

# **GENDER DIFFERENCE BETWEEN HEDONIC MOTIVATION, PURCHASING & BUYING BEHAVIOR**

**By**

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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	19 <sup>th</sup> May 15	Sir.Mansoor's Cubicle	Discussed about the conduction of the analysis over grounded theory	
6	26 <sup>th</sup> May 15	Sir.Mansoor's Cubicle	Discussed about the Focus Group and Projective Technique findings and result	
7	5 <sup>th</sup> June 15	Sir.Mansoor's Cubicle	Discussed about the theory formulation and recommendations	

#### APPROVAL FOR EXAMINATION

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I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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**Date: 29<sup>th</sup> June, '15**

## **List of Abbreviations**

CBR	Consumer Brand Relationship
LB	Luxury Brands
VB	Value Brands
BEE	Brand Extension Evaluation
LC	Luxury Consumption
BPU	Brand Performance & Usefulness
HCSB	Hedonic Consumption & Symbolic Benefits

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## Abstract

**Purpose** – Major aim of this study is to find the affect of hedonic motivation leading to purchasing and buying behavior with respect to the difference in gender. How does pleasure seeking can lead to luxury consumption and what pattern does the particular gender follow.

**Methodology/Sample** – The study is an Exploratory Research via Grounded Theory. Data collection is conducted through Focus Groups. Sample sizes of about 50% male and 50% females in the focus group of almost 100 respondents were taken from Karachi Pakistan. The data is later processed through Projected Techniques to find out the conclusive result.

**Findings** – The analysis leads to the primary findings, reflecting the difference in hedonic motivation pertaining to every individual separately. Each individual has their own insight on how to seek and attain pleasure through purchasing. Some major findings over the attributes of hedonic motivation leading to purchasing behavior are shared in this report.

**Practical Implications** – The findings of this study can be helpful to the researchers who are in the pursuit of taking this phenomenon of pleasure seeking further elaborated. It will help the luxury brand consumers to understand the psyche of the brand, their self image related to it with its consumption.

**Keywords** – Pleasure seeking, Luxury goods, Hedonic Motivation, Purchasing Behavior, and Utilitarianism.



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# Chapter – 1

## Introduction

### 1.1 Background:

The purpose of self satisfaction and seeking pleasure is based on how much an individual can strive to achieve their preferences and how far one can go for their goals. There is a wide difference when comparing a woman's preference to a man's preference. Their differences are shown via clothes they wear and food they eat, their hobbies and lifestyles and how much an individual spends their time on themselves.

It all is merely divided into their *interests, motivation, means of achieving self satisfaction and their personalities*. Women tend to be biased when it comes to achieving self satisfaction and pleasure (mainly by means of shopping and purchasing of expensive branded items) while men tend to be satisfied with what they can manage and sustain.

This paper contains research on *Gender difference between Hedonic Motivational & Purchasing Behavior*. But, first of all, it is important to consider the meaning of Hedonic motivation. Hedonism means *an individual seeking pleasure and satisfaction by means of a certain motivation/purpose, keeping aside the external harm and conflicts arising from the situation*. The Hedonic activity gives a sense of purpose and pleasure when one seeks it. The Hedonic activity is vastly related to gender preferences, thus this paper will define the differences and purposes of both sexes pertaining to purchasing behavior and consumption.

Purchasing behavior can be described as *an individual's purpose to achieve a certain item by means of hedonic motivation*. It can also be said that due to certain motivational scenarios and pleasure seeking (hedonic)/utilitarian events demonstrates a specific purchasing behavior of each consumer. A Consumer either purchases an item for self satisfaction or for their basic needs and for practical use. Consumer behavior suggests that there are two basic consumption techniques involved. (Teller et al., Millan, Batra, Holbrook, & Millar)

1. Hedonic satisfaction and
2. Utilitarian/Practical use.

## **Stereotypical Approach VS Latest Purchasing Behavior:**

The stereotypical approach, especially found in Asia, suggests that women shop on a greater basis rather than the male population. Nowadays, research shows that men have come out of their comfort zone and approach male clothing lines in order to achieve their necessities and needs. Most of the males would consume from sportswear. Also the fact where a single male, who goes for the shopping alone to purchase basic needs for his family, has been neglected because females nowadays are far more experienced in hedonic purchasing than men. It all depends upon an individual's culture and family background though. Thus, the stereotypical thinkers have been put to the side because they would never broaden their horizons.

### **1.2 Significance of Hedonic Motivation and Purchase Behavior:**

Defining the significance of this topic, it is based on the pleasure seeking necessity and a natural phenomenon found in every individual. This phenomenon may vary from person to person, but it does have its presence and can be gauged through typical behaviors of individual e.g. purchase behavior. This can be truly understood with the Greek example of *Plato's Ring of Gyges* (The Republic) where Plato's Socrates is discussing with Glaucon how men would react if they were to possess a ring that gives its wearer immense powers, including invisibility. Glaucon believes that a strong version of Motivational Hedonism is true, but Socrates does not. Glaucon asserts that, emboldened with the power provided by the Ring of Gyges, everyone would succumb to the inherent and ubiquitous desire to pursue their own ends at the expense of others. Socrates disagrees, arguing that good people would be able to overcome this desire because of their strong love of justice, fostered through philosophizing.

In philosophy, the two main theoretical debates about happiness are how to define happiness and whether being happy is all, part, or none of what makes our lives go well for us.

Hedonists in general define pleasure and pain in broader terms for example reading a good book and recalling a good memory is a cause to pleasure while hurting a toe or hearing about death of a loved one is cause of pain. With this, it's defined how **hedonism is intuitively appealing as a theory about what is valuable for us.** (2012)

Arnold and Reynolds (2003) gauged the variables of hedonic motivations leading to buying or purchasing decisions consisting of (The Influence of Hedonic Shopping Motivations on Buying Decision with Gender European Journal of Business and Management , Vol.5, No.31, 2013)

- Adventure buying Motivation
- Gratification buying Motivation
- Role buying Motivation
- Value buying Motivation
- Social buying Motivation
- Idea buying Motivation

### **1.3 Research Problem:**

Studies have been done on Gender difference in hedonism and purchase behavior where the researchers found the differences between the two, in areas of:

- Consumer's Lifestyle.
- Varying experiences as per the age.
- Habits and preferences.

Broader research problems have been discussed on large forums pertaining to the subject. Researchers have worked to attain and maximize the information in order to organize their brands and aisles accordingly.

As I do review in this particular area, I find that there is more research that can be done in Hedonic motivation and Purchasing behavior in gender difference altogether to get the clear picture of what an individual can hold of. There's no particular research done to elaborate particular differences for both the preferences.

### **1.4 Research Questions:**

- What are the Gender Differences in terms of hedonistic motivation?
- Which group gender seeks more pleasure in purchasing and why?

### **1.5 Research Objectives:**

The purpose of this thesis is to broaden the spectrum towards:

- To examine how, by purchasing particular brands in particular categories (watches, wallets/bags, shoes, clothes), one can achieve pleasure, happiness and satisfaction.
- To examine how an individual perceives the hedonic purchase.

### **1.6 Scope of the Study:**

This topic revolves around three key topics *hedonic motivation, purchase behavior, various brands and their consumption*. These are itself too vast and huge to be discussed in a single research study.

The topic selected for research has a wider range and huge sample size is to be maintained for the analysis. Other limitation is a fact over which we cannot play is the mindset, thinking, perspective varying in each and every individual. The study and analysis conducted in this report, is basically based on that very sample size surveyed.

### **1.7 Limitation of the Study:**

Hedonic motivation, in this research is leading an individual to purchase particular Luxury Items in order to yield pleasure and contentment.

This study is limited to the following luxury (Brand) purchasing of categories:

- Watches
- Bags
- Shoes
- Clothes

## Chapter – 2

### Literature Review

#### 2.1 Purchasing - Differences between Genders or Differences in Interests?

The hypothesis that the purchasing behavior depends upon biological difference in the genders is long gone, whereas, it's universal fact where purchasing and motivational behavior is varied person to person due to their changed interests and personalities. Purchasing *in general* can be considered as a vacation itself whereas some take it as a work off duty but everyone has to participate anyhow. In industrialized countries, shopping has been considered as a gendered activity. Generally, women are associated with the actual buying, and men with the monetary phase. Women tends to show a positive vibe towards this activity whereas men are little hesitant. However, Otnes and McGrath (2001) studied the difference deeply and classified the behavior into three categories “*Grab & Go*”: they don't want to waste a lot of time, the shopper knows what he wants to buy and goes to the store, grabs the product and exits, “*Whine & Wait*”: are usually partners where they have to wait for the other partner to finish the purchasing and they have to wait. Third category is “*Fear of the Feminine*”: disliked by men where they consider themselves as being indulged in a feminist activity. Bakewell and Mitchell in 2004 researched that spotlighting gender as a biological factor of the difference in purchasing, the perception of gender identity and gender role is more important in determining the pattern and motivational behavior. Purchasing behavior can also be discussed with respect to social context where age plays a vital role. There's a continuous change in shopping and buying behavior in a person's life cycle depending upon various factors. Throughout the research, that the most typical gender oriented hedonic motivation leading to purchasing activity involves shopping for Luxury items.

#### 2.2 Hedonic Shopping Motivations and Purchase Intentions in Gender(s)

Gender differences between hedonic motivations in Luxury Items are conspicuous. When consumers shop, their buying behavior is dependent on two variables; *the need and intensity of hedonic motivation, how they will be perceived after it's purchased by the others, what pleasure it gives to the individual*. There are many theorists who worked to make brand purchasing

possible to pursue easily and smoothly where the highlighted product marketing to be viable for both male and female to consume and shop easily, depending upon the social structure. General phenomenon where several studies (women and men buying behavior) have declared women to be the major chunk that shops, whereas, male are acknowledged to shop hugely over the internet be it the luxury item. (Smith and Whitlark & Chiang) Women on the other hand are person oriented and child centered when it comes to regular purchases. They keep their purchases limited to their nature whereas, men are more masculine, work oriented and competitive and they shop accordingly. As women are little hesitant to use technology, they are more associated with it for noble causes, making friends or for some nurturing tips for their family. Men on the other hand are information freaks, looking for new and innovative lifestyle. They are more into looking for the options for investments and personal interests. The desire to feel independent and significant is the key hedonic motivating factor for both the genders to purchase a luxury item. Male, who usually wants to buy the products they consider as a feminist, online shopping is a mode which can conceal their identity and can make them buy what they actually want and enhancing their hedonic shopping motivation. For a business perspective to grow, a marketer should focus on the motivational factors effecting genders to shape their purchasing patterns. Practitioners should not depend solely on the biological gender difference but rather the perspectives and their hidden motivational behaviors.

