



The effect of demographical features on students' hedonic shopping behaviors

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Abstract

The main aim of this study is to put forth the effect of the demographic features on the students' hedonic shopping behaviors. The sample of this study is formed of the students having their university education at School of Tourism and Hotel Management. Questionnaire is used in this study as the data collection method. The questionnaire is made up of two sections. The variables to define the demographic features of the students take part in the first section, and the hedonic shopping behaviors scale which is formed of 20 statements take part in the second section. Frequency distributions, t-test and Anova are benefited from for the evaluation of the data in the study. First of all, the hedonic shopping behavior levels of the students are put forth in this study. After that, by means of the data analysis, the differences between the hedonic shopping behaviors are presented according to the features of the students such as their age, sex, level of income, level of family income and hometown.

Keywords: Demographic features, students, shopping behaviors, Hedonic shopping behaviors

1. Introduction

The phenomenon of consumption has been discussed not only as a commercial phenomenon but also as a social progress. The concept of consumption has been defined as obtaining, embracing, using or exterminating a product or a service in order to satisfy a necessity. As one can understand from this definition, consumption has been evaluated not only as a commercial phenomenon but also as a social progress (Hürmeriç and Baban, 2012). Although shopping motives has been classified distinctly in literature, it has been asserted that there are two main types of motives at the heart of consumption, which are pragmatist and hedonic (Doğrul, 2012).

At the heart of pragmatist consumption, shopping is an activity which is done because of requirement or necessity for consumers. For a consumer having such a character, necessity occurs at first. Then, the consumer buys the most appropriate product or service for his or her budget by making a comparison between trademarks and companies. This situation is accepted as utility theory in economics. According to this theory, it is accepted that the consumer benefits most from his or her limitless necessities with limited budget that he or she has within full information by preferring more to less (Doğan et al., 2014). The consumption done for the required necessities of people has been defined as pragmatist consumption because it is useful for individuals. In this occasion, individuals will do shopping smartly to get a product or a service which is really useful for themselves. But individuals who evaluate shopping emotionally may do shopping not only by reasoning the pragmatist attitude but also taking pleasure from this shopping (Şengün and Karahan, 2013).

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According to Soysal (1999), different products have different meanings for consumers, hence emotion and notion directing the consumers to buy any of them are different. The significant point is to understand and explain the reasons of purchase consisting of special emotions and notions of the consumers. Traditionally, a lot of factors enable the consumers to take pleasure from the products (Özdemir and Yaman, 2007). According to Odabaşı (2006) Hedonism can be evaluated as the highest level in which pleasure becomes aim. Selfishness generally takes part in hedonism. Individual gives priority to himself/herself and focuses on the point where he/she will look for pleasure. Pleasure can be gained with specific actions, dreams and fantasies. The products which help people dream or create fantasy are the basic sources to create hedonic satisfy. Images, dreams and fantasies for pleasure and enjoyment in modern meaning became a significant tool and society has focused on more consumption and ownership with limitless needs and desires (Kırcı, 2014).

In hedonic consumption, experiencing purchase is more important than buying and ownership of the product. Whether purchase takes place or not, a perceived hedonic value is discussed. In this sense, not only the consumers who buy products for themselves but also the consumers who go shopping for somebody else or to spend their free time can perceive hedonic value (Akturan, 2010).

According to Arnold and Reynolds (2003), these can be taken into account within the basic reasons of shopping. Adventurous shopping, shopping for relief, shopping for social aims, having an opinion, making others happy and competition excitement (Akturan, 2010).

1.1. Adventurous shopping: In adventurous shopping, shopping which consist of meanings like stimulation, adventure and the feeling of being in a different world take place. The consumers in this group have expressed that they go shopping for utter adventure and excitement (Özgül, 2011).

1.2. Shopping for relief: In this classification, it has been suggested that the reason of hedonic shopping is get rid of stress and negative mood. Shopping is a method of self treatment in this classification. Consumers who go shopping for relief have expressed that they forget their problems with the help of shopping (Fettahlioğlu et al., 2014).

1.3. Shopping for social aims: The concept of shopping for social aims has been expressed as to spend time with family and friends, to communicate with other people and to socialize (Fettahlioğlu et al., 2014).

