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What Do Recreational Shoppers Want to Achieve from Shopping? The Importance of Excitement in Leisure Shopping

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ABSTRACT

With the development of internet, it is possible that consumers can purchase whatever they want anywhere and anytime. However, despite of the increase of the online marketplace, offline shopping malls are constantly evolving. As quality of life increase, people are spending more money and time on recreational activities. This study aims to discover whether the positive emotion pursued in leisure can be applied to the shopping environment for consumers who regard shopping as a leisure activity. The first objective is to determine whether shopping excitement shows any mediating effect on the relationship between recreational shopping motivation and shopping outcome. The second objective is to examine how shopping excitement among shoppers plays a role in shopping motivations and shopping outcomes.

After conducting a survey of 363 shoppers in front of shopping malls, this research hypothesis was supported through structural equation analysis using Amos. To be more specific, consumers with recreational shopping motives want to have shopping excitement, positively affecting the firm outcome.

Finally, additional analysis of bootstrapping has shown that shopping excitement is a key mediator between recreational shopping motivation and shopping outcome. In addition, it has been confirmed that shopping excitement is influenced by goal-seeking behaviors such as the recreational shopping motive.

As a result, theoretical and practical implications for the invigoration of offline shopping have been derived.

Keywords: Recreational shopping motivation, Shopping excitement, Regulatory focus study, Revisit intention, Shopping time

1. Introduction

Shopping is a method of life in contemporary consumer society (Guiry, Mägi, and Lutz, 2006). As people have thought of shopping as a leisure activity, the willingness could be towards any genuine purchase of goods or services from retailers which

is considered recreation and amusement (Park and Gretzel, 2008). People go shopping not only to obtain necessary or desired goods, but also to participate in a wide range of experiential activities in order to satisfy various personal and social motivations (Bloch, Ridgway, and Dawson 1994; Morris and Reilly, 1987; Tauber, 1972). Shopping may range from a utilitarian and functional task to a form of recreation and entertainment.

Recreational shoppers who enjoy shopping for its own sake engage more in non-planned purchases, spend more time per shopping trip, and continue

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to shop after making a purchase, as compared to those who do not (Bellenger and Korgaonkar, 1980; Bush and Grant, 1995). More importantly, recreational shoppers are known to be self-confident consumers who possess opinion leadership qualities and enjoy visiting new stores (Bush and Grant, 1995). From a profitability perspective, it is not surprising that retailers want to attract and retain this group of consumers as their customers.

In the view of shopping output for shopping mall, how long customers stay at mall, how much they spend, and revisit intention are important. Although recreational shoppers spend a considerable amount of time in malls, engaging in both experiential consumption activities and purchase activities (Bloch et al., 1994; Nicholls, Li, Kranendonk, and Roslow, 2002), several researches showed that recreational shopping motivation does not make an immediate impact on consumer purchase (Yim, Yoo, Sauer, and Seo, 2014). However, the result will be different if we consider what do recreational shoppers want to finally get from shopping. The final goal of leisure activity is getting excitement (Lee and Shafer, 2002). Finally, recreational shoppers get excitement from shopping and this phenomenon affects firm output.

The purpose of this research is to develop and test the effect of shopping excitement on the relationship between shopping motivation and shopping output. First of all, the role of shopping excitement mediating the relationship between shopping motivation and shopping output such as firm and personal outcome will be examined. Understanding impact of recreational shopping motivation on shopping excitement will guide marketing managers to effectively manage shopping emotions.

II. Literature Review & Hypothesis

A. Recreational Shopping Motivation and Shopping output

Motivation could usually be a caused variable of

a certain behavior (Sihombing, Supartha, Subudi, and Dewi, 2017). Shopping motivation has been one of the key concepts in research on consumer shopping behavior (Wagner and Rudolph, 2010). Recreational shopping provides consumers an opportunity to enjoy their leisure time. Leisure involves observable and measurable behavior, which may involve expenditure of money and time (Unger and Kernan, 1983). Leisure experiences consider it as existential elements extend beyond time constraints (Unger and Kerma, 1983). Leisure experiences also impart meaning to recreational shopping and provide psychological hedonism. The symbolic meanings related to an activity influence leisure experiences. Leisure experiences integrate with recreational shopping, help consumers to portray their selves, and find opportunities to identify fun and fantasy (Bellenger and Korgaonkar, 1980). Recreational shopping focuses on the experimental value of shopping without caring much about the purchase of goods or services (Bäckström, 2006). It is also described as hedonic values, which are subjective and personal, and focused more on fun and playfulness. It provides entertainment and emotional worth to an individual and it purchases goods and services related to the experience of shopping (Babin, Darden, & Griffin, 1994). Based on this discussion, I propose the following.

