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Review of the Hedonic Consumption Perceptions Based on Gender and Shopping Habits of Undergraduates: Manisa Celal Bayar University School of Physical Education and Sports Case

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Abstract

The purpose of this study is analyzing hedonic consumption perceptions based on gender variable and shopping habits of university students. The population of the study is Manisa Celal Bayar University School of Physical Education and Sports students, and the sample is 130 students chosen by random sampling. Data collection tools consist of three sections. First section is questions related to demographic specifications, second section is questions about shopping behaviours, third section is questions about hedonic consumptions. The scale developed by Arnold and Reynolds (2003) was used to measure hedonic consumption reasons. Cronbach Alpha Value of this study was found as .869. In order to determine hedonic consumption perceptions based on gender, T-test was applied. As a result, it was determined that there is a significant difference for following shopping behaviours based on gender variable, shopping for adventure ($p=,000<0,05$), shopping for making other people happy ($p=,000<0,05$), shopping for being social ($p=,005<0,05$).

Keywords: Hedonic consumption, Consumers' buying behaviours, Sporting goods brands

Introduction

Consumption is to use the benefits of financial goods and services in order to satisfy human needs (Tek, 1999: 184). It is to exploit resources for satisfying human's current needs and desires in certain time periods (Bannock and others, 1987: 87). According to another definition, it is the ultimate aim of financial activities which follows the process of production and exchange of a product. As a matter of fact, consumption is spending revenue, buying some goods from the market and getting benefit from those goods. At the same time, it is an individual behaviour coming after a decision of buying (Papatya and Özdemir, 2012:162). Consumption, conceptually, has two types of definition, economical and symbolical. Economical aspect evaluates consumption as benefits of product efficiency, and sees consumption as piles of specifications. Symbolic aspect describes consumption as piles of senses which have similarities in the eyes of consumers (Holt, 1995:1).

Consumer is a person who consumes or uses goods and services for personal needs or pleasure, not to produce another goods and services (Tek, 1999: 185). According to a different definition, consumer is a person, organization or an institution which has a need to be satisfied, money to spend, and a wish to spend, so people, families, producers, sellers, legal entities, NGO's, public institutions could be consumers (Mucuk, 2004: 66). According to Solomon (2004: 8); consumer is a person who buys or consumes a good or service in order to satisfy desires or wish.

With new values of modern world and new marketing understanding, the point of view of producers and consumers for each other have altered, and besides, consumption culture has had new dimensions. Besides benefit based consumption, a new type of consumption spreads in consumer world, that is hedonic consumption, to consume for pleasure (Fettahlioğlu and friends, 2014: 308).

Consumer buys not only for practical benefit but also for taking pleasure. This is called hedonism, the sensual dimension of shopping (Erciş and friends, 2011: 24). According to another definition, hedonism is a doctrine which bases enjoyment and satisfaction as the most important values in human's life, motivates individuals to search for pleasure, supplies a life devoted to content (Köker and Maden, 2012: 100). Hedonism is related to selfishness and well-treated sense of consumer. Hedonism is feeling deeply, more than five senses, so it is feeling emotional, not sensual. Hedonic consumption is related to fantasies and mental images. The reasons of hedonic shopping are social experience, common interests sharing, attraction among individuals, ready status and competition excitement (Odabaşı, 2006: 79-92).

Arnold and Reynold (2003), in their scale development study relating hedonic shopping reasons, determined 6 main reasons for hedonic buying. In this article, reasons were also categorized as following 6 groups (Özgül, 2011: 26-27):

1. Shopping for Adventure: In this category, stimulation, adventure and being in a different world are the reasons to buy. Lots of consumers say that they go shopping for excitement and adventure. Shopping is adventure, excitement, provocation and vision, scent and sound in a different world for this kind of shopping behaviour.
2. Shopping for becoming socialized: This means enjoying shopping with family or friends, being together with loved ones, being social or to communicate with other people during buying.

