

NON-FUNCTIONAL SHOPPING MOTIVES AMONG IRANIAN CONSUMERS

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Abstract:

This study aims to explore the non functional shopping motives among Iranian consumers. In addition, the effects of marital status, gender, age and residential region as an indicator for social class on the non-functional shopping motives are investigated. This paper uses a self-reported and 15 items questionnaire. The analysis is done based on 363 returned and usable questionnaires. Multivariate analysis of variance is applied for this study. MANOVA results show that marital status, gender, age and region have different significant effects on the non-functional shopping motives among Iranian consumers.

Keywords: Consumer Behavior, Shopping Motives, Non-functional Motives, Iran

1. Introduction

Survival and profitability of the companies depend on identifying and conducting the consumer behavior. Thereupon, having better knowledge about consumer behavior will result in improving marketing decisions. Paying attention to the reasons of buying and shopping motives is one of the key dimensions of consumer behavior which is used in marketing planning. Consumer motivation plays an important role in explaining their behaviors (Lawson, Tidwell et al, 1996; Schiffman and Kanuk, 1997; Solomon, 2002; Neal, Quester et al, 2004). Moreover, it can deduce consumer motivation as an effective variable in consumer perception of purchasing environment and information processing style (Lawson, Tidwell et al, 1996).

The theories related to consumer buying behavior can be divided into two main categories: content theories and process theories.

- *Content theories:* content theories mean "Why do people shop?". In these theories, the researcher explores the reasons and the motives of consumer purchasing.

- *Process theories:* process theories mean "How do people shop?". In these kinds of theories, the aim is to understand the process of the consumer buying and to identify the influencing factors.

Contrary to the subject "how do people shop?", few studies have been conducted about "why do people shop". Tauber (1972) argues that the customers do not always shop based on the functional and rational reasons, but also in many cases they go shopping due to non-functional reasons. Thus, in addition to functional motives, non-functional motives have great effect on consumer buying behaviors. Eastlick and Feinberg (1999) have investigated functional and non-functional motives. They examined these motives in

influencing preferences for catalog shopping using a mail survey. Results provide evidence supporting the effect of non-functional, as well as functional motives on catalog patronage. Despite the importance of non-functional motives in consumer behaviors, there are lack of studies on this topic. The present research tries to find an answer to the following questions: Do Iranian consumers tend toward non-functional motives? Do demographic variables including: age, gender, region (as an indicator for social class) and marital status affect non-functional motives among Iranian consumers?

2. Literature Review

Motives are "forces instigating behavior to satisfy internal need states" (Westbrook and Black, 1985, p. 89). In general, motivation theory asserts that the direction taken in behavior is in large part determined by the particular purposes we are trying to achieve with that behavior (Wilkie, 1994, p.124). This indicates that motivational forces have a key influencing role in the modeling of shopping behavior, which is assumed to be goal-directed behavior. Shopping motives, then, could be defined as the drivers of behavior that bring consumers to the marketplace to satisfy their internal needs (Jin and Kim, 2003, p. 396).

Sheth (1983) has suggested that there are two classes of motives underlying shopping patronage: functional and non-functional, of which Tauber's (1972) motivations are the non-functional. If the shopping motive is solely a function of the buying motive, the decision to shop will occur when a person's need for particular goods becomes sufficiently strong to allocate time, money, and effort to visit a store. However, the multiplicity of hypothesized shopping motives suggest that a person may also go shopping when he/she needs attention, wants to be with peers, desires to meet people with similar interests, feels a need to

exercise, or has leisure time. Therefore, peoples' motives for shopping are functions of many variables, some of which are unrelated to the actual buying of products. Non-functional motives of shopping are important to consumer marketers because of two reasons; first, they are means by which to attract a person into a store and second, they can be viewed as ways to enhance the value of the object of the functional motives and thus operate as sources of sustainable competitive advantage (Parsons, 2002).

As it mentioned before, Tauber (1972), in his exploratory study found that securing a purchase was not the only motive for shopping. Subsequently he identified 11 non-functional shopping motives and divided them into personal and social motivation. Personal motives are related to the person's state and moods; and social motives are associated with others and community. Tauber (1972) identified personal motives as role playing, diversion, self-gratification, learning about new trends, physical activity, sensory stimulation and social motives as social experiences outside the home, communication with others having a similar interest, peer group attraction, status and authority and pleasure of bargaining.

