"Shopping Motives, Big Five Factors, and the Hedonic/Utilitarian Shopping Value: An Integration and Factorial Study"

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SHOPPING MOTIVES, BIG FIVE FACTORS, AND THE HEDONIC/UTILITARIAN SHOPPING VALUE: AN INTEGRATION AND FACTORIAL STUDY

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Abstract

The present study, conducted on a sample of roughly 700 customers of two different shopping centers, focuses on verifying the existence of two stable high-order dimensions – i.e., Hedonic and Utilitarian meta-traits – over the Big Five factors of human personality, which were extracted from enduring individual differences in 11 shopping motives indicated in a seminal work by Tauber (1972). Results showed that, Openness to Experience, Agreeableness, and Extroversion traits are correlated to the Hedonic (i.e., ludic, aesthetic, and epicurean) shopping value; whereas, Emotional Stability, and Conscientiousness traits are correlated to the Utilitarian (i.e., functional, task-related, and rational) shopping value. Findings confirmed the existence of two high-order factors among the Big Five, as maintained by Digman (1997), but with the transfer – at this domain-specific level of personality analysis – of the Agreeableness factor from one meta-dimension to the other. Three more differences with past categories were found: the dissolving of class A of motives (that is, shopping as a *Diversion*); the collapsing of Factor G (*Communication with others having similar interests*) and Factor F (*Social experience outside the home*) in one dimension (G/F) which represents *Communication* in general; and the proved existence of two other classes of shopping motives, which were defined *Enjoying being on one's own* (Y) and *Freedom to decide* (X). Results urge firms to classify key customers mainly on their shopping goals, and to set, in turn, satisfactory communication strategies able to influence customers' perception of the shopping center image and their purchasing experience.

Key words: shopping motives, utilitarian/hedonic consumption, personality, values and beliefs, factor analysis, measures of association.

Introduction

Over the past decades, the marketing literature on the individual motives that induce consumers to shop (*shopping motives*) has been extensive. Starting from Tauber (1972), specific shopping differences and orientations in consumers' patterns have been studied (e.g., Dawson, Bloch and Ridgway, 1990; Mooradian and Olver, 1996; Rohm and Swaminathan, 2004; Roy, 1994; Stell and Paden, 2002; Westbrook and Black, 1985), as well as wider shopping outcomes, typically referred to utilitarian and hedonic factors (e.g., Ahtola, 1985; Babin, Darden and Griffin, 1994; Dhar and Wertenbroch, 2000; Spangenberg, Voss and Crowley, 1997; Venkatraman and MacInnis, 1985).

The present study aims to contribute to research on shopping motives: by using a sample of almost 700 customers of two shopping centers located in the same local area (i.e., the Carrefour and the Ipercoop hypermarkets in the suburban area of Lecce, a medium-sized town in Southern Italy), it demonstrates the link between the individual differences in shopping motives – which can be related to the Big Five factors of human personality (Mooradian and Olver, 1996) – and two wider meta-dimensions referred to the hedonic and utilitarian shopping values (cf. Babin, Darden and Griffin, 1994). Marketing implications, mainly for the management of retailing images and for customer segmentation, are then discussed, together with methodological implications for the development of a general theory of shopping.

Individual Differences and General Outcomes of Shopping

In consumer literature, two streams of research have so far seldom found points of contact. One of them examines the personal motives that induce people to shop, whereas the other regards the more comprehensive goals pursued through shopping, i.e. their hedonic and/or utilitarian values. Mooradian and Olver's (1996) study belongs to the former stream of research. Drawing from the seminal work of Tauber (1972), it tried to extract, from the 11 main enduring differences across shopping motives indicated by this author (namely, *Diversion*, *Sensory stimulation*, *Self-gratification*, *Learning about new trends*, *Physical activity*, *Social experiences outside the home*, *Communication with others having similar interest*, *Peer group attraction*, *Status and authority*, *Pleasure in bargaining*, and *Pleasure in bargains*), the less contingent (i.e., the less dependent on situations or tasks) motivational patterns which cause people to buy. By using the Five Factor model of personality (see, for a review, Digman, 1990), according to which, human personality can be described by five main latent dimensions (the so-called *Big Five factors*) – which are Agreeableness (the orientation toward compassion and caring about others); Openness to Experience (the tolerance of new ideas and new ways of doing things); Conscientiousness (the preference for goal-oriented activity); Extroversion/Introversion (the preference/or not for social interaction); and Emotional Stability/Neuroticism (the ability/or not to cope effectively with negative emotions) – Mooradian and Olver (1996) demonstrated a correlation between the 11 shopping motives of Tauber's (1972) taxonomy and the Big Five factors of human personality.

