

CONSUMER SHOPPING MOTIVATIONS WITH FACEBOOK RETAILERS:

UTILITARIAN VERSUS HEDONIC

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Retailers increasingly are connecting with consumers using social media. This two-way, networked communication method facilitates word-of-mouth that may ultimately impact retailer loyalty. The purpose of this study was to examine motivations of consumers' purchase intention from apparel Facebook retailers, and the relationship between purchase intention and loyalty. Consumer motivations were examined in terms of the utilitarian values of cost, convenience, and information and the hedonic values of experiential shopping, bargain perception, sociability, and curiosity. The relationship of purchase intention and loyalty also was investigated. The instrument was developed from existing scales drawn from literature. A consumer panel ($N = 250$) of Facebook users that connect to apparel retailers was used to collect data through an online Qualtrics survey. Statistical analysis included descriptive statistics of frequency and crosstab distributions, factor analysis, and regression analysis. Factor analysis resulted in four dimensions including convenience, information, experience, and bargains. All motivators were found to be significantly related to both purchase intention and loyalty for this consumer group. The variable with the strongest relationship to both purchase intention and loyalty was experience. Additionally, a strong relationship was found between purchase intention and loyalty. Lastly, practical business implications are reviewed, in addition to limitations of the study.

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CHAPTER I

INTRODUCTION

Social media is an innovative communication tool for retailers to interact with consumers. An estimated 76% of retailers connect with consumers using social networking sites (SNSs) according to the marketing research firm Acquity Group (Stambor, 2012), and 79% of the top 100 of Fortune 500 companies use Facebook, Twitter, YouTube, or corporate blogs to communicate with consumers (Burson-Marsteller, 2010). Social media provides a plethora of benefits that are beyond the capability of other communication tools. This tool allows two-way communication in which consumers can give feedback to retailers and allows consumers to communicate with each other about brands, products, and services.

Social media represents a substantial change in communication for retail operations. Because consumers engaged through word-of-mouth add more long-term value than consumers captured through traditional marketing (Villanueva, Yoo, & Hanssens, 2008), additional loyalty may be gained using social media. In fact, social media usage is found to heighten customer loyalty, having a direct impact on retailer and brand performance (Rapp, Beitelspacher, Grewal, & Hughes, 2013). Now considered an essential addition to retail marketing, social networking is a pivotal technique in the current retail environment as today's postmodern customer seeks individualistic and communal brand experiences (Simmons, 2008). Retailers must provide compelling propositions that attract consumers to their organizations (Simmons, 2008) and must understand consumers' motivations to interact with companies using social media.

Consumers generally expect a benefit for engaging with retailers (Intel, 2012), including discounts, information, and/or customer service. Social networks can enhance communications

with consumers; thus, it is essential that retailers understand the motivations that lead to consumer/retailer interactions in order to optimize the opportunities.

Purpose of Study

Retailers increasingly include Facebook in their marketing strategy, but there is a paucity of research that examines consumers' shopping motivations that connect with apparel retailers using Facebook, henceforth identified in this paper as Facebook retailers.

The purpose of this study is to examine motivations of consumers' purchase intention from apparel Facebook retailers and the relationship between purchase intention and loyalty. Specifically, the objectives of this study are to: 1) identify shopping motivations that relate to purchase intention for consumers that connect with Facebook retailers, 2) identify shopping motivations that relate to loyalty for consumers who connect with Facebook retailers, and 3) determine relationship of purchase intention and loyalty for shoppers connecting with Facebook retailers.

Assumptions

This study assumes that participants' respond truthfully and that those that respond to the entire study have experience using Facebook.

Operational Definitions

- Consumer versus customer: Consumer is the term used in this study and refers to end user of a product or service. The term customer refers to the person purchasing from the items, but not necessarily for their personal use (Joseph, n.d).
- Digital commerce (d-commerce) includes all formats where consumers can interact with retailers in on the Internet (Mott, 2000).

- Experiential shopping is an enjoyable and entertaining shopping experience motivated by hedonic values (Babin, Derdenm, & Griffin, 1994; Kwon & Jain, 1994).
- Information, also known as information seeking or information access is the desire for product information, such as pricing, assortment, product quality (Kwon & Jain, 2009; Messinger & Narasimhan, 1997), store locations, and promotions (To, Liao, Lin, 2007).
- Microblogging enables individuals to broadcast short messages in real time, and is commonly associated with social network sites including Twitter, Jaiku, and Yammer; however, other SNSs, such as Facebook, have microblog features (Grace, Zhao, & Boyd, 2010).
- Mobile commerce (m-commerce) enables consumers to make purchases using devices such as smartphones and tablets (Mobile Commerce, 2003). Consumers can connect on these devices using internet websites, apps, and QR codes.
- Multi-channel commerce refers to the multiple channels where consumers can interact with retailers and make purchases (e.g. store, website, telephone, mail orders, interactive television, catalog, and comparison shopping sites) (Linton, n.d.).
- Omni-channel commerce is the evolution of multi-channel commerce as consumers have a unified view of the retailer or brand (Hernandez & Matacunas, 2012).
- Social commerce (s-commerce) is utilizing online social interfaces of consumer to consumer connections for commerce (Decker, 2007). Existing mediums may include, but are not limited to, retailers' commerce pages that are imbedded in existing social network pages such as Facebook as well as shopping sites that work as a social network of retailers such as Etsy.com (Stephen & Toubia, 2010).

- Social media is electronic communication that can be a subset of e-commerce that businesses can utilize to communicate with consumers inclusive of social networking sites (SNSs), blogs, discussion boards, chat rooms, collaborative websites, creative work sharing sites, virtual worlds, and commerce communities (Mangold & Faulds, 2009).

- Social network sites (SNSs) are websites that allow individuals to connect to others by creating personal profiles, posting messages and images, which can be viewed publically by either selected connections or all users, dependent upon users' preferences and applications (Kaplan & Haenlein, 2010). Examples include Friendster.com, MySpace, LinkedIn, Facebook, Twitter, and Pinterest.

- Touchpoint is how consumers can interact with a retailer; including physical stores, call centers, online websites, apps (applications), social media, mobile sites, SMS messages, and advertising (Walker, 2013).

- Widget in this study refers to a web widget, or software application that can be imbedded into third party sites, such as Facebook or Twitter, that allow consumers to access specific information from a website devoid of having to access the site (Deatsch, 2009). Examples of widgets include catalogs, mini-stores, image slide shows, and calendar count-downs.

CHAPTER II

REVIEW OF LITERATURE

This chapter discusses the literature relative to consumers' use of social media and Facebook to interact with retailers and subsequent motivations of purchase intention and, ultimately retailer loyalty. Additionally, this chapter discusses the research framework for the study.

Social Media

Social media is built upon the foundation of Web 2.0 that allows for user generated content (USG) that can be shared among users (Kaplan & Haenlein, 2010). It encompasses multiple media that businesses can utilize to communicate with consumers inclusive of social networking sites, blogs, discussion boards, chat rooms, collaborative websites, creative work sharing sites, virtual worlds, and commerce communities (Mangold & Faulds, 2009). Increasingly, social media is an important component in companies' marketing mix due to its popularity, especially among consumers identified as Millennials. Consumers have expanded knowledge and increasingly more word-of-mouth (WOM) communication due to social media. Ninety-one percent of online adults use social media regularly (Experian, 2012), and consumers are spending 37% more time using social media in 2012 versus 2011 (Nielsen, 2012). This growth is driven partially by increased engagement using mobile devices (Nielsen, 2012). Some experts (Kaplan & Haelein, 2009) argue that social media is in fact a step back to the roots of the World Wide Web, that originally was created to act as a bulletin board system (BBS) that allowed for the exchange of information, data and software applications. The first discussion board, Usenet, was developed in 1979 by Tom

Truscott and Jim Ellis to allow for public message posting (Kaplan & Haelein, 2009). In 1999, Bruce and Susan Abelson developed what is considered to be the first blog (Kaplan & Haelein, 2009).

Social media is a unique addition to integrated marketing communication (IMC) strategies as it not only facilitates communication with consumers, but also allows consumers to communicate directly with the company and among themselves. Consumers that engage in social media and connect to brands and retailers have a higher likelihood of increased purchases and heightened loyalty than other consumers (Nadeem, 2012; Rapp, Beitelspacher, Grewal, & Hughes, 2012). WOM is an important communication method used by consumers to convey their experiences with products and services and is an effective way for consumers to voice satisfaction or dissatisfaction to friends, family, and acquaintances. In face-to-face WOM communication, a consumer may tell an average of 10 people about their dissatisfaction, but social media allows individuals to convey displeasure to 10 million people within a relatively short time (Gilliam, 2007).