### **2.3 The broad embrace of luxury**

It is in a consumer's nature to be delighted and fulfilled by the luxury around him and the outcome it provides. The total U.S. luxury market has reached \$1002 billion in 2005. ( Research and Markets) Hence a consumer is influenced to buy a luxurious product due to his hedonic attitude. Brands are classified into two categories. Value brands satisfy and are related to utilitarian attitude, thus related to attributes in a brand whereas luxury brands present delight and pleasure and related to hedonic attitudes, thus related to non attributes in a brand.

Consumers might also demand value over money. ((2006) S. , 2006) Both the luxury and value brands should balance out each other and to provide favorable outcomes. When both of these terms are achieved, the result is a high quality brand with a certain value and austerity. Consumers prefer high end brand to the equivalent product offered by a low end brand. (Randall, 1998) Value based products provides quality assurance, functional benefits and delivers a



favorable outcome whereas luxury based products provides psychological and emotional benefit and more oriented to the hedonic attitude.

Luxury brand may be affect rich while value brand can be affect poor. Affect rich products are mostly driven by emotional and psychological needs and evaluated on the feelings they present after the purchase. ((1983), Schwarze & Clore (1983), 1983) Thus luxury brands are based on the hedonic attitude and the promise of pleasure which they bring upon purchase. Value brand maybe subjected to utilitarian benefits.

Brand extensions evaluation is given two factors. First is the brand image and perceived quality of the brand and second is the category fit and conceptual fit between new and existing products associated with the brand. (Aaker & Keller (1990)) Reason based evaluation is mostly linked to value brands and feelings based evaluation to luxury brands.

Luxury brand extendibility is more creditable then the value brand extendibility because value based tend to fulfill a certain work and when the work is finished, thus value based (affect-poor) lose its value. Since a luxury brand is prone to the consumer's high hedonic attitude and emotional needs, it is subjected to more extendibility.

Brand management entails that maintaining consistency and positive brand association in brand communications is important. (Keller (1993)) A price for a brand plays important role in brand extendibility. It is suitable to have a high price for a known brand so as to mark its influence in terms of luxurious pursuit. A low price brand may lose its brand extendibility, brand evaluation and potential.

## **2.4 Quality and Image**

Consumers are mostly driven to buy a certain product when they witness an astounding brand image and a highly recommendable perceived quality. It is quite known among certain brands that despite being good brand image oriented, they fall short on the quality assurance; hence the quality perceived is 'tarnished'. *Mercedes* manages to have a good brand image, despite lacking in the quality given. (Gibson (2006)) Certain 'mismatches' occurs when a brand either focuses on its image or its quality.

A person is evaluated on the basis of character and competence. ((1994)) The quality and image are related to the character and competence because competence is objectively verifiable orientated and character is related to emotion and feelings. Quality being subjected to objectively or cognitive driven and Image driven by emotions. Thus quality being related to utilitarian behavior and image related to hedonic views.

Brand beliefs is classified into two categories 'attributes and non attributes'. Attribute brand belief are subjected to quality, features and performance. ((2006) H. ) Non attribute brand beliefs tend to be related to an individual's personal needs and emotional attachment. (Plumer) The hedonic component is related to sensory, experiential product and Utilitarian with instrumental and functional attributes of a brand. Thus, hedonic attitude plays important role in brand image, leading to non-attributes of a brand and utilitarian attitude with quality assurance and leading to attributes of a brand.

Attitudes based on affect are more resistant to persuasion than attitudes based on cognition. (Rempel) Non attributes type are more subjected to abstract, personal views and linked to emotional concepts. Thus they impact hedonic beliefs in brand attitude more strongly for brands that are suffering from low image and quality. Whereas, attribute brand beliefs are more subjected to utilitarian attitudes linked with the image and quality.

Since a consumer is influenced by his own hedonic attitude towards a certain brand thus leading non-attributes to be more of importance than the attributes (utilitarian). Non attribute provides a high image and low quality preference in a brand whereas, attribute provides a low image and high quality preference.

## **2.5 Disillusioned hedonist shoppers**

Consumers seeking pleasure and delight from buying a certain product with a known brand name are often categorized in having a hedonic attitude. Luxury goods and brands is all that matters when it comes to buying. Buyers would likely get a product based on the fame and name of the brand rather than the quality it provides. Spending has risen to \$300 billion in 2013.

Luxury consumers can be divided into 'Disillusioned' consumers who thrive for rather traditional brand names (such as Chanel, Cartier etc). They do pursue the pleasure through buying goods thus making them the second top consumers.

Due to the trading-up of brands in the market, certain hedonist shoppers tend to center around the trading-down prospect, that is, rather than taking pleasure from expensive brand consumption they would favor a reasonable market price. Even though trading-up has increased the price of products of a certain known brand, it is still in demand.

Hedonist shoppers prefer luxury brands, thus favoring trade-up whereas a disillusioned hedonist might prefer to thrive from either trade-up or down, depending upon the social norm they belong to. But mostly they are quite content with the trade-down market.

## **2.6 Hedonic Shopping Motivation on Consumer Satisfaction**

When it comes to shopping many of the consumers belong to young adult or teenage class, aged 16 to 30 years. Clothing has become a basis to understand oneself. Most of the consumers give in to their hedonic attitude or preferences in order to obtain satisfaction and delight and to be accepted by the society. It is important for a brand to understand the hedonic attitudes of consumers and to attract them by offering better brand image and quality assurance. Although utilitarian may think of clothing as necessity, but hedonic consumers enjoy shopping just for the sake of seeking pleasure and comfort.

Hedonism is an ethical theory, which presents the outcome as 'good' when one gets pleasure from a certain task or saving from pain and 'bad' to something giving pain. (Hopkinson & Pujari (1999)) Hedonism may lead to unnecessary pleasure seeking and satisfaction when one indulges too much in the act. Shoppers seek for pleasure and sense of acceptance through clothes purchased.

Utilitarian consumers think of rational and functional aspects when it comes to items being purchased. Both hedonic and utilitarian consumers may be affected by factors such as rationality (Carpenter et al (2005)), mood ((1993) R. a.), feelings ((1997)), shopping habits ((1993) A. &.), gender ((2009) U.), income ((2009) A. e.), social and cultural environment. (Griffin et al (2009))

Online shopping is widely attracting consumers nowadays. The approach should be hedonic when it comes to attracting the consumers. Consumers with a sense of curiosity and entertainment shop online more so as to experience these feelings. ((2012)) A utilitarian may not see online shopping as a necessity but rather communicate or see the product for themselves so as to be a better judge. Most of the brands nowadays have approached online shopping schemes to attract consumers who would want to seek pleasure and psychological emotion.

Gender does matter when it comes to hedonic shopping. While a male may show utilitarian aspects and has a rational approach, a female tends to be more hedonic in nature. This is because female seek happiness and emotional stability through clothing and buying products with a good brand image.

## **2.5 Motives for Luxury Consumption**

Luxury consumption has vastly increased in recent years, especially making its way in low tier cities. It is considered that materialism is associated with luxury consumption. (Brannen (1992)) Consumer motives can be related to purchase behavior and attitude, hence it is hypothesized that materialism can influence luxury purchase through consumption motives. People tend to obtain social prestige through possessions as a display of wealth. ('Vieblen) Nowadays, consumption motives can be studied by means of psychological perspective. They are distinguished between social-directed and personal-directed motivations in consumption. Different terms are used in the study, such as, conformity, desire for social status, self directed pleasure pursuit and quality assurance.

Conformity is the behavior that people consume luxury goods because of interpersonal influence, so as to be accepted by the social group. ((1993) M. ) People are also categorized as social animals that accept social forms and norms and whose behavior is strongly influenced by their group-memberships. Psychological studies show that consumers could be affected by their reference groups when making purchase decisions.

Consumers also have a desire for social status, thus leading to luxury consumption. A consumer may want to increase his social status luxurious products and expensive items so that they might be accepted in their respective norms. The consumption for western brands is solely based on the

symbolic meaning and influence attached with the desired product. (Alden) Once the product starts losing its austerity, it is discarded.

People are often driven to buy products for their self satisfaction or pleasure and fun. Hedonism in buying these products influences the individual as to satisfy their own needs. Consumers with more hedonic values tend to buy more foreign products than their lower counterpart. (Wang Chen)

Consumers tend to buy luxurious products because of the quality assurance from a known brand or company. People buy luxurious items not just to be recognized by their social norm but also because of the quality assurance. ((2008)) People tend to ignore inferior competitors of a certain brand, but rather go for the original one.

Materialism and luxury consumption goes hand in hand. Materialism can be defined as the luxury needs/items, desired by an individual, to be bought regardless of the outcome, that is, whether the item is either useful or not. Materialists waste their money in order to be accepted by their norm. Thus, it is concluded that the materialism influences luxury products purchase if an individual looks into the conformity, desire for social status, pleasure pursuit and quality.

## **2.6 Hedonic Consumption and Symbolic Benefits of a Brand**

For a consumer-brand relationship, it is necessary for marketers to look into the fact that what consumers really demand. Most of the consumers in this era are of typical hedonic in nature and utilitarian approach is discarded. Brand value perception is important when it comes to designing. A consumer must feel satisfied with the brand thus increasing its demand and claim.