Though admitting that motives may be organized hierarchically with broad higher-order categories encompassing multiple specific motives, Mooradian and Olver (1996) did not verify in the field the existence of meta-traits higher than five, such as those verified by Digman (1997) in social psychology, which would relate the specific individual differences to the essential broader outcomes pursued by shoppers. Indeed, a second stream of research in consumer literature indicates in the *utilitarian* and/or *hedonic* shopping value the final aims of shopping activities on the part of consumers. According to this, Babin, Darden and Griffin (1994) developed a scale for assessing the utilitarian (i.e., functional, task-related, and rational) and the hedonic (i.e., ludic, aesthetic, and epicurean) values of shopping experiences. From the findings of this study, it would seem fair to hypothesize that these two basic dimensions (utilitarian vs. hedonic) are stable meta-traits to which it is possible to relate the individual differences traced by shopping motives. The main objective of the present study is, therefore, to verify the existence of these meta-traits, as higher-order factors compared to the Big Five dimensions arising from the 11 individual differences proposed by Tauber (1972).

Procedure

To carry out the field study, two retailers were chosen: Carrefour and Ipercoop. Their respective hypermarkets were recently opened in the suburban area of Lecce, a town in Southern Italy. Carrefour, on the one hand, is a French retailer which ranks second in the world among capitalist distribution chains. In 1993, it opened its first point of sale in Italy, where it now has a network of 37 hypermarkets, 201 supermarkets and hyperstores, and more than 580 proximity shops. Ipercoop, on the other hand, is the leader in the Italian large-scale retail trade. It is based on an associative network of more than 200 consumers' cooperative societies and of 1262 points of sale, including hypermarkets and supermarkets (Pozzi, 2002).

Preliminarily, an open-ended questionnaire was administered to 80 subjects (35% M and 65% F), equally divided between customers of the two shopping centers, to investigate other possible shopping motives which were considered neither in Tauber's (1972) list nor on Babin, Darden and Griffin's (1994) scale (with which the former list was integrated). Table 1 reports in italics items added, in the present study, to Tauber's (1972) list used by Mooradian and Olver (1996) to assess the latent dimensions of shopping motives.

Table 1

Shopping motives and items according to Tauber (1972)

A. Diversion: A1. Shopping is a good excuse to get out of the house A2. Shopping is a hassle A3. Going to the mall picks up my spirit A4. Sometimes I go shopping just to kill time A5. You don't have to buy anything to have fun shopping A6. I only shop when I have to buy something *A7. I can go shopping every hour of the day* *A8. I go to the mall to eat* B. Sensory stimulation: B1. I enjoy looking at store displays B2. I enjoy the hustle and bustle of stores and shopping malls B3. Stores and shopping malls are exciting places to visit *B4. At the shopping mall you can find anything* *B5. I can give a glance* *B6. It's a source of inspiration* C. Self-gratification: C1. I rarely buy things just as a special treat C2. Sometimes I go shopping just to pamper myself C3. I often buy something I don't really need to pick up my spirit C4. It's especially fun to buy "impulse" items *C5. I enjoy anonymity* *C6. I can mind my business* *C7. There is no pressure to buy* D. Learning about new trends: D1. Shopping is how I find out what's new D2. I often browse just to keep up with new products on the market D3. I often shop to keep up with the latest trends D4. I like to visit new stores to see what they have to offer D5. I enjoy window shopping and browsing through stores *D6. I feel modern* E. Physical activity: E1. Sometimes I shop just to get some exercise E2. Sometimes I go to the mall just to stretch out and walk E3. Shopping gets me up and doing something physically active	F. Social experiences outside the home: F1. Store crowds get on my nerves F2. Sometimes I shop just to be around other people F3. Shopping is an opportunity for social interaction F4. I like meeting people while shopping *F5. I do not suffer from loneliness* G. Communication with others having similar interests: G1. I enjoy talking to other shoppers G2. I enjoy talking with other customers and salespeople *G3. Salespeople are kind* *G4. I can talk with salespeople who advise me* H. Peer group attraction: H1. I like to shop with my friends H2. I enjoy "hanging out" with friends at the mall H3. Shopping's a good way to spend time with friends I. Status and authority: I1. It's fun to be waited on in stores I2. I enjoy the personal attention I get at better stores I3. I like being "pampered" by attentive salespeople I4. I wish salespeople would just leave me alone I5. I wish salespeople were more attentive and respectful L. Pleasure in bargaining (Processes): L1. I like to dicker with salespeople L2. I hate to negotiate over prices L3. When I think I can bargain, I offer a lower price M. Pleasure in bargains (Outcomes): M1. I don't worry much about getting the best deal M2. I'm always looking for sales M3. I love to hunt for bargains M4. It's important to me to be a smart shopper M5. I constantly have my eyes open for good deals *M6. You can save money by shopping in malls* N. External reasons: *N1. The parking lot is wide* *N2. The shopping mall is near my house* *N3. The salesgirls are pretty* *N4. Entry is free* *N5. The environment is inviting* *N6. I go to the shopping mall because it's new*

