian shopping values are extrinsic, task oriented and product oriented (Babin, 1994). The HSM is known as intrinsic motivation and recreational and stimulation oriented shopping behavior. HSM consist of “adventure shopping motivation; gratification shopping motivation; social shopping motivation; idea shopping motivation; role shopping motivation; values shopping motivation” (Arnold, M., & Reynolds, K., 2003, p.77). Under the study relationship between shoppers shopping motivation and retail format is examine with the help of the Karl Pearson coefficient. The coefficient of correlation measured the relationship between shoppers shopping motivation (hedonic and utilitarian motivation and retail format choice (SM & TM). The following hypothesis is examined with the help of correlation.

H1: There is a relationship between shopping motivation (utilitarian motivations and hedonic motivations) of shoppers and choice of retail format (SM & TM).

The result of correlation analysis is shown below in the table 6.

Table 6
Correlation analysis

		Utilitarian Shopping Motivation	Hedonic Shopping Motivation	Traditional Retail Format Choice	Supermarket Retail Format Choice
Utilitarian Shopping Motivation	Pearson Correlation Sig. (2-tailed)	1			
Hedonic Shopping Motivation	Pearson Correlation Sig. (2-tailed)	.743** (0.000)			
Traditional Retail Format Choice	Pearson Correlation Sig. (2-tailed)	.592** (0.000)	.542** (0.000)	1	
Supermarket Retail Format Choice	Pearson Correlation Sig. (2-tailed)	.584** (0.000)	.665** (0.000)	.803** (0.000)	1

** . Correlation is significant at the 0.01 level (2-tailed).

The table 6 reported the values of coefficient of correlation and its probability value. The results indicates that coefficient of correlation in all the pairs of variables representing shoppers shopping motivation and retail format choice are found to be positive and significant. The shoppers shopping motivation have a direct and positive impact on the shopper’s attitudes towards retail store as compare to shopper’s perception towards retail store attributes (Morschett, 2007). The results consistent with the preceding research indicating that there is relationship between the shoppers shopping motivation and retail store preference (Ballenger and korgaonkar, 1980).

The HSM was found to highest positively correlated with supermarket retail format choice (r=0.665, p= 0.000), Supermarket provides hedonic values to the shoppers, therefore hedonically motivated shoppers likely to visit supermarket for shopping (Nguyen,T.M., 2007). The second higher positive correlation found between USM and traditional market retail format choice (r= 0. 592, p= 0.000). The shoppers preferred to buy essential goods that required more involvement from the traditional market retail stores (Mishra, 2007). These are followed by positive significant correlation between USM and SM retail format choice (r= 0. 584, p= 0.000) and HSM and TM retail format choice (r= 0. 542, p= 0.000).

V. CONCLUSIONS

The hedonic and utilitarian shopping values has been extensively study in context of product choice, consumer behaviour but few literature found in the context of choice of retail format in context of shoppers shopping motivation. The purpose of the study was to examine whether there is any relationship exist between the shoppers shopping motivation and their choice towards retail format. The findings of the study provide significant information regarding these relationships. This study adopted the shoppers shopping motives (HSM) perspective proposed by (Arnold, M., & Reynolds, K., 2003, p.77) to check its applicability in Indian Context. Across the context, finding indicates that shoppers shopping motivation and have direct and positive impact on the choice of retail format. Study despite more interrelationships is found between the supermarket and hedonic shopping motivation as compared to hedonic shopping motivation and traditional market. Although utilitarian shopping motivation are more associated with the traditional retail stores (Mishra, M. 2007). Previous research conducted in developed countries (Groepel-Klein et al., 1999) (Bellenger & Korgaonkar, 1980), suggested that there is association between shoppers shopping motivation and choice of retail format. The study of Van Kenhove et al. 1999 conclude that Shoppers cherry-picked the retail store on the basis of task definition (like urgent buying, large assortment, regular buying and to get ideas about the products and services), that task definition known as UM (Batra & Ahtola, 1991, Babin et al., 1994). Hedonic motivation concerned with the engaging them self in the pleasurable pursuits that can be achieve at the supermarket that way hedonic motivation highly correlated with the supermarket as compare to the traditional retail stores. On the other hand utilitarian motivation concerned with to accomplish the shopping tasks timely and effectively that can be easily achieve at the traditional retail stores that way utilitarian motivation highly correlated with traditional retail store as compare to the supermarket. While traditional retailers have focused on large assortment of goods, convenience location, store timing, the results here depicts that retailers needs to be focused on hedonic values due to there is positive significant relationship found between the hedonic shoppers motivation and choice of traditional retail stores. In this current study in India, finding supported that shopper shopping motivation related to the choice of retail format choice.

While the findings of this study have implications for the retail format choice, but study does not focused on the other aspects of retail format choice such as assortment, location of the stores, shoppers retention and store variables . The study also limited to Delhi NCR. Since it is possible that different region have different option in this regards. The study also focused on traditional market and supermarket, it doesn't includes others retail format.

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