Parsons has studied the non-functional motives and added mental activities motivation to the Tauber's taxonomy as a personal non-functional motive (Parsons, 2002).

Westbrook and Black (1985) reported that 'shopping behavior may arise (1) principally to acquire the desired product for which needs are experienced; (2) both to acquire the desired product and to provide satisfaction for various additional non-product related needs; or (3) principally in service of needs unrelated to the acquisition of the product; these researchers identified seven motivation based on aforesaid classification. These motives are: anticipated utility

(expectation of benefits or hedonistic states which will be provided by the product to be acquired through shopping), role enactment (culturally prescribed roles regarding the conduct of shopping activity, such as careful price and product comparisons), negotiation (motivation to seek economic advantages through bargaining interactions with sellers), choice optimization (desire to buy the "absolute optimum" and seeking to find a product that fits to customer demand), affiliation (motivation to affiliate with friends, other shoppers, or retail merchants), power and authority (trying to achieve a sublime social status) and stimulation (seeking interesting stimuli in shop environment such as music and staining). Paying more attention on Westbrook and Black classification, this point becomes clear that unlike Tauber's taxonomy, in Westbrook and Black classification the functional and non-functional motives are not completely separated from each other; and some of mentioned motivations are a combination of both functional and non-functional motives. For example, parts of the anticipated utility belong to the functional motivation and some other parts of it belong to the non-functional motivation.

In one another categorizing the shopping motives, they can be divided into Hedonic motives and Utilitarian motives. Utilitarian motives are composed of product-oriented and external and rational motives related to the product (Babin, Darden et al, 1994). Hedonic motives refer to the enjoyment, entertainment, prestigious and internal motives. Arnold and Reynolds (2003) introduce six types of motives related to a shopping behavior. In their viewpoint, shopping motives are: *adventure shopping* (buying is considered as an adventure activity which refers to shopping for stimulation, adventure, and the feeling of being in another world), *social shopping* (buying is an opportunity for socialization),

gratification shopping (a third category is labeled "gratification shopping," which involves shopping for stress relief, shopping to alleviate a negative mood), *idea shopping* (it refers to shopping to keep up with current market trends and new fashions and to see new products and innovations), *role shopping* (buying is a role playing via consumers), *value shopping* (it alludes to shopping for sales, looking for discounts and hunting for bargains). The shopping motivation literatures underline the existence of large differences between functional and non-functional motivation, but both of them have an effect on the decision of consumer buying simultaneously. Rook (1987) studied in unexpected purchases without previous planning; Elliot et al.(1996) researched about obsessive shopping and Betts and McGoldrick (1995) surveyed about shopping from auction store, all indicated that the nature of process of buying products regardless of its functional motives is something attractive and enjoyable. In this investigation, the classification of functional and non-functional motivation is applied to test the represented hypothesis. Table 1 represents the classification of motivation.

3. Research Methodology

- Sample

The sampling of the present study is drawn from the students of the University of Applied Sciences and Technology, and Shahid Beheshti University. Out of 400 distributed questionnaires, 390 useful ones were returned (a response rate of 97.5 percent). 27 returned questionnaires were omitted because of missing data.

Hence, finally the analysis is done on 363 usable questionnaires.

- Measures

For measuring non-functional motives, we used five-point Likert scale (completely disagree =1, disagree =2, neutral = 3, agree = 4, completely agree =5). 11 questions fitted to the Tauber as

well as 11 non-functional motivations were designed. Cronbach’s alpha for scales was 0.878, which suggested that the measures for the scales were reliable. Four questions were

considered for measuring demographic variables including: gender, age, regional residence and marital status.