Source: Adapted from Mooradian and Olver (1996, p. 584).
Note: Items in italics are added to Tauber's (1972) list on the basis of Babin, Darden and Griffin's (1994) scale and of respondents' answers to the pilot study.

The main questionnaire, containing 63 close-ended questions on a seven-point Likert scale, was administered to a sample of 600 customers (300 per shopping center), who were interviewed on their way out. They were, at Carrefour: 40% M and 60% F; average age 37.3; mainly employees

(23.7%), professionals (17.3%), students (17%) and housewives (16.7%); married (56.3%); with one child on average (1.39); going to Carrefour on average three times a month (3.29); and spending on average 46.64 euros, mainly for food (44.7%). Whereas, at Ipercoop, subjects were: 40.3% M and 59.7% F; average age 36.83; mainly employees (24.3%), students (18.3%), professionals (17.3%) and housewives (17%); married (55.7%); with one child on average (1.43); going to Ipercoop on average three times a month (2.79); and spending on average 56.82 euros, mainly for food (56.6%).

Results

To verify the hypothesis of the existence of two higher-order factors, which can be identified in the two main shopping values (hedonic and utilitarian), in the Big Five dimensions found by Mooradian and Olver (1996) amongst the eleven categories of individual shopping motives listed by Tauber (1972), data gathered in the two shopping centers were initially considered together (N = 600) and, then, separately for each shopping center (N = 300). Several factorial analyses were conducted, with the principal component method and Varimax rotation, and five- and two-factor solutions were considered, together with more than 11-factor solutions. In reference to the last, which should represent the individual differences in shopping motives, the 12-factor solution was chosen (see, *below*, in the general discussion) as it clearly shows the existence of two new factors (i.e., the third and the sixth components, called X and Y) – not listed by Tauber (1972) – and as many variations in reference to the past model (i.e., the dispersion of the A Factor, and the collapse of G and F Factors into one). Table 2 shows the total variance explained; Tables 3, 4, and 5 show the main factorial coefficients for the preferred solutions in the total sample (whereas the white background indicates the hedonic dimension, the gray background underlines the utilitarian dimension, as reported below).

Table 2

Total variance explained by factor analysis

Factors	Initial Eigenvalues			% of Variance			Cumulative %		
	Carrefour	Ipercoop	Total	Carrefour	Ipercoop	Total	Carrefour	Ipercoop	Total
1	8.877	8.654	8.560	14.1	13.7	13.6	14.1	13.7	13.6
2	5.448	6.191	5.728	8.6	9.8	9.1	22.7	23.6	22.7
3	2.893	3.431	2.960	4.6	5.4	4.7	27.3	29.0	27.4
4	2.614	2.458	2.378	4.2	3.9	3.8	31.5	32.9	31.2
5	2.229	2.179	2.050	3.5	3.5	3.3	35	36.4	34.4
6	1.989	1.837	1.758	3.2	2.9	2.8	38.2	39.3	37.2
7	1.746	1.800	1.648	2.8	2.9	2.6	40.9	42.1	39.8
8	1.730	1.620	1.464	2.7	2.6	2.3	43.7	44.7	42.2
9	1.545	1.606	1.420	2.5	2.6	2.3	46.1	47.3	44.4
10	1.507	1.441	1.334	2.4	2.3	2.1	48.5	49.6	46.5
11	1.450	1.328	1.322	2.3	2.1	2.1	50.8	51.7	48.6
12	1.353	1.284	1.264	2.1	2.0	2.0	53.0	53.7	50.6