- H1:** Recreational shopping motivation will have a positive influence on spending time at the mall.
- H2:** Recreational shopping motivation will have a positive influence on spending money at the mall.
- H3:** Recreational shopping motivation will have a positive influence on mall revisit intention.

B. Recreational Shopping Motivation and Shopping Excitement

Today, we use “recreational shopping” which is associated with hedonic shopping. In shopping motivation, both hedonic shopping motivation and recreational shopping motivation seek the intrinsic

rewards from the shopping process itself. Bellenger and Korgaonkar (1980) defined recreational shoppers as "those who enjoy shopping as a leisure-time activity," contrasting with "economic shoppers," who experienced no enjoyment from the shopping *per se*. The notion of shopping as leisure or recreation invokes gratifications beyond simple enjoyment. A broader definition of recreational shopping is "Shopping activity that is characterized by the shopper experiencing intrinsic rewards from the shopping process *per se*, either in conjunction with, or independent of, the acquisition of goods and services" (Bellenger and Korgaonkar, 1980). Therefore, the primary goal of this motivation is to satisfy the hedonically-motivated appetite (Hirschman and Holbrook, 1982).

To explain the relationship between motivation and shopping excitement, a 'regulatory focus study' could be employed. According to Higgins (1997), goal-oriented people accomplish promotion-focused goals and prevention-focused goals. A promotion-focused goal is related to advancement, achievement, and growth and a prevention-focused goal is related to protection, security, and responsibility. In investigations of the effects of regulatory focus, Aaker and Lee (2006) examined how people with different regulatory focus regulate their attitudes and behaviors toward the pursuit of their promotion goal for growth and advancement or their prevention goal for safety and security. While people with promotion goals are sensitive to presence of gains, people with prevention goals are sensitive to presence of losses. These distinct goals prompt people to adopt strategies that are consistent with their regulatory orientation. It has been discovered that promotion-focused consumers are likely to experience cheerful-related emotions when they experience specific recreational shopping activities with their goal attainment. On the other hand, prevention-focused consumers are likely to experience purposive shopping with their goal attainment (Higgins, 1997). Therefore, motivational goal attainment has a differential impact on personal emotional experiences based on their regulatory focus. Based on this discussion, I propose the following.

H4: Recreational shopping motivation will have a positive influence on Shopping excitement.

C. Shopping Excitement and Shopping Output

Generally, attitude affects behavior and many studies have shown this phenomenon (Lee, 2016; Mazhenova, Choi, and Chung, 2016; Simanjuntak and Musyifah, 2016). Dawson, Bloch, and Ridgway (1990) discovered that emotions influenced retail-related outcomes. Lesser and Kamal (1991) found that heightened positive emotion was the key mediator in consumers' motivations to shop. Excitement has been shown to be a predictor of frequency of mall shopping (Stoltman, Gentry, and Anglin, 1991). The longer individuals stay in a retail environment, the more they are likely to spend (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994; Milliman, 1986). Babin and Darden (1996) found that in-store mood and atmosphere influence consumer spending and satisfaction with the store. Finn, McQuitty, and Rigby (1994) found that differing patronage motives may determine consumers' length of stay at the mall, but that more emotionally involved consumers (i.e., leisure users and social users) are apt to add shopping time beyond their original intentions more so than other segments. Desire to revisit is a component of approach behavior, a commonly-investigated response variable in environmental psychology. A number of scholars have supported the association between pleasure/arousal affective states and approach behaviors (Donovan and Rossiter, 1982; Spangenberg, Crowley, and Henderson, 1996; Mehrabian and Russell, 1974). Based on this discussion, I propose the following.

H5: Shopping excitement will have a positive influence on spending time at the mall.

H6: Shopping excitement will have a positive influence on spending money at the mall.

H7: Shopping excitement will have a positive influence on mall revisit intention.