1.4. Having an opinion: Shopping to have an opinion is shopping which is done to follow new fashion and to get information about new products and developments. In this shopping which is done to get information, individuals use shopping as an entertainment or a way of spending free time (Özgül, 2011).

1.5. Making others happy: This classification consists of the enjoyment and positive thoughts they experience while individuals shop for others. A lot of individuals feel happy when they go shopping for people they love (Çakmak and Çakır, 2012).

1.6. Competition excitement: Some people take pleasure to experience shopping as if they were in a competition. The most important period for those is sale period. They wait for sale periods, shop with the aim of following sales and they take pleasure from this shopping (Çakmak and Çakır, 2012).

The purchase behavior of the consumers has changed on different demographical reasons. Especially, types of the participation of males and females in shopping differ greatly (Fettahlioğlu et al., 2014).

2. The Aim and Significance of the Research

The main aim of the research is to present the effect of demographic features of tourism students in the behaviors of hedonic shopping. Hedonic shopping expresses the pleasure aspect of consumption. The evaluation of the behaviors of consumers with hedonic aspect is an approach which will develop traditional theories of consumers. Consumption based on pleasure is an important issue for some consumers. Tourism students can provide their income by working in summers or attending practice education in the semester. This can help them show hedonic shopping behavior.

3. Research Method

The study is in relational screening model. Questionnaire was used to get data in the study. In the first part of the questionnaire, questions based on demographic features of the participants were placed. In the second part of the questionnaire, the scale formed with 11 expressions which was developed by Babin et al. (1994) and was translated into Turkish by Aydın (2010) was used in order to determine hedonic shopping behaviors of the students.

In the study, the students of Adnan Menderes University School of Tourism and Hotel Management and Faculty of Tourism are specified as population. Purposive sample selection is done within the population. Totally 433 students were reached.

4. Research Findings and Evaluation

The answers of the questionnaire given by 433 students were evaluated with the help of SPSS for Windows 18.0 statistical package software. The accuracy of the data was checked with descriptive statistics and by comparing the questionnaire and values entered.

In Table 1, the standard deviations and average of the participants' answers given to Hedonic shopping behaviors scale take place.

Table.1. Hedonic Shopping Behavior Point Averages

	Average	Standard Deviations
Shopping is a source of joy for me	3,19	1,389
I shop when I am not obliged to	2,69	1,368
Shopping gives me peace	3,02	1,361
Spending time by shopping is sensuous	3,07	1,375
I enjoy exciting products	3,36	1,379
I delight in shopping trip.	3,07	1,274
I have good time with instant act in shopping.	3,18	1,333
I am excited like a hunter in shopping.	2,64	1,357
I can forget all my problems in shopping.	2,68	1,370
I have a feeling of adventure in shopping.	2,61	1,332

I am sad about spending time in shopping. (-)	3,34	1,355
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In table 1, point averages of hedonic shopping behaviours are seen. When analyzed table 1, the statement “I delight in exciting products” (3,36), has the maximum average among students. This is followed by the statement “I am sad about spending time in shopping”. (-) when analyzed Table 1, the average of all statements are higher than 2,5. This situation emphasizes to the hedonic feature.

4.1. Factor Analysis

In the direction of answers obtained from sample, reliability of scale has been measured with Cronbach alpha and this value has been found as 0,90. This value shows that scales are rather reliable (Özdamar, 1999). Because sample sufficiency value is 0,941, as the result of Keyser-Meyer-Olkin test, this value is seen as a suitable on for factor analysis (Büyüköztürk 2003). Bartlett’s Sphericity text has been applied for sufficiency of correlation matrix and its significance level. The sufficiency of correlation matrix and its significance level have been obtained as, 000 and 3824,734 and this value has been evaluated as an acceptable value.