Social Network Sites (SNSs)

SNSs are websites that allow individuals to connect to others by creating personal profiles, posting messages and images, which can be viewed publically by either selected connections or all users, dependent upon the users' preference and application (Kaplan & Haenlein, 2010). Ahmed (2011) defines SNSs as "combinations of personalized media experiences, within a social context of participation." Social communication online began as websites allowing consumers to communicate via chat rooms and posting on personal webpages. SixDegrees.com was the first SNS initiated in 1997. Other sites such as Friendster.com, MySpace, LinkedIn, and Facebook quickly followed (Ahmed, 2011).

According to Ahmed (2011), the popularity of SNSs motivates businesses to participate in the network for three primary reasons. First, SNSs allow businesses to promote company brands. Second, businesses can increase public awareness by connecting with broad consumer segments. Finally, SNSs are prime areas for embedded advertisements that can reach millions of consumers with relatively little cost. Businesses also can customize the approach with SNSs to reach consumer segments relative to specific interests and demographics set forth in online profiles.

Facebook

Facebook is currently the most popular social network site (Gongloff, 2011; Nielsen, 2012) and is used by 67% of internet users (Duggan & Brenner, 2013). Facebook's structure allows electronic word-of-mouth (eWOM) to reach hundreds of individuals rapidly. New consumers, as a result of eWOM, have potentially higher long-term value than other consumers (Garnefeld, Helm, & Eggert, 2010). Thus, it is important for retailers to monitor consumer feedback, both positive and negative (Simmons, 2008). Researchers (Trusov, Bucklin, & Pauwels, 2009) find that SNS sign-ups via eWOM are more numerous and are more effective than traditional media and promotional events. Their findings suggest that eWOM through SNSs may lead to significantly increased customer acquisition and a longer lasting impact of the marketing efforts.

Facebook is one of several SNSs (e.g., YouTube, Twitter) where consumers can interact with other consumers and is the most visited website with 10% share of all websites visited (Experian, 2012). In fact, Internet users spend 16% of their time online on Facebook, which is higher than its competition of Google, Yahoo, Microsoft, and AOL sites. Their growth in penetration has been on the incline since 2009, and that trend is forecast to continue (Gongloff, 2011).

Facebook was launched in 2004 to connect university student populations and expanded to include high school students in 2005 (Ellison, Steinfield, & Lampe, 2007). Facebook currently has open membership to all people age 13 or older. The site grew from 21 million members in 2007 (Ellison et al., 2007) to over 600 million active members as of January 2011 (Ahmed, 2011). It is no wonder companies and organizations are involved in the Facebook community and create their own Facebook pages. Widgets allow retailers with Facebook pages to post catalogs and miniature shopping stores. With the growth in popularity of smartphones, 51% of Facebook's active users are engaging via mobile devices (Nielsen, 2012). This access makes it appealing for retailers to add another convenient option for consumers to shop, play, and socialize.

Academic research related to Facebook has increased in recent years, but has received little attention from a retailer's perspective. Previous studies include students' usage of Facebook versus email (Judd, 2010), social capital gains from Facebook (Ellison et al., 2007), self-presentation through profile images (Strano, 2008), personalities of Facebook users (Ross, Orr, Sisic, Arseneault, Simmering, & Orr, 2009), trust/privacy for SNS users (Dwyer, Hiltz, & Passerini, 2007; Fogel & Nehmad, 2008; Swamynathan, Wilson, Boe, Almeroth, & Zhao, 2008), and technology acceptance (Suki, Ramayah, & Ly, 2011). The ubiquitous use of Facebook attracts the attention of researchers relative to people's willingness to openly disclose personal information online and privacy issues (Dwyer et al., 2007; Fogel & Nehmad, 2008). Motivation for Facebook connections attracts interest of brands from multiple business perspectives, including that of e-retailers (Harris & Dennis, 2011).

Facebook networking develops strong links between college students and their high school alumni friends, which facilitates networking when students enter the workforce (Ellison et al.,

2007). These networks can be assets for businesses if consumers are willing to network with them in highly visible spaces, but companies must understand how consumers with different personalities or characteristics use Facebook.

People with different personality traits use Facebook for a variety of reasons (Ross et al., 2009). Extroverted individuals have more connections to Facebook Groups; however, they do not have more friends or use Facebook communicative functions more than their introverted counterparts. People with a high trait of neuroticism are more likely to use the Wall function, and those with a low trait of neuroticism prefer to post photos instead. Those with a high trait of openness to experience, who are “inherently curious”, are most likely to have online sociability, but lower levels of computer mediated communication knowledge (Ross et al., 2009). Retailers need to insure different functions are available to consumers of different personality types. Gender differences are evident in marketing analysis. Females represent 58% of Facebook members and tend to spend more time uploading images and updating information about themselves (Menziez, 2012). Consumers most likely to use Facebook still skew younger, and those who have some college education are more likely to use Facebook than those with no college education or with a degree (Duggan & Brenner, 2013).

These findings may not be representative of global consumers. Peer reviews and shopping from Facebook directly are of little interest to their counterparts in the U.K. (Harris & Dennis, 2011). Although U.K. youth connect to businesses using Facebook, they are more likely to do so in pursuit of bargains and discounts as opposed to relating to other followers of the brand. Young consumers use Facebook for feedback and reviews of products from friends (Harris & Dennis,

2011). In addition to conformity, SNSs are used to gain information from peers (Wang, Yu, & Wei, 2012).

Twitter

Twitter is a microblogging SNS that was launched in 2006 and is restricted to 140 characters (Larsson & Moe, 2011). The tool allows users to follow the short communication of other users, re-tweet existing messages, or tweet their own messages. Twitter is currently the third largest SNS behind Facebook and Blogger (Nielsen, 2012) and comprises 16% of internet users (Duggan & Brenner, 2013). Nineteen percent of Twitter users mention a brand, product, or organization (Jansen, Zhang, Sobel, & Chowdrey, 2009). Branded re-tweets make up 15% of total tweets, a decrease from 22% in 2010; however brand engagement is increasing (BizarreVoice, 2012). Interestingly, the lifecycle of a brand-originated tweet is 1.5 to 4 hours and reaches only consumers with a second-degree connection with the brand (Zhang, Jansen, & Chowdhury, 2011). Females comprise 52% of all Twitter users (Menziez, 2012), and they tweet more often than their male counterparts. Demographics that index higher for Twitter users include African Americans versus Caucasian and Hispanics, younger internet users, and those who live in urban areas (Duggan & Brenner, 2013).

Pinterest

Pinterest is a SNS launched in 2010 (Delo, 2012). The site functions as an image sharing network, allowing users to organize images and videos from other users and other websites. The SNS received much attention from retailers when it increased in popularity to the third most used SNS in April 2012 (Experian, 2012). By the end of 2012, Pinterest user population increased by 1,047% (Nielsen, 2012). The majority of Pinterest's user base is female, ranging from 67 to 97%

dependent upon the source (Duggan & Brenner, 2013; Menzies, 2012). Fifty-nine percent of consumers purchased an item seen on Pinterest, compared to only 33% of purchases stemming from Facebook's news feeds or friends wall (Lewis, 2012). Pinterest users are more likely than Facebook users to use the SNS to gain inspiration for future purchases, keep up with the latest trends and preferred items, associate with brands and retailers, and seek special offers for items they wish to purchase (Bizrate Insights, 2012). Although the newest of the three reviewed, the relevance of Pinterest to retail is important and should be considered in retail marketing efforts. Other demographic characteristics that skew higher for Pinterest users are Caucasians, those with some college or college degrees, and those with higher incomes (Duggan & Brenner, 2013). Although younger internet users are more likely to be users than older users, the variance is not as large as that for other SNSs (Duggan & Brenner, 2013).

Digital Commerce

Retail continues to evolve as new technology is accepted. The idea of multi-channel commerce is transitioning to omni-channel commerce as the lines between digital and brick-and-mortar continue to blur and consumers' experiences move toward an agile ecosystem (Walker, 2013). Historically defined as channels, digital and brick-and-mortar commerce can be defined as touchpoints for consumer/retailer interaction. Consumers are unlikely to perceive the mobile app for a retailer as a different channel than the physical store itself.