Table1

Classification of non-functional motivations

Category	Motives	Reference	Example
Personal	Role playing	Tauber,1972	Father or mother are responsible for household shopping
	Diversion	Tauber,1972	A person goes shopping for refreshment and diversity
	Self-Gratification	Tauber,1972	Shopping for stress relief and tension-reduction
	Learning About New Trends	Tauber,1972	Go shopping to see new model of furniture
	Physical Activity	Tauber,1972	A person who has a car goes shopping on foot
	Sensory stimulation	Tauber,1972Westbrook and Black, 1985	Go shopping because of looking at colorful showcases
	Mental activity	Parsons,2002	A person goes shopping in order to assay his/her technical awareness about particular product
Social	Social experiences Outside the Home	Tauber,1972	A person goes shopping because of visiting his/her friends
	Communication With others having A Similar Interest	Tauber,1972	persons who love flowers and husbandry are going to buy flowers
	Peer Group Attraction	Tauber,1972	A teenager goes to a store for buying a computer game
	Accompanied	Westbrook and Black, 1985	A person goes shopping because of being with his/her friend
	Status and Authority	Tauber,1972Westbrook and Black, 1985	Someone goes to a deluxe store with his/her expensive car
	Pleasure of Bargaining	Tauber,1972	A person who loves having bargaining challenge and interaction with the seller

Source: Based on Tauber, E.M .1972. Why Do People Shop?. *Journal of Marketing*, 31(4): 37-42. And Parsons, A.G. 2002. Non-functional Motives for online Shoppers: Why We Click. *Journal of Consumer Marketing*, 19(5): 380-392. And Westbrook, R.A. and Black, W.C. 1985. A Motivation- Based Shopper Typology. *Journal of Retailing*, 61(1): 78-104

Analysis Strategies

In this study, two groups of statistical tests are used. For examining the impact of demographic variables on buying non-functional motives, a one-way between-groups multivariate

analysis of variance (MANOVA) is performed. For measuring the validity of the scales of buying non-functional motives evaluation, Structural Equation

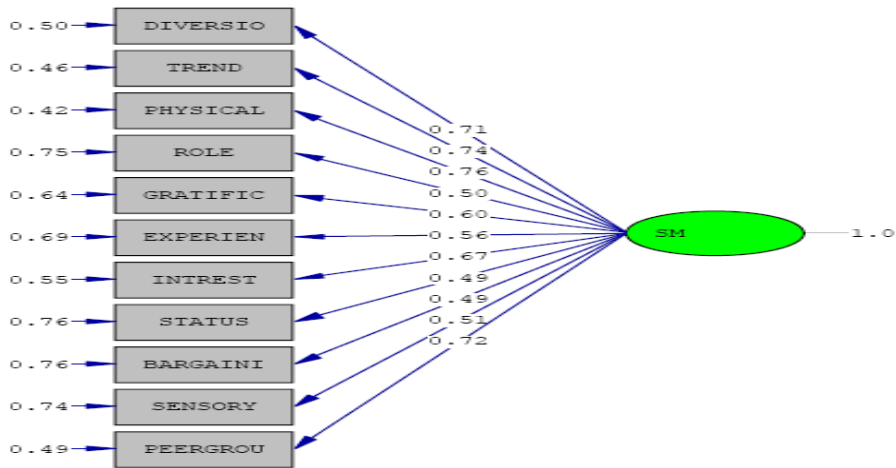
Modeling (SEM) and Measurement Model are executed.

4. Results

Descriptive statistics for demographic characteristics of the respondents are exhibited in Table 2. As shown in this Table, almost two out of three are males (63.2 percent). The majority of the respondents are in the age group of 18 to 31 years (62.2 percent); and only 5.6 percent of the

respondents are aged 58 and over. Scattering of the respondent's settlement region are almost equal in north, south, and center of Tehran City; and more respondents are from east of the Tehran.

By structural equation modeling (LISREL 8.5), non-functional motives measurement model is examined. The output of measurement model is shown in Fig. 1. Fit indexes of the model are in acceptable range.



Chi-Square=113.95, Chi-Square/df=2.92, P-value=0.00000, RMSEA=0.073(0.057; 0.088), NFI=0.97, CFI=0.98, IFI=0.98, RFI=0.95, GFI=0.95, AGFI=0.91, PGFI=0.056, St.RMR = 0.046

Figure 1. Non-functional Shopping Motives Measurement Model

Table 2

Sample profile

Variable	Answer	Frequency	Valid Percent	Variable	Answer	Frequency	Valid Percent
Marital status	single	168	47.3	Age	18-31	224	62.2
	married	187	52.7		32-44	79	21.9
Region	center	62	17.1		45-57	37	10.3
	south	73	20.1		58<	20	5.6
	north	58	16	Gender	male	227	63.2
	east	129	35.5		female	132	36.8
	west	41	11.3				

