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Hedonic and Utilitarian Shopping Motivation: A Scale Validation Study in the Indian Retail Context

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ABSTRACT

The purpose of this study was to identify the main factors that affected the shopping motivation of consumers in Indian retail context and to validate the shopping motivation scale in Indian context. A quantitative analysis approach was adopted for this study using mall intercept technique. Exploratory factor analysis using principal axis factoring followed by (Confirmatory Factor Analysis) CFA was carried out to validate the shopping motivation scale. The paper identified seven shopping dimensions: adventure shopping, gratification shopping, idea shopping, role shopping, value shopping and utilitarian/functional shopping. A shopping motivation scale with seven dimensions is valid in Indian context and demonstrates strong model fit indices. The results were in line with the results obtained in USA by Arnold and Reynolds and Kim, Cardoso and Pinto in Portugal. The findings and recommendations will help the retailers to gather insights to improve the retail services for customers in Indian context.

Keywords: Shopping motivations, Scale validation, Hedonic motivation, Utilitarian motivation, Confirmatory factor analysis

JEL Classification Codes: M3, M31

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INTRODUCTION

The Indian service industry has emerged as one of the largest and fastest growing sectors on the global landscape. It has made substantial contribution towards global output and employment. Retail sector in India has undergone a rapid transformation in the last 10 years. The Indian retail market is projected to surpass US$ 750 billion by 2015 as per Indian Retail Report 2013. It thus represents a strong potential for foreign retailers planning to enter India. Supplemented with the rise in population, per capita income and urbanisation growth, it is further expected to strengthen in the coming years. The growth of consumerism has been an adjunct to different formats of retailing leading to change in consumer motives. Traditional format of retail in India had the primary purpose of catering to convenience and utility needs of the shopper. Shopper's behaviour has also seen a shift; from need based or utility based shopping their need of only utility, they have now started looking for much more while shopping.

Shopping is considered as a significant part of consumers' lives and is ever evolving due to changing consumer needs (*Cardoso and Pinto, 2010*). Shopping can occur because of the diverse motives of a consumer; it can be a need for a particular product or service, it can be consumers' need for attention or when consumer has idle time or wishes to socialise (*Arnold*

and Reynolds, 2003). Several nomenclatures have been proposed for capturing consumer shopping motivation by various authors. In a study, Cardoso and Pinto (2010) studied the shopping motivations in Portuguese setting and classified it in two ways, namely hedonic shopping motivations and utilitarian shopping motivations (USMs). Arnold and Reynolds (2003) and Kim (2006) had also used similar instrument for measuring hedonic and utilitarian shopping motives in USA. In the same context, the current study has two objectives. First, to identify the key dimensions that explains the shopping motives of Indian consumers. In the current scenario with dynamic change in retail environment, intense competition, national and international players, it has also become essential for the marketers to understand the shopping motivations of customers and provide them with the right mix of services. Second objective of the study is to validate the shopping motivation scale used by Cardoso and Pinto (2010), Kim (2006) and Arnold and Reynolds (2003) in Indian retail setting. In this study, the scale used by Cardoso and Pinto (2010) adapted from Arnold and Reynolds (2003) and Kim (2006) for analysing hedonic shopping motivation and USM has been used.

CONCEPTUAL FRAMEWORK

Researchers have been studying the shopping motivations of consumer both in utilitarian and hedonic perspective. The products like food and cloth which are necessities are referred to as utilitarian products (*Strahilevitz and Myers, 1998*). This form of motivation is often characterised as duty related and based on reason that is rational (*Batra and Ahtola, 1990*). As per Tauber (1972), utilitarian shoppers are the shoppers who enter the mall with the purpose of purchasing particular products. They do not notice the other products and pay no attention towards the beautification of the mall. Thus, utilitarian factors are broad assessments of practical benefits and sacrifices (*Overby and Lee, 2006*). Babin *et al.* (1994) gave two utilitarian motivation sub-scales, namely achievement shopping and efficiency shopping. According to Jones *et al.* (2006), shoppers with utilitarian motivations shop only if there is a requirement. As per the works of Guido (2006), utilitarian shoppers shop at places that are closest to them (convenience shopping). Such kind of consumers feel satisfied only if they complete their task (achievement shopping). Schiffman *et al.* (2010) have defined rational motives, or utilitarian motives, as motive where consumers are motivated to purchase a product or service that gives them maximum utility.