Table.2. Factor Analysis

	Factor Loading	Eigenvalue	Disclosed Variance	Cronbach Alpha
HEDONIC BEHAVIOUR		7,026	63,873	0,900
Shopping is a source of joy for me	,901			
I shop when I am not obliged to	,874			
Shopping gives me peace	,847			
Spending time by shopping is sensuous	,812			
I enjoy exciting products	,809			
I delight in shopping trip.	,805			
I have good time with instant act in shopping.	,799			
I am excited like a hunter in shopping.	,798			
I can forget all my problems in shopping.	,793			
I have a feeling of adventure in shopping.	,752			
I am sad about spending time in shopping.(-)	,548			

All values of factor loading 0,548 and over. Varimax rotation has been used in the analysis of data. Data, being its eigenvalues are over 1, have been evaluated in factor analysis. When analyzed factor matrix, it is seemed that variances are gathered under 1 factor and this 1 factor explains 64 percent of total variance. These values show that 1 factor has the explainable ability of variance which only be explained by 11 variances.

4.2. Difference According to Gender

The hypothesis established for understanding whether any differences or not among hedonic shopping behaviours with regards to genders is as follows;

H₀: There is no difference among hedonic shopping behaviours with regards to students' genders.

H₁: There is difference among hedonic shopping behaviours with regards to students' genders.

GENDER		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Hedonic	Equal variances assumed	,450	,503	8,498	430	,000	,82740
	Equal variances not assumed			8,428	375,890	,000	,82740

Table.2. T Test related to Gender Hedonic Shopping Behaviours for Students

Table 2.1. Varieties related to Gender Statement

	GENDER	N	Average
Hedonic	FEMALE	181	3,4681
	MALE	251	2,6407

According to t test in Table 2, because the value of sig. is higher than 0,05 in all factors, measurements of hedonic shopping behaviours are lower than 0,05 when we analyze the value of significance level related to significance levels for t test. With regard to this, the hypothesis H₁ "there is difference among hedonic shopping behaviours with regards to students' genders" is accepted. When analysed table 2,1 it is obtained that female's hedonic shopping behaviours are higher than male.

4.3.Hedonic Shopping Behaviours Statements Related to Such Demographic Features as Age, Income and Residence

It has been analysed with ANOVA whether there is any difference between students' age, their families' income and their residences until 18 years old and hedonic shopping behaviours or not.

Table.3. The Statement of Hedonic Shopping Behaviours to Demographic Features

	AGE		INCOME		RESIDENCE	
	F	S	F	S	F	S
Hedonic Shopping Behaviour	,809	,520	1,054	,368	,494	,740

(S: Significance Level)

Different age levels, income of family and results of ANOVA test, which shows the statement between their residences until 18 years old and hedonic shopping behaviours, have been stated in table 3. There is no difference among hedonic shopping behaviours related to students' different ages, income of families and residences until 18 ($p > .005$).

5. Conclusion and Discussion

Described as a philosophic theory, Hedonism, which defends that delight is absolutely good, human actions are needed to plan as providing delight in the end, and it is the most suitable behaviour to tend towards that always provide delight, has been one of the important subject especially in marketing field in recent years (Fettahlioğlu et al., 2014). Especially, importance of young consumers increases day by day. In this study, it is aimed to reveal effects of tourism students' demographic features over hedonic shopping behaviours. Because tourism students provide their own economic income by the help of summer time and trainings, are especially chosen.

To consequences of studies, though students' statements, related to hedonic shopping behaviours are not very high, but above average. When the averages of attendants' answers are taken into account, the averages are higher than 11 in all statements. While the statement "I enjoy exciting products" (3,36) has the highest average, this is followed by statements as "I am sad about spending time in shopping" (3,34) and "Shopping is a source of joy for me"(3,19). In general, students can be happy shopping itself. The statements "I have a feeling of adventure in shopping."(2,61) and "I am excited like a hunter in shopping"(2,64) have the lowest averages.

According to the results of the research, the other important finding is the difference among hedonic shopping behaviours related to students' genders. Females' hedonic shopping behaviours are higher than males according to the results. Hedonic shopping is a shopping type in which values related to women such as delight, happiness, feeling good, and expressing oneself stand out. For that reason, women are more eager to hedonic consumption than men. It can be stated that women and men do not have similar characteristics in hedonic shopping; women's hedonic shopping trends, which are much more than men, become known and it can be a wisely choice that marketing performers who produce hedonic product and service usually refer to women as target group (Aydın, 2010).

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