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ABSTRACT

The main focus of this study is shopping motivation. In particular, the study aims to investigate the relationship between shopping motivation of shoppers and the experience of shoppers when shopping in Sunrise Mall. This study explores shopping motivation by examining their hedonic and utilitarian motivations behind shopping and cross-analyzing it with social characteristic the society. By clustering the shopping motivation of shopper in Sunrise Mall, we will understand what kind of experience the visitors need and hope to be realized while doing shopping.

The methodology of this study is quantitative analysis, as the research problems are exploratory in nature and rely on deductive inquiry. The survey activities were held on weekdays and weekend. The correspondent analysis was done through Cross-tabulation Analysis and Cluster Analysis using "K-Means Cluster" method through SPSS 21.

The research brings up the indication that shopper in Sunrise Mall Mojokerto have high motivation as hedonic buyer. Results showed inner city consumers to have higher hedonic motivations for shopping compared to outer city consumers. The findings suggest that Sunrise Mall provides as an important outlet or tenants for inner city consumers who have stronger tendencies to find experiences such as entertainment, intellectual stimulation, and social gathering. Cluster analysis for hedonic and utilitarian shopping motivations produced five consumer clusters: (1). Recreational Shopper, (2). Economic Shopper, (3). Ethical Shopper, (4). Personalized Shopper and (5). Apathetic Shopper.

Keywords: shopping motivations, shopping experience, Sunrise Mall

INTRODUCTION

Research Background

Modernization is characterized by the development of large industrial aspects, mass production and consumption of goods. The development of modernization has an effect on changes in people's lives. Rapid progress will make people follow the flow of change. Today, the modernization seems to be more advanced in development and direction. In line with the development of modernization, the society also moves towards a period of modern society (Sukirno & Harianto, 2017).

Changes of life's necessities, economy, population and occupation are manifested in the patterns of human life followed by modernization of shopping places, supermarkets, many

shopping malls that appeared in big cities. For urban society in Indonesia, the mall reflects a real need of urban communities for public spaces for recreational activities and social activities, as part of a modern lifestyle. As a result of the increasingly limited public spaces, the mall has become a logical alternative choice for several reasons such as convenience, practicality, efficiency, security and certainty (Sugianto, Setyowati, & Hardiman, 2012).

The rapid-growing business of modern shopping centers also reflects modernization pattern. It indicates that modern society have limited leisure time. These indications changed the habits of the community from those who previously filled their free time to go out of town to travel to be limited. Then,

spending a time in mall can be an option. Spending time in mall means that having entertainment experiences without sacrificing much time and money. Based on this indication, it can be said that a mall is one of affordable entertainment facility (Japariato, 2010).

Nowadays, the construction of modern shopping centers such as shopping malls is increasing, along with the development of infrastructure in various regions. Initially, this mall was only built in big cities such as Jakarta, Bandung, Surabaya, or other metropolitan area with high population density. In its development, some the mall are targeted-built in small cities or developing cities such as Mojokerto City which known as the hinterland of Surabaya Metropolitan Area.

In June 2016, Sunrise Mall was officially opened to the general public. Base on information at their website (www.sunrisemall.co.id), Sunrise Mall declares their concept as a Family Mall. In collaboration with several retailers, Sunrise Mall's management presents the Family Mall Concept equipped with tenants of food, apparel, entertainment, and various interesting events that are routinely held every season. This concept makes Sunrise Mall successfully accepted by all ages. It indicates that before developing a new facility, the management of a mall needs to analyze the social conditions of the people who will be their visitors and shoppers.

This significant growth makes the presence of retail outlets are very dynamic. The goal is to attract consumers to come into their shop or outlet. In inviting consumers to the shop, the retailer should understand about consumer's shopping motivation. It has been established that there are two primary behavioral attitudes sitting behind a purchase decision which drive overall engagement with the good or service in question - utilitarian and hedonistic motivation. From a managerial contribution of the

understanding into these differing behaviors, it can better help managers position their goods and services in the most suitable environment to appropriately capitalize and thrive amongst the competition (Nili, et al., 2013), which, in turn, is expected to increase the overall firm performance. (Çal & Adams, 2014).