A consumer shopping experience which is functional, goal-orientated and is associated with a task completion is utilitarian shopping experience (*Jamal et al., 2006*). Cardoso and Pinto (2010) refer to utilitarian shopping as routinised shopping. A shopping trip instigated from a mission or task of fulfilling an economic need can be seen as utilitarian shopping. Utilitarian motivation gives an insight to the value connected with the task of the shopping (*To et al., 2007*). USMs are also deeply linked with benefit and satisfaction. Jin and Kim (2003) concluded that to be motivated by utility which can also be referred to as functionality means that a consumer is motivated to attain the required product/service while seeking value for money. To *et al.* (2007) further agreed to this by concluding that a consumer with utilitarian motivations not only wishes to obtain the required product but also gives importance to the benefit that the product provides. Cardoso and Pinto (2010) further identified that utilitarian consumers are encouraged to buy a product promptly, taking less time and effort. The motivations forming part of USMs are achievement and efficiency.

Hedonic shopping on the other hand is linked to the satisfaction of a consumer's desire and is regarded as experiential, emotional and related to the shopping experience itself rather than to the product (*Hirschman and Holbrook, 1982*). Consumers' utilitarian and hedonic shopping motivations significantly predict and influence their behaviour and are of great importance to retailers and marketers (*To et al., 2007*). Arnold and Reynolds (2003) explored the hedonic reasons why consumers shop and classified them into six categories,

namely adventure, social, gratification, idea, role and value motives. Kim (2006) highlighted that adventure shopping involves a consumer experiencing various sights, sounds and smells leading to shopping fun and excitement. Social shopping however involves interaction with family, friends or individuals who share the same interests while shopping (*Arnold and Reynolds, 2003*).

Gratification shopping relates with the positive feeling generated during shopping that leads to relaxation (*Kim, 2006*). Idea shopping comprises of shopping with a motive to gather information and to identify trends and innovations in shopping (*Cardoso and Pinto, 2010*). According to Arnold and Reynolds (2003), role shopping is associated with the satisfaction of shopping for others, it is the intrinsic joy felt by shoppers when finding the perfect gift for others. Value shopping means shopping for sales and discounts considering shopping as a game that needs to be won by finding the best prices (*Arnold and Reynolds, 2003*). Table 1 highlights the various research work conducted on shopping motivation in last four decades.

Table 1: Highlights of the research work of authors on shopping motivation scale

Author	Sample	Shopping Motivation Scale	Shopping Motives Identified
Tauber (1972)	30 adult shoppers (USA)	In-depth interviews	Personal motives: - Role playing - Diversion - Self-gratification - Learning about new trends - Physical activity - Sensory stimulation Shopping motives: - Social experiences - Communicating with others - Peer group attraction - Status and authority - Pleasure of bargaining
Westbrook and Black (1985)	203 female adult shoppers of department stores (USA)	17 statements of shopping experiences	Person-specific causes of involvement in shopping - Anticipated utility - Role enactment - Negotiation - Choice optimisation - Affiliation - Power and authority - Stimulation
Babin *et al.* (1994)	400 students (USA)	15 statements	Utilitarian motivations: - Achievement shopping - Efficiency shopping
Dholakia (1999)	621 households (USA)	13 statements	- Interactions with family - Utilitarian - Shopping as pleasure

Table 1 cont.....

Author	Sample	Shopping Motivation Scale	Shopping Motives Identified
Arnold and Reynolds (2003)	266 adult shoppers of stores and malls (USA)	18 statements	- Adventure shopping - Gratification shopping - Role shopping - Value shopping - Social shopping - Idea shopping
Haanpaa (2005)	1370 adult shoppers (Finland)	14 statements	- Hedonic - Recreational - Economic - Convenient
Kim (2006)	662 adult shoppers (USA)	24 statements	- Adventure shopping - Gratification shopping - Role shopping - Value shopping - Social shopping - Idea shopping - Achievement efficiency
Guido *et al.* (2007)	205 undergraduate students (Italy)	62 items	- Peer group attraction and diversion - Learning about new trends - Sensory stimulation - Pleasure in bargains - Physical activity - Communications and social - Experiences - Pleasure in bargaining - Freedom to choose - Enjoying being on one's own - Status and authority - Self-gratification
Cardoso and Pinto (2010)	Portuguese undergraduate students	24 items	- Pleasure and gratification shopping - Role shopping - Value shopping - Social shopping - Idea shopping - Achievement shopping - Efficiency shopping

METHOD

Data Collection

A convenience sample of 200 respondents across North India was administered the questionnaire. The data was collected from Ludhiana, Union Territory of Chandigarh and Faridabad using mall intercept approach. Convenience sampling was used for the data collection. A response rate of about 79 per cent was recorded. The sample comprised of frequent retail-store shoppers in organised retail outlets.

