

A Study On Shopping Motivation On Shopper Typologies- A Study

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ABSTRACT

Retail shopper behaviour is that subset of human behaviour which is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. This process is also influenced by the social and cultural environment. The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India. Motivation is something that motivates a person into action and continues him in the course of action. It determines the behaviour of a consumer. In a shopping context, motivation can be described as the driving force within consumers that makes them shop. People of all ages engage in some form of shopping every now and then, whether they enjoy it or not; some people shop out of necessity, whereas others do it for leisure. No matter what the reasons for shopping are, everyone has their own unique shopping habits that are closely linked to their personality and spending power. Various types of shoppers tend to end up spending different amounts of money after each shopping trip. Therefore, it is believed that shoppers can be categorized according to their shopping habits into five main groups. Tauber (1972) found that shopping motives can be social and personal, as well as functional. Dawson, Bloch and Ridgway (1990) classified shopping motivations in experiential (watching other people, enjoying the crowd, meet new people, etc) and product-related needs (find new or unique products, see new things, etc.). A study by Hallsworth (1991) into grocery store shoppers within the UK found six central motivational dimensions: enjoyment, price, small and local, parking, sociability and quality. Stone (1954) offered the first typology based on consumers' attitudes towards shopping. The 'economic consumer' is concerned with price, product assortment and quality. The 'personalizing consumer' seeks social relationships with retail personnel. This paper attempts to study the influence of shopping motivation on the shopper typologies. The study was based on descriptive method. A questionnaire was circulated to sample respondents and data were collected using personal interview method. The total of 470 respondents was surveyed using convenient sampling method. An independent t-test was applied to fulfill the objective. The top-of-mind motivations indicated by the respondents for having a satisfying grocery shopping experience consist of five functional motivations (convenience, assortment, reliability and quality), and one experiential motivation (atmosphere).

Keywords: Consumer Behaviour, Retail, Shopping Motivation, Shopper Typologies, Grocery

1. INTRODUCTION

Retail shopper behaviour is that subset of human behaviour that is concerned with the decisions and acts of individuals in purchasing and using products of a manufacturer or purchasing from particular retailers. It is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. This process is also influenced by the social and cultural environment. Retail shopper behaviour is defined as "the activities people engage in when selecting, purchasing and using products so as to satisfy needs and desires". The total concept and idea of shopping has undergone an attention drawing change in terms of format and

consumer buying behaviour, ushering in a revolution in shopping in India. Modern retailing has entered into the retail market in India as is observed in the form of bustling shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof. The purchasing power of an Indian urban consumer is growing and branded merchandise in categories like apparels, cosmetics, shoes, watches, beverages, food and even jewellery, is slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. The Indian consumer evolves they expects more and more at each and every time when they steps into a store.

Motivation is something that motivates a person into action and continues him in the course of action. It determines the behaviour of a consumer. In a shopping context, motivation can be described as the driving force within consumers that makes them shop. Motivation has been recognized as an important factor to explain behaviour (Schiffman and Kanuk 2014; Cardoso and Pinto, 2010) and influencing how people perceive the environment as well as how they process information. Two groups of motives, functional and nonfunctional, have been proposed by Sheth (1983). Functional motives are associated with time, place, and possession needs and refer to rational aspects of channel choice, whereas non-functional motives related to social and emotional reasons for patronage.

People of all ages engage in some form of shopping every now and then, whether they enjoy it or not; some people shop out of necessity, whereas others do it for leisure. No matter what the reasons for shopping are, everyone have their own unique shopping habits that are closely linked to their personality and spending power. Various types of shoppers tend to end up spending different amounts of money after each shopping trip, with some who spend way over their budget, and others who keep it close to theirs, or even end up not buying anything at all. Therefore, it is believed that shoppers can be categorized according to their shopping habits into five main groups. These five types of shoppers are ranked according to their shopping tendency: impulse shopper, discount shopper, loyal shopper, target shopper and wandering or window shopper. This paper attempts to study the influence of shopping motivation on the shopper typologies.

2. OBJECTIVE

- To find out the influence of shopping motivation factor on the shopper typologies

3. REVIEW OF LITERATURE

Tauber (1972) found that shopping motives can be social and personal, as well as functional. These two pieces of work are viewed by academics as starting points for further developments into different aspects of shopping behaviour. The remainder of this section briefly outlines some areas of shopping behaviour and their relevance to shopping motivations and typologies. He identified eleven motives for people shopping, with six being of a personal nature and five being of a social nature. He probed into the satisfaction consumers experienced from shopping and identified six personal motivations: 1. Playing a culturally prescribed role, 2. Diversion from daily routine, 3. Receiving sensory stimulation, 4. Self-gratification, 5. Learning about new trends and fashions, and 6. Getting physical activity. He also distinguished five social shopping motivations: 1. Social interaction outside the home, 2. Communicating with others sharing similar interests, 3. Affiliating with peer groups, 4. Increasing social status and experiencing authority (with regard to personnel who have to fulfil the customers' wishes), and 5. Successfully bargaining and negotiating. Dawson, Bloch and Ridgway (1990) classified shopping motivations in experiential (watching other people, enjoying the crowd, meet new