Research Problems

In Mojokerto City, motivational research and the background of visitors in shopping malls or shopping centers need to be explored. This study intends to examine the influence of shopping motivation, in particular hedonic shopping motivation and optimum stimulation level. This kind of research should be carried out before the construction and operation of the mall. This research is expected to increase knowledge about the character and motivation of visitors to shopping malls in Indonesia, especially in Sunrise Mall in Mojokerto City. In order to create a desired shopping experience, this research needs to be held. Further, it is also useful for determining the concepts and strategies of mall.

Based on the findings above, it formulated the objectives of this study include:

1. Identify the characters of the Sunrise Mall's visitors based on social demography.
2. Identify the shopping motivation of visitors to Sunrise Mall.
3. Identify the visitor's perception of shopping experiences in Sunrise Mall.

LITERATURE REVIEW

Shopping Motivation

Motivation refers to the processes that cause people to behave as they do. From a psychological perspective motivation occurs when a "need" is aroused that the consumer wishes to satisfy. Once a need has been activated, a state of tension exists that drives the consumer to attempt to reduce

or eliminate the need. This need may be utilitarian (a desire to achieve some functional or practical benefit) or it may be hedonic (an experiential need, involving emotional responses or fantasies). The distinction between the two is, however, a matter of degree. The desired end-state is the consumer's goal. Marketers try to create products and services that will provide the desired benefits and permit the consumer to reduce this tension. Motivation is an important factor in understanding behavior. Motivation, then, influences people's behavior in the way it stimulates and directs behavior. Therefore, motivation can be represented in terms of its strength and its direction (Solomon, Bamossy, Askegaard, & Hogg, 2006).

By identifying from consumers point of view, there is tendency that consumer's shopping motivation lies in intrinsic and extrinsic factors. Extrinsic factor is when consumers think rationally about their needs and it's known as utilitarian value. Utilitarian value applies when consumers focus on tangible benefits when they are shopping. This tangible attribute is the result of cognitive stimulation in consumers which then influences consumer behavior in choosing products or retail outlets according to the needs of the consumers themselves. This perception of utilitarian value is determined by how much consumption needs that drive this shopping experience are met. This proves that consumers shop effectively and efficiently.

Meanwhile, intrinsic factors come from multisensory, fantasy and affective aspects of consumers when shopping, otherwise known as hedonic value. Hedonic value comes from affective stimulation from consumers, when consumers rely on emotional responses when shopping. Hedonic shopping value is an entertainment and emotional perceived through shopping. Abstract characteristics of goods or services can contribute to affective

elements when shopping and are closely related to hedonic values. This happens when consumers feel their own happiness from shopping and shopping because of their own desires, not because of their needs.

Recently, Arnold and Reynolds proposed hedonic shopping motivation typology. This motive is concerned with hedonic fulfillment, such as experiencing fun, amusement, fantasy and sensory stimulation. In the retail context, hedonic shoppers have emotive aspects of one's experience with the product. The hedonic shopping motivation typology developed by Arnold and Reynolds (2003, p.78) as follows (Kim, 2006):

1. Adventure shopping. According to this motive, going shopping is an adventure. Arnold and Reynolds explain that people with this kind of motive expect to gain "adventure, thrills, stimulation, excitement, and entering a different universe of exciting sights, smells, and sounds".
2. Social shopping. Socialising is the main purpose for some shoppers when they go shopping.
3. Gratification shopping. Life nowadays is so complex and the level of tension has increased in society. Some people go shopping to ease this tension.
4. Idea shopping. Shopping could update people's knowledge about the development of new trends and models.
5. Role shopping. Arnold and Reynolds highlight the concept of this motive by stating "role shopping reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feeling and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others".
6. Value shopping. Some people go shopping to find a good value product.

In the opposite, utilitarian consumer is known as a rational decision maker who is more concerned on benefits of product. Utilitarian consumer shops only when it suits their purpose. Utilitarian shoppers are those who shop attentively and purchase their needful product without any deviation. Utilitarian value is an overall assessment of functional benefits, such as economic value, convenience, time savings (Ahmed & Sathish, 2015).

Adapting items from scales developed by Babin et al. (1994), it's found that there are two types of utilitarian motivation, which are efficiency shopping and achievement shopping. Efficiency shopping refers to consumer needs to save time and resources while achievement shopping refers to a goal related shopping orientation where success in finding specific products that were planned for at the outset of the trip is important (Kim, 2006).