Table 3

Main factorial coefficients in the 12-factor solution (*N* = 600)

Factor 1: D. Learning about new trends	Coeff.	Factor 2: G/F Communications and Social experiences	Coeff.	Factor 3: X. Freedom to choose (New)	Coeff.
B1. I enjoy looking at store display	.7880	*G1*. I enjoy talking to other shoppers	.8169	*M4*. It's important to me to be a smart shopper	.6311
D5. I enjoy window shopping and browsing through stores	.7681	*G2*. I enjoy talking with other customers and salespeople	.7959	*I4*. I wish salespeople would just leave me alone	.6160
B2. I enjoy the hustle and bustle of stores and shopping malls	.7236	*F4*. I like meeting people when shopping	.6720	*I5*. I wish salespeople were more attentive and respectful	.5757
D4. I like to visit new stores to see what they have to offer	.6399	*F3*. Shopping is an opportunity for social interactions	.6399	*B5*. I can give a glance	.5423
		F1. Store crowds get on my nerves	-.3722		
Factor 4: E. Physical activity		Factor 5: H. Peer group attraction		Factor 6: Y. Enjoying to be on one's own (New)	
E3. Shopping gets me up and doing something physically active	.7865	*H1*. I like to shop with my friends	.7967	*C7*. There is no pressure to buy	.7165
E1. Sometimes I shop just to get some exercise	.7254	*H2*. I enjoy "hanging out" with friends at the mall	.7853	*C6*. I can mind my business	.5738
		H3. Shopping is a good way to spend time with friends	.7826	*C5*. I enjoy anonymity	.5129
Factor 7: C. Self-gratification		Factor 8: M. Pleasure in bargains		Factor 9: B. Sensory stimulation	
C3. I often buy something I don't really need to pick up my spirit	.7191	*M3*. I love to hunt for bargains	.7586	*B4*. At the shopping mall you can find everything	.5382
C2. Sometimes I go shopping just to pamper myself	.6297	*M2*. I'm always looking for sales	.7230	*M6*. You can save money by shopping in malls	.4950
C4. It's especially fun to buy "impulse" items	.5994	*M5*. I constantly have my eyes open for good deals	.6429	*B6*. It's a source of inspiration	.4528
		M1. I don't worry much about getting the best deal	-.6055	*D1*. Shopping is how I find out what's new	.4117
Factor 10: I. Status and authority		Factor 11: L. Pleasure in bargaining		Factor 12: N. External reasons	
I2. I enjoy the personal attention I get at better stores	.7593	*L3*. When I think I can bargain, I offer a lower price	.6931	*N3*. The salesgirls are pretty	.6228
I3. I like being "pampered" by attentive salespeople	.7368	*L2*. I hate to negotiate over price	-.6827	*N4*. Entry is free	.4993
I1. It's fun to be waited on in stores	.5350	*L1*. I like to dicker with salespeople	.6397	*N5*. The environment is inviting	.4588
				N2. The shopping mall is near my house	.2997

Table 4

Main factorial coefficients in the 5-factor solution (*N* = 600)

Factor 1: Emotional Stability	Coeff.	Factor 2: Openness to Experience	Coeff.	Factor 3: Agreeableness	Coeff.
N1. The parking lot is wide	.5889	*C3.* I often buy something I don't really need to pick up my spirit	.5969	*G2.* I enjoy talking with other customers and salespeople	.7773
I5. I wish salespeople were more attentive and respectful	.5883	*D6.* I feel modern	.5744	*G1.* I enjoy talking to other shoppers	.7632
M4. It's important to me to be a smart shopper	.5727	*E1.* Sometimes I shop just to get some exercise	.5547	*F3.* Shopping is an opportunity for social interactions	.6449
C6. I can mind my business	.5708	*E3.* Shopping gets me up and doing something physically active	.5537	*F4.* I like meeting people when shopping	.6239
C7. There is no pressure to buy	.5609	*D3.* I often shop to keep up with the latest trends	.5165		