Consumers are using multiple devices to interact with retailers. In addition to the computer, the influx of smartphones, Internet televisions and tablets change how retailers offer products and services and the channels in which consumers make purchases. By 2011, 36% of in-store purchases were influenced by the web, and that percentage is forecast to increase to 44% by

2016 (Mulpuru, 2011). Forrester's annual digital retailing study in 2012 reported that of the 60 retail participants, total online sales increased 28% from 2011 to 2012. However mobile commerce (m-commerce) is increasing at an even higher rate. Purchases using smartphones increased by 129%, and purchases using a tablet device increased 178% during the same time period (Mulpuru, 2013). Sales from m-commerce are forecast to increase from \$1.2 billion in 2009 to \$119 billion in 2015 (ABI Research, 2010). Other media usage also may influence online shopping behavior. Nielsen (2012) indicates that 41% of tablet users and 38% of smartphone users use their devices while watching television. Of those, 45% and 22%, respectively, use their devices to shop.

Consumers need ease of functionality when shopping in a digital environment, but the visual and entertainment aspects of the experience also are important. More than 50% of digital shoppers indicate that website design affects attitude toward shopping online (Ha & Stoel, 2008). However the tools and technology used in digital retailing should be driven by consumers' motivations. Several researchers (Childers, Carr, Peck, & Carson, 2001; Ha & Stoel, 2008; Kim & Forsythe, 2007) suggest that users' attitudes toward new technology increase as usability and ease of use is improved.

Ha and Stoel (2008) examined attributes that contribute to consumer acceptance of electronic shopping and those that consumers indicate are fun and easy to use. Utilizing the technology acceptance model, the researchers investigated the impact of trust, quality and enjoyment on perceived usefulness and ease of use in online shopping. Findings suggest that consumers' attitudes are influenced by trust, shopping enjoyment, and usefulness, but are not influenced by ease of use, contrary to findings of Childers et al. (2001). This seeming contradiction

may be due, at least in part, to the gap in time during a period when technology was advancing rapidly. As consumers and retailers alike become more comfortable with online retail technology, functionality may be expected, while the entertainment aspects of the shopping experience create the competitive advantage.

E-tail tools, like virtualization technologies, are valued differently depending upon consumer motivations (Kim & Forsythe, 2007). Virtual try-on functions are perceived more positively by consumers motivated by hedonic values, rather than utilitarian values. Tools such as 3D rotation view, telepresence and fantasy are also important to the enjoyment of the online shopping experience (Song, Fiore, & Park, 2007) and may ultimately influence intention to purchase and loyalty to the retailer.

Social Commerce

Although social commerce sites began as early as the late 1990s (Curty & Zhang, 2011), social commerce and social shopping are fairly new trends emerging on SNSs. Social commerce is identified as social media mediated commerce to allow consumers to engage with other consumers and explore commerce opportunities (Curty & Zhang, 2011). Shen (2012) identifies three types of social commerce applications including social shopping websites (e.g., Kaboodle.com and ShopStyle.com), applications added to existing SNSs (e.g., F-commerce), and mobile applications supporting social retailing (e.g., RFID & Bluetooth interacting with mobile applications).

F-commerce has emerged as a newer subset of total commerce. See Figure 1. Retailers use widgets and Facebook store applications to allow consumers to shop on the retailers' Facebook page to share products and services with family and friends. As Facebook members increasingly

access their accounts via mobile devices, the convenience of social shopping is available anytime, anywhere. Retailers, including J.C. Penney, The Gap, and Gamestop were early adopters of this innovative tool. However, retailers are beginning to rethink this strategy pending evidence of a return on investment (Lutz, 2012).

Research examining this new interface is limited. Stephen and Toubia (2010) investigated business-to-business (B2B) connections using SNSs, such as Etsy.com. Connections among sellers have a strong value-creating role and build virtual shopping centers; however, too much clustering negatively impacts digital retailers. It is important for Facebook retailers to be strategic in connecting with other retailers to broaden their assortment as opposed to duplicating assortments to avoid too much competition.

Shen (2012) investigated students' acceptance of the social commerce site Kaboodle.com and reported the positive additive nature of this shopping site when compared to customer-generated reviews alone. The study noted that consumers that tend to compare themselves to other shoppers enjoyed the website. The website's social presence did positively affect perceived usability and enjoyment and ultimately positively impacted behavioral intention.

Shopping Motivations

Shopping is in fact a larger experience than just the purchase of items (Babin et al., 1994). To engage consumers, merchants, marketers, and educators must understand what values motivate consumers to purchase. See Table 1. Additionally brand loyalty is positively related to purchase intention (Malik, Ghafoor, Iqbal, Riaz, Hassan, Mustafa, & Shahbaz, 2013), thus influencing shopping motivations may impact long term retailer loyalty. Researchers (Babin et al., 1994; Holbrook & Hirschman, 1982) identify two shopping values: utilitarian and hedonic.

Utilitarian values relate to the functionality of shopping compared to hedonic values that are defined as consumers' enjoyment of the shopping experience itself. Research indicates multiple values motivate shopping, however, the mix of relevant motivators can vary dependent upon the channel, item purchased, and even culture (Babin et al., 1994). Utilitarian values of task completion and efficient pricing may be more common to all cultures than are hedonic values that are related to the experience itself. Hedonic values of experiential shopping, compulsive buying, pleasure, or bargain perception tend to be common in more economically developed societies (Babin et al., 1994). Also, as product choice increases, it is plausible that hedonic values may be more likely to motivate consumers to narrow the options for purchasing a product.

When the Internet opened for commercial use in 1991 ("History of Ecommerce", n.d., para. 2), retailers incorporated the new channel into their distribution strategies. Like consumers in traditional retail formats, online shoppers are motivated by utilitarian and hedonic values (Childers et al., 2001; To et al., 2007). Online research and shopping is more often motivated by utilitarian values (To et al., 2007), as consumers tend to have specific goals for their purchase behavior. Consumers with hedonic purchase values are more likely to purchase and browse in a brick-and-mortar store format (To et al., 2007). However, hedonic desire for exploration and authority are found to relate to online shopping as well (To et al., 2007) and may be indicative of online shopping offers. SNSs potentially enhance the total shopping experience for consumers motivated by hedonic values (Pookulangara, Hawley, & Xiao, 2009).

Hedonic and utilitarian values co-exist for consumers shopping in multiple channels (Kwon & Jain, 2009; Pookulangara et al., 2009). Experiential shopping value, shopping impulsiveness, information, and shopping convenience are positively related to multi-channel shopping (Kwon &

Jain, 2009). Research (Childers et al., 2001) indicates that hedonic values also impact consumers' affinity for online shopping. Consumer channel selection may be dependent upon consumers' shopping motivations. When migrating from brick-and-mortar to online shopping channels, consumers may be motivated by hedonic and utilitarian values; while consumers migrating from online to brick-and-mortar channels tend to do so for the utilitarian value of convenience (Pookulangara et al., 2009), such as going to a store to make a purchase rather than waiting for a product to be shipped.

As smartphone usage has increased, so has m-commerce. Mobile phones are used by consumers for browsing, comparing prices, locating stores, and purchasing products (Yang & Kim, 2012). Consumers are motivated by value, adventure, social interaction, and curiosity to browse using a mobile device (Ono, Nakamura, Okuna, & Sumikawa, 2012). Curiosity is the most important consumer motivation for both physical store and mobile browsing. However, consumers indicate gratification is related to physical browsing, not mobile browsing, but value is more heavily related to mobile browsing than physical browsing. Although Ono et al.'s (2012) research was limited to the impact of hedonic values on browsing, Yang and Kim (2012) examined the impact of both hedonic and utilitarian values on mobile shopping compared to non-mobile shopping. Findings suggest that consumers using mobile devices are motivated by the hedonic values of curiosity, adventure, gratification, and the utilitarian value of efficiency.

Utilitarian Value

Utilitarian shopping values stem from the desire for efficient, rational, task-oriented efforts (Babin, et al., 1994). Convenience, cost savings, and information are identified as utilitarian values (Childers et al., 2001; Kwon & Jain, 2009; To et al., 2007). Convenience is traditionally perceived as

efficiency found through saving time (Kwon & Jain, 2009). Online shopping allows consumers to shop when and where they want (Childers et al., 2001). Convenience is a motivation for consumers to engage in multi-channel shopping, especially for moderate levels of multi-channel shopping, such as individuals shopping in two to three different retail channels (e.g., telemarketing, mail order, TV home shopping networks, TV direct marketing, or Internet shopping) within a year (Childers et al., 2001; To et al., 2007). Cost savings refers to consumers' desires for the lowest price and promotional pricing that motivates search and purchase intention (Kwon & Jain, 2009; To et al., 2007). Information, also known as information seeking or information access is the desire for product information, such as pricing, assortment, product quality (Kwon & Jain, 2009; Messinger & Narasimhan, 1997), store locations, and promotions (To et al., 2007). Individuals seeking information are more likely to be multi-channel shoppers than those shopping only offline (Kwon & Jain, 2009). As a utilitarian value, information motivates search and purchase intention (To et al., 2007).