Successful brands are always thinking of innovating and bringing out the best, with unique ideas and thoughts into account. According to Brown (2006), he said, 'Breakthrough ideas that are inspired by a deep understanding of consumers' lives.' Utilitarian perception value is solely based on a brands performance and usefulness. ((1982)) Symbolic benefits are associated with hedonic consumption or can be a different value itself. Self-expression, social recognition and self esteem are related to symbolic values in a brand.

Retailer brand consumption is increasing when it comes to seeking hedonic attitude. The declining loyalty of a consumer towards a traditional brand is leading them to approach retail stores. A finer approach when it comes to brand design is to take into account utilitarian, hedonic and symbolic benefits.

One major motivation of both manufacturers and retailers is to provide value to consumers. ((2001)) For designers and innovators they should take into account both hedonic and symbolic perceived value of a brand.

When it comes to consumers' loyalty to a certain brand, it is important for the said brand to build three factors that are, trust, attachment and commitment. Attachment and commitment as brand relationship are related to purchase loyalty and attitudinal loyalty to the brand. ((1973)) Attachment can be defined as, 'The feeling that the brand occupies a unique position in the consumers' mind therefore its withdrawal would result in a feeling of loss.' (Gurviez) Commitment is defined as the 'key to achieve valuable outcomes'. (Morgan & Hunt's Theory of commitment-trust (1994))

Hedonic consumption and symbolic benefits may go together but a marketer should note that most of the consumers needs are for the sake of achieving satisfaction. Consumers may be of either utilitarian or hedonic in nature but it comes down to perceive value of a brand and how it is presented that does the final judgment.

## **2.7 The Realistic side of Purchasing Behavior**

Research reveals that like women, men not only shops for their necessities but also as an activity to compensate and overcome their lives personal breakdowns. Many refer this as 'Compensatory Shopping'. It's an art that's required by the marketers to capitalize this motivational urge of the male customers. Women are by nature considered as multi tasking (polychromic). They manage to buy different product ranging from various categories in a single flick. Men on the other hand being the 'Grab & Go' oriented, feels it difficult to focus on the purchase and are pretty restless if the purchasing list keeps on increasing therefore they refer to stay on a single task during shopping (monochromic). There are few genuine factors which differentiates both the genders from each other when it comes to their shopping motivations. *Price*; a pivotal factor on which usually married couples argue in a supermarket, where men consider it to be expensive and

women are consistent of buying solely from these markets due to the accommodation and sense of relief of buying from a single place. Men are more into whole selling and discount oriented when asked to rate supermarkets. *Check-outs*; men generally hates waiting. They dislike long queues holding them up for billing and check outs rather than women who can pass their time by talking to strangers during the time. Men here prefer self driven check outs as they are more into gadgets and self sufficient to move out. *Payment Mode*; men usually prefer Debit or Cash amount to be paid at the time of purchase check outs, avoiding credit cards. Women on the other hand depend upon the same mode while males are considered to be more concerned and price aware than females. Men usually inquire about the billing quotes too. *Loyalty*; research depicts that men usually visit the same store in spite of being not neutral in loyalty about that particular store than females. Studies show that more a men is enlightened towards the information about a product or service, the more likely they are going to spend on that purchase.

## **2.9 Contentment, Pleasure and Purchase:**

Contentment is the indefinable quest following every human attempt, even well-known people defines pleasure as the situation of mind where there is no outline of grief. A lot of people in both genders feel happy when they buy something new for themselves. They feel that being on the correct place at the right time and doing the right item is something which gives them inner satisfaction and pleasure. In this regard, the most important question to be answered is if money buys happiness. A human being interested in the psychology of contentment may query what does not bring about this adored feeling. Money is one of the things that preponderance of people spends their time working on but if only money was the answer to happiness, than many of the American's should have been the happiest people of earth. Desires of a human being changes with substance opulence, but every now and then the well-heeled are never content extensive enough to create an ongoing state of happiness. This be short of equilibrium often consequences in both emotional and bodily problems, which, can show the way to a condition of persistent displeasure which leads to be repentant and unpleasantness. This again leads to the question, if wealth as the old motto has it, does not get hold of happiness, then what does? Often people think that objective setting and development for the future might make their life less stressful but this also does not help completely as human beings are disreputably bad at predicting potential outcomes. Happiness however does not lie in the hunt of things that we believe will make us

content but it lies in our approach and principle in what things mean to us. The psychology of pleasure may be as straightforward as being comfortable with what we have in life for some. For others, it means to have fun, being creative, buying new goods for themselves, having adventure and satisfying their inner self by living the world which they want to live to satisfy their needs and wants. Hence, there comes the difference between hedonic motivation and utilitarian differences. A human being needs to know what kind of a person he/she is and then live their life accordingly.

### *Hedonic motivation*

These are the desires refers to the impact at which a person enjoys to do a particular act such as buy goods. This is related to the principal that people buy goods which give them pleasure and avoid pain. This motivation affects the kind of shopping habits in both genders as hedonic goods are consumed for luxury purposes which are objects that allow the consumer to feel pleasure instead of pain in a particular act. It can also stimulate fun, enjoyment and lust to get over something. This is very different from Utilitarian goods which are purchased for particular uses and are based on the needs of the consumers.

The shopping enjoyment one obtains from the shopping process can also add to the pleasure of the entire process to an individual. It makes time spent for shopping longer each day as its gives inner satisfaction.

### *Shopping enjoyment*

A number of people take pleasure in shopping more than others. Individuals that enjoy shopping are leisure shoppers who spend a lot of time in shopping habits. Numerous shoppers benefit from shopping to make an item for consumption purchase or connect in investigational utilization. Intended for some, it may be one of the favorite pass time and a perfect activity to sum up a tired day.

### *Motivation behind buying*



Enthusiasm is one of the inner influences which affect shopper to go for shopping and buying a particular brand. It is a state of mind, which drives a person to act as a result of interest and needs. When someone purchases a product, they have certain reasons and motivation of deciding a good or service. They absolutely buy incredible on purpose. The consumer incentive is more or less choices made by them to buy things in organize to fulfill their necessity for present and future needs. However, the result of buying can be due to hedonic motivation, shopping satisfaction, social requirements or combination of all.

## **2.8 Hard to Please – Customer Satisfaction**

Studies concludes that men are harder to please when it comes to their interest generally in gaming, gadgets and technology just as females are harder to please when it comes to shop for clothes. Customer satisfaction is depicted with the convincing power the product has at the time of purchase. The higher the customer satisfaction towards the product, customer will pay even more to purchase and might even repeat the purchase in the near future. In case of fashion clothing, men are usually hard to please. It's very important for the marketer to focus on the store merchandising and point of purchase inventory and the quality to convince them to buy the product.

## **2.9 Hedonic Motivation – Fashion Clothing**

Research shows that almost 50% of males now prefer to wear what they chose for themselves, while other 50% are still wearing what their better halves buys for them. Women, get fashion purchase as a pleasure seeking activity where many men don't. It's a human psychic observed, that both the gender perceives highly paid product having the best quality whereas both are more inclined to buy brands. A *Retail Therap*<sup>((1998) W.-B. )</sup> is “when an individual feels a need, lack, or desire which they cannot satisfy with a primary fulfillment so they use purchasing behavior as an alternative means of fulfillment”. The “need, lack, or desire”.

## 2.10 Hedonic Motivation – Online Shopping and Gift Giving

Today, advertisement has trimmed itself to facebook, twitter, YouTube or other social networks and mediums to communicate themselves to the consumers. Now-a-days, people are more into internet surfing and continuous exposure of some product usually attracts them and convinces them to read about them. Here, content marketing plays its role too. Studies shows, men are allergic to visit stores and supermarkets and usually opt for a safer mode to buy stuff for them that is through online channel. Females are more into socializing and are the believers of word of mouth and testimonials whereas men are not likely to do so. They are straight and are to be targeted accordingly. Men often blame their searching skills and product they need when they couldn't find it. Men are more into buying brands for them whereas, women are more into buying novelty for them. Gift buying for men is generally a challenge to be achieved. They get confused with their taste and what choice they have to buy a product as a gift. Men generally are the *eleventh hour buyers*; they buy right before the moment. Men usually have pleasure seeking motivation when buying a product for a gift while women think rationally if the gift will come handy at the time it's needed. Men are usually sales reps help seekers at the time of gift buying.

## Chapter – 3

### Research Methodology

#### 3.1 Theoretical Framework

This is a Qualitative Research where the type of research is Exploratory. Exploratory Research is a method through which researcher can try to find the reasons of different behaviors e.g. social science, human behavior, research related to market and consumer behavior. This research is conducted when the problem is not clearly defined to abstract the various findings related to hedonism and purchase motivations varying from gender to gender.

Basic purpose of carrying this research is to concentrate the Exploratory Research where there's little work done to get the understanding for the particular field incorporating Grounded theory in place.

*Grounded Theory*; is a method involving construction of a theory through the analysis of data. It operates in an alternate fashion where data is collected and analyzed before formulating a theory and the conclusion. In this study, grounded theory is incorporated with the data collected through the qualitative methods used and later resulting with the findings.

The topic selected, is controversial and provides multiple varying results to process out the findings. Usually the findings are designed and concluded from the general interactions and observations made under the stages of analysis proposed by the Grounded Theory:

Stage	Purpose
<i>Codes</i>	Identifying anchors that allow the key points of the data to be gathered
<i>Concepts</i>	Collections of <b>codes</b> of similar content that allows the data to be grouped
<i>Categories</i>	Broad groups of similar <b>concepts</b> that are used to generate a <i>theory</i>
<i>Theory</i>	A collection of categories that detail the subject of the research

*The framework* involves the description of the classification of genders, age, marital status, and income and how these factors formulates the hedonic shopping motivations and then further molding into a buying behavior.

### 3.2 Target Population

In this research the topic describes its target market itself. Both the genders are targeted in order to attain the findings. *Demographics*; upper middle class, upper classes were highlighted to be scrutinized. Ages varying from teenage to the bracket of 25-40 were kept in consideration.