Factor 4: Extroversion/Introversion	Coeff.	Factor 5: Conscientiousness	Coeff.
B2. I enjoy the hustle and bustle of stores and shopping malls	.7052	*M2.* I'm always looking for sales	.7236
B1. I enjoy looking at store displays	.6644	*M3.* I love to hunt for bargains	.7093
D5. I enjoy window shopping and browsing through stores	.6439	*M5.* I constantly have my eyes open for good deals	.6247
A6. I only shop when I have to buy something	-.5735	*L3.* When I think I can bargain, I offer a lower price	.4953
A3. Going to the mall picks up my spirit	-.5182	*L2.* I hate to negotiate over price	-.4224

Table 5

Main factorial coefficients in the 2-factor solution (*N* = 600)

Factor 1: Hedonic	Coeff.
B3. Stores and shopping malls are exciting places to visit	.6527
H3. Shopping is a good way to spend time with friends	.6384
H2. I enjoy "hanging out" with friends at the mall	.6278
D6. I feel modern	.5941
F2. Sometimes I shop just to be around other people	.5879
F3. Shopping is an opportunity for social interactions	.5781
D3. I often shop to keep up with the latest trends	.5342
E1. Sometimes I shop just to get some exercise	.5342
F4. I like meeting people when shopping	.5324
E3. Shopping gets me up and doing something physically active	.5318
B2. I enjoy the hustle and bustle of stores and shopping malls	.5295
N6. I go to the shopping mall because it's new	.5211
G2. I enjoy talking with other customers and salespeople	.5182

Factor 2: Utilitarian	Coeff.
I5. I wish salespeople were more attentive and respectful	.6128
M4. It's important to me to be a smart shopper	.6015
N1. The parking lot is wide	.5792
G3. Salespeople are kind	.5414
N6. The environment is inviting	.5366
C7. There is no pressure to buy	.5324
N4. Entry is free	.5034
D4. I like to visit new stores to see what they have to offer	.4867
C6. I can mind my business	.4862

The analysis of factorial coefficients shows that, in the 5-factor solution, the first component, which can be referred to Emotional Stability, mainly considers shopping motives related to *External reasons* (N), *Pleasure in bargains* (M), and those items referring to new motives, such as *Freedom to choose* (X) and *Enjoying being on one's own* (Y), discussed below. The second component, that is Openness to Experience, mainly considers shopping motives related to *Self-gratification* (C), *Learning about new trends* (D), and *Physical activity* (E, which can be considered a trend too, and, therefore, similar to D). The third component, Agreeableness, mainly considers shopping motives related to *Communication with others having similar interests* (G), and *Social experiences outside the home* (F). The fourth component, Extroversion, mainly considers shopping motives related to *Sensory stimulation* (B), *Learning about new trends* (D), and *Diversion* (A). The fifth and last component, Conscientiousness, mainly considers shopping motives related to *Pleasure in bargains* (M), and *Pleasure in bargaining* (L). Items with negative saturation values (e.g., A6, A3 and L2, in the fourth and fifth factors) should be considered with their reversed statements, therefore they are absolutely in line with the name given to the factor. In the 2-factor solution, the same analysis shows: the former component related to those items stressing a hedonic shopping value, which can be traced in motives labeled B, H, D, F, and E; and, the latter component related to those items connected with a utilitarian shopping value, such as those motives labeled X, M, N, G, and Y.

Following Mooradian and Olver's (1996) methodology, two correlation analyses were carried out between the 12-factor solution and the 5-factor solution, and between the 5-factor solution and the 2-factor solution. Results are reported, respectively, in Tables 6 and 7 (the latter containing also results for each shopping center). They confirm that the individual differences in shopping motives as indicated by Tauber (1972) can be related, with few exceptions, to the Big Five factors (cf. Digman, 1990) and these, in turn, to the two main outcomes pursued with shopping, that is hedonic and utilitarian, as was hypothesized.

Table 6

Pearson correlation (*r*) between shopping motives and Big Five factors (*N* = 600)

Factor	D	G/F	X	E	H	Y	C	M	B	I	L	N
Em.St.	.157*	-.023	.563*	-.089††	-.227*	.599*	.057	.100†	.399*	.088††	-.127†	.203*
Open.	.107†	-.074	-.250*	.572*	.214*	.139**	.615*	.036	.136*	.325*	-.014	-.044
Agree.	-.022	.810*	-.001	.106†	.181*	-.035	-.209*	-.140**	.184*	.249*	.235*	.271*
Estr.	.878*	.090††	.071	-.106†	.265*	-.126†	.123††	.012	-.120†	-.296*	.013	.091††
Cosc.	.015	-.044	.065	.251*	.037	.014	-.230*	.795*	.007	-.087††	.476*	-.093††

Note: * = .000; ** < .001; † < .01; †† <.05.