Hedonic Values

For consumers motivated by hedonic values, the experience itself is important (Babin et al., 1994). These consumers enjoy the experience without the need to make a purchase, and the purchase is a result of the experience (Babin et al., 1994). Experiential shopping, bargain perception, sociability, and curiosity are identified as hedonic values (Babin et al., 1994; Childers et al., 2001; Ho & Dempsey, 2009; Kim & Forsythe, 2007; Kwon & Jain, 2009; Taylor, Lewin, & Strutton, 2011; To et al., 2007).

Experiential shopping is a hedonic value referring to the desire for an enjoyable and entertaining shopping experience (Babin et al., 1994; Kwon & Jain, 1994). Researchers have

referred to this motivator under multiple names including experiential, entertainment, adventure and enjoyment (Babin et al., 1994; Childers et al., 2001; Kim & Forsythe, 2007; Kwon & Jain, 2009; Taylor et al., 2011; To et al., 2007; Yang & Kim, 2012). The motivation positively influences consumers' attitudes toward online shopping (Childers et al., 2001) and virtual shopping technology (Kim & Forsythe, 2007). Hedonic values also positively influence-consumers' attitudes toward social network advertising (Taylor et al., 2011).

Bargain perception, although similar to cost savings, is motivated by the desire to find a good deal and by the enjoyment of the hunt for a good bargain (Babin et al., 1994) without the need of a task-oriented purchase. Thus, bargain perception is identified as a hedonic rather than utilitarian value (Babin et al., 1994; To et al., 2007). Although Babin et al. (1994) indicate a positive correlation between shopping and bargain perception, this finding may not extend to the online shopping environment (Kwon & Jain, 2009; To et al., 2007). Coupons and other promotional offers in SNSs increase sales (Intel, 2012).

Sociability, inclusive of peer influence, is identified as a hedonic value (Taylor et al., 2011; To et al., 2007). Taylor et al. (2011) report that the perception of social acceptance through SNSs influences attitude toward social network advertising. Consumers motivated by curiosity are likely to shop to discover new trends and technology (Ho & Dempsey, 2009).

Interacting with Facebook Retailers

Consumers' brand social media engagement increased 896% year-over-year in the fall of 2012 (Adobe, 2012). The potential strength of social media is apparent (Gongloff, 2011; Trusov et al., 2009), but there is little, if any, research that examines the shopping motivations for consumers that connect with Facebook retailers. Ho and Dempsey (2010) indicate that consumers

engaged in eWOM via email tend to be curious and that the Internet is used primarily for socialization and entertainment. However, consumers most likely to forward eWOM via email are those that want to appear as altruistic, but in fact they tend to be motivated by a need to stand out from the crowd.

Facebook users' motivations are likely different than email users' motivations. According to Ross et al.'s (2009), Facebook users that are curious have higher online sociability. Social networking is used as a way to build social capital, which is contrary to Ho & Dempsey's (2010) findings for email forwarding behavior. The value of 'need to belong' in fact is not related to the forwarding of online content, but rather by the 'need to belong' that may in fact be fulfilled with SNSs (Ross et al., 2009).

Conceptual Framework

The conceptual framework for this study was adapted from To, Liao, and Lin's (2007) model to study shopping motivations on the Internet. Findings indicate that digital consumers, like consumers in physical stores, demonstrate both utilitarian and hedonic shopping values. The research model for this study extends To et al.'s model to motivations for consumers' purchase intention from Facebook retailers. The current model is structured by utilitarian values of convenience, cost savings, and information and hedonic values of experiential shopping, bargain perception, sociability, and curiosity. The model suggests that utilitarian and hedonic values influence consumers' motivations to purchase from Facebook retailers and loyalty to the retailers. Additionally, the model also suggests that purchase intention can impact loyalty and loyalty can impact purchase intention. See Figure 2.

Problem Statement and Hypotheses

The purpose of this study was to: 1) identify shopping motivations that relate to purchase intention for consumers that connect with Facebook retailers, 2) identify shopping motivations that relate to loyalty for consumers that connect with Facebook retailers, and 3) determine the relationship of purchase intention and loyalty for shoppers connecting with Facebook retailers.

Based on the literature, the following hypotheses were tested:

H1a: Convenience is related positively to purchase intention for consumers that connect with Facebook retailers.

H1b: Convenience is related positively to loyalty for consumers that connect with Facebook retailers.

H2a: Cost savings is related positively to purchase intention for consumers that connect with Facebook retailers.

H2b: Cost savings is related positively to loyalty for consumers that connect with Facebook retailers.

H3a: Information is related positively to purchase intention for consumers that connect with Facebook retailers.

H3b: Information is related positively to loyalty for consumers that connect with Facebook retailers.

H4a: Experiential shopping is related positively to purchase intention for consumers that connect with Facebook retailers.

H4b: Experiential shopping is related positively to loyalty for consumers that connect with Facebook retailers.

H5a: Bargain perception is related positively to purchase intention for consumers that connect to Facebook retailers.

H5b: Bargain perception is related positively to loyalty for consumers that connect to Facebook retailers.

H6a: Sociability is related positively to purchase intention for consumers that connect with Facebook retailers.

H6b: Sociability is related positively to loyalty for consumers that connect with Facebook retailers.

H7a: Curiosity is related positively to purchase Intention for consumers that connect with Facebook retailers.

H7b: Curiosity is related positively to loyalty for consumers that connect with Facebook retailers.

H8: Purchase intention is related positively to loyalty for consumers that connect with Facebook retailers.

Summary

This study was an exploratory investigation of shopping motivations of consumers' purchase intention and loyalty from Facebook retailers. Both utilitarian and hedonic motivations are important to consumers engaged in online shopping and users of social media, specifically Facebook. As technology advances, consumers may value various aspects of the shopping experience differently, including how, where and why they interact with retailers.

CHAPTER III

METHODOLOGY

Research Design

This quantitative, exploratory study was non-experimental and cross-sectional in design, so future replication, or a trend study, could confirm findings and identify changes in consumer motivations.

Sample and Data Collection

Institutional Review Board approval for the protection of human subjects was attained prior to data collection. A consumer panel ($N = 250$) of Facebook users was used to collect data through an online Qualtrics survey. Survey data was extracted, and SPSS software (Statistical Package for Social Science (SPSS) version 21 (IBM, Armonk, NY, <http://www-01.ibm.com/>) for Windows operating system (Microsoft Corporation, Redman, WA, <http://www.microsoft.com>) was employed for statistical analysis that included descriptive statistics of frequency and crosstab distributions, factor analysis and multiple regression analysis.

Instrument

The instrument was developed based on existing scales drawn from relevant literature. Based on the literature review, constructs in this study included utilitarian values (i.e., cost savings, convenience, and information), hedonic values (i.e., experiential shopping, bargain perception, sociability, and curiosity), purchase intention, and loyalty.

The online self-administered instrument included two screening items to help ensure participants were consumers that had connected to Facebook retailers. The screening questions were “Do you use Facebook?” and “Do you connect to apparel retailers using Facebook?”.

Participants that responded negatively to either item received the following message: “Thank you for your participation and have a great day!” Participants who responded positively to both questions were offered the opportunity to continue with the study.

A 12-item scale measured utilitarian values: convenience (Eastlick & Feinberg, 1999; To, et al., 2007); cost savings (Chandon, Wansink, & Laurent, 2000; To et al., 2007); and information (Korgaonkar & Wolin, 1999; To et al., 2007). A 17-item scale (Arnold & Reynolds, 2003) measured hedonic values: Experiential shopping, bargain perception, sociability, and curiosity. See Table 2 for scale reliability.

Both dependent variables were measured using 3-item scales: 1) purchase intention (Salisbury, Pearson, Pearson, & Miller, 2001) and 2) loyalty (Sirohi, McLaughlin, & Wittink, 1998). Each item was measured on a 4-point Likert scale anchored by 1 = *strongly disagree* to 4 = *strongly agree*. Four-point scales were utilized to remove the neutral zone (Dolnicar, Grun, Leisch, & Rossiter, 2011; Rossiter, 2002). Participants indicated the frequency of Facebook use and the frequency with which they connected with retailers on Facebook using a 6-point scale ranging from rarely to several times a day. The instrument also elicited demographic information of gender, age, and income.