The Utilitarian and Hedonic Motivation were found to have great impact on consumer decision making process. Major scholars of marketing agreed that exploring Utilitarian and Hedonic motivation is worthwhile approach to understand consumer behavior (Ahmed & Sathish, 2015).

Shopping Experience

Many studies classify consumer's shopping styles and or motives in order to understand their tendencies during shopping. Those classifications help to understand the reasons of different shopping behavior (Gültekin & Özer, 2012). People often shop even though they do not necessarily intend to buy anything at all, whereas others have to be dragged to the shopping centre. Shopping is a way to acquire needed products and services, but social motives for shopping also are important. Retailers need to understand the variety of shopping motivations because these all affect how consumers evaluate different aspects of their retail

experience such as atmospherics, promotion and marketing communications (Solomon et al., 2006).

Consumers can also be segmented in terms of their shopping orientation, or general attitudes about shopping. These orientations may vary depending on the particular product categories and store types considered. Our feelings about shopping are also influenced by the culture in which we live. Several shopping types have been identified, although the following list does not cover the whole range of possibilities (Solomon et al., 2006):

1. The economic shopper is a rational, goal-oriented shopper who is primarily interested in maximizing the value of his or her money.
2. The personalized shopper is a shopper who tends to form strong attachments to store personnel ('I shop where they know my name').
3. The ethical shopper is a shopper who likes to help out the underdog and will support local shops rather than chain stores.
4. The apathetic shopper is one who does not like to shop and sees it as a necessary but unpleasant chore.
5. The recreational shopper is a person who views shopping as a fun, social activity – a preferred way to spend leisure time

Previous Findings

Here are some previous findings that have examined the influence of shopping motivation. From these findings, we obtained several variables that influence the determination of customer characteristics based on shopping motivation, namely Hedonic Shopping Motivation (Adventure, Gratification, Role, Value, Social and Idea shopping motivation), Utilitarian Shopping Motivation (Achievement and Efficiency Motivation), age, gender, ethnic, occupation and educational background. The characteristic of buyers that will be formed are Economic Shopper, Personalized Shopper, Ethical

Shopper, Apathetic Shopper, and Recreational Shopper.

Table 1. Synthesis of Previous Finding

No.	Aspect	(Kim, 2006)	(Japarianto, 2010)	(Solomon et al., 2006)
1	Title	Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers	Factor Analysis of Hedonic Shopping Motivation and Factor formed The Tourist Shopper's Satisfaction in Surabaya	Shopping Behavior
2	Variable	Shopping Motivation, Buyer Character	Motivation Shopping, Customer Satisfaction	Shopping Motivation, Buyer Character, Shopping Experience
3	Result	Buyer Character: 1. Alpha shopper 2. Economic shopper 3. Beta shopper 4. Functional shopper 5. Mission specialist.	Buyer Character: 1. Moody Shopper 2. Fashionable Shopper 3. Community Shopper 4. Price Sensitive Shopper 5. Charity Shopper 6. Creative and uniqueness 7. Excellent program and familiarity 8. Empathy and good performance 9. Equality cost & benefit managerial	Buyer Character: 1. The economic shopper 2. The personalized shopper 3. The ethical shopper 4. The apathetic shopper 5. The recreational shopper

RESEARCH METHOD

This research used quantitative research method (Creswell, 2008) by distributing closed questionnaires to respondents. Data collection is done through surveys with questionnaires obtained by simple random sampling with the Slovin formula (Sugiyono, 2018), as follows:

$$n = \frac{N}{1 + Ne^2} = \frac{125706}{1 + (125706) \cdot (10\%)^2} = 100 \text{ people}$$

Note:

N = number of population (citizen of Mojokerto City in 2017) = 125.706 people

e = maximum acceptable error, assumption = 10%

The minimum number of sample for this research is 100 respondents. This

research has interviewed 116 respondents during a week. Data is collected on weekend days (Saturday, Sunday) and weekdays (Monday, Tuesday, Wednesday and Thursday) to obtain all possible motivations of respondents who are influenced by weekdays and holiday's activities. The survey for data collection starts at 12 PM and ends at 6 PM.

The formulated categories of buyer characters are namely Adventure Shopping, Social Shopping, Shopping Gratification, Shopping Idea, Shopping Role, Value Shopping, Achievement and Efficiency. While identification was conducted through a closed questionnaire with a Likert Scale measured from Point 1 (strongly disagree) to Point 5 (strongly agree).