Table 7

Pearson correlation (*r*) between shopping values and Big Five factors

Factors	Hedonic value			Utilitarian value		
	Carrefour	Ipercoop	*Total*	Carrefour	Ipercoop	*Total*
Emotional Stability/Neuroticism	-.2673*	-.1568**	-.2251*	*.9007*	*.8982*	*.8968*
Openness to Experience	*.6271*	*.7112*	*.6946*	-.1028	-.0091	-.0952**
Agreeableness	*.4888*	*.6236*	*.5345*	.2343*	.0369	.1982*
Extroversion/Introversion	*.4925*	.2544*	*.3457*	.3065*	.3803*	.3364*
Conscientiousness	*.2320*	.1268	.1565*	.1714**	.2173*	.1850*

Note: * = .000; ** < .05. Higher correlation values than those of the other factors are reported in italics. A white background indicates the hedonic dimension, a gray background indicates the utilitarian dimension.

Specifically, in reference to the entire sample, the traits of Openness to Experience ($r = .694$, $p = .000$), Agreeableness ($r = .535$, $p = .000$), and Extroversion ($r = .346$, $p = .000$) are correlated to the hedonic shopping value; whereas, those of Emotional Stability ($r = .897$, $p = .000$), and Conscientiousness ($r = .185$, $p = .000$) are correlated to the utilitarian shopping value. This finding is replicated also for each shopping center (see Table 7, *above*), although with a slight drop of Conscientiousness for Carrefour and of Extroversion for Ipercoop. Thus, the existence of two meta-dimensions is statistically proven: the *hedonic* component, which includes *outward* factors, inherent in consumer relations with the external world, related to the ability of shopping to keep people updated, and to allow social interaction and the opportunity to get out of the house and have some fun; and the *utilitarian* component, which includes *inward* factors, inherent in consumer relations, together with one's inner reality, related to the ability of shopping to improve one's self-esteem, and to allow convenience balances.

Turning attention to differences discovered between the two shopping centers, Carrefour and Ipercoop, Table 8 summarizes the average scores of the items for each shopping motive.

Table 8

Means and standard deviations of items in Tauber's (1972) extended scale

Item	Mean	D.S.	Item	Mean	D.S.	Item	Mean	D.S.
A1	4.96 (4.59)	2.31 (2.39)	D1	3.96 (3.91)	2.42 (2.44)	I1	3.94 (3.29)	2.32 (2.22)
A2	2.16 (2.28)	1.89 (1.88)	D2	4.77 (4.38)	2.39 (2.51)	I2	3.22 (3.05)	2.41 (2.24)
A3	2.99 (2.60)	2.30 (2.25)	D3	2.77 (2.25)	2.36 (1.93)	I3	2.75 (2.35)	2.21 (2.02)
A4	3.50 (3.29)	2.57 (2.47)	D4	5.76 (5.51)	1.91 (2.01)	I4	6.46 (6.51)	1.22 (1.18)
A5	5.21 (5.28)	2.32 (2.34)	D5	5.57 (5.40)	1.94 (2.14)	I5	6.36 (6.34)	1.23 (1.38)
A6	3.64 (3.86)	2.60 (2.58)	D6	2.18 (1.79)	1.90 (1.46)	L1	2.87 (2.40)	2.38 (2.17)
A7	5.54 (5.61)	2.33 (2.22)	E1	1.78 (1.60)	1.60 (1.29)	L2	5.39 (4.98)	2.34 (2.56)
A8	1.63 (2.05)	1.47 (1.84)	E2	4.33 (3.66)	2.56 (2.50)	L3	3.00 (2.59)	2.44 (2.19)
B1	5.69 (5.52)	1.90 (2.06)	E3	1.67 (1.57)	1.57 (1.35)	M1	3.80 (3.83)	2.37 (2.48)
B2	5.25 (4.69)	2.18 (2.34)	F1	5.05 (5.52)	2.44 (2.21)	M2	4.12 (3.89)	2.39 (2.47)
B3	3.40 (2.78)	2.21 (2.15)	F2	2.31 (2.30)	2.02 (2.06)	M3	4.18 (3.87)	2.41 (2.51)
B4	6.27 (5.93)	1.34 (1.60)	F3	3.13 (2.57)	2.45 (2.21)	M4	6.50 (6.55)	1.19 (1.16)
B5	6.66 (6.71)	0.91 (0.85)	F4	3.94 (3.47)	2.46 (2.39)	M5	5.14 (5.63)	2.22 (2.04)
B6	3.47 (3.75)	2.43 (2.47)	F5	1.54 (1.34)	1.38 (1.07)	M6	4.59 (4.60)	2.09 (2.15)
C1	4.81 (5.21)	2.39 (2.22)	G1	3.24 (2.81)	2.38 (2.18)	N1	6.54 (6.55)	1.20 (1.15)
C2	3.38 (3.30)	2.56 (2.46)	G2	3.66 (3.02)	2.25 (2.23)	N2	4.52 (3.25)	2.57 (2.35)
C3	3.04 (3.01)	2.44 (2.35)	G3	5.69 (5.42)	1.63 (1.78)	N3	5.44 (3.34)	1.87 (2.38)
C4	3.02 (2.95)	2.49 (2.31)	G4	5.00 (4.52)	2.17 (2.28)	N4	6.28 (6.10)	1.61 (1.90)
C5	5.43 (5.04)	2.06 (2.24)	H1	3.88 (4.15)	2.56 (2.57)	N5	6.58 (6.13)	0.99 (1.48)
C6	5.49 (5.69)	2.15 (1.99)	H2	2.81 (2.89)	2.28 (2.32)	N6	3.77 (2.50)	2.59 (2.08)
C7	6.23 (6.11)	1.51 (1.73)	H3	2.56 (2.78)	2.16 (2.31)			