	<b>Females</b>	<b>Males</b>
<b>Working</b>	33 Working, 18 students	40 Working, 9 students and part timers
<b>Income</b>	Varying from 500PKR-55K	Minimum 10k-100k

### 3.3 Sample Size and Sampling Technique

The sample size is 100 respondents belonging from the metropolitan city of Pakistan namely: Karachi.

In the focus groups, 50 % of the population was male while the other 50 % were female so that equal distribution could be achieved and results could be matched accordingly and analyzed.

The results were taken from the focus group which had 35 % respondent's age between 20 to 35 years and around 8 percent of the totals were more than 65 years. The reason for taking difference age group was to get results based on preference and habits of individual in most of the shopping ages.

### 3.4 Data Sourcing and Data Collection Instruments

The research data is collected mainly through Primary Data Source which is later verified and classified via Focus Group. Primary Data was collected from the research papers and the blogs

studied. Four Focus Groups of comprising of 25 individuals (2 groups of females and 2 groups of male), selected as a sample, were given different discussion topics for findings.

### **3.5 Data Processing and Analysis**

The data collected from the later approaches, was then validated with Projected Technique using Role playing. Claims were formulated and devised against which responses were gathered to justify them. Later, conclusion and recommendations were devised in order to comprehend the topic.

# Chapter – 4

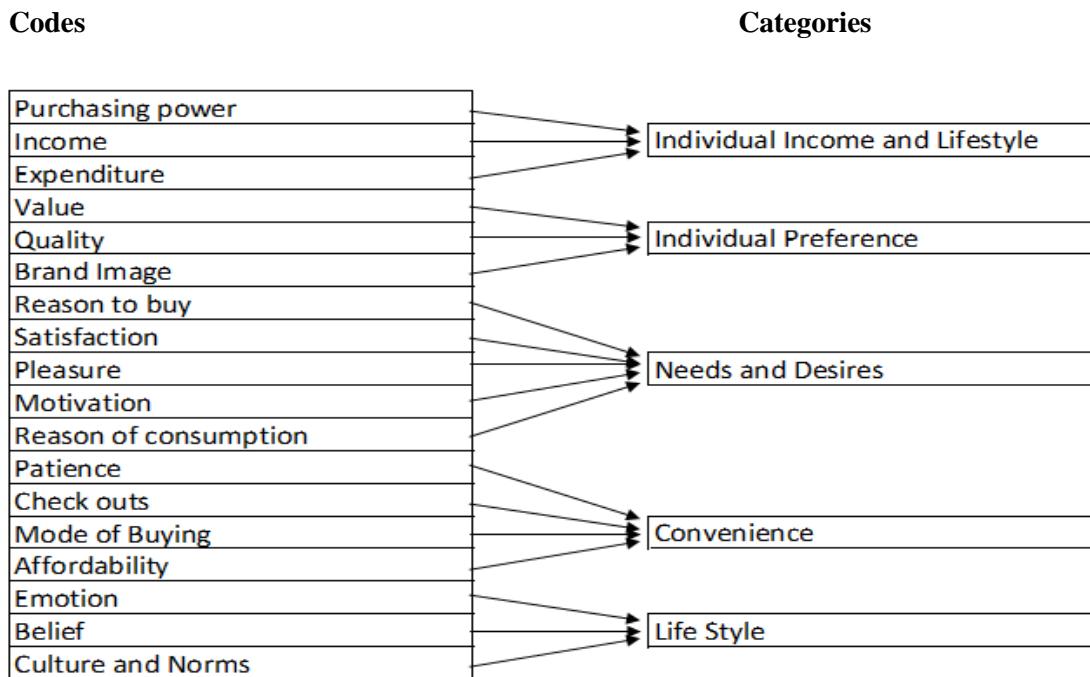
## Analysis

The analysis of the concerned study is conducted via focus group, arranged informally within the university to try and examine how purchasing particular luxury categories i.e. goods like watches, bags, shoes and clothes can achieve pleasure, happiness and satisfaction and how male is different from female in this regard and vice versa.

### 4.1 Stage# 1 - Coding:

Coding is the process of breaking down the data into separate units of meaning ((Goulding). The main purposes of Coding are to conceptualize and label data. Coding starts the process of categorizing many individual phenomena. Separately categorized concepts are clustered around a related theme to structure more abstract categories (Brown) . Categories are formed after the codes have been revealed based on the responses of the individuals during the data collection.

With respect to the topic of the research, following are the initial codes categorized:



#### **4.2 Stage# 2 – Concept (Data Collection from the Focus Groups):**

Based on the initial and primary data collected via Literature Reviews, discussions via focus groups was conducted for the following topics to gauge the consistent codes in order to gauge the hedonism in the genders.

Following are the topics discussed among the focus groups and the subcategories were identified:

1. Usually wants to buy something when:
2. Mode of buying
3. You would grab the product and Leave?
4. Why would you want to consume a brand?
5. Value over Money?
6. Quality Preference?
7. How does purchasing the particular brand satisfy?
8. What attributes satisfy you in the brand?
9. How do you take Online Shopping?
10. Given the categories i.e. clothes, watch, shoes and bag which you would buy at the retail outlet or Online
11. How much income you would spend on a brand?
12. Payment Mode

## 4.2.1 Responses from the Focus Group:

Topics Discussed	Responses (Repetitive Answers)	Responses (Repetitive Answers)
1 Usually wants to buy something when:	Stress Reliever - <b>39 Votes</b> To seek pleasure - <b>34 votes</b> For acceptance in the society - <b>22 Votes</b> When in need - <b>21 votes</b> Need and class representation - <b>18 Votes</b> Recommended by a friend - <b>9 Votes</b>	When in need - <b>41 Votes</b> Household requirement - <b>39 Votes</b> Low price - <b>30 Votes</b> Recent Launches - <b>22 Votes</b> Recommended by a friend - <b>17 Votes</b> Gift Purpose - <b>11 Votes</b> While waiting for someone - <b>7 Votes</b>
2 Mode of buying	Visit Mall/Retail Outlet - <b>46 Votes</b> Ask some friend/husband to buy - <b>43 Votes</b> Impulse buying - <b>39 Votes</b> Order Online - <b>23 Votes</b> Gift received - <b>12 Votes</b>	Rarely would visit a particular shop - <b>42 Votes</b> Impulse Buying - <b>36 Votes</b> Ask from a friend - <b>28 Votes</b> Order Online - <b>10 Votes</b>
3 You would Grab the product and Leave?	Might visit other shops for the better range or variety - <b>40 Votes</b> Would try out the stuff before buying - <b>37 Votes</b> Would search the internet beforehand - <b>30 Votes</b> Would read the directions before buying - <b>26 Votes</b>	Yes - <b>42 Votes</b> Wont wait much - <b>33 Votes</b> Would search the internet beforehand - <b>20 Votes</b>
4 Why would you want to consume a brand?	Self Satisfaction - <b>42 Votes</b> Trend now a days - <b>37 Votes</b> Social Acceptance - <b>31 Votes</b> Brand Image - <b>27 Votes</b> Credibility - <b>25 Votes</b>	Loyalty - <b>41 Votes</b> Social Acceptance - <b>38 Votes</b> Self Satisfaction - <b>26 Votes</b> Peer Pressure - <b>20 Votes</b> Trend now a days - <b>17 Votes</b> Out of curiosity - <b>15 Votes</b>
5 Value over Money?	Much Often - <b>38 Votes</b> Extendibility - <b>30 Votes</b> Credibility - <b>27 Votes</b>	Not much - <b>40 Votes</b> Affordability - <b>37 Votes</b> Discounts - <b>36 Votes</b> Price Bargains - <b>30 Votes</b> Should get the work done - <b>25 Votes</b> Credibility - <b>20 Votes</b>
6 Quality Preference?	Automatically comes with brand credibility - <b>47 Votes</b> Not Much, any product would do - <b>20 Votes</b>	Should get the work done - <b>43 Votes</b> Affordable and convenient - <b>37 Votes</b>
7 How does purchasing the particular brand satisfy?	Self Satisfaction - <b>41 Votes</b> Social Acceptance - <b>39 Votes</b> Happiness - <b>36 Votes</b> Brand Image - <b>21 Votes</b>	Sense of Loyalty - <b>39 Votes</b> Social Acceptance - <b>30 Votes</b> Brand Image - <b>20 Votes</b>
8 What attributes satisfy you in the brand?	Social Acceptance - <b>45 Votes</b> Self Image after the consumption - <b>38 Votes</b> Value for money - <b>33 Votes</b> Brand Image - <b>31 Votes</b> Quality - <b>24 Votes</b> Comfort - <b>20 Votes</b>	Quality - <b>44 Votes</b> Durability - <b>37 Votes</b> Value for money - <b>34 Votes</b> Necessity - <b>30 Votes</b>
9 How do you take Online Shopping?	Increased Trend - <b>44 Votes</b> Easy - <b>42 Votes</b> Hassle Free - <b>39 Votes</b> Convenient - <b>35 Votes</b> Quick - <b>27 Votes</b> For Brand, reliable enough - <b>21 Votes</b>	Not much reliable - <b>46 Votes</b> Level of trust is low - <b>40 Votes</b> Prefer seeking for the brand at hand - <b>34 Votes</b> Price being high (Keeping the profit) - <b>30 Votes</b>
10 Given the categories i.e. clothes, watch, shoes and bag which you would buy at the retail outlet or Online	Clothes and Shoes- <b>Retail (30 Votes)</b> Bag and Watch - <b>Online (21 Votes)</b>	Would prefer retail for all - <b>45 Votes</b> Online majorly for car, cell phone ads. - <b>34 Votes</b>
11 How much income you would spend on a brand?	Willing to pay for the sake of pleasure - <b>44 Votes</b> Should be status quoted enough - <b>37 Votes</b> Affordable enough - <b>34 Votes</b>	Affordable enough - <b>48 Votes</b>
12 Payment Modes?	Cash - <b>30 Votes</b> Plastic Money - Among the working Ladies - <b>18 votes</b> Easy Paisa/COD - <b>6 Votes</b>	Plastic Money - <b>46 Votes</b> Cash Payment - <b>25 Votes</b>



## **4.2.2 Findings from the Focus Groups**

The 50 % of the females, who were asked about the factors which affects their shopping behavior, resulted in factors such as they do shopping as it makes them excited, it gives them pleasure, it is an adventure for them, and it helps to release stress.