III. Method

This study aims to observe the role of shopping excitement on the relationship between recreational shopping motivation and shopping output which is firm outcome and personal outcome. The research model based on this is configured in <Figure 1>.

A. Sample and data collection

To test the model in this study, a field study method was employed to obtain information directly from individual shoppers of the shopping malls. To obtain a wider representation of mall shoppers, data were collected Monday through Sunday via intercept surveys conducted at each shopping mall by trained interviewers. Before conducting surveys, permission was obtained from each mall manager. To avoid potential bias owing to the use of non-probability sampling and to obtain a wide representation of mall shoppers, intercept surveys were conducted at various times of the day on both weekdays and weekends. A beverage coupon worth about \$4 was given to the participants as an incentive for participation. All participants were asked to complete the survey after their shopping. Three hundred sixty-three samples were collected from 177 males (48.8%) and 186 females (51.2%). The age ranges of respondents were: n=116 in their 30s (32%), n=123 in their 40s (33.9%), and n=126 over 50 (34.1%). Of the respondents, 70

(19.3%) came to shopping mall alone 87 (24%) came with one or more friend(s), and 206 (56.7%) came with family. The shoppers' overall shopping time was: n=53 (14.6%) about one hour, n=148 (40.8%) about two hours, n=125 (34.4%) about three hours, n=22 (6.1%) about four hours, and n=15 (4.1%) about five hours or more. About half of the respondents (49.3%) went shopping once per month, some (33.9%) went shopping three or four times per month, and 61 respondents (16.8%) went shopping over five times per month. Finally, 101 respondents (27.8%) spent under 10% of their monthly income on shopping, 103 respondents (28.4%) spent 11-20% of their monthly income on shopping, 93 (25.6%) respondents spent 21-30% of their monthly income on shopping, and 66 (18.2%) respondents spent over 31% of their monthly income on shopping.

B. Measurement

Questionnaire items, unless stated otherwise, were measured using a 7-point Likert scale in which '1' represented 'strongly disagree' and '7' represented 'strongly agree.' The measurement items are described in the appendix. The measures in this study were mainly adapted from those of prior studies. These items were purified through traditional methods such as Cronbach's alpha and exploratory factor analysis, as well as confirmatory factor analysis.

Recreational Shopping Motivation: Recreational shopping motivation is defined as seeking pleasure

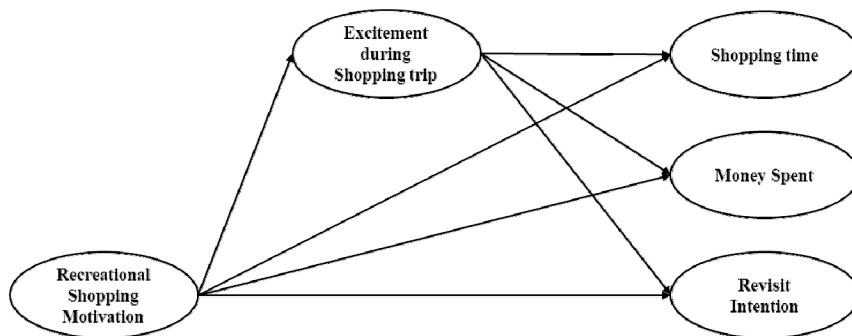


Figure 1. Research model

that is inherent in the shopping. This is conceptually similar to the experiential, hedonic, intrinsic, and stimulation oriented shopping motives. The four items for this factor were adapted from Jacoby, Szybillo, and Berning (1976), Kaltcheva and Weitz (2006), and Wagner and Rudolph (2010).

Shopping Excitement: Shopping excitement is defined as a positive emotional state that consists of high levels of pleasure and arousal from shopping (Russell, 1980). The four items for shopping excitement were adapted from Jin and Kim (2001) and Wakefield and Baker (1998).

Firm Outcome: In this study, shopping outcome such as amount of time and money spent on the shopping, (Babin and Darden, 1996; Donovan and Rossiter, 1982; Sherman, Smith, and Mansfield, 1986) and repatronage intention (Donovan and Rossiter, 1982; Lotz, Eastlick, Mishra, and Shim, 2010) are defined as firm outcomes because they are positive benefit from the point of view of the firm.