people, etc) and product-related needs (find new or unique products, see new things, etc.). A study by Hallsworth (1991) into grocery store shoppers within the UK found six central motivational dimensions: enjoyment, price, small and local, parking, sociability and quality. Stone (1954) offered the first typology based on consumers' attitudes towards shopping. The 'economic consumer' is concerned with price, product assortment and quality. The 'personalizing consumer' seeks social relationships with retail personnel. The 'ethical consumer' is concerned with moralistic concerns and is willing to give up lower prices or a larger assortment to help out the little retailer. Finally, the 'apathetic consumer' shops out of necessity and is not involved at all with shopping. Stephenson and Willett (1969) proposed a conceptual taxonomy on shoppers based on actual patronage and shopping behaviour. The four types of shoppers identified were store loyal shoppers, compulsive and recreational shoppers, convenience shoppers, and price bargain conscious shoppers.

4. RESEARCH METHODOLOGY

This study is based on descriptive study method. Descriptive study is a fact-finding investigation with adequate interpretation. Primary data were collected by direct interviewing through self-constructed questionnaire. For this study, questionnaire is used as the research tool. It was scored on a five-point Likert scale, where 5 – Strongly Agree, 4 – Agree, 3 – Neither agree nor disagree, 2 – Disagree, 1 – Strongly Disagree. The research instrument was developed using the conceptual base of the dimensions of retail influence factors and the contextual basis of the focus group outcomes. Puducherry town was chosen as the area of the study. Puducherry with its blend of Indian and French culture with a diverse group of people with different levels of economic status and culture and a collection of various types of stores was found idea for the study of the researcher. The total of 470 respondents who regularly shop food groceries and lifestyle products in organized and unorganized stores where selected for the study. Convenience sampling was applied to facilitate the collection of data.

5. DATA ANALYSIS AND INTERPRETATION

The objective of this stage was to identify the level of shopping motivation as perceived in the minds of various types of consumers while shopping for food and groceries and lifestyle products in the supermarkets in Puducherry, rather than the individual differences in how the different people respond to the questions. The collected data was entered using SPSS 16 and the level of shopping motivation is assessed using K-means Cluster analysis. Independent sample t-test was applied to find the influence of shopping motivation towards the types of shoppers.

The table (1) shows that the respondents invariable of their shopper typologies have a high shopping motivation which is 3.27, 3.42, 3.11 and 3.16 respectively. Among the 470 respondents 219 respondents who are discount shoppers and target shoppers have low shopping motivation which is indicated by the mean values 2.95 and 3.98 respectfully. P value indicates that there is a significant difference between the shopper typologies and the shopping motivation of the respondents at 1 percent level for the loyal shopper, impulse shopper and the target shopper and there is a significant difference at 5 percent level for the respondents who are discount shoppers. Going shopping, as compared to grocery shopping, is perceived to be a relaxing, recreational activity. The consumer can explore, be seduced, and spend money, without feeling the urge to return home with a full basket. Grocery shopping has more negative associations. Consumers see it as a functional or utilitarian activity representing a necessity. Also the positive aspects of grocery shopping refer mainly to experiential motivations such as the discovery of new products and new tastes, the liking of animations, demonstrations and nice decorations especially during the festival times (Aylott and Mitchell, 1998 and Dholakia, 1999).

6. SUGGESTIONS AND CONCLUSIONS

The aim of the study is to identify the influence of the shopping motivation on the shopper typologies. With a considerable amount of literature survey to fulfill the objective the researcher conducted personal interview with the women respondents who shop at grocery stores in Puducherry using a self-structured questionnaire. From the study it was found that the respondents have a high shopping motivation towards the grocery stores of Puducherry. The top-of-mind motivations indicated by the respondents for having a satisfying grocery shopping experience consist of five functional motivations (convenience, assortment, reliability and quality), and one experiential motivation (atmosphere).

Summarizing the grocery shopping motivations discussed by the focus groups, the results indicate that the most frequently mentioned shopping motivations are pleasure of bargaining, privacy, social, learning trends and online shopping achievement accordingly. It appears that consumers fully enjoy having the choice to interact with someone (pleasure of bargaining and social) and to interact with the peer groups. Thus it is concluded that shopping motivation can significantly affect to purchase intention. Shopping motivation is the key marketing strategy concept because it addresses what consumers want and believe they get from purchasing products and/or services. Understanding consumer shopping motivations is a precondition for companies to survive in today's competitive marketplace. Retailers can take advantage from consumer shopping motivation to create the new strategy to increase their buying intention that can make large sales.

APPENDIX**MEAN, STANDARD DEVIATION OF SHOPPER TYPOLOGIES ON THE SHOPPING MOTIVATION**

SHOPPER TYPES	SHOPPING MOTIVATION	N	MEAN	SD	T VALUE	SIG
Loyal Shopper	High	251	3.27	.794	3.39	.001**
	Low	219	3.03	.752		
Impulse Shopper	High	251	3.42	.801	4.99	0<0.001**
	Low	219	3.08	.658		
Discount Shopper	High	251	3.11	.826	2.34	.020*
	Low	219	2.95	.626		
Target Shopper	High	251	3.16	.756	2.65	.008**
	Low	219	2.98	.734		

Source: primary data; *5 percent level; **1 percent level

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