One of the participant believed that when she is in a bad mood then she feels way better when she goes for shopping. These were the responses in terms of general opinion as to why they go for shopping. As per the responses concerned when specific shopping trends regarding watches, bags, shoes and clothes were carried, the responses which most of them came up with was that they go to see what is trendy, they buy to keep up with fashion. Few of them said that it gives them pleasure in interacting with other people while shopping. Also, they go shopping to see products which are recently launched. 80 % of the female participants had similar views on their shopping habits' while 20 % usually went for shopping and with friends or family to socialize and they feel happy to research in order to get the best present.

The 50 % of the male respondents were asked the same questions; there opinion was that most important factor which comes to their mind while shopping is the need to shop. They also went to buy brands to check what is trendy, and what is in fashion as well as they feel happy when they usually shop at discounted prices.

## **4.3 Step# 3 – Categorization from Focus Group**

### **4.3.1 Result of the Focus Groups**

Our study and analysis of the responses gathered from the focus group was based on the increased number of responses received from both the genders. Following is the representation and depiction of the Hedonic motives identified in both the genders:

Triggers indicating a hedonist person:

- Pleasure Seeker
- Acceptance in the norms

- Stress Reliever
- Self Satisfaction
- Brand Image
- Going with the trend

We measured both the genders based on the above mentioned codes for the hedonism by tallying the most repetitive responses (a single individual gave multiple counts for the same topic):

***Pleasure Seeker:***

Female: 34 Votes

Male: No Votes

***Social Acceptance:***

Female: 31 Votes + 39 Votes + 45 Votes = AVG = 39 Votes

Males: 30 Votes + 38 Votes = AVG = 34 Votes

***Self Satisfaction:***

Females: 42 Votes + 41 Votes = AVG = 42 Votes

Male: 26 Votes

***Brand Image:***

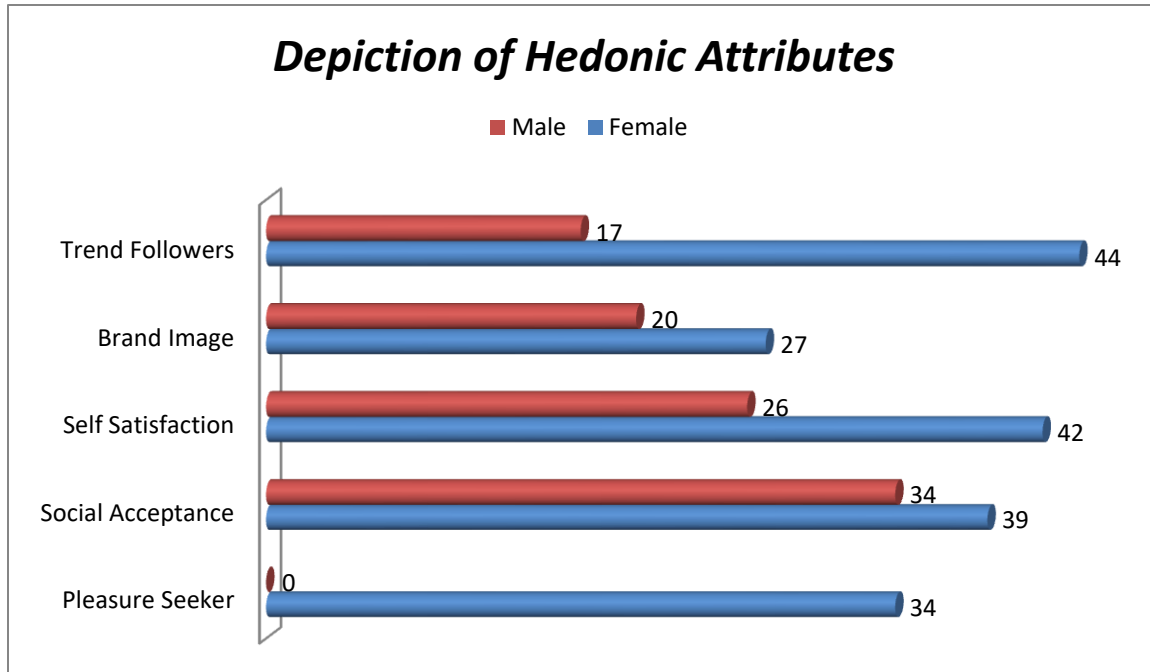
Females: 27 Votes + 21 Votes + 31 Votes = AVG = 27 Votes

Male: 20 Votes

***Trend Follower:***

Females: 44 Votes

Males: 17 Votes



*Depiction of Hedonic Attributes*

Result indicates that the hedonic requirements influence shopping satisfaction amongst women shoppers. It appears to be a major aspect which helps to support the pleasure of shopping and the desire buying behavior as hedonic desires is why most of women go for shopping.

However, there is an association found between social openness and spending in males. The increase in spending from the sample group in male is mostly due to strong affiliation resulting from being socially approved. This trend can be explained further as, the need to go for shopping, in order to impress others and grasp their attention in relation to which they compare themselves in the society. This also has to do with the type of impression managing behavior which indicates of impulsiveness, high-end taste, and mostly important financial independence.

In contrast, consumers majorly females, perceives shopping more than just acquiring of a product. They feel shopping as a complete entertaining experience, thus most prominently; hedonism is proved to settle on the amount of money used up, the importance items and quantities purchased.

## 4.4 Stage# 2 - Concept (Data Collection from the Projective Technique)

### 4.4.1 Findings from the Projective Technique

We further wanted to clarify and re check the formulation of the Theory via Projective Technique after the focus group. The projective technique used for the findings was expressive techniques (1953). It involves the subject to organize and incorporate a particular stimulus into self-expression process. We used the role playing method where we asked our participants (same focus group) to imagine themselves in a specific role given to them, and later observed and jotted down the data for the analysis and re-confirmed it by the votes.

Below is the data collected from the projective technique pertaining to male and female categorically:

		<b>Female Responses</b>
1	<b>Roles and situations</b> You are invited for a party to be held after a week, you will wear what?	
	a. Will get the new dress beforehand	21 Votes
	b. You already have loads of NEW dresses in the closet and would wear one	15 Votes
	c. Will go to get the matching stuff	5 Votes
	d. Wear the old one?	10 Votes
2	You are a mother and want to buy a gift for your son , whose birthday is due in 2 days.	
	a. Will gift him and will celebrate/dine out too	20 Votes
	b. You have already Purchased the gift	13 Votes
	c. Will ask him what he wants	11 Votes
	d. Will pay him cash	7 Votes
3	You want to buy a watch in a brand, its not available but you can order online with extra delivery time and charges	
	a. Will be willing to buy the same.	21 Votes
	b. Will seek some other brand available	7 Votes
	c. will go for a local product	5 Votes
	e. will hold till the product is available	18 Votes

- 4 You are done with your purchase, are you still going to wait and look for other brands and stuff?
- a. Yes, will look for other brands and their offerings 28 Votes
  - b. I shall wait for my partner to finish his/her shopping and I might buy 16 Votes
  - c. I shall leave immediately if iam accompanied by non one 7 Votes
- 5 You are stressed out due to your work/assignments, what will you do to release it?
- a. Retail Therapy 23 Votes
  - b. Talk to a friend/Meet them 14 Votes
  - c. Read a Book 9 Votes
  - e. Others 5 Votes
- 6 You are going for a vacation and needs to shop before you go, you:
- a. Go for shopping and buy whatever feels like 21 Votes
  - b. Make a budget 12 Votes
  - c. Make a shopping List. 18 Votes
- 7 Its your anniversary. You will gift your spouse what?
- b. I have saved money shall gift him/her what she/he has been wanting to have 20 Votes
  - a. Ill plan an exotic holiday for the anniversary 14 Votes
  - c. I shall gift him a wallet and a bouquet 10 Votes
  - e. we shall dine out 7 Votes
- 8 You want to purchase a branded pair of show which is really expensive but affordable, you:
- a. Will buy as I can afford 19 Votes
  - b. Will look for a replacement or other low brand 16 Votes
  - c. Will not buy it 13 Votes
  - d. Will let the pair of shoe go to sale 3 Votes

	<b>Roles and situations</b>	<b>Male Responses</b>
1	You are invited for a party to be held after a week, you will wear what?	
	a. Will get the new dress beforehand	5 Votes
	b. You already have loads of NEW dresses in the closet and would wear one	12 Votes
	c. Will go to get the matching stuff	2 Votes
	d. Wear the old one?	31 Votes
2	You are a father and want to buy a gift for your son , whose birthday is due in 2 days.	
	a. Will gift him and will celebrate/dine out too	7 Votes
	b. You have already Purchased the gift	3 Votes
	c. Will ask him what he wants	10 Votes
	d. Will pay him cash	30 Votes
3	You want to buy a watch in a brand, its not available but you can order online with extra delivery time and charges	
	a. Will be willing to buy the same.	7 Votes
	b. Will seek some other brand available	18 Votes
	c. will go for a local product	23 Votes
	e. will hold till the product is available	2 Votes
4	You are done with your purchase, are you still going to wait and look for other brands and stuff?	
	a. Yes, will look for other brands and their offerings	7 Votes
	b. I shall wait for my partner to finish his/her shopping and I might buy	18 Votes
	c. I shall leave immediately if iam accompanied by non one	25 Votes
5	You are stressed out due to your work/assignments, what will you do to release it?	
	a. Retail Therapy	7 Votes
	b. Talk to a friend/Meet them	19 Votes

	c. Read a Book	8 Votes
	e. Others	16 Votes
6	You are going for a vacation and needs to shop before you go, you:	
	a. Go for shopping and buy whatever feels like	5 Votes
	b. Make a budget	26 Votes
	c. Make a shopping List.	18 Votes
7	Its your anniversary. You will gift your spouse what?	
	a. Ill plan an exotic holiday for the anniversary	7 Votes
	b. I have saved money shall gift him/her what she/he has been wanting to have	15 Votes
	c. I shall gift him a diamond ring and a bouquet and dine out	18 Votes
	e. we shall dine out	10 Votes
8	You want to purchase a branded pair of show which is really expensive but affordable, you:	
	a. Will buy as I can afford	26 Votes
	b. Will look for a replacement or other low brand	13 Votes
	c. Will not buy it	9 Votes
	d. Will let the pair of shoe go to sale	0 Votes

Each role had a hedonic factor hidden and with the help of the analysis of the body language, expressions and gestures of the individual, results were derived. To mention further, role playing was conducted on 15 individuals from the sample (15 each from male and female) and later based on the identified triggers, rest of the groups were asked for the votes.