Sample Profile

Table 2 presents the complete demographic profile of the respondents. The sample under study consisted of 34 per cent males and 65 per cent females. Majority of the respondents in the sample were below the age of 20 years (50.6 per cent) followed by 24.1 per cent of respondents between 20 and 30 years. The educational qualification of most of the respondents (77.2 per cent) was graduate followed by 14.6 per cent with postgraduate qualification.

A large portion of the sample were students (63.3 per cent) followed by salaried employees (13.3 per cent), housewives (12 per cent) and businessmen (11.4 per cent). A major portion of the sample (56.3 per cent) had a family size of 3–4 members followed by a family size of above 5 members (36.7 per cent). Almost 32.9 per cent of the respondents were married and 67.1 per cent were unmarried. The monthly household income for the sample was above Indian National Rupee INR 60,000 for 39.2 per cent respondents followed by 27.8 per cent respondents with monthly household income of INR 40,000–60,000 and 17.7 per cent with income below INR 20,000.

The average spending of respondents at a retail outlet in tier-II cities majorly fell between INR 2,000–3,000 (44.9 per cent), followed by INR 1,000–2,000 (31.6 per cent) and above INR 3,000 (17.7 per cent). A percentage of 35.4 respondents preferred supermarket the most followed by 34.2 per cent respondents preferring specialty stores and 30.4 per cent shoppers preferring department stores.

Shopping Motivation

The consumer shopping motivations vary from utilitarian motivation to hedonic or experiential motivation as discussed above in Table 1. Scales from the extant literature were adapted and further used as the source for measuring dimensions of shopping motivation. The scale on utilitarian motivation was articulated by Babin *et al.* (1994). The scale had two sub-scales; achievement shopping (four items) and efficiency shopping (two items), which were developed and validated in the western context. The work of Arnold and Reynolds (2003) served the scale for hedonic motivations.

This scale had the following sub-scales; adventure shopping (three items), gratification shopping (three

Table 2: Demographic profile of respondents

Variable	Description	Frequency	Percentage
Gender	Male	54	34.2
	Female	104	65.8
Age	Less than 20 years	80	50.6
	20–30 years	38	24.1
	30–40 years	27	17.1
	40–50 years	7	4.4
	Above 50 years	6	3.8
Educational qualification	SSC/Diploma	13	8.2
	Graduate	122	77.2
	Postgraduate and above	23	14.6
Occupation	Housewife	19	12
	Businessmen	18	11.4
	Professional (salaried)	21	13.3
	Student	100	63.3
Family size	Single	4	2.5
	2	7	4.4
	3–4	89	56.3
	5 and above	58	36.7
Marital status	Unmarried	106	67.1
	Married	52	32.9
Monthly household income	<INR 20,000	28	17.7
	INR 20,000–40,000	24	15.2
	INR 40,000–60,000	44	27.8
	<Above INR 60,000	62	39.2
Average spending at retail outlet	<INR 1,000	9	5.7
	INR 1,000–2,000	50	31.6
	INR 2,000–3,000	71	44.9
	>INR 3,000	28	17.7
Most preferred retail store format	Department store	48	30.4
	Supermarket	56	35.4
	Specialty store	54	34.2

Source: SPSS output using primary data.

items), value shopping (three items), social shopping (three items), role shopping (two items) and idea shopping (three items). The present study aims at validating the shopping motivations scale, both its hedonic and utilitarian dimensions in the Indian context by establishing the reliability and validity of the instrument.

The objectives of this study are as follows:

(1) To identify the key dimensions of shopping motivation among Indian consumers

(2) To validate the shopping motivation scale (*Cardoso and Pinto, 2010; Kim, 2006*) in Indian context.