- Marital status

MANOVA results show that there is statistically a significant difference between single and married consumers towards the non-functional shopping motives [F (11,355)=2.692 , p=.002; Willks' Lambda=0.921; $\eta^2=0.079$]. When the results for the dependent variables are considered separately, eight differences are observed using a Bonferroni adjusted alpha level of 0.017. One of them is the motivation of physical activities (F(1,355)=5.622 , p=.001, $\eta^2=.016$), an inspection of the mean scores indicates that go shopping due to physical activities is slightly more important for married persons (M=2.64 , SD=1.3) than singles (M=2.33 , SD=1.12). Similarly, the motives such as showing one's status, peer group attraction and pleasure of bargaining are more important for married persons than singles; On the other hand, singles score significantly higher than married persons on the motive of having social experience outside the home (M=3.07 , SD=1.14 vs. M=2.88 , SD=1.23) that shows the importance of social communication to singles because of their status of living; similarly, the motives of role playing, self-gratification, and sensory stimulation are more important for singles than married persons. Finally, there is no significant difference to the motives of diversion, learning about new trends, and communication with others having a similar interest between singles and married persons.

- Gender

MANOVA results show that there is statistically significant difference between males and females on the non-functional shopping motives [F(11,359)=4.174 , p=.000; Willks' Lambda=.883; $\eta^2=.117$] . When the results for the dependent variables are considered separately, an interesting finding indicates that except one motivation, women scored significantly higher than men on the scales of all the non-functional motives. It demonstrates

that the severity of non-functional motives in women is much more than men. Paying attention to the mean difference of aforesaid motives between males and females specify that Self-gratification [F(1,359)=25.77 , P=.000; $\eta^2= .067$ (M=3.28 , SD=1.14 vs. M=2.61 , SD=1.25)] , Physical activity [F(1,359)=21.29 , P=.000; $\eta^2= .056$ (M=2.88 , SD=1.31 vs. M=2.28 , SD=1.12)] and Diversion [F(1,359)=16.19 , P=.000; $\eta^2= .043$ (M=3.05 , SD=1.22 vs. M=2.51 , SD=1.25)] have highest difference between men and women. Thereupon, these three stimulations in women are much more than men. Communication with others having a similar interest is the only motivation with no meaningful difference between males and females [F (1,359)= .19 , P= .06; $\eta^2= .001$]

- Age

MANOVA results for age show that there is statistically significant difference between different age groups on the non-functional shopping motives [F (11,360)=1.692 , p=.009; Willks' Lambda=.855; $\eta^2=.051$]. When the results for the dependent variables are considered separately, eight differences are observed using a Bonferroni adjusted alpha level of 0.017. An interesting result indicates that among these eight non-functional motivations, the persons aged 58 and over scored significantly higher than other age groups in five non-functional shopping motives. In other words, comparing the mean scores of the motives of physical activity [F(1,360)=1.81 , p = .01; $\eta^2= .015$] , role playing [F(1,360)=1.38 , p = .02; $\eta^2= .012$] , learning about new trends [F(1,360)=.966 , p = .04; $\eta^2= .008$] , communication with others having a similar interest [F(1,360)=3.09 , p = .00; $\eta^2= .025$] and peer group attraction [F(1,360)=1.25 , p = .03; $\eta^2= .01$] to the different age groups illustrate that people aged 58 and over score significantly higher than other age groups. That shows the high effect of non-functional shopping motives on

elderly consumers; the causes are Shopping can provide old mans with a considerable amount of exercise and by doing such things they do not feel weary. Most of the old mans are a lonely persons; hence, go shopping provide themselves to find and interact with the people in the same interest or shopping due to join to a favorite peer group. And because of their high amount of free times, shopping can entertain them or they can accept some duty and chores like household shopping.

The young people aged 18 to 31 score significantly higher than other age groups in the motives of sensory stimulation [F (1,360) =1.22, p = .03; η^2 = .01] and status and authority [F (1,360) =1.44, p = .02; η^2 = .01]. It indicates the importance of showing high status and good economic station to the others for youngsters. And also, well design, colorful showcases and other sensory stimulation can attract youngsters more than other age groups.

There is no significant difference to the motives of diversion, self-gratification and social experience outside the home between different age groups.