People having hedonic characteristics possessed few typical body gestures, language and expressions i.e.

- Uneasiness till they got the product billed in to them.
- They were super quick in taking the decisions in whether to buy or not
- Their breathing was fast.

- They were running around the setup
- They were trying to convince others to get the product etc.

The results from the projective technique found were that the consumers who were considered to be rational were also now determined by something else such as emotional and pleasure needs. The results also found that there are dissimilar things which achieve buying that includes culture and standard of living as they are the important indicators that affect buying. People are also more satisfied by living on collectivist society, by being financially satisfied and buy goods they give them more pleasure and inner satisfaction.

The overall study found that the most important factors which affect shopping were;

- The time spent in shopping trip
- To enjoy shopping with others
- To buy what pleases them
- To buy to stay busy
- To buy to stay happy

There is also a tendency which needs to be noted, that people would also carry on the shopping even after they have made the purchase.

Most of the women in Pakistan, are usually house wife's who go for shopping on weekly basis in order to satisfy their needs and wants. On the other side, the men who go for shopping are mostly those who go to fulfill their needs for a particular day at present or for future upcoming events. The hedonistic factor has major impact on the upper class of the population, as they tend to seek pleasure from shopping the latest luxury brands they want in order to satisfy their wants, social needs as well as inner satisfaction. The results also indicated that fashion innovativeness and buying pattern were majorly related to various hedonic shopping motivations. Shopping of luxury goods was positively associated with adventure and idea shopping where being happy, busy and having an adventurous feel about it influenced the sample to shop.



## 4.5 Step# 3 – Categorization from Projective Technique

### 4.5.1 Result from the Projective Technique

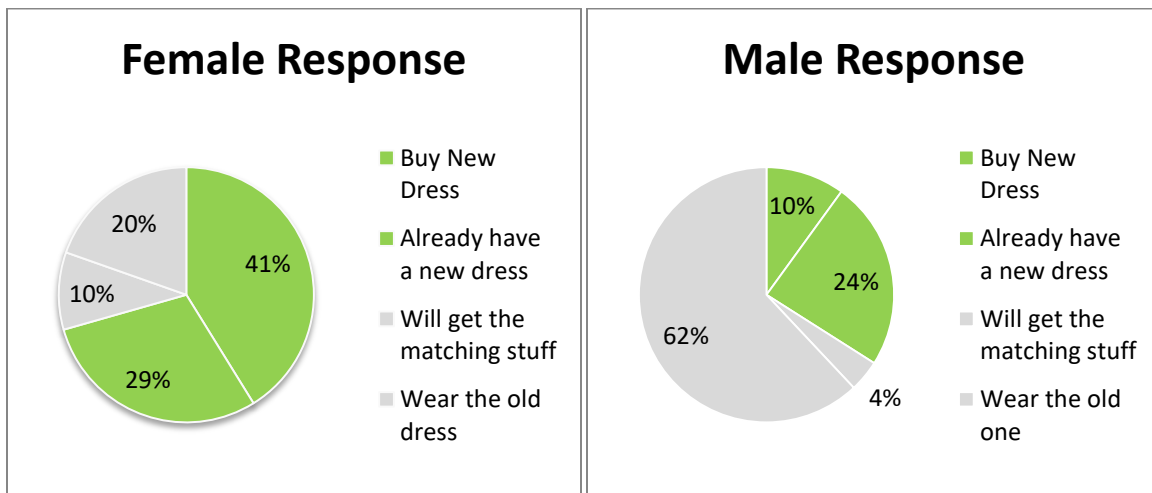
Results were derived from the hidden traces observed during the role playing activity explained separately. Here, the highlighted quantum depicts the hedonic attribute:

#### RP# 1:

**Question:** You are invited for a party to be held after a week, you will wear what?

**Hedonic Traces:** Self Satisfaction, Social Acceptance and Value over money

**Explanation:** Hedonic responses are to buy the new dress or if they have a new dress already with them to gauge of the have the motivation to keep on shopping and buying new stuff without any particular reason.

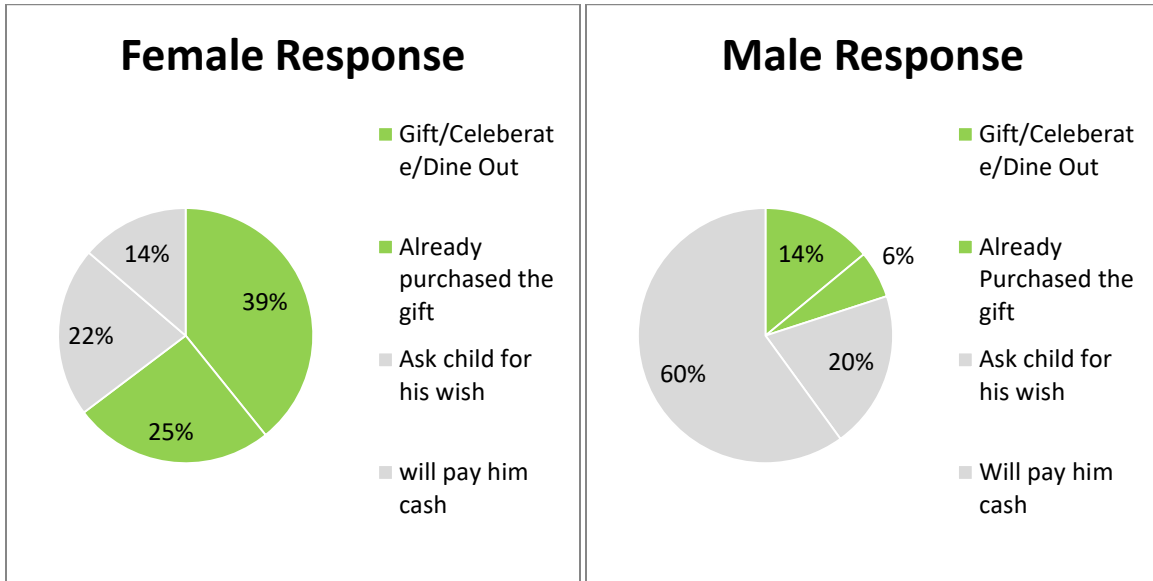


#### RP# 2:

**Question:** You are a mother and want to buy a gift for your son, whose birthday is due in 2 days.

**Hedonic Traces:** Self satisfaction, level of shopping extension and gender emotion and preference.

**Explanation:** High involvement of emotion was seen among the female and they were more into heart-buying motivation. Male were persistent to pay the cash and avoid the hassle of buying a particular gift for the child.

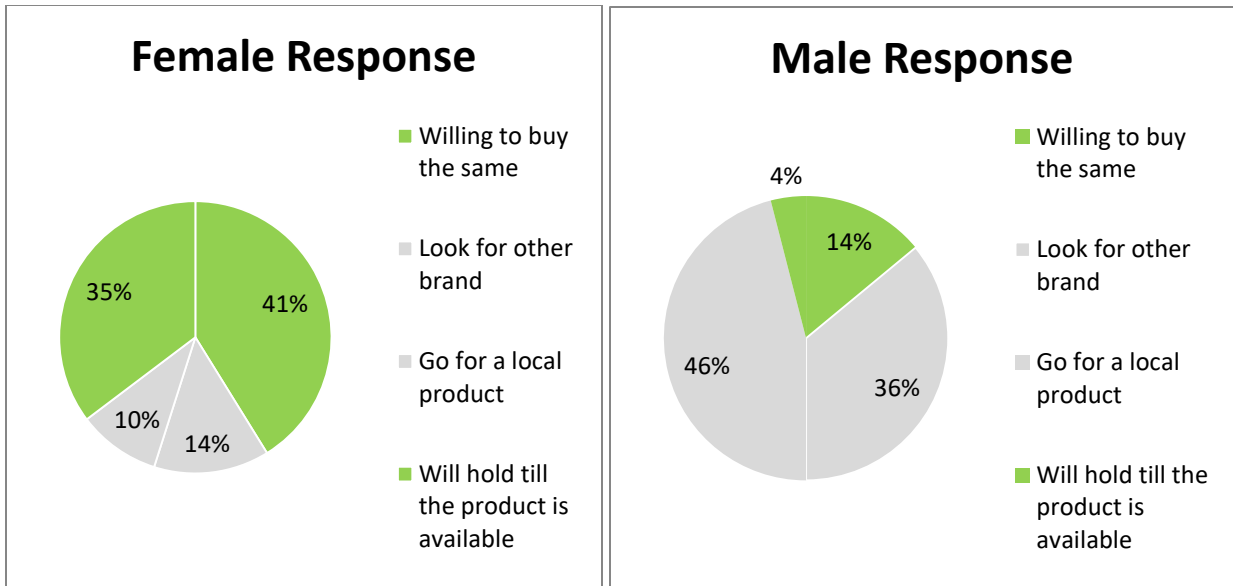


**RP# 3:**

**Question:** You want to buy a watch in a brand, it's not available but you can order online with extra delivery time and charges

**Hedonic Traces:** Retail therapy, Seeking Pleasure, level of motivation to wait for the availability of the brand.

**Explanation:** Hedonist shopper was willing to buy the brand they have already decided to buy and will hold for the same. Whereas, the utilitarian shopper will purchase the available product.