Scale Development

The main intention of the study was to develop and validate an instrument for measuring shopping motivation constructs based on the dimensions ascertained from literature for the Indian setting. In the current study, the questionnaire used by Cardoso and Pinto (2010) in Portuguese setting which was adapted from Arnold and Reynolds (2003) and Kim (2006) was used. The two scales resulted in 24 items being measured on a five-point Likert scale.

These items were used to test the face/content, convergent and discriminant validity of the shopping motivation scale using exploratory and confirmatory factor analysis. All analyses have been conducted using the SPSS 21 and AMOS 21 package.

ANALYSIS AND RESULTS

Assessment of Reliability

The reliability of the items was analysed using coefficient alpha (*Cronbach, 1951*), which helps in measuring the internal consistency of the items in the scale. For a dimension to be reliable and acceptable for analysis, Cronbach's alpha of the scale should be above .7. As the shopping motivation scale is multi-dimensional in nature, the reliability was calculated separately for all the extracted dimensions.

In the current study, all alpha coefficients ranged from .73 to .95 thus indicating a good consistency among items within each factor. The overall scale reliability was reported to be .825 which further shows that the scale is highly reliable (Table 3).

Table 3: Reliability analysis results of shopping motivation dimensions

Construct	Cronbach's alpha
Utilitarian shopping motivation	.934
Gratification shopping motivation	.957
Idea shopping motivation	.931
Value shopping motivation	.923
Adventure shopping motivation	.890
Social shopping motivation	.826
Role shopping motivation	.736

Content and Face Validity

Focus groups were conducted for carrying out a qualitative research and establish the relevance of shopping motivation scale dimensions and their items. A group of subject and industry experts examined the preliminary shopping motivation scale for its suitability based on contextual, semantic and typographical aspects. Based on the recommendations of the experts, relevant changes were made in the questionnaire and content validity was established.

To establish the face validity, the respondents were asked to thoroughly review the items of the research instrument. Minor changes based on the feedback of the responder were inculcated in the final questionnaire.

Scale Reduction (Exploratory Factor Analysis)

The 24 hedonic shopping motivations and USMs were analysed in SPSS using principal component analysis with varimax rotation. A percentage of 81.53 of the total variance was explained by the seven factors. The data was appropriate for factor analysis as Kaiser–Meyer–Olkin measure of sampling adequacy was .766. Moreover, the Bartlett's test of sphericity was significant (p = .000). A significant value highlighted

that the correlation matrix was appropriate for factoring.

Further, the examination of eigenvalues greater than one was done to determine the number of factors. Items were found to load significantly on seven factors with eigenvalues >1. The factorial structure that was generated was similar to the factorial structure from the previous studies. The structure composed of exactly the same items as that of Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010). The explained variance, alpha coefficients for items in each factor and factor loadings from the factorial structure are given in Table 4.

The first dimension labelled 'Utilitarian Shopping Motivation' explains 18.965 per cent of the total variance. This includes six utilitarian items that make

Table 4: Exploratory factor analysis results of shopping motivation scale

Construct	Items	Per cent of Variance	Item Loading	Cronbach's Alpha
Utilitarian shopping motivation	It feels good to know that my shopping trip was successful.	**18.965**	.829	.934
	On a particular shopping trip, it is important to find items I am looking for.		.905	
	It is important to accomplish what I had planned on a particular shopping trip.		.879	
	I like to feel smart about my shopping trip.		.831	
	A good store visit is when it is over quickly.		.896	
	It is disappointing when I have to go to multiple stores to complete my shopping.		.853	
Gratification shopping motivation	When I am in a down mood, I go shopping to make myself feel better.	**11.690**	.923	.957
	To me, shopping is a way to relieve stress.		.934	
	I go shopping when I want to treat myself to something special.		.908	
Idea shopping motivation	I go to shopping to keep up with the trends.	**11.553**	.903	.931
	I go shopping to keep up with the new fashions.		.915	
	I go shopping to see what new products are available.		.886	
Value shopping motivation	I enjoy hunting for bargains during shopping.	**11.224**	.913	.923
	I enjoy looking for discounts when I shop.		.891	
	For most of the part, I go to shops where the sales are there.		.865	
Adventure shopping motivation	I find shopping stimulating.	**10.356**	.901	.890
	To me, shopping is an adventure.		.884	
	Shopping makes me feel like I am in my own universe.		.841	
Social shopping motivation	I enjoy socialising with others when I shop.	**9.423**	.895	.826
	Shopping with others is a bonding experience.		.838	
	I go shopping with my friends and family to socialise.		.832	
Role shopping motivation	I enjoy shopping around to find the perfect gift for someone.	**8.321**	.736	.736
	I enjoy shopping for my friends and family.		.856	
	I like shopping for others because when they feel good, I feel good.		.754	