3. Shopping to relax: It is the shopping to get rid of the stress, to decrease negative mood, to have a personal therapy.
4. Shopping for having an idea: It is the shopping to follow new trends and fashion, to know new products and developments. It does not come from a need or decision. It is a fun or to spend time.
5. Shopping to make other people happy: People may be happy to shop for someone else. It may be a pleasure to buy for loved ones, so this kind of shopping could be important for some people, because they feel better.
6. Shopping to obtain economic value: It is the kind of shopping to follow discount sales, to make bargaining. Consumers wait sales and find cheap goods and so they are happy.

Method

Population and sampling

The population of the study is students in Manisa Celal Bayar University BESYO, sampling is 130 university students chosen by random sampling.

Data Collection Tool

Data Collection Tool is based on three sections. First, questions on demographic specifications, second is questions on shopping attitudes, third is questions on hedonic consumption.

In order to measure hedonic consumption reasons, the scale which was developed by Arnold and Reynolds (2003) was used.

Validity and Reliability

According to reliability analysis, Cronbach Alpha value of this study performed in Manisa Celal Bayar Üniversitesi BESYO was determined as .869. This result shows that this study is reliable.

Findings

93 (71,5%) of the participants are male, 37 (28,5%) of the participants are female.

Average age of the participants is 22,1.

In terms of departments, Coaching Department participated with 42 (32,3%) participants, Physical Training and Sports Department with 26 (20%) participants, Sports Management Department with 50 (38,5%) participants, Recreation Department with 12 (9,2%) participants.

According to class distribution, first class participated with 14 (10,8%) participants, second class with 51 (39,2%), third class with 45 (34,6%) participants, fourth class with 17 (13,1%) and suspended students participated with 3 (2,3%) participants.

Table 1. Sporting Goods Brands Preferences of Participants

	Frequency	Percentage
Nike	69	53,1
Adidas	21	16,2
Puma	8	6,2
New Balance	5	3,8
Skechers	5	3,8
Kappa	4	3,1
Reebok	4	3,1
Others	5	3,8
They don't shop based on brands	9	6,9
Total	130	100,0

The question was; “What is your most preferred sporting good brand?”(Table 1). According to answers; 69 (53,1%) of participants prefer Nike, 21 (16,2%) of participants prefer Adidas, 8(6,2%) of them prefer Puma, 5 (3,8%) New Balance and Skechers, 4 (3,1%) Kappa and Reebok, 5 (3,8%) of them choose other brands and 9 (6,9%) participants said that they don't shop based on brands.

Table 2. Shopping Time Range of The Participants

	Frequency	Percentage
Once in a month	52	40,0
Two or three times a month	39	30,0
Once in a week	21	16,2
Two or three times a week	13	10,0
Every day	5	3,8
Total	130	100,0

The question was; “How frequently do you go for shopping?”(Table 2). According to answers; 52 (40%) of the participants shop once in a month, 39 (30%) of the participants shop two or three times a month, 21 (16,2%) of them go shopping once a week, 13 (10%) of them shop two or three times a week, 5 (3,8%) of them shop every day.

Table 3. Renouncing From Buying Necessary Goods in Order to Buy an Admired One

	Frequency	Percentage
Never	23	17,7
Barely	46	35,4
Sometimes	40	30,8
Often	14	10,8
Always	7	5,4
Total	130	100,0

According to answers of participants to the question of “Do you change your mind to buy a product you liked instead of a required one?” (Table 3); the participants say that 46 (35,4%) of them do that rarely, 40 (30,8%) of them sometimes, 23 (17,7%) of them never, 14 (10,8%)of them often, 7 (5,4%) of them always.

Table 4. Going Shopping With a Sudden Decision.

