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Why Do Shoppers Shop?

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Why Do Shoppers Shop?

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

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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