Extraction method: Principle component analysis,
Source: SPPS output using primary data.
Rotation method: Varimax with Kaiser normalisation
Total variance = 81.53 per cent, Cronbach's alpha for scale = .825.

the shopping trip of customers more efficient and accomplishing. This factor includes the items that compose two factors in Babin *et al.*'s (1994) study: 'achievement shopping' and 'efficiency shopping'. One possible explanation of this fusion is that both dimensions engage shopping as a task that needs to be completed against a goal and should end quickly and should be efficient.

The second dimension explains 11.690 per cent of the total variance and was labelled 'gratification shopping'. It contains three hedonic items that transmit a sense of accomplishment for making a shopping trip that fulfils the objectives similar to the findings of Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010). Guido *et al.* (2007) also acknowledged the dimension called 'self-gratification', which highlights the customer's motivation of treating oneself or going for a shopping trip for motivating oneself.

The third dimension, marked as 'idea shopping', explains 11.553 per cent of the total variance. It expresses the motivation of customers to stay in with the latest trends, products and fashion statements. This factor is related with the dimension 'learning about new trends', identified by Tauber (1972). The factor is consistent with the findings of Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010).

The fourth dimension, 'value shopping', contains three hedonic items, explains 11.224 per cent of the total variance and transmits the pleasure of looking for discounts, bargains and sales. This factor is related with the dimension 'pleasure of bargaining', identified by Tauber (1972) and 'pleasure in bargaining' identified by Guido *et al.* (2007). The results are in line with the findings of Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010).

The fifth dimension, 'adventure shopping', contains three hedonic items, explains 10.356 per cent of the total variance and conveys the pleasure of adventure and stimulation. This factor is related with the dimension 'sensory stimulation', identified by Tauber (1972) and Guido *et al.* (2007). The results are in line with the findings of Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010).

The sixth dimension explains 9.423 per cent of the total variance and was labelled 'social shopping'; it describes shopping activity as an opportunity to socialise with others. Tauber (1972) found a related dimension labelled 'social experiences outside the home', and Guido *et al.* (2007) uncovered a factor categorised as 'communications and social experiences' which describes shopping as a context for social interaction. The dimension is similar to the results factor in the studies of Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010).

The seventh dimension, 'role shopping', explains 8.321 per cent of the total variance and expresses the joy of shopping for friends and family. Tauber (1972) also identified a dimension 'role playing' which is in clear-cut way, interrelated with this factor as it also highlights the role that an individual plays in the society. The dimension is similar to the results factor in the studies of Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010).

CONFIRMATORY FACTOR ANALYSIS

To validate the shopping motivation scale, an iteration of confirmatory factor analyses was conducted. A 24 item, and seven dimension confirmatory factor model was estimated using AMOS 5.0.

Validity Analysis

To establish the validity of shopping motivation scale, the average variance extracted (AVE) and composite reliabilities of all seven dimensions were calculated. Table 5 depicts the composite reliabilities and AVE for each of the constructs.

Convergent Validity

The Fornell and Larcker (1981) criteria for assessing convergent validity was used which suggests that all

the measurement factor loadings for items must be significant and should exceed .70. AVE for each construct should exceed .50. The composite reliability that should be greater than the benchmark of .7 was considered adequate.

As given in Table 5, all AVE values and factor loadings were greater than .5 and composite reliabilities of all constructs were also above .70, convergent validity was ascertained for the shopping motivation scale.