Content Reliability

Cronbach’s alpha was used to determine reliability of the measurement scales. Internal consistency of all the scales was within acceptable range, from 0.75 to 0.90. A Cronbach’s alpha of 0.50 or higher is deemed acceptable in preliminary research (Nunnally, 1967). All scales were found to be internally consistent; therefore, no items were changed or deleted. See Table 3.

CHAPTER IV

RESULTS

A quantitative, exploratory approach was used for this study. An online instrument was developed using Qualtrics software to measure the impact of participants' utilitarian values of convenience, cost savings, and information and hedonic values of experiential shopping, bargain perception, sociability and curiosity on purchase intention and loyalty. Participants also indicated their frequency of Facebook use and frequency of connecting with Facebook retailers.

Demographic characteristics of gender, age, and income also were elicited. Data analysis included frequency distribution, descriptive statistics, factor analyses, and multiple regression analysis using Statistical Package for Social Sciences (SPSS).

Sample and Data Collection

The purposive sample ($N = 250$) was comprised of participants in a Qualtrics consumer panel that self-reported using Facebook and connecting to retailers on Facebook. A majority (63.9%) of participants were female and represented all generational cohorts. The majority (57.7%) were identified as Millennials (18-34 years) (Liotta, 2012), while Generation X (35-49 years) comprised 22.6% of the sample, and Baby Boomers (50-64 years) represented 17.3% of the sample. Silent Generation (65+) was the least represented group comprising only 2.4% of the sample. Over 64% of participants had household incomes of less than \$59,999, with the highest percentage (17.9%) reporting a household income of less than \$20,999. A majority of participants (63.2%) reported using Facebook several times a day, and frequency of connection with Facebook retailers was distributed in a bell curve with the highest percentage (29.6%) of respondents connecting several times a week. See Table 4.

Participants that used Facebook less frequently were less likely to connect with retailers via Facebook, that is, frequency of Facebook use did not suggest frequency of connections with retailers via Facebook. For example, of the 87.6% of participants who used Facebook at least daily, 31.1% used Facebook to connect with retailers several times a week, while 25.1% connected daily, and 20.1% connected several times a month. See Table 5.

Statistical Analysis

Data analysis included frequency distributions, descriptive statistics factor analyses, and multiple regression analyses using Statistical Package for Social Science (SPSS) version 21.

Factor Analysis

The multi-item scales that measured utilitarian and hedonic values were subjected to factor analysis with varimax rotation to identify any underlying dimensions. The utilitarian value of convenience was measured by a 4-item scale (Eastlick & Feinberg, 1999), cost savings by a 3-item scale (Chandon et al., 2000), and information access by a 5-item scale (Korgaonkar & Wolin, 1999). A 17-item scale (Arnold & Reynolds, 2003) measured hedonic values of experiential shopping, 4 items; bargain perception, 4 items, sociability, 5 items, and curiosity, 4 items.

Factor analysis of the scales to measure utilitarian and hedonic values revealed four underlying dimensions. Factor loadings for items retained for further analyses ranged from 0.54 to 0.84. See Table 6. Internal reliability of the scales was tested using Cronbach's alpha and were deemed reliable with a range from 0.76 to 0.94. See Table 7.

The first factor, labeled experience ($\alpha = .94$), explained 26.10% of the variance and included 12 of the 17 items that measured hedonic values. The items included "Shopping for apparel is a thrill to me," "To me, shopping for apparel is an adventure," "I find shopping for

apparel stimulating" (experiential shopping scale), "I learn a lot about fashion trends from retailers" (information scale), "I go shopping to keep up with the trends," "I shop to keep up with new fashions," "I go shopping to experience new things" (curiosity scale), "I like to shop with my friends or family to socialize," "Shopping with others is a bonding experience," "To me, shopping with friends or family is a social occasion," "I like to exchange shopping information with friends," and "I enjoy socializing with other shoppers" (sociability scale). In summary, three of the four hedonic constructs (i.e., experiential shopping, sociability, and curiosity) were unidimensional.

The second factor, identified as bargains ($\alpha = .89$), explained 15.65% of the variance and included seven items. "I shop for apparel at retailers where I can save money," "I shop for apparel with retailers where I can spend less money," "I shop for apparel with retailers that offer me competitive prices" (cost savings scale), "For the most part, I go shopping for apparel when there are sales," "I enjoy looking for discounts when I shop," "I enjoy hunting for bargains when I shop," and "I go shopping to take advantage of sales" (bargain perception scale). Cost savings was identified as a utilitarian value (Chandon et al., (2000), and bargain perception was identified as a hedonic value (Arnold & Reynolds, 2003); however, in this study all items loaded on one factor. The items with the highest factor loadings originated from the bargain perceptions scale (hedonic), therefore the final bargains factor is identified as a hedonic value.

The third factor, labeled information ($\alpha = .80$), explained 11.27% of the variance and included four items, "I shop for apparel with retailers who give me quick and easy access to a lot of information," "I learn a lot from retailers that provide information when I shop for apparel," "I prefer retailers that make it easy to acquire information when I shop for apparel" (information

scale), and “I like to shop for apparel where I feel like I am in my own universe” (experiential shopping scale).

The fourth and final factor, convenience ($\alpha = .73$), explained 9.32% of the variance and included three items: “Saving time searching is important to me when I shop for apparel,” “It is important to me to save effort in searching when I shop for apparel,” and “I like to shop for apparel where I can find what I want in a short amount of time”, supporting Eastlick and Feinberg’s (1999) scale. Three items were deleted from further analyses due to cross loading: “I shop for apparel where I have the flexibility to shop whenever I want,” “I search for information from retailers that give me useful information when I shop for apparel,” and “I shop to see what new products are available.”

Hypothesis Testing: Multiple Regression Analysis

Multiple linear regression analysis, using the enter method, was conducted to test the hypotheses. Three total regression models were analyzed. The four motivation factors were employed as independent variables. The first tested the relationship between the shopping values and purchase intention. The model was significant ($F = 89.16, p < .001$) and determined 59% of the shopping values that affect purchase intention for individuals who connect with retailers via Facebook (adjusted $R^2 = .59$). The second model tested the relationship between shopping values and loyalty. The model was significant ($F = 109.88, p < .001$) and determined 64% of the shopper values that determine loyalty for individuals who connect with retailers via Facebook (adjusted $R^2 = .64$). The third model tested the relationship between purchase intention and loyalty. The model was significant ($F = 345.28, p < .001$) and determined 58% of the relationship to loyalty for

individuals who connect with retailers via Facebook (adjusted $R^2 = .58$). See Table 8 for detailed summary and Figure 3 for the updated model.

H1a: Convenience is related positively to purchase intention for consumers that connect with Facebook retailers. Purchase intention was the dependent variable and convenience was one of the independent variables tested. Hypothesis H1a was supported as the regression analysis was found to be significant ($\beta = .22, p < .001$).

H1b: Convenience is related positively to loyalty for consumers that connect with Facebook retailers. Loyalty was the dependent variable and convenience was one of the independent variables tested. Hypothesis H1b was supported as the regression analysis was found to be significant ($\beta = .16, p < .01$).

H2a: Cost savings is related positively to purchase intention for consumers that connect with Facebook retailers. This hypothesis was not tested as the items from the original cost savings scale loaded into the other factors.

H2b: Cost savings is related positively to loyalty for consumers that connect with Facebook retailers. This hypothesis was not tested as the items from the original cost savings scale loaded into the other factors.

H3a: Information is related positively to purchase intention for consumers that connect with Facebook retailers. Purchase intention was the dependent variable and information was one of the independent variables tested. Hypothesis H3a was supported as the regression analysis was found to be significant ($\beta = .23, p < .001$).

H3b: Information is related positively to loyalty for consumers that connect with Facebook retailers. Loyalty was the dependent variable and information was one of the independent

variables tested. Hypothesis H3b was supported as the regression analysis was found to be significant ($\beta = .33, p < .001$).

H4a: Experiential shopping is related positively to purchase intention for consumers that connect with Facebook retailers. Purchase intention was the dependent variable and experiential shopping was one of the independent variables tested. Hypothesis H4a was supported as the regression analysis was found to be significant ($\beta = .32, p < .001$).

H4b: Experiential shopping is related positively to loyalty for consumers that connect with Facebook retailers. Loyalty was the dependent variable and experiential shopping was one of the independent variables tested. Hypothesis H4b was supported as the regression analysis was found to be significant ($\beta = .40, p < .001$).