- Social Class (Residential Region)

MANOVA results for region show that there is statistically significant difference between people who live in different region on the non-functional shopping motives [F(11,363)=1.85 , p=.001; Willks' Lambda=.797; η^2 =.055]. When the results for the dependent variables are considered separately, all the non-functional motives are different using a Bonferroni adjusted alpha level of .017. Interestingly, the results show that among these 11 non-functional motivations, the persons who live at the south of the town score significantly higher than other region in nine non-functional shopping motives. In other words, comparing the mean scores of the motives of diversion [F(1,363)=1.78 , p = .012; η^2 = .02] , learning about new

trends [F(1,363)=2.267 , p = .00; η^2 = .025] , physical activity [F(1,363)= 2.08 , p = .01; η^2 = .023] , self-gratification [F(1,363)=1.054 , p = .03; η^2 = .012] communication with others having a similar interest [F(1,363)=2.215 , p = .01; η^2 = .024] , status and authority [F(1,363)=4.609 , p = .00; η^2 = .049] , pleasure of bargaining [F(1,363)=7.098 , p = .00; η^2 = .073] , sensory stimulation [F(1,363)=2.427 , p = .00; η^2 = .026] and peer group attraction [F(1,363)=2.161 , p = .01; η^2 = .024] to the different region, illustrate that people who settle in south of the town, score significantly higher than other regions. Low income people usually live at south of the Tehran. They try to show a good level of social class to others so shopping provides them a chance for them to do so.

5. Conclusion and Managerial Implications

Demographics have been the subject of numerous studies as one of the key factor on consumer behavior; like, Shwu-Ing Wu's (2003) study on the relationship between consumer characteristics and attitude toward online shopping and Walsh and Mitchell's (2004) research on investigating demographic characteristics of the consumers who experience difficulty in making their buying decisions. In addition, in the research of Hyun-Joo Lee et al. (2010), the relationships among demographic factors (gender, age, education and income), consumer traits (technology anxiety, need for interaction, and technology innovativeness) and intention to use retail self-checkouts is explored; the results demonstrate that demographic factors indirectly influence intention to use retail self-checkouts through consumer traits.

As it mentioned before, there are some studies that focus on the relationship among demographic variables and consumer behavior. However, there has been no research to

investigate the effect of demographics on shopping motives. And then because of determinant effect of demographics on shopping motives, this survey attempts to identify the effect of settlement region, age, marital status and gender on non-functional shopping motives. In the following some conclusion are written.

Paying attention to the mean scores of each non-functional motivation indicates that people score each non-functional item almost below average. This point indicates that probably in Iranian consumer's mind, rational and functional motives are much more important than non-functional motives. Therefore, paying attention to the non-functional motives in advertisement is not an effective strategy; although, for better assessment of the importance of functional and non-functional motives in Iranian opinion, more studies should be done.

Also, the results of this survey demonstrate that youngsters pay attention to the sensory stimulation and status while shopping more than other age groups. Therefore, by well design decorating, soft background music and scent, colorful showcases and present fancy products, retailer can attract young people more than before.

An interesting finding here is that the severity of non-functional motives in women is much more than men, so that all the non-functional shopping motives items are stronger in women than men, or at least equal. Therefore, emphasized on non-functional dimensions of a product and shopping process for the particular products that

relate to women is effective marketing strategy.

6. Research limitations

Finally, some limitations of this study should be mentioned. Firstly, the study sample was limited to the students living in metropolitan Tehran. Compared to Iranian national population statistics, the respondents were relatively younger and better educated. Although this demographic reflected the characteristics of the students, the results cannot be generalized to all Iranian consumers.

Secondly, it is reasonable that the motivations for buying one particular products is different from buying another product type but this study investigate the shopping motives generally not specified product categories and the respondents were not asking about a particular product; hence, they told their idea about shopping in a whole.

7. Future research

This research investigates only the impact of non-functional motives through demographic characteristics, due to having better evaluation of the effect of shopping motives on consumer behaviors. It suggests measuring the functional and non-functional shopping motivation simultaneously.

Considering the limitations of this research, measuring these two kinds of motives in different types of goods and comparing them will be interesting. And also, future studies should investigate the different drivers of non-functional motivation dimensions to improve understanding of non-functional motives.

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