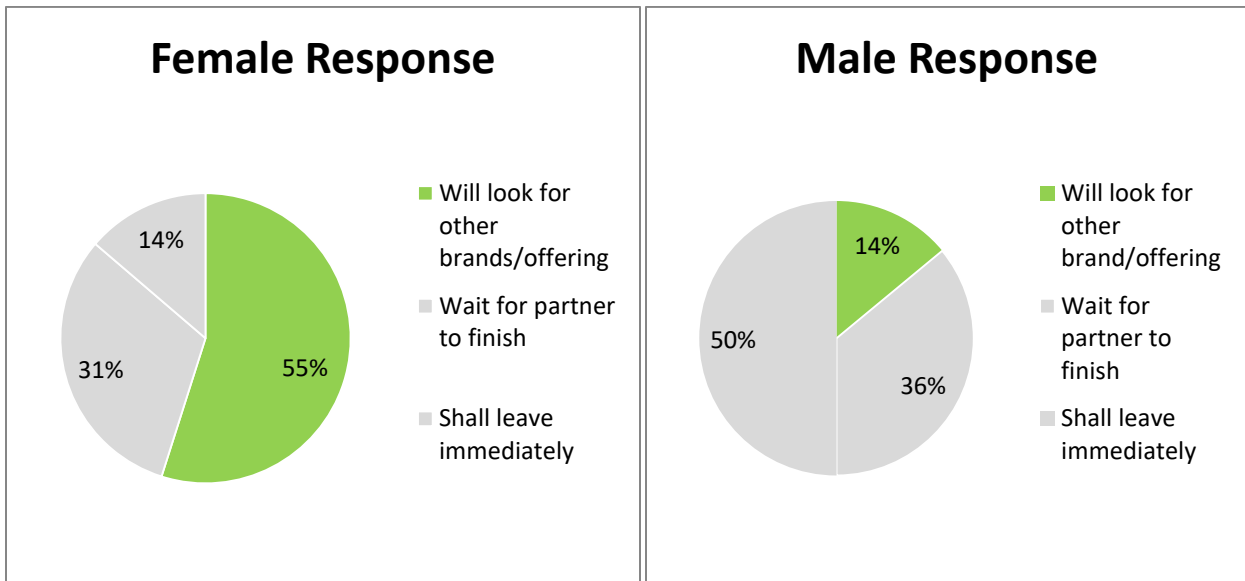


**RP# 4:**

**Question:** You are done with your purchase, are you still going to wait and look for other brands and stuff?

**Hedonic Traces:** Retail therapy, Seeking Pleasure, Impulse motivation

**Explanation:** A hedonist shopper will look around for some more offerings from other brands and they would opt the purchase too. Their body language observed was fast and abrupt.

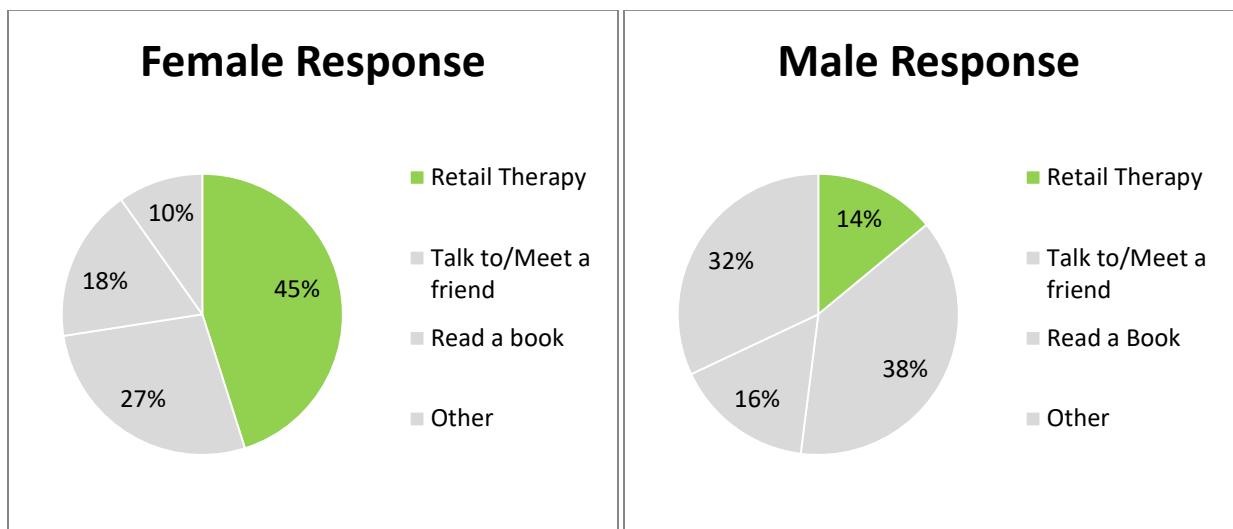


**RP# 5:**

**Question:** You are stressed out due to your work/assignments, what will you do to release it?

**Hedonic Traces:** Retail therapy, Stress Reliever, Seeking Pleasure and level of happiness

**Explanation:** It was observed that the hedonist shopper was motivated and their mood was uplifted after the purchase of the brands/products related to their pleasure seeking attribute and social acceptance.

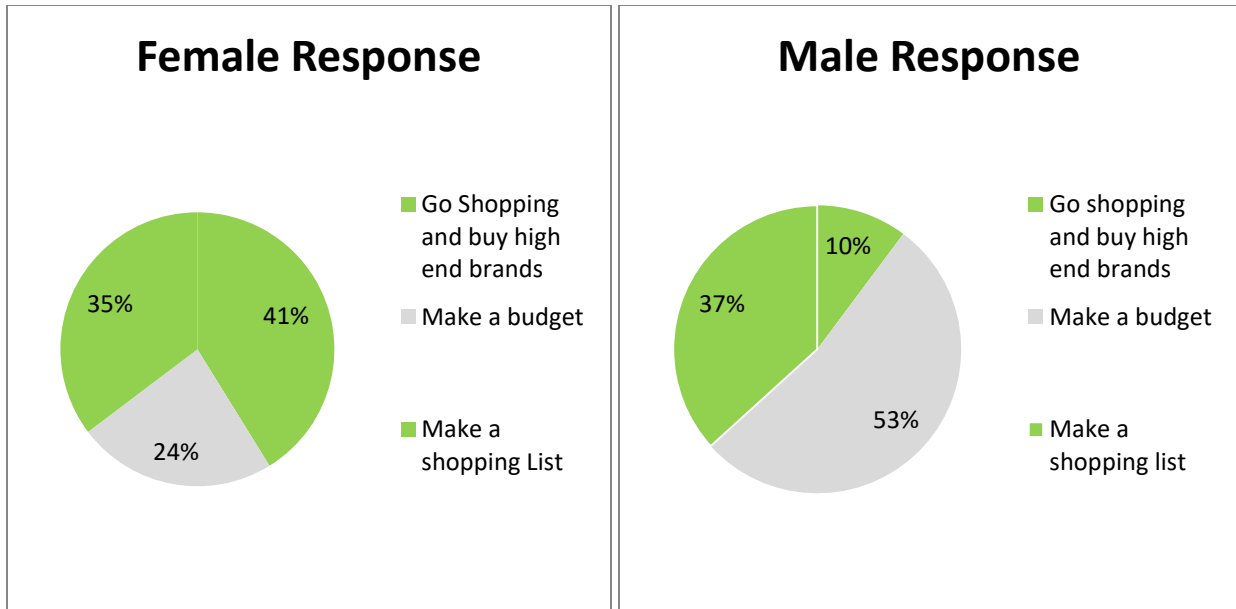


**RP# 6:**

**Question:** You are going for a vacation and needs to shop before you go, you:

**Hedonic Traces:** Impulse buying motivation irrational buying pattern.

**Explanation:** A hedonist shopper was observed to purchase abruptly or the products required with high ends. Budget planning was minimal in the hedonist group.

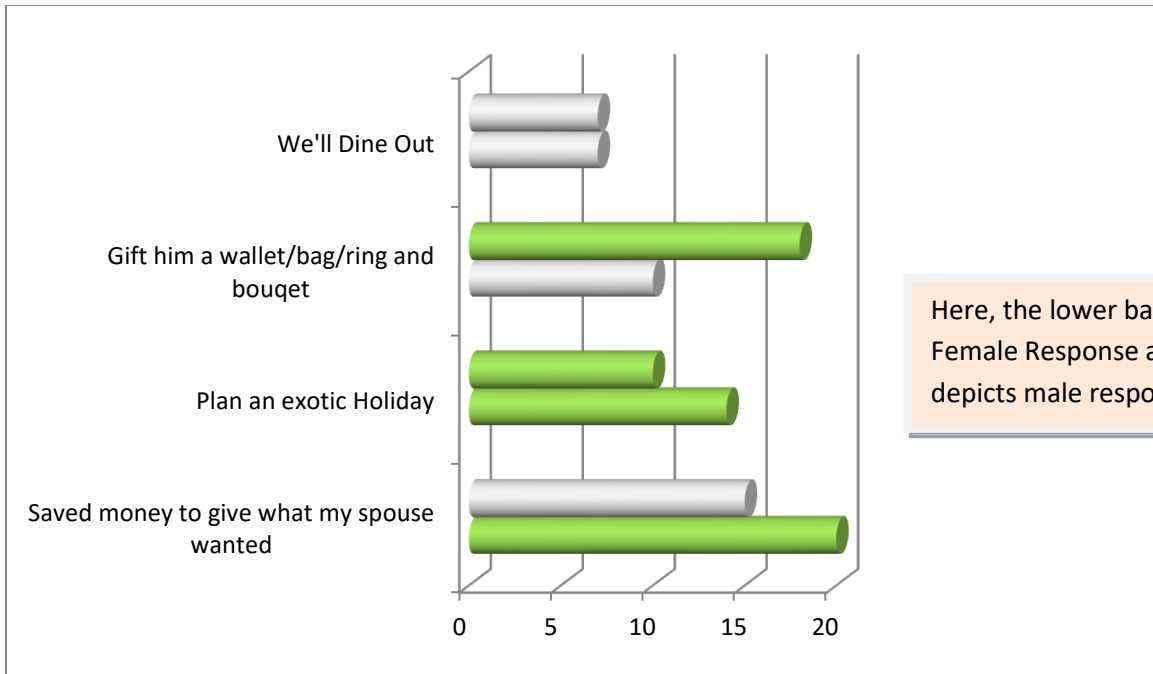


**RP# 7:**

**Question: It's your anniversary. You will gift your spouse what?**

**Hedonic Traces:** Self satisfaction, level of shopping extension and gender emotion and preference.

**Explanation:** High involvement of emotion was seen among the female and they were more into heart-buying motivation. While men depicted the hedonist behavior too while gifting their spouse on the special occasion.



