

Georgia Southern University

## Digital Commons@Georgia Southern

---

Association of Marketing Theory and Practice  
Proceedings 2010

Association of Marketing Theory and Practice  
Proceedings

---

2010

### Why Do Shoppers Shop?

Ronald E. Goldsmith  
*Florida State University*

Leisa Reinecke Flynn  
*University of Southern Mississippi*

Ronald A. Clark

Follow this and additional works at: [https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2010](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010)



Part of the [Marketing Commons](#)

---

#### Recommended Citation

Goldsmith, Ronald E.; Flynn, Leisa Reinecke; and Clark, Ronald A., "Why Do Shoppers Shop?" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 61.  
[https://digitalcommons.georgiasouthern.edu/amtp-proceedings\\_2010/61](https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/61)

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact [digitalcommons@georgiasouthern.edu](mailto:digitalcommons@georgiasouthern.edu).

Font Size:

Make font size smaller Make font size default Make font size larger

Why Do Shoppers Shop?

*Ronald E. Goldsmith, Leisa Reinecke Flynn, Ronald A. Clark*

Building: Hilton Ocean Front Resort

Room: Promenade 6

Date: 03-26-2010 - 09:30 AM – 10:45 AM

Last modified: 02-21-2010

## Abstract

The purpose of the present study was to assess the relationships between three potential motivators of shopping behavior with a measure of attitude toward shopping. Data from 306 US student consumers were collected via an online survey. Reliable and valid scales operationalized the constructs. The results showed that shopping appears to be motivated in part by a desire for status, by materialism, and by brand engagement in self-concept. The results also showed women like to shop more than men do and that the relationships among the variables differed between men and women, suggesting that each gender is motivated to shop for different reasons.

## Keywords

Shopping, gender, motivations