Table 2. Operational Definition of Variable

No.	Variable	Indicator	Parameter	Instrument	Method /Technique
1.	Hedonic Shopping Motivation	Adventure Shopping	For me shopping is recreation	Questionnaire	Descriptive Analysis with SPSS 21
		Gratification Shopping	Shopping is a way to relieve stress.		
		Role Shopping	I like shopping for others		

No.	Variable	Indicator	Parameter	Instrument	Method /Technique
		Value Shopping	Shopping when there are discount		
		Social Shopping	Socializing with other when shopping		
		Idea Shopping	Shopping to keep up the trends		
2	Utilitarian Shopping Motivation	Achievement	Important to find item I'm looking for	Questionnaire	Descriptive Analysis with SPSS 21
		Efficiency	Planning to visit shop in my list and satisfy to get the item as soon as possible		
3	Profile of Respondent	Region	- Inner city - Outer city	Questionnaire	Cross Tabulation Analysis with SPSS 21
		Gender	- Male - Female		
		Age	- < 20 years old - 20 - 29 years old - 30 - 39 years old - 40 - 49 years old - 50 - 55 years old		
		Occupation	- Housewife - Student - State-owned Enterprises (BUMN) - Entrepreneur - Government Employees		
		Ethnicity	- Javanese - Sundanese - Other		
		Education Background	- Junior High School - High School - Bachelor Degree - Master Degree		
		Monthly Shopping Budget	- < 500.000 IDR - ≥ 500.000 - 1.000.000 IDR - ≥ 1.000.000 - 1.500.000 IDR - ≥ 1.500.000 - 2.000.000 IDR - ≥ 2.000.000 IDR		
		Monthly Shopping Visit	- Once - Twice - More than Twice		
4	Visitor Character based on Shopping Motivation	recreational shopper	High motivated to go shopping	Questionnaire	Cluster Analysis with SPSS 21
		economic shopper	↓		
		ethical shopper			
		personalized shopper			
		apathetic shopper			
		apathetic shopper		Low motivated to go shopping	

The process of validity and reliability testing of this research instrument used correlation coefficient (R) and Cronbach's Alpha coefficient. The research instrument is reliable because the Cronbach Alpha coefficient results are more than the significance level of 60% or 0.6. The research question was declared valid because the Corrected Item-Total Correlation was more than r_{table} ($n = 116$, $\alpha = 5\%$), where $r_{table} = 0.1824$.

Data obtained from these questionnaires were analyzed through the statistical program (SPSS 21). Cross Tabulation Analysis was conducted for analyzing hedonic and utilitarian motivation categorized by age, gender, ethnicity, occupation, education, region, monthly shopping budget and monthly shopping visit. Then, it was continued by clustering the motivation into 5 typologies of shoppers, namely Economic Shopper, Personalized Shopper, Ethical Shopper, Apathetic Shopper, and Recreational Shopper.

RESULT

The analysis started with setting the number of cluster. There were 5 clusters. The name of cluster was based on the name of typology of visitor (Recreational Shopper, Economic Shopper, Ethical Shopper, Personalized Shopper and Apathetic Shopper). After defining the number of clusters, then the clustering process has been conducted without follow any hierarchy process. It used "K-Means Cluster" method through SPSS 21.

The final result of this cluster analysis was showed through "Final Cluster Center". This result was showed the result of standardization process. The negative sign indicated that the data was lower than total average or tend that a shopping motivation was lower than other shopping motivations. In the opposite, the positive sign indicated that the data was higher than total average or tend that a shopping motivation was higher than other shopping motivations.