Table 5: Factor loadings, average variance extracted and composite reliability of the constructs of shopping motivation scale

Shopping Motivation Constructs	Construct Factor Loading	Average Variance Extracted	Composite Reliability
USM	.840	.752	.945
GSM	.855	.737	.893
ISM	.791	.642	.84
VSM	.773	.599	.817
ASM	.845	.718	.884
SSM	.797	.641	.841
RSM	.768	.596	.814

Note: USM = utilitarian shopping motivation, GSM = gratification shopping motivation, ISM = idea shopping motivation, VSM = value shopping motivation, ASM = adventure shopping motivation, SSM = social shopping motivation, RSM = role shopping motivation.
Source: Author's calculation from AMOS Results.

Discriminant Validity

Discriminant validity was analysed by comparing the AVE with the squared correlation for each of the constructs in the scale. The discriminant validity is established when the square root of AVE is larger than the squared correlations between constructs (*Cooper and Zmud, 1990; Hair et al., 2007*). Table 6 highlights that all the diagonal values were greater than off diagonal items representing squared correlation between constructs, thus confirming discriminant validity for the shopping motivation scale.

Assessment of Model Fit

The exploratory factor analysis (EFA) reduced the data to seven prime shopping motivations and helped in preparing a first-order model. The factor loadings obtained during the EFA were subjected to confirmatory factor analysis to examine the construct structure for the shopping motivation scale. In the tested model, the regression weights of all 24 variables were found highly significant at $p < .001$ with values above .5. These results acclaim that all considered variables are relevant and should be retained in the model. Figure 1 displays the standardised regression weights of all the model parameters. Standardised residual co-variances of parameters were also analysed to identify possible issues in the model. The model fit was assessed on the basis of chi-square (χ^2), relative

Table 6: Factor matrix showing discriminant validity for shopping motivation scale

Shopping Motivations	USM	GSM	ISM	VSM	ASM	SSM	RSM
USM	**.867***						
GSM	.025	**.858***					
ISM	.012	.049	**.801***				
VSM	.001	.066	.065	**.774***			
ASM	.021	.214	.084	.220	**.847***		
SSM	.003	.152	.054	.043	.234	**.801***	
RSM	.000	.188	.060	.086	.114	.298	**.772***

*Diagonal are square root of AVE and others squared correlation, USM = utilitarian shopping motivation, GSM = gratification shopping motivation, ISM = idea shopping motivation, VSM = value shopping motivation, ASM = adventure shopping motivation, SSM = social shopping motivation, RSM = role shopping motivation.
Source: Author's calculation from AMOS.

chi-square CMIN/df, comparative fit index (CFI), goodness of fit index (GFI), Tucker Lewis fit index (TLI), root mean square error of approximation (RMSEA) and *p* close. Model fit indices results have been indicated in Table 7.

Table 7: Model fit indices

χ^2	CMIN/df	CFI	TLI	GFI	RMSEA
447.578* (df = 228)	1.963	.925	.909	.898	.078

Source: Authors compilation of data.
Note: N = 172; χ^2 = chi-square test value; df = degrees of freedom; **p*-value <.001.

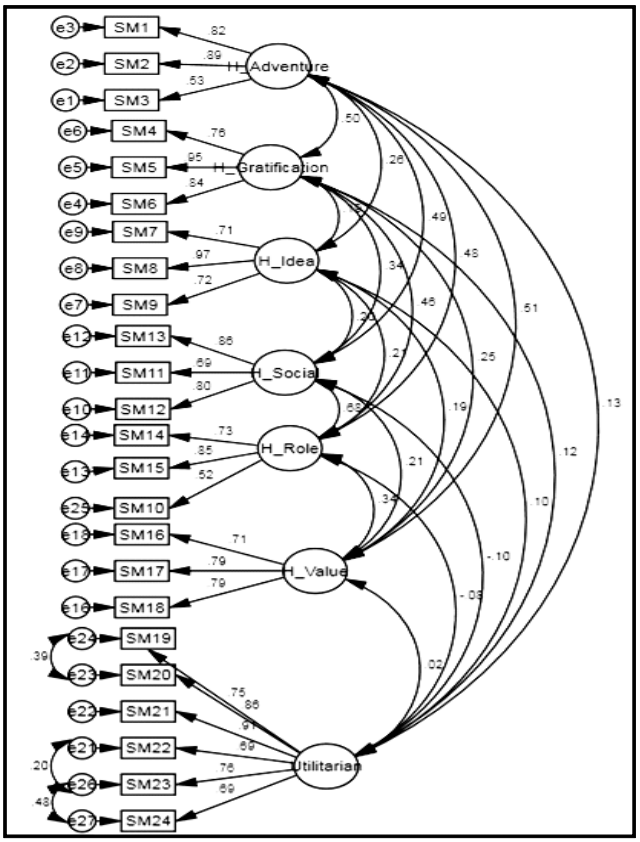

Figure 1: Measurement model of internal marketing
Source: Authors compilation of primary data.