C. Testing the Measurement Model

To examine the measurement properties of the measures used in this study, a confirmatory factor

analysis was conducted. Reliability and validity of measurement scales developed for each stage were run through the SPSS and AMOS. Two procedures were conducted to purify and identify the dimensions of the scales: an exploratory factor analysis and reliability tests. As shown in Table 1, Cronbach's alphas for all factors were found to be larger than 0.7 (ranging from 0.910 to 0.936) and all constructs were deemed reliable. To verify convergent validity, averaged variance extracted (AVE) and composite reliability (CR) were checked. AVE should be higher than 0.5 and CR should be higher than 0.6 (Fornell and Larcker, 1981). All constructs have higher than 0.5 AVE (ranging from 0.698 to 0.716) and 0.6 CR (ranging from 0.874 to 0.924).

Discriminant validity was assessed by comparing squared correlations among the constructs against variances extracted by their respective factors (Hair, Black, Babin, and Anderson, 2010). As shown in Table 2, all squared correlations were less than variances extracted. This result implies that the variances shared among variables (squared correlation coefficients) were less than the variances explained by each construct (variances extracted), showing that all indicators are better explained by their respective constructs than other constructs explaining indicators

Table 1. Construct reliability and validity

Construct	Item	Loading	Cronbach's alpha	AVE	CR
Recreational Shopping Motivation	RSM1	0.899	0.922	0.698	0.874
	RSM2	0.94			
	RSM3	0.845			
Excitement during Shopping trip	Ext1	0.803	0.936	0.708	0.924
	Ext2	0.812			
	Ext3	0.881			
	Ext4	0.908			
	Ext5	0.915			
Revisit Intention	RI1	0.723	0.910	0.716	0.909
	RI2	0.807			
	RI3	0.937			
	RI4	0.926			

$$\chi^2(84) = 276.145, P < 0.001$$

$$CFI = 0.966, GFI = 0.920, NFI = .949, TLI = .958, SEA = .071$$

in different constructs. The test shows that all constructs adopted in the current study are different from one another and thus have discriminant validity (Koo and Lee, 2011).

Table 2. Test of discriminant validity

	RSM	EXT	RI
RSM	0.698		
EXT	0.510 (0.260)	0.708	
RI	0.447 (0.200)	0.579 (0.335)	0.716

Note. The figures in the sub-diagonal are correlation coefficients (squared correlations) and the bold figures in the diagonal represent variances extracted.

D. Testing of Hypotheses

The structural model was tested as shown in Figure 1. These results show that the model at large reflects a good fit with the data as demonstrated by the goodness-of-fit statistics shown in Table 3. All of the proposed hypotheses are accepted. Hypothesis 1, 2, and 3 posit the relationship between recreational shopping motivation and firm output such as time and money spent on shopping and revisit intention at the visited shopping mall. The results indicate that people who have recreational shopping motivation usually spend time ($\beta = 0.271, p < 0.001$) on shopping and they have revisit intention at the shopping mall they visited ($\beta = 0.135, p < 0.001$) on shopping.

On the other hand, there is no significant relationship between recreational shopping motivation and spending money on shopping ($\beta = 0.102, n.s.$). The results support both hypotheses 1 and 3. Hypothesis 2 is rejected.

Hypothesis 4 posits the relationship between recreational shopping motivation and shopping excitement. The result indicates that people who have recreational shopping motivation feel excitement during shopping ($\beta = 0.340, p < 0.001$).

Hypothesis 5, 6, and 7 proposes the relationship between shopping excitement and firm output. People who feel excitement during the shopping experience usually spend money ($\beta = 0.604, p < 0.001$) and time ($\beta = 0.553, p < 0.001$) on shopping. Furthermore, they have revisit intention at the shopping mall they visited ($\beta = 0.479, p < 0.001$). As a result, hypothesis 5, 6, and 7 are also accepted.

Finally, hypothesis 9 posits that shopping excitement increases consumer happiness. The result indicates that consumer happiness is significantly increased by shopping excitement ($\beta = 0.683, p < 0.001$).

Structural equation modeling was performed in this study to understand each path analysis among variables. However, it is not sufficient to check the comprehensive mediation effect of shopping excitement. In this study, to check the mediation effect as shopping excitement between shopping motivation and shopping output, bootstrapping was performed.