Figure 1. Conceptual Framework

Final Cluster Centers

	Cluster				
	1	2	3	4	5
Zscore: Shopping is stimulating my spirit	-.01505	.63954	.29362	-.75949	-.97512
Zscore: When I go shopping, I'm in my own universe	-.88551	.55256	.35714	-.88551	-.59789
Zscore: I go shopping to make me feel better	-.10583	.75174	.14076	-.61560	-.93632
Zscore: Shopping is a way to relieve stress.	-.44220	.65457	.32492	-.45014	-1.19813
Zscore: I like shopping for others	-.62080	.28967	.33115	-.55613	-.48337
Zscore: Shopping to give gift for other	.21224	.01311	.45951	-.77598	-.36706
Zscore: Shopping when there are discount	-1.49961	.07151	.49916	-.53845	-.23014
Zscore: Hunting for bargains	-1.29273	.11477	.13537	.46835	-.47141
Zscore: Shopping with friend/family	.67823	-.33798	.43517	.40055	-.89526
Zscore: Socializing with other when shopping	.00000	-.08653	.19134	.73294	-.87681
Zscore: Shopping to keep up the trends	.39340	.71240	.01629	-.62208	-.76248
Zscore: Shopping to keep up the fashions	1.01065	.53792	.08826	-.70056	-.74933
Zscore: Arrange a list of shopping item	-.02065	-.59690	.65108	-.26013	-.15236
Zscore: Important to find item I'm looking for	.12823	-.53118	.58805	-.10578	-.30417
Zscore: Planning to visit shop in my list	.30699	-.90502	.49618	.01663	.32462
Zscore: Shopping in the nearest shop	-1.23492	-.60304	.58150	.48221	-.26662

The current iteration is 5. The minimum distance between initial centers is 7,199. The interpretation of output analysis was below:

1. Shoppers in Cluster 1 are people who love shopping for other people (Role shopping and Social shopping). They love shopping in Sunrise Mall to keep up the trend and update their fashion style (Idea shopping). It is important for them to achieve shopping items they planned (Achievement), so they will move directly to certain tenant they hunt before (Efficiency).
2. Shoppers in Cluster 2 are people who have enough shopping motivation. The experiences they have while shopping in Sunrise Mall such as Adventure Shopping, Gratification Shopping, Role Shopping, Value Shopping and Idea Shopping. They clustered as socialize visitors. They don't hesitate to open conversation with store keeper, friend or family while shopping. Even that, they

have their own experience that shopping in a mall is not efficient shopping. Most of the activities happen while shopping is far from planning. The number of items sale and tenant open in mall motivated that tendency. They need to spend longer duration there and spare any opportunity to shop far from planning.

3. Shoppers in Cluster 3 are people with high motivation of shopping. This motivation is the highest one. The visitors or shoppers have all the excitement while shopping in Sunrise mall. For them, shopping in Sunrise Mall is Adventure Shopping, Gratification Shopping, Role Shopping and Value Shopping, Social Shopping, Idea Shopping, Achievement and Efficiency. There are many reasons to go shopping in Sunrise Mall.
4. Shoppers in Cluster 4 will have shopping motivation of if there is an invitation. Those motivation such as shopping if there are

some good offer from (Value Shopping), shopping if there is a friend or family (Social Shopping), shopping if the location of shop is nearby their home so they can directly achieve what they need (Efficiency). They move in efficient way.

5. Shoppers in Cluster 5 tend to have the lowest shopping

motivation and experience while shopping. They have perception that while shopping in Sunrise Mall. They only need to visit certain tenants which listed in shopping plan. They also move in efficient way. They have high level of achievement to buy something only in their shopping plan.

Table 3. Clustering Shopping Motivation and Shopping Experience in Sunrise Mall

Name of Cluster	Number of Cluster	Characteristic of Member	Number of Member (%)
Recreational Shopper	Cluster 3	a person who views shopping as a fun, social activity – a preferred way to spend leisure time. They get many kind of shopping experiences while shopping in Sunrise Mall	15,06 %
Economic Shopper	Cluster 2	a rational or goal-oriented shopper who is primarily interested in maximizing the value of his or her money. They like to go shopping in efficient way.	12,05 %
Ethical Shopper	Cluster 4	a shopper who likes to help out the underdog and will support local shops rather than chain stores. The better offer, the better shopping experience they will have.	6,63 %
Personalized Shopper	Cluster 1	a shopper who tends to form strong attachments to store personnel because they like making social situation while shopping, such as making discussion with store keeper or friend/family	16,87 %
Apathetic Shopper	Cluster 5	one who does not like to shop and sees it as a necessary but unpleasant chore. They move efficiently and tend to achieve based on plan	19,28 %

The type of shopper in Sunrise Mall is quite diverse. This finding depends on different shopping motivations and the purpose of shopping experience at the mall. It suggests that the shoppers are mall's visitors who

have stronger tendencies to find experiences such as entertainment, intellectual stimulation, and social gathering. It also suggests that Sunrise Mall have already brought that kinds of experiences to their visitors or shoppers.