	Frequency	Percentage
Never	11	8,5
Barely	25	19,2
Sometimes	44	33,8
Often	27	20,8
Always	23	17,7
Total	130	100,0

According to answers of participants to the question of “Do you go shopping with a sudden decision?” (Table 4);the participants say that 44 (33,8%) of them do that sometimes, 27 (20,8%) of them often, 25 (19,2%) of them rarely, 23 (17,7%) of them always, 11 (8,5%) of them never.

Table 5. Independent Samples T-Test Results Based on Gender

	Gender	N	Mean	Standard Deviation	Standard Error Mean	t	p
To have an idea	Male	93	2,6425	,98934	,10259	-1,658	,102
	Female	37	2,9595	,98163	,16138		
For adventure	Male	93	2,7392	,98004	,10163	-3,879	,000
	Female	37	3,4932	1,00776	,16567		
To make other people happy	Male	93	3,5753	,91469	,09485	-4,024	,000
	Female	37	4,1486	,64673	,10632		
To obtain economic value	Male	93	3,5403	,91358	,09473	1,487	,140
	Female	37	3,2770	,90482	,14875		
To become socialized	Male	93	2,8638	1,03937	,10778	-2,895	,005
	Female	37	3,4414	1,02154	,16794		

As seen in Table 5,in Manisa Celal Bayar University BESYO sampling, based on gender variable, there was a significant difference statistically in following hedonic consumption reasons for shopping; shopping for adventure ($p=,000<0,05$), shopping for making other people happy ($p=,000<0,05$), shopping for being social ($p=,005<0,05$). According to these results, female students shop more than males do for those three shopping reasons.

Results and Conclusion

The following are the results of the study done to determine the hedonic consumption perceptions of students of Manisa Celal Bayar University BESYO, based on shopping behaviours and gender:

According to the answers given to the question of “What is your most preferred sporting good brand?” (Table 1); participants choose brands such as Nike and Adidas.The reasons of their choices may be the ads in TV, newspapers, magazines and internet and the customer

satisfaction because of product guarantee. Besides, one other reason may be the sports applications of these brands on smart phones, such as “Nike+ Run Club, Adidas Train & Run”.

According to the answers given to the question of “How frequently do you go for shopping?” (Table 2); most of the participants go for shopping for once, twice or three times a month, the reasons are they don't have income enough, they get money from their parents or they have scholarships or grants.

According to the answers given to the question of “Do you change your mind to buy a product you liked instead of a required one?” (Table 3); most of the students like to buy necessary sporting goods, not liked ones.

Based on gender variable, in terms of hedonic consumption perceptions, female students have higher averages than male students. Therefore, we may state that females are more willing to do hedonic consumption than male are.

Hedonic shopping is a kind of shopping which is related to excitement, feeling good, happiness and self expression that are typical female values. (Aydın, 2010). Females are more inclined to do hedonic shopping than males are, so hedonic goods and services producers choose females as target market group, it is a logical result. (Çakmak and Çakır, 2012).

These results were obtained from literature search: Chang and friends (2004) determined that hedonic values have direct impact on females when they are shopping. Özdemir and Yaman (2007) found that hedonic shopping behaviour is different between genders. The reason of this difference is females regard shopping as an action of pleasure. Males take pleasure when they shop rationally. Hedonic shopping causes excitement and is dominant on females. Kop (2008) determined that females like hedonic shopping when they do clothing shopping, they like shopping with pleasure and clothing is important. Aydın (2010) stated that female averages are higher than male averages in hedonic shopping. Kükrer (2011) determined that female university students have more tendency than males do on hedonic consumption. Fettahloğlu, Yıldız and Birin (2014) also determined that females have hedonic shopping behaviours on social shopping, value shopping, making happy shopping and shopping for excitement. Aytekin and Ay (2015) also determined that females make more hedonic consumption than males do. To conclude, the findings of this research is in line with the previous studies, but still further researchers are needed in order to define more precisely the hedonic consumption perceptions among different research groups.

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Conflict of Interest

The authors have not declared any conflicts of interest.

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