Decomposing Multidimensional Consumption Values in the Sport Merchandise Industry: Does Value Vary by Day-of-Week? Evidence from Korea

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From the work of Tauber (1972), business and marketing research has documented the notion of multiple consumption values (Holbrook, 1994; Pura, 2005; Sheth et al., 1991). While some market choices may be motivated by only one utilitarian value (e.g., price or convenience), most are motivated by two or more (e.g., price plus hedonic and/or social values). Retailers who understand the multiple motivations of consumers may have a competitive advantage. For example, retail managers in the sport merchandise industry recognizing the role of hedonic/pleasure or social shopping motives may compete on something other than price. Moreover, given the social nature of sport, shopping for sport merchandise may be different depending on the day of shopping (weekday, weekend) and this is examined.

There is a dearth of research focusing on multidimensional consumption values in sport management (Kwon & Kwak, 2014). Moreover, scholarly work in sport management has been devoted to an examination of a unidimensional value effect (e.g., price-oriented value; see Kwon et al., 2007) on decision-making. Research on multiple consumption values in sport management can be beneficial in establishing and maintaining selling strategies (Sheth et al., 1991). Therefore, the purpose of this study is to decompose total multiple consumption value as perceived by mall shoppers of sport merchandise in order to understand what specific value is critical to consumption.

Pre-study

Sheth, Newman, and Gross suggest (1991) that shopping motives of consumers can be varied in different contexts. Drawing on individualism-collectivism theory (Earley & Gibson, 1998), we posit that values will be ordered differently in US and Korean consumers. For example, collectivist Asian shoppers tend to be conscious of the way other people look, which suggests that Asian shoppers might be influenced by social shopping motives as compared to individualistic Western shoppers. Hui and Triandis (1986) reported similar findings in their cross-cultural study. While individuals’ behaviors in collectivistic cultures are more likely affected by others, people in individualistic cultures are less likely to be affected by others. Considering consumers for branded sportswear products are often young (Bush et al., 2004; Dickson et al., 2004), college student samples in both countries (Korea: N = 101; US: N = 104) were used for the pre-study.

The measures utilized captured the following orientations: Utilitarian: This product / has consistent quality / is well made / has an acceptable standard of quality; Hedonic: This product / has would make me want to use it / would make me feel good / would give me pleasure; Social: This product / would improve the way I am perceived / would give me social approval and were captured using 9 items from Kwon and Kwak (2014). These authors adapted multidimensional consumption value items from previous studies (i.e., Sweeney et al., 1996; Sweeney & Soutar, 2001; William & Soutar, 2000) and validated the scale for use in the sporting goods context. All items were measured on 7-point Likert-type scales (1 = strongly disagree; 7 = strongly agree).

Using confirmatory factor analysis (CFA) with AMOS, both samples revealed a good fit of the models (Korea: $\chi^2$/df = 1.37, CFI = .97, TLI = .96, GFI = .93, RMSEA = .06; US: $\chi^2$/df = 1.43, CFI = .97, TLI = .96, GFI = .93, RMSEA = .06). For reasons of brevity, additional details (e.g., scale validation and reliability) are not provided here. The pre-test showed dominant values differed in order of importance (Korea: utilitarian $\beta$.79 > social $\beta$.77 > hedonic $\beta$.48; versus US: utilitarian $\beta$.84 > hedonic $\beta$.68 > social $\beta$.57). Utilitarian value was dominant value in both samples while the second value differed (social in Korea and hedonic in the US), which is consistent with Sheth et al.’s (1991) arguments.
Main Study Hypotheses

Parsons (2001) reported that the day-of-the-week and weather affects consumer’s decision making. Because the sport merchandise category represents largely none essential buying and further buying for leisure pursuits it can be expected that consumption values for these products would vary by day-of-week. In addition, shoppers in a collectivist culture are oriented to social values. Weekends when shopping malls are crowded would be expected to resonate with a social value orientation. Thus, for Korean shoppers we expect a higher social sense on weekends.

Data Collection and Analysis

For the main study, a mall-intercept survey was used in two shopping malls in Seoul, Korea. Data was collected on four days (i.e., Tuesday, Thursday, Saturday, and Sunday). Among 358 shoppers who completed self-administered questionnaires, total 310 samples (weekdays: N = 160; weekends: N = 150) were usable. Measures were the same as in the pre-study.

The main study results revealed a good fit of the model to data: ($\chi^2/ \text{df} = 2.96$, CFI = .95, TLI = .92, GFI = .95, RMSEA = .08). The results of decomposing total multidimensional consumption value showed that utilitarian value was the most dominant one in contributing to total multidimensional consumption value (utilitarian $\beta$ .787 > social $\beta$ .785 > hedonic $\beta$ .55), which was the same order as found with Korean college students. Further, in order to compare the difference of each consumption value (i.e., utilitarian, hedonic, and social) between weekdays and weekends, following the suggested methodology by Paternoster et al. (1998), the study tested the difference between two regression coefficients across two samples using z-test $Z = (b1 - b2) / \text{SQRT (SEb1}^2 + \text{SEb2}^2)$. The findings showed that there was significant difference on social value between weekday and weekend ($z = -2.47, p < .05$), but not utilitarian and hedonic values (e.g., utilitarian: $z = 0.30, p > .05$; hedonic: $z = -0.33, p > .05$). The path coefficients from each dimension to total-multidimensional consumption value are the followings: (weekday: utilitarian $\beta$ .63, hedonic $\beta$ .69, social $\beta$ .50; weekend: utilitarian $\beta$ .74, hedonic $\beta$ .63, social $\beta$ .90). Thus, social value varies by day-of-week.

Significance of this study lies in understanding each consumption value (utilitarian, hedonic, and social) and in decomposing the total-multidimensional consumption value on branded sporting products in collectivism culture. Based on the findings, consumers were influenced by day-of-week, with social value significantly increased between weekdays and weekends, which means consumers are mainly driven by social motives in weekend shopping. Given that the dominant value was hedonic in the combined sample, in line with previous studies (Sweeney et al., 1996; Sheth et al., 1991), sporting product retailers should focus on hedonic values of sporting goods, however, they should also consider social value of their products especially on weekends.