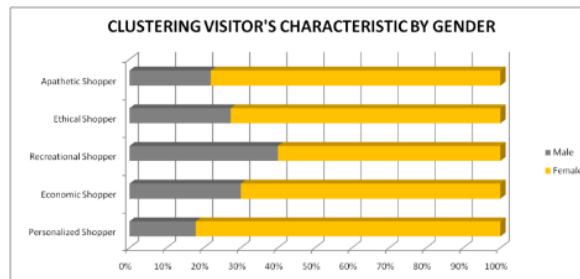


Figure 2. Clustering Visitor's Characteristic by Gender

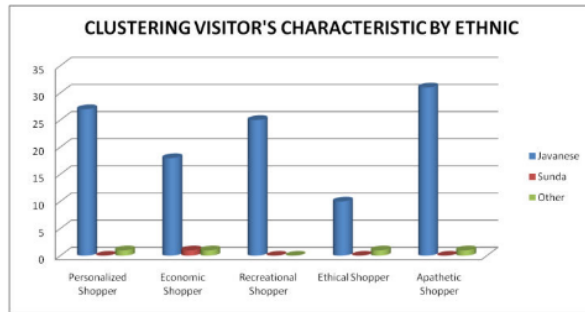


Figure 3. Clustering Visitor's Characteristic by Ethnic

Further, the findings of Figure 2 and 3 tell that the most visitors in Sunrise Mall are female and come from Javanese ethnicity. It also indicates that female is gender who has the

highest motivation to go shopping. It also indicates that most item and activity in Sunrise Mall is dedicated to female gender.

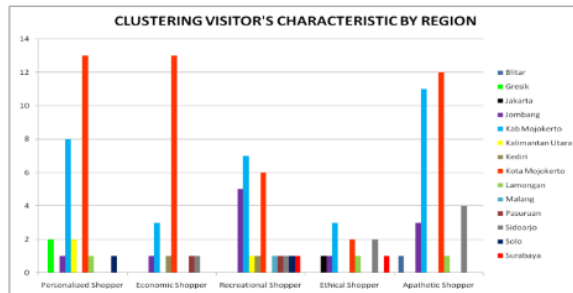


Figure 4. Clustering Visitor's Characteristic by Region

Based on figure above, it can be suggested that Sunrise Mall is famous in East Java and has large target market. Sunrise Mall in Mojokerto City can be alternative shopping destination for citizen who live in Mojokerto Regency, Jombang,

Lamongan and Gresik. There is tendency that Recreational Shopper has high motivation to look for other experiences, even in their city they have the same kind of shopping mall. Recreational Shopper can be from Surabaya City, Solo, Sidoarjo, etc.

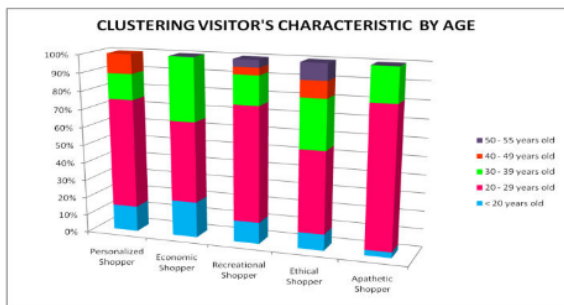


Figure 5. Clustering Visitor's Characteristic by Age

Based on Figure 5, visitors who are less than 20 year old are more efficient in shopping. Visitors who are

above 50 year old tend to find good offer while shopping, such as big discount, shopping festival or exhibition.

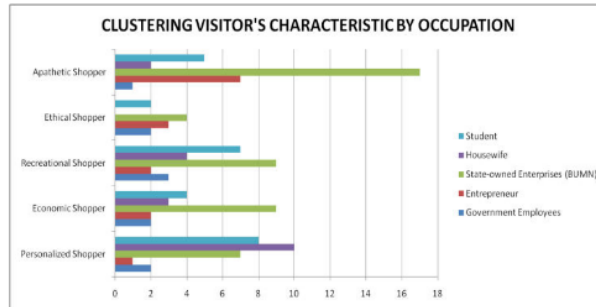


Figure 6. Clustering Visitor's Characteristic by Occupation

Based on figure above, most of visitor in Sunrise Mall are people who work as state-owned enterprise or officer. Most of Personalized Shoppers are housewife who love to shop for other people such as their family (husband or child) and student who like making social situation

while shopping in Sunrise Mall. Base on these condition, the management of Sunrise Mall have to serve social activity for them. These kinds of social activity could be music festival, meet and great movie actors, automotive exhibition and food festival.