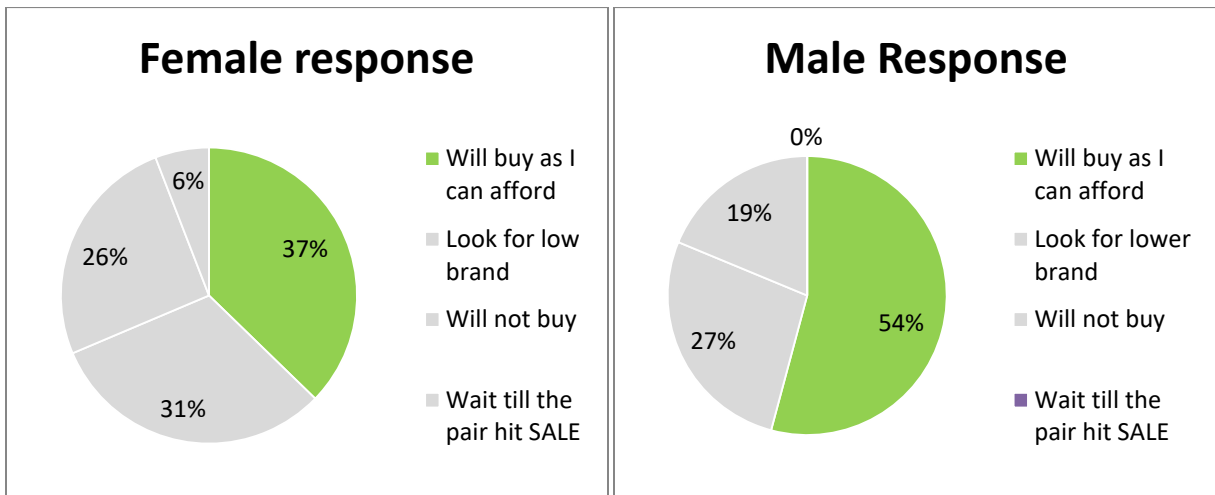
Here, the lower bar depicts Female Response and upper depicts male response

**RP# 8:**

**Question:** You want to purchase a branded pair of shoes which is really expensive but affordable, you:

**Hedonic Traces:** Self satisfaction, Seeking Pleasure, Value over money, High Income yearning high end brands

**Explanation:** The hedonist group was observed to purchase the brand if they possess STRONG motivation and interest in the particular brand shopping.



Majority of women from the sample suggested that they have tried retail therapy and it works for them. There seem to be a positive relation for them buying a branded watch, shoes or bag with the increase in happiness level. The brain's upbeat reward hub is directly related to dopamine which is the feel-good neurotransmitter. Thus, when a woman goes for shopping the positive stimulator gives positive vibes which affects the well being of a person. On the other side, results from the focus group suggest that men seek more of utility motivation while purchasing goods like clothes, shoes etc. They feel more intimate and attracted to goods such as cars, perfumes etc which they might tend to buy on occasional basis. Our study is focused on shopping of goods including shoes, clothes, watches and bags in which men are less attracted than women according to the results from the focus group.

Thus, women seek more pleasure than men while shopping for goods such as watches, wallets, shoes and clothes. While, men are mostly concerned about the utility aspect of shopping which satisfies their present and future needs.

## Chapter – 6

### Conclusion

***The Theory - The results from this research and the focus groups conducted outlined that mostly women seek pleasure in shopping compared to men. Women are more connected and concerned with pleasure, fun, adventure and seeking happiness from the act of shopping items like bags, clutches, clothes, watches and shoes. Men are more focused on buying for their current needs for the day as in an occasion and for future needs. There hedonic motivation is there but is way lesser than women in regards to shopping for such products.***

The literature review and the study of McGrath were similar to our research, as mostly women are associated with the actual buying, and men are concerned about the monetary phase. Another research in the literature is also positive to our results which mentioned that the gender difference between hedonic motivations and luxury items are conspicuous. When consumers shop their buying behavior is dependent on two variables, the need and intensity of hedonic motivation and how it will be purchased by the others and what pleasure it gives to an individual. Women are mostly into the hedonic motivation and satisfaction of inner self when they are going for shopping, though they may shift or limit it when they buy for family or children. On the other hand, Men are more masculine, work oriented and competitive which shifts their focus towards buying trendy informative products, new technology and clothes they need for daily living and coming occasions.

Consumption process in contemporary societies are continuously changing and gaining its significance and mark in the society. As it is in the growing phase, the idea of checking consumer behavior by asking them about their purchasing habits is important for them as well as the retailers for giving them practical evidence on how to look ahead on satisfying consumer needs and wants. Despite the increasing number of publication on this subject as it is growing trend in the modern world, many of them are tilted and focused towards social responsibility. Our research however, has an impact on the buying trend of both genders as well as how the results would help retailers in their selling habits.



A performance of the customer is a consequence of attitudes, motives and principles which converts into purchase and utilization behavior of any individual. Literature review suggests that consumers performs and buys goods and services on two basic reasons which are the hedonic motivation and utilitarian motivation. Both these concepts are bipolar by environment. The hedonic feature includes both disagreeable and agreeable approach at the same time utilitarian feature includes judgments regarding rationality as well as irrationality. The utilitarian aspect includes association with functional and product thinking, while hedonic motivation is concerned with the pleasure of the senses engorged by experience of enjoyment, amusement and fun.

The results from this research and the focus groups conducted outlined that mostly women seek pleasure in shopping compared to men. Women are more connected and concerned with pleasure, fun, adventure and seeking happiness from the act of shopping items like bags, clutches, clothes, watches and shoes. Men are more focused on buying for their current needs for the day as in an occasion and for future needs. There hedonic motivation is there but is way lesser than women in regards to shopping for such products.

It is understood from the research that people with superior hedonic values cannot be satisfied with practical or purposeful aspects of buying behavior but they are satisfied with the pleasant and pleasurable aspects of them. The values which mostly women associate themselves with while shopping are through fun, fantasy, playfulness and enjoyment.

As income is increasing in the modern group of consumers, they are likely to use the surplus capital for their ever-growing fresh requirements for buying. It is believed that people believe pleasure and inner satisfaction more than utilitarian worth in the buying process of products as culture has also played an important role in our society. The emotion and hedonic value inspires a person to go for shopping again and again as it satisfies their needs and makes them feel happy.

However, I do not believe it to be theoretically sound to divide behaviors into whichever hedonic or utilitarian. I feel that basically every actions has both practical (positive and/or negative) and hedonic (positive and/ or negative) aspects. Accordingly, it is not hypothetically sound to categorize behaviors to utilitarian and hedonic, even though it is clear that quantities of behaviors are more hedonically aggravated than some others. Desire changes with material wealth, but sometimes the wealthy are never content long enough to create long term position of

contentment. Research does show when we compare both genders, women as compared to men are more inclined towards hedonic motivation and desires to fulfill their wants and men are more focused on buying goods for themselves in order to equal the need for the particular product. Men, however do have hedonic motivation when it comes to technological products such as Hi-Tech mobile phones, games, a latest model car and other tech-savvy products.

## Chapter – 5

### Recommendations

With respect to the study and the analysis conducted, we would recommend few practical implications for the marketers.

The practical implication of the results we have got from the study would help us to understand that various marketing and retailing strategies to stimulate fashion innovative behaviors which can be done by:

- Providing adventure, fun, and updating new fashion trends as much as possible.
- Also, price discounts also attracts the shopper and increased the chances of buying the good with more pleasure as they feel that they are over achieving and buying something at a lesser price but higher worth.
- Another practical implementation of the research for the retailers could be that they can opt for fashion opinion leaders who possibly will be activated by focusing on appropriate shopping environments or advertisement taking place the information which could result in cognitive encouragement.

The study also invigilates unswerving association between style and shopping motivation. Thus, the study identifies pre-position shopping motivations that triggers fashion management as well as practical relevance.

It is important for shopping centers, owners and shopping districts to hold a critical role in the phase of shopping. The more time spend on shopping environment, opportunities increases for retailers to serve the market. Thus, these profitable establishments do welcome people as outlets for entertainment and stimulation.

- Mean while, these retail establishments should not only think as a mean to deliver good quality service to the target audience but also strive to become authentic members of the community.

- Retails can satisfy stimulation concerning the hedonic motivation need as well as provide customers with the social experience they need.
- They can also learn from new trends in the International market of how consumers are treated and their needs and wants are fulfilled.

Adventure is also an important aspect in the hedonic motivation as people go to shopping to find something new and interesting. They want to have a good time in shopping by meeting people around, checking on new clothes, witnessing new brands and retail outlets in mall and also doing window shopping which is done before an actual purchase. The need of the purchaser to actually survey the market is also an experience of its own which also comes under the adventure umbrella that seeks to provoke the inner satisfaction and need of the consumers. Once consumers identify a need, they may seek for information about retailers who provide the service or goods they want, **thus retailers should always be active and prepared to provide them with the services they need in order to satisfy them.**

## Chapter – 7

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