H5a: Bargain perception is related positively to purchase intention for consumers that connect to Facebook retailers. Purchase intention was the dependent variable and bargain perception was one of the independent variables tested. Hypothesis H5a was supported as the regression analysis was found to be significant ($\beta = .22, p < .001$).

H5b: Bargain perception is related positively to loyalty for consumers that that connect to Facebook retailers. Loyalty was the dependent variable and bargain perception was one of the independent variables tested. Hypothesis H5b was supported as the regression analysis was found to be significant ($\beta = .10, p < .05$).

H6a: Sociability is related positively to purchase intention for consumers that connect with Facebook retailers. This hypothesis was not tested as the items from the original sociability scale loaded into the other factors.

H6b: Sociability is related positively to loyalty for consumers that connect with Facebook retailers. This hypothesis was not tested as the items from the original sociability scale loaded into the other factors.

H7a: Curiosity is related positively to purchase Intention for consumers that connect with Facebook retailers. This hypothesis was not tested as the items from the original curiosity scale loaded into the other factors.

H7b: Curiosity is related positively to loyalty for consumers that connect with Facebook retailers. This hypothesis was not tested as the items from the original curiosity scale loaded into the other factors.

H8: Purchase intention is related positively to loyalty for consumers that connect with Facebook retailers. Loyalty was the dependent variable and purchase intention was the independent variables tested. Hypothesis H8 was supported as the regression analysis was found to be significant ($\beta = .76, p < .001$).

CHAPTER V

DISCUSSION, IMPLICATIONS, LIMITATIONS, AND FUTURE RESEARCH

Discussion and Implications

This study examined the effects of utilitarian and hedonic shopping motivations on purchase intention and loyalty related to apparel Facebook retailers and the relationship between purchase intention and loyalty. Findings suggest that utilitarian shopping motivations of convenience and information and the hedonic shopping motivations of experience and bargains are positively related to both purchase intention and loyalty. The relationship between purchase intention and loyalty also was confirmed. These findings contribute to the literature by advancing the understanding of consumers active in social networks particularly in the context of apparel shoppers. This study also contributes to the body of knowledge by identifying four shopping motivations that positively impact purchase intention for and loyalty to Facebook retailers.

The factor analysis itself reveals interesting insights about consumers that connect to Facebook retailers. The item, "I like to shop for apparel where I feel like I am in my own universe" was included on the information factor in this study, but in previous studies this item was associated with experiential shopping (Arnold & Reynolds, 2003; To et al., 2007). Kwon and Jain (2009) indicate that multi-channel shoppers are more likely to seek information than brick-and-mortar shoppers. This finding may be an indicator of the changing online environment, at least for connected shoppers. Online shopping may be indicative of a desired experience of autonomous shopping, creating an environment where shoppers can shop and search from the quiet of their homes. Although some retailers abandoned F-commerce, the activity of imbedding an e-commerce page within Facebook (Lutz, 2012), may result in another opportunity to better service

and engage Facebook users regardless of their desire to engage in F-commerce. Retailers can utilize Facebook as a venue for prompt customer service and appeal to shoppers by identifying creative ways to support shoppers' needs for independent searching for apparel information and new trends. Links or posts of frequently asked questions, information about new product launches, or highlights and links to retailers' magazine or blogs could be provided for Facebook users.

All items from the cost savings (utilitarian) and bargain perception (hedonic) loaded into the same factor. This may indicate a lack of differentiation from the fun and game of savings and the necessity of savings. This could be a result of the younger respondents of the study, or a result of a new shopping environment from the consumer and retailer perspective. Since consumers' budgets are tight, finding ways to save money is necessary. At the same time retailers are simplifying as well as gamifying the experience of attaining coupons and bargains, inclusive of coupon websites, coupon seminars, and coupons clubs. This may evoke an innate bargain hunting environment. Despite a weaker relationship to loyalty, retailers should understand these shoppers as lucrative customers, as studies have shown users of digital coupons spend 42% more than the average shopper (Stanton, 2013).

Three of the four hedonic values (i.e., experiential shopping, sociability, and curiosity) were identified in this study as experience. It is possible that Facebook users consider curiosity and socialization as part of overall experience. It is important to note that the majority of the original curiosity scale items that loaded into the final experience factor related to fashion trends. This may indicate an insight that is less toward a new shopping technology curiosity, but of staying on style trend. Because of the age skew, it is also possible these shoppers expect fashion trends to be

part of the shopping experience. Additionally, all items from the sociability scale loaded into the final experience factor. Because these are heavy Facebook users, it is likely that these consumers are more likely to be socially motivated in many aspects of their life, including shopping. As such, these shoppers may expect sociability to be part of the experience. This finding is contrary to findings in other studies related to consumers in brick and mortar stores (Arnold & Reynolds, 2003) and online retailers (To et al., 2007), but may be indicative of the rapidly changing consumer shopping preferences. Consumers are now able to purchase from brick & mortar stores, online at home, or even on the move from mobile devices. Today's postmodern consumers are highly connected and expect to have shopping experiences personalized, while at the same time create communal brand experiences. Facebook in fact is one of many SNSs, defined as "combinations of personalized media experiences, within a social context of participation" (Ahmed, 2011). These heavy Facebook users' motivations may be indicative of where the future lies in retail and consumers' desire of a multi-faceted entertaining shopping experience.

Additionally, the item "I learn a lot about fashion trends from retailers", originally in the information scale, loaded onto the experience factor for this study. This finding may suggest that identifying fashion trends is similar to a curiosity about newness that adds to the overall shopping experience. This finding also may be specific to apparel retailers that were the focus of this study.

Convenience, information, bargains, and experience were positively related to purchase intention. This implies that retailers that offer a fun shopping experience have greater potential to engage their Facebook-connected consumers and possibly increase sales and loyalty. The experience could include social opportunities, as well as experiences that satisfy consumers' curiosity about new fashions or potentially new shopping experiences.

The strength of the significant positive impact of experience on loyalty may indicate that retailers that create enjoyable Facebook shopping experiences may engender consumer loyalty. It is plausible that consumers motivated by bargain perception enjoy the search for the best deal, and ultimately are more likely to seek the best deal versus relying on a retailer to fill the need for bargains. This is especially probable in today's omni-channel environment, where SNSs improve consumers' ability to capture and share promotions. Similarly, convenience for shoppers that are already engaged with retailers online may be less important than other motivations as the convenience of online shopping makes it more difficult for retailers to differentiate themselves on the basis of convenience.

Nadeem (2012) reasons that consumers expect tangible benefits to be delivered from retailers they connect to using social media, such as discounts, in return for customers' personal information and time. However with this research, it can be argued that there may be other tangible benefits, in addition to the typical discounts, that may lead ultimately to customer loyalty. Other motivations such as experience and information may be important in social media as well. Engaging shoppers with fashion trends, customer support, announcements of in-store events evokes both information (utilitarian) and experience shopping motivations (hedonic).

A strong relationship also was identified between purchase intention and loyalty, which confirms previous research (Malik et al., 2013). It is likely that retailers who are able to increase purchase intention are also improving their chances to improve or maintain loyalty.

Limitations and Future Research

Due to the exploratory nature of this study, findings must be used with caution and may not be generalizable. Because this study focuses on apparel retailers, findings cannot be

generalized to other industries or products. In the future, this study could be replicated for other types of retailers to understand if shopping motivations for shoppers who connect with them using Facebook are similar.

It is important to note that this study screened for participants that connect to apparel Facebook retailers. Although this study utilized a panel for the sample, the panel was selected based upon their prior identification of Facebook usage and is not a United States representative sample, so it is not possible to impartially compare to Census demographics, or even other studies utilizing a nationally representative sample to identify Facebook users.

It was beyond the scope of this study to determine if connecting to a Facebook retailer increases the purchase intention or loyalty to a retailer. Future research could replicate the model to compare to other populations including brick-and-mortar shoppers, online shoppers, non-Facebook users, or shoppers connecting to retailers through other SNSs.

Level of retailer fashion authority could be tested with this model to understand differences in consumers' shopping motivations based on the type of apparel retailer. Consumers' fashion engagement could also be tested alongside to understand how shopping motivations may fluctuate dependent upon the consumers fashion engagement in addition to the type of retailer shopped. The model could be replicated to identify cross-cultural similarities and differences.

Finally, because 59% of the influence of purchase intent and 64% of the influence of loyalty is identified with the hypotheses posited, there is opportunity to build upon this model to increase understanding of shoppers' values, particularly with shoppers connecting to apparel Facebook retailers.