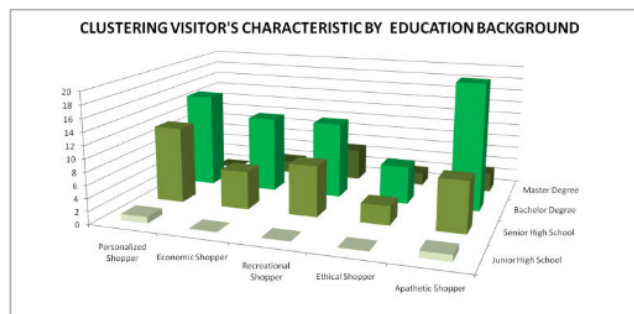


Figure 7. Clustering Visitor's Characteristic by Education Background

It has relation with analysis of Figure 6 that most of visitors are housewife, student of senior high school and people who have education background of bachelor degree. The

activity and kind of tenant today already accommodate their need such as bookstore and house ware store to support their daily activity.

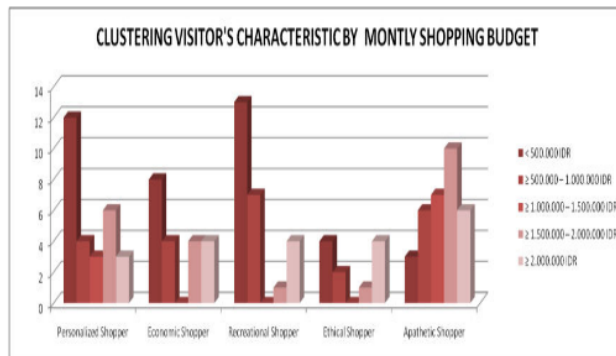


Figure 8. Clustering Visitor's Characteristic by Monthly Shopping Budget

It suggests that Personalized Shopper and Recreational Shopper are people who find shopping experience with affordable budget. They like go to a mall for socializing in food court, cafe or only shopping window in Sunrise Mall. They prepare less than 500.000 IDR a month for shopping. In the opposite, Apathetic Shopper is type of shopper who put high budget of shopping about 1.500.000 until

2.000.000 IDR in a month. They are people who use the mall efficiently. It suggests that Apathetic Shoppers are willing to spend money to buy limited goods that are only sold at the mall. Even there are many discount items in Sunrise Mall, but the Ethical Shoppers are not really interest to spend big budget to find discount experiences in mall.

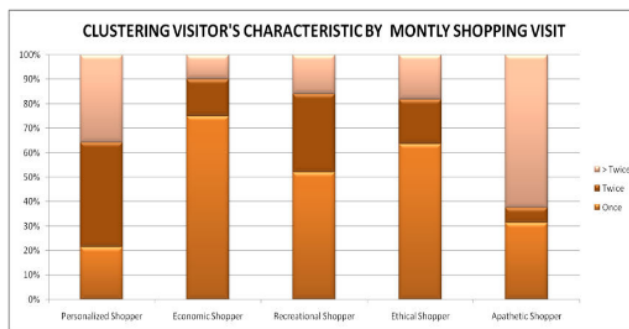


Figure 9. Clustering Visitor's Characteristic by Montly Shopping Visit

This finding suggests that Apathetic Shopper and Personalized Shopper have a high sense of curiosity. Most of them claimed to have come more than twice a month. The Economic Shopper, Recreational Shopper and

Ethical Shopper claimed that is enough to visit mall once a month. They assume that Sunrise Mall is an alternative as a place for socializing, recreation, entertainment and shopping.

CONCLUSION

Results showed inner city consumers to have higher hedonic motivations for shopping compared to outer city consumers. The findings suggest that Sunrise Mall provides as an important outlet or tenants for inner city consumers who have stronger tendencies to find experiences such as entertainment, intellectual stimulation, and social gathering. Cluster analysis for hedonic and utilitarian shopping motivations produced five consumer clusters: (1). Recreational Shopper, (2). Economic Shopper, (3). Ethical Shopper, (4). Personalized Shopper, and (5). Apathetic Shopper.

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