Note: Values without brackets refer to Carrefour; values within brackets refer to Ipercoop.

From the factorial analyses carried out for each shopping center and, in particular, from the main factorial coefficients in the 5-factor solutions, there arises a substantial difference, which can be of relevance to strategic marketing aims. For Carrefour, the Emotional Stability factor, strongly correlated with the Utilitarian dimension of shopping ($r = .9007$, $p < .000$), is prevalent indeed on, respectively, the Extroversion, Agreeableness, Openness to Experience, and Conscientiousness factors; whereas, for Ipercoop, the Openness to Experience factor, correlated with the Hedonic dimension ($r = .7112$, $p < .000$), is prevalent on, respectively, the Emotional Stability, Agreeableness, Extroversion, and Conscientiousness factors. From the correlation analyses between the 5-

factor and the 2-factor solutions (see Table 7, *above*), moreover, it can be seen that, whereas the Carrefour shopping center is chosen, all else being equal, for purchases that are attentive, intelligent, aimed, economical, convenient and rational (i.e. *utilitarian*); the Ipercoop shopping center is chosen, mainly, when shopping implies going out and spending some time with friends, being with others, feeling modern, following trends, having fun and getting some exercise (thus, when shopping is mainly a *hedonic* activity).

General Discussion

This study has shown the existence of two meta-dimensions of individual shopping motives: a *utilitarian* dimension, regarding Emotion Stability and Conscientiousness, among the Big Five factors; and a *hedonic* dimension, regarding Openness to Experience, Agreeableness, and Extroversion. This finding confirms the existence of two high-order factors among the Big Five, as maintained by Digman (1997) in his meta-analysis of social psychology studies. It advances, however, two different aggregations from those found in the field of "global" human personality (as opposed to the domain-specific level of shopping motives), given the transfer of the Agreeableness factor from one meta-dimension to the other. These two meta-dimensions in the shopping field could be interpreted as the antecedents of shopping behaviors (conations), connected to, respectively, the rational motives behind cognitive processes, and the affective motives regarding the sphere of feelings and personal goals. In a marketing approach based on the disconfirmation paradigm (see Guido, 2001ab; Varaldo and Guido, 1997), both these meta-traits could be, therefore, considered in the customer satisfaction assessment because the purchase experience could be related – to a different extent for each customer (according to his/her prevalent meta-trait) – not only to his or her *expectations*, based on rational elements of cognition (that is, brand-specific features, performance ratings, and/or other characteristics of actual products that are considered during the evaluation process), but also to his or her *desires*, based on affective and motivational evaluative criteria, representing inner motivations, interests and goals (see also Spreng, MacKenzie, and Olshavsky, 1996). This should encourage firms to classify their key customers on their main shopping goals, thus setting, in turn, satisfactory communication strategies able to influence customers' perception of the shopping center image and, in general, their purchasing experience.