Although, there was no significant direct relationship

Table 3. Hypothesis test

	Structural Relationship	Estimate	t-value	Results
H1	Recreational Shopping Motivation → Shopping time	0.271***	4.776	Accept
H2	Recreational Shopping Motivation → Spent money	.102	1.663	Reject
H3	Recreational Shopping Motivation → Revisit intention	0.135***	3.703	Accept
H4	Recreational Shopping Motivation → Shopping Excitement	0.340***	9.407	Accept
H5	Shopping Excitement → Shopping time	0.553***	6.373	Accept
H6	Shopping Excitement → Spent money	0.604***	6.414	Accept
H7	Shopping Excitement → Revisit intention	0.479***	8.064	Accept

$\chi^2(111) = 276.145, P = 0.001$
 $CFI = 0.966, GFI = 0.919, NFI = .945, TLI = .958, SEA = .064$

Table 4. Indirect effect of Shopping Excitement

DV	IV	MV	IE	Boot SE	Boot LLCI	Boot ULCI
Time	Recreational Shopping Motivation	Shopping Excitement	0.164	0.042	0.093	0.255
Money			0.174	0.036	0.108	0.252
RI			0.171	0.032	0.115	0.241

Notes: Number of bootstrap samples for bias corrected bootstrap confidence intervals: 10,000, IV = independent variable, DV = dependent variable, MV = mediating variable, IE = Indirect effect, Boot SE = bootstrap standard error, Boot LLCI = bootstrap lower limit confidence interval, Boot ULCI = bootstrap upper limit confidence interval, Time = Shopping time, Money = Spending money at mall, RI = Revisit Intention

between recreational shopping motivation and revisit intention, recreational shopping motivation affect revisit intention via shopping excitement. Furthermore, shopping excitement have indirect effect on the relationship between recreational shopping motivation and shopping time and spending money at mall. As a result, shopping excitement could be a mediation variable between recreational shopping motivation and shopping output and shopping excitement could be the key mediation variable in this study.

IV. Conclusion

A. Theoretical Contributions

As an adapting leisure study, this study sheds recognizes that it is possible that positive emotion, especially excitement, is the essential factor in the shopping motivation and could be adapted to shoppers who think of shopping as a leisure activity.

In previous shopping studies, satisfaction with a quality of product, price, and store displays had a direct impact on shopping outcome. This study, however, found that shoppers can develop an emotional reaction related to the shopping experience that also affects shopping outcome. In this step, excitement is essential mediator between shopping motivation and shopping output.

Although there is no significant relationship between recreational shopping motivation and spending money on shopping, there would be fully mediation effect by shopping excitement

Finally, this leisure shopping study shows that

emotion affects firm outcome. The results show that if shopping malls provide customers with shopping pleasure, customers will longer in the mall, spend more, and generate increased future revisit intention.

B. Managerial Contributions

The findings of this study show that people who have recreational shopping motivation spend more time in shopping mall and they want to revisit the mall they visited. However, recreational shopping motivation could not affect spending money directly. If these kinds of customers feel positive emotion, they want to spend time and money on shopping. It means that positive emotion is key mediator between motivation and shopping output. For this reason, the managerial implication of this study relates to the retailing mix. First, for shopping mall managers to attract and maintain recreational shoppers as long-term customers, it is necessary to create a store environment and atmosphere that enables shoppers to experience the various leisure dimensions while shopping. Second, advertising and other communication efforts designed to attract shoppers should not only focus on the products that stores offer, but also focus on the experiential views of shopping at the shopping mall. Finally, salespeople should understand their customers so that they can distinguish between customers who want to get value from their shop and those who expect more personal attention and guidance from salespeople.

C. Limitations and Future Research

The current study is subject to several limitations. First, this study employed a cross-sectional survey to examine shopper's attitudes toward shopping in malls. As such, it has several inherent limitations that should be addressed in future research. It would be useful for future research to employ longitudinal methods to examine how the excitement of overall shopping may change over time.

Secondly, this study focused on brick and mortar shopping malls, rather than online storefronts. As the internet developed, it has become possible to use a computer to buy anything at any time; in recent years, this ubiquitous shopping experience has expanded to include shopping with smartphones. Future studies should test the model in a different environment and compare results between offline and online shopping malls.

Despite these limitation, this study found a key mediator between recreational shopping motivation and shopping outcome. It is hoped that this study will provide the basis for a stream of study on leisure shopping motivation so that shopping malls can effectively enhance consumer shopping excitement and then increase consumer happiness through their services.

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