Chi-square (χ^2) is the most popular goodness of fit test used (Garson, 2009). AMOS outputs list chi-square as CMIN. The model chi-square values are likely to decrease (better fit) when additional paths are added or created in a model. A significant χ^2 value shows poor model fit (*Garson, 2009; Tong, 2007*). Chi-square was found to be significant ($p < .001$) proposing an inappropriate fit of the model. Chi-square test is not considered to be a robust test to examine the fit by many authors as it is highly sensitive to the sample size (*Hair et al., 2006*) Another measure instead of chi square is of relative chi-square (χ^2/df), it is used so that the χ^2 value will be less influenced by the size of the sample (*Ullman, 2007*). Relative χ^2 is listed in AMOS as RATIO = CMIN/df, and a relative χ^2 value of 3 or less is considered as acceptable (*Tong, 2007*). CFI is another measurement for goodness of fit test. CFI is used to measure the model fit improvement compared with a null model (*Garson, 2009; Tong, 2007*). CFI value which is close to 1 indicates an excellent model fit (*Garson, 2009; Tong, 2007*). The CFI value for the model in study is .925, normally, CFI has to be ≥.90 for a model to be accepted. Thus the model was accepted as per the CFI criterion. TLI is another incremental fit index, it is relatively independent of sample size. TLI is expressed as the fit per degree of freedom (*Tong, 2007*). TLI value close to 1 or TLI value >.90 shows a good model fit. The TLI value in the current model was .909, thus indicating a good model fit. Similarly, GFI was also around .90 (*Hu and Bentler, 1999; Garson, 2009*) presenting an acceptable case of good fit to the overall model. The result of RMSEA which is the difference per degree of freedom (*Tong, 2007*) was found to be less than .8 indicating a good fit (*Kline, 2005, 1998; Tong, 2007*).

Considering all these indices and the statistical significance of the model parameters, it can be inferred that the model is an appropriate fit to the structure. Hence, all seven latent factors and their corresponding variables are vital in measuring the shopping motivation construct of a retail shopper.

DISCUSSION AND CONCLUSION

This research has made an attempt to investigate the validity of the shopping motivation scale in the Indian retail context. Qualitative and quantitative analysis have been carried out to fulfil this objective. The existing

literature proposed that shopping motivations are either hedonic or utilitarian in nature. This was further tested using EFA on the developed instrument. The results of EFA highlighted that the shopping motivations have seven major factors. In addition, the variables measuring the USMs that is achievement and efficiency adapted from Babin *et al.* (1994) were merged into a single factor. In the first-order factor structure, the initial 24 items were retained and they accounted to seven generated factors. The reliability of scale was assessed using Cronbach's alpha coefficients, and the composite reliability of construct was evaluated using factor loadings of the items. The convergent and discriminant validity was estimated using construct factor loadings, Composite Reliability CR, AVE. The study has found the construct to be reliable and a valid instrument to effectively measure shopping motivations of the retail shoppers in Indian retail context. Thus, the study has successfully validated the shopping motivation scale in the Indian retail environment. Using different indices, it was determined that the model was a good fitting model, with all values being in the desired limits. The instrument was empirically validated and tested for reliability for measure shopping motivations construct. The findings have largely confirmed the results obtained by Arnold and Reynolds (2003), Kim (2006) and Cardoso and Pinto (2010).

IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

The scale has significance in academic context and can also be used by the retailers as a successful segmentation as well as a marketing research instrument for investigating the shopping motivations both hedonic and utilitarian amongst the retail consumers. There are a few limitations of this work that we have identified. First, this study has used a limited retail shopper data, and with the incorporation of a wider range of individuals, some variation in the findings of the study may come. Therefore, future investigations should use a wider and varied sample of shoppers to show a clearer image of Indian retail shopper. Further, hierarchical testing can be done to cross-examine the construct. The future studies can also study the retail-shopper behaviour in terms of the shopping motivation across the different retail formats.

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