Beyond the marketing consequences of these findings, there are especially remarkable theoretical implications which should prompt one to reconsider categories of shopping motives as indicated by Tauber (1972) – which he never directly tested – that result from the analysis carried out on 12 factors. In particular, as illustrated in Table 3 (*above*), there are some principal differences with past categories: the first difference is the dissolving of class A of motives (that is, shopping as a *Diversion*), whose items are spread around three different factors and never appear in first-rated places as for saturation values. This can be explained by the vagueness of item statements, given that the *same* subjects, in a *different* motivational status, could feel, as a diversion, either the search for excitement aroused by the shopping situation or a relaxing mood when shopping, according to their hedonic tone and level of stimulation. This is explained by Apter's (1989) *Reversal theory*, according to which the individual's subjective experience is *bistable* – that is, it implies two points of equilibrium rather than one (like a switch that can be turned on or off), depending on the degree of pleasantness of the experience and the levels of arousal (cf. Guido and O'Shaughnessy 1996). The second difference with the shopping motives originally indicated by Tauber (1972) is in the collapsing of Factor G (*Communication with others having similar interests*) and Factor F (*Social experience outside the home*) into one dimension (G/F) which represents *Communication* in general, coming from any shopping activity. It is interesting to notice that this collapsing can be found even in over 12-factor solutions, thus corroborating the strong link between the items of these two classes once believed distinct. Although this might seem to happen also for Factor D (*Learning about new trends*) and Factor B (*Sensory stimulation*), actually it does not. The latter factor maintains its own individuality: only two items with which it is described (namely, B1 and B2) should have been considered, from the start, as activities aimed at learning about new trends; and, vice versa, for the former factor, with item D1. Finally, the third difference comes from the proved existence of *other classes of motives* which stimulate one to shop, two of

them based on new items, added through the pilot study with open-ended questions, and one from the re-aggregation of past items. Apart from the *External reasons* class (Factor 12: N), due to events which are not dependent on the subject, it was possible to find a class of shopping motives, which we defined *Enjoying being on one's own* (Y), where all its items (C7: *There is no pressure to buy*; C6: *I can mind my business*; and C5: *I enjoy anonymity*) characterize it and distinguish it from mere *Self-gratification* (C). Also the third new factor, constituted by items previously considered in other classes of motives (M4, I4, I5, B5), emphasizes the shoppers' willingness to make their point of view prevail. Therefore, it was called *Freedom to decide* (X), to stress the fact that customers would like to make smart purchases (M4), without the pressure put on them by salespeople (I4), that they would rather prefer less intrusion (I5), as they consider their own right to be able to take a glance to the offerings (B5) without being forced to buy.

The discovery of these two new shopping motives could be, conceptually, a remarkable advancement to the extent of a general theory of shopping, together with the demonstration, through quantitative measures, that multiple individual differences in shopping motives can be referred to just two broad aims, utilitarian and/or hedonic ones, which characterize shopping values. From the point of view of shopping centers and, more generally, retailers, to find that their customers (or segments of them) are primarily oriented to utilitarian purchases (so-called *smart shoppers*) – there being Conscientiousness and Emotional Stability factors prevailing amongst shopping motives – could mean searching for substantially low cost competitive advantages to build price leadership strategies. On the other hand, to discovering that their customers are primarily oriented to hedonic purchases – there being relevant Openness to Experience, Agreeableness, and Extroversion factors – could rather mean for firms to build competitive advantages of differentiation to influence customers' needs for novelty, distinctiveness, and sociality satisfied through their shopping activities. Recent studies (for example, Mooradian and Olver, 1997; Olver and Mooradian, 2003) propose a superior operative validity of a customer segmentation based on personality and lifestyles, over traditional socio-demographic criteria, by recognizing such categories of customers who are oriented towards stimulation, advice (i.e., the "subjective norm" in Ajzen's [1991] model), and price (Groeppel-Klein, Thelen, and Antretter, 1999).

In conclusion, a link between the antecedents (i.e., shopping motives) and consequences (i.e., shopping values) of shopping intentions was demonstrated by means of the emergence of two mutually exclusive meta-traits of the consumers' personality. The development of these studies will hopefully provide the means for a better understanding not only of the motives and aims of shopping and consumption behaviors, but also, above all, of the ways people perceive themselves and others.

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