Table 1

Previous Research using Utilitarian and Hedonic Consumer Values (denotes positive relationship)*

Authors	Application(s)	Theory/Method	Utilitarian Variables	Hedonic Variables
Babin, Darden, and Griffin (1994)	Shopping	scale development	pleasure/arousal (task completion)* pricing - efficient buying completion* time pressure (unfulfilled tasks)*	experiential shopping* compulsive buying* pleasure/arousal* pricing - bargain perception* time pressure (diminished experience)*
Kwon & Jain (2009)	Multichannel Shopping	Variety Seeking Behavior	information seeking* shopping convenience* price consciousness (limitations)	experiential shopping* shopping impulsiveness* price consciousness (getting deals)
Childers et al. (2001)	Online Shopping	Technology Acceptance Model	navigation* convenience* sub-experience*	usefulness* ease of use* enjoyment*
Kim and Forsythe (2007)	Virtualization Technologies	Technology Acceptance Model	perceived usefulness*	perceived enjoyment*
To, Liao, Lin (2007)	Online Shopping	Exploratory	cost savings* convenience* selection* information availability* lack of sociality customized products/service	adventure/explore* social idea (gaining new ideas or trends) value (bargain perception) authority & status*
Taylor, Lewin, & Strutton (2011)	Social Networks	Exploratory	informative* invasiveness* privacy concerns* structure time	self-brand congruity* peer influence* entertainment* quality of life

(table continues)

Table 1 (continued).

Authors	Application(s)	Theory/Method	Utilitarian Variables	Hedonic Variables
Yang and Kim (2012)	Mobile Shopping (vs. Non- Mobile Shopping)	Exploratory/ Multiple Discriminant Analysis	efficiency* achievement	adventure* social role gratification* idea* value

Table 2

List of Measures

Variables	N	Source	A
Utilitarian Values			
Cost Savings	3	Chandon, Wansink, and Laurent (2000); To, Liao, and Lin (2007)	0.85 (2007)
Convenience	4	Eastlick and Feinberg (1999); To, Liao, and Lin (2007)	.88 (1999); .84 (2007)
Information**	5	Korgaonkar and Wolin (1999); To, Liao, and Lin (2007)	.77 (1999); .96 (2007)
Hedonic Values			
Experiential Shopping**	4	Arnold and Reynolds (2003); To, Liao, and Lin (2007)	.89 (2003); .81 (2007)
Bargain Perception**	4	Arnold and Reynolds (2003); To, Liao, and Lin (2007)	.90 (2003); .78 (2007)
Sociability**	5	Arnold and Reynolds (2003); To, Liao, and Lin (2007)	.88 (2003); .89 (2007)
Curiosity**	4	Arnold and Reynolds (2003); To, Liao, and Lin (2007)	.88 (2003); .85 (2007)

(table continues)

* Included an item added by To, Liao, and Lin (2007)

** Construct includes items that were removed in original final analysis.

Table 2 (continued).

Variables	N	Source	A
Dependent Variables			
Purchase Intention	3	Salisbury, Pearson, Pearson, & Miller (2001)	.95 (2011)
Loyalty	3	Sirohi, McLaughlin, & Wittink (1998)	.87 (1998)

* Included an item added by To, Liao, and Lin (2007)

** Construct includes items that were removed in original final analysis.

Table 3

Reliability Test (N = 250)

Variables	Items	A
Convenience	4	.75
<p>Saving time searching is important to me when I shop for apparel. I shop for apparel where I have the flexibility to shop whenever I want. I like to shop for apparel where I can find what I want in a short amount of time. It is important to me to save effort in searching when I shop for apparel.</p>		
Cost Savings	3	.75
<p>I shop for apparel at retailers where I can save money. I shop for apparel with retailers where I can spend less money. I shop for apparel with retailers that offer me competitive prices.</p>		
Information	5	.83
<p>I search for information from retailers that give me useful information when I shop for apparel. I prefer retailers that make it easy to acquire information when I shop for apparel. I shop for apparel with retailers who give me quick and easy access to a lot of information. I learn a lot from retailers that provide information when I shop for apparel. I learn a lot about fashion trends from retailers.</p>		
Experiential Shopping	4	.84
<p>To me, shopping for apparel is an adventure. I like to shop for apparel where I feel like I am in my own universe. Shopping for apparel is a thrill to me. I find shopping for apparel stimulating.</p>		
Bargain Perception	4	.84
<p>For the most part, I go shopping for apparel when there are sales. I enjoy looking for discounts when I shop. I enjoy hunting for bargains when I shop. I go shopping to take advantage of sales.</p>		

(table continues)

Scale range: 1 = *Strongly disagree*; 4 = *Strongly agree*

Table 3 (continued).

Variables	Items	A
Sociability	5	.90
<p>I like to shop with my friends or family to socialize. I enjoy socializing with other shoppers. To me, shopping with friends or family is a social occasion. Shopping with others is a bonding experience. I like to exchange shopping information with friends.</p>		
Curiosity	4	.85
<p>I go shopping to keep up with the trends. I shop to keep up with new fashions. I shop to see what new products are available. I go shopping to experience new things.</p>		
Purchase Intention	3	.76
<p>Using Facebook to connect with an apparel retailer I intend purchase from is something I would do. I could see myself purchasing apparel from a retailer I've made a Facebook connection with. I would purchase apparel from retailers after making a Facebook connection.</p>		
Loyalty	3	.76
<p>I am likely to continue shopping with a retailer after making a Facebook connection. For apparel purchases I am likely to think first of a retailer I've connected with on Facebook. I am likely to recommend an apparel retailer that I connect with in Facebook to my friends.</p>		

Scale range: 1 = *Strongly disagree*; 4 = *Strongly agree*

Table 4

Demographic and External Characteristics of the Participants (N = 250)

Variables	Total sample	
	Frequency	Percent
Gender		
Female	159	63.9
Male	90	36.1
Age		
18 to 20	14	5.6
21 to 25	47	19.0
26 to 30	49	19.8
31 to 35	33	13.3
36 to 40	22	8.9
41 to 45	17	6.9
46 to 50	17	6.9
51 to 55	17	6.9
56 to 65	26	10.5
More than 65 years old	6	2.4

(table continues)

Table 4 (continued).

Variables	Total sample	
	Frequency	Percent
Household Income		
Less than \$20,999	43	17.3
\$21,000 to \$29,999	32	12.9
\$30,000 to \$39,999	26	10.4
\$40,000 to \$49,999	27	10.8
\$50,000 to \$59,999	32	12.9
\$60,000 to \$69,999	19	7.6
\$70,000 to \$79,999	21	8.4
\$80,000 to \$89,999	8	3.2
\$90,000 to \$99,999	10	4.0
\$100,000 to \$124,999	14	5.6
\$125,000 to \$149,999	9	3.6
More than \$150,000	8	3.2
How often do you Use Facebook?		
Rarely	1	0.4
Once every few weeks	3	1.2
Several times a month	7	2.8
Several times a week	20	8.0
Daily	61	24.4
Several times a day	158	63.2

(table continues)

Table 4 (continued).

Variables	Total sample	
	Frequency	Percent
How often do you use Facebook to connect to retailers?		
Rarely	10	4.0
Once every few weeks	30	12.0
Several times a month	57	22.8
Several times a week	74	29.6
Daily	56	22.4
Several times a day	23	9.2

Table 5

Crosstab of Facebook Usage and Connection to Facebook Retailers (N = 250)

		How often do you use Facebook connect to retailers?						Total
		rarely	once every few months	several times a month	several times a week	daily	several times a day	
How often do you use Facebook?	rarely - several times a week	0.8%	3.6%	5.2%	2.4%	0.4%	0.0%	12.4%
	daily	0.8%	1.2%	5.6%	11.6%	4.8%	0.4%	24.4%
	several times a day	2.4%	7.2%	12.0%	15.6%	17.2%	8.8%	63.2%
Total		4.0%	12.0%	22.8%	29.6%	22.4%	9.2%	100.0%

Table 6

Factor Analysis (N = 250)

Factor	Scale items	F.L. ^a	E-Value ^b	E.V. ^c	α^d
Convenience	Saving time searching is important to me when I shop for apparel.	.75	2.68	9.32	.73
	It is important to me to save effort in searching when I shop for apparel.	.64			
	I like to shop for apparel where I can find what I want in a short amount of time.	.62			
Information	I shop for apparel with retailers who give me quick and easy access to a lot of information.	.66	3.27	11.27	.80
	I like to shop for apparel where I feel like I am in my own universe.	.60			
	I learn a lot from retailers that provide information when I shop for apparel.	.59			
	I prefer retailers that make it easy to acquire information when I shop for apparel.	.54			
	I like to shop with my friends or family to socialize.	.84			
	Shopping with others is a bonding experience.	.83			
	To me, shopping with friends or family is a social occasion.	.80			
	I like to exchange shopping information with friends.	.79			
Experience	I enjoy socializing with other shoppers.	.75	7.57	26.10	.94
	Shopping for apparel is a thrill to me.	.73			
	To me, shopping for apparel is an adventure.	.71			
	I go shopping to keep up with the trends.	.70			
	I go shopping to experience new things.	.68			
	I learn a lot about fashion trends from retailers.	.67			
	I find shopping for apparel stimulating.	.67			
I shop to keep up with new fashions.	.65				

(table continues)

Table 6 (continued).

Factor	Scale items	F.L. ^a	E-Value ^b	E.V. ^c	α^d
Bargains	I enjoy hunting for bargains when I shop.	.78	4.54	15.65	.89
	I enjoy looking for discounts when I shop.	.78			
	I go shopping to take advantage of sales.	.77			
	I shop for apparel with retailers where I can spend less money.	.74			
	I shop for apparel at retailers where I can save money.	.74			
	For the most part, I go shopping for apparel when there are sales.	.72			
	I shop for apparel with retailers that offer me competitive prices.	.56			

Note: Factor loadings over .60 are described; ^a Factor loading; ^b Eigenvalue; ^c Explained variance; ^d Cronbach`s alpha

Table 7

Reliability Test (N = 250)

Variables	N	A
Convenience	3	.73
Information	5	.82
Experience	12	.94
Bargains	7	.89
Purchase Intention	3	.76
Loyalty	3	.76

Scale range: 1 = *Strongly disagree*; 4 = *Strongly agree*; Cronbach`s α ; n = Number of items

Table 8

Multiple Regression Analyses

H1-H8	Independent variables	Dependent variables	β	T	<i>Adjusted</i>	
					R^2	F
H1a	Convenience	Purchase Intention	.22	4.12***	.59	89.16***
H2a	Cost Savings	Purchase Intention	--	--		
H3a	Information	Purchase Intention	.23	3.78***		
H4a	Experiential Shopping	Purchase Intention	.32	6.05***		
H5a	Bargain Perception	Purchase Intention	.22	4.47***		
H6a	Sociability	Purchase Intention	--	--		
H7a	Curiosity	Purchase Intention	--	--		
H1b	Convenience	Loyalty	.16	3.16**	.64	109.88***
H2b	Cost Savings	Loyalty	--	--		
H3b	Information	Loyalty	.33	5.78***		
H4b	Experiential Shopping	Loyalty	.40	8.02***		
H5b	Bargain Perception	Loyalty	.10	2.07*		
H6b	Sociability	Loyalty	--	--		
H7b	Curiosity	Loyalty	--	--		
H8a	Purchase Intention	Loyalty	.76	18.58***		

* $p < .05$, ** $p < .01$, *** $p < .001$



Figure 1. F-Commerce as a subset of commerce.

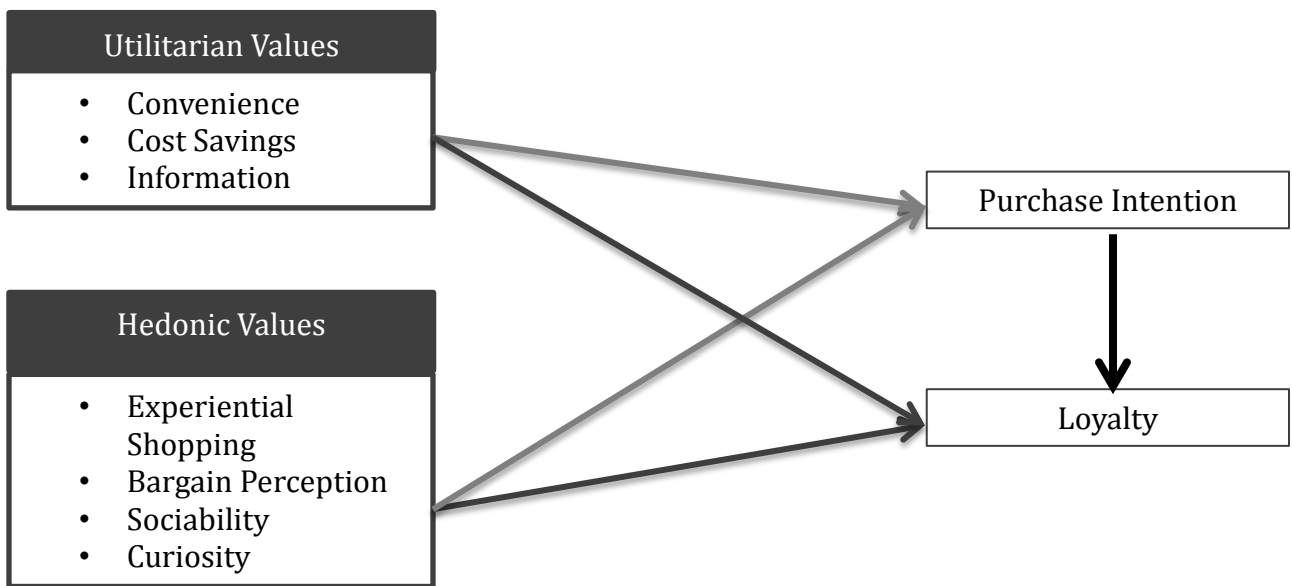


Figure 2. Model of consumers' shopping values in interacting with Facebook retailers.

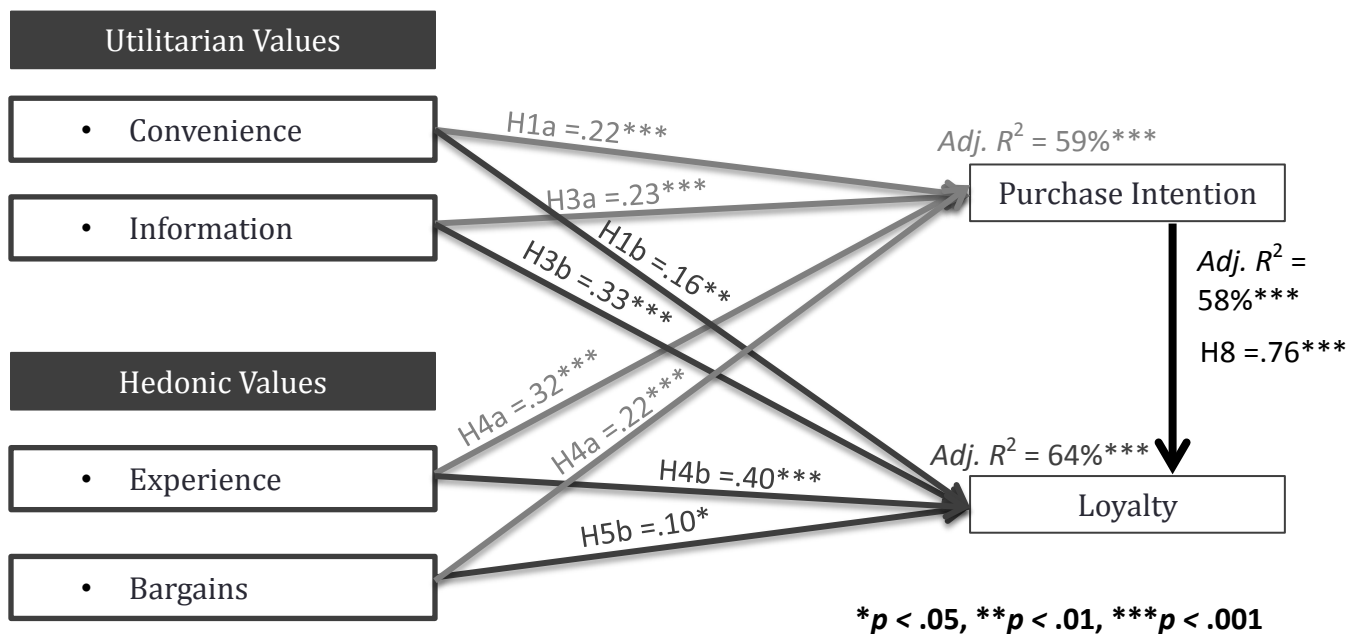


Figure 3. Relationships supported by empirical study.

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