
**SHOPPING ORIENTATIONS AS DETERMINANTS OF ATTITUDE AND ITS ROLE IN
RETAILING: AN INSIGHT****DR. PARAG S. SHUKLA**Assistant Professor [CES]

DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT

FACULTY OF COMMERCE

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

VADODARA [GUJARAT] 390 002

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ABSTRACT

At present, retailing has entered in India in form of sprawling malls and huge complexes offering shopping, entertainment, and leisure to the customers as the retailers to experiment with a variety of formats, from discount stores to supermarkets to hypermarkets to specialty chains. Mall space, demography, rising young population, availability of brands, rising retail finance, changing lifestyle, modern retail formats and foreign direct investment are the strengths and opportunities of modern retail model. The changing retail structure has provided the customers with more options in the form of formats and services, and its key indicators such as viz., price, sales personnel, and quality of merchandise, assortment of merchandise, advertising services and convenience services. Customers do shopping for various reasons. To illustrate, s/he may wish to purchase a particular product, collect information for an upcoming purchase decision, or get an overview of the up-to-date trends. They may also differ in how they shop, select products, or process information.

Customer researchers have identified shopping orientation as an important construct. Customers either shop under an experiential or a task-focused shopping orientation. They seek pleasure while shopping under an experiential shopping orientation whereas they view and perceive shopping as task under a task focused shopping orientation having goal of finishing it as efficiently as possible. Meeting experiential and task-oriented goals while shopping is positively related to bargain perceptions, time spent in the store, customer satisfaction, and loyalty respectively. In addition, shopping orientation moderates the impact of the store environment on customers' experiences and behaviour. Customers in diverse shopping orientation groups place emphasis on different store attributes which influences what they value in stores, their variety seeking behaviour as well as patterns of consumption purchase decisions and shopping behavior.

An attempt has been made in this paper to identify and bring out differences in customers' shopping orientations reflect a stable customer disposition that is chronic shopping orientation. It also aims to know whether this disposition influences customers' evaluations of retailer Communication or not? The value of shopping orientation for customer segmentation and tailored marketing largely depends on whether inter-individual differences in chronic shopping orientation are stable or not and efforts have been employed to demonstrate that chronic shopping orientation indeed exists as a stable customer disposition or not?.

Prologue:

At present, retailing has entered in India in form of sprawling malls and huge complexes offering shopping, entertainment, and leisure to the customers as the retailers too experiment with a variety of formats from discount stores to supermarkets to hypermarkets to specialty chains. Mall Space, demography, rising young population, availability of brands, rising retail finance, changing lifestyle, modern retail formats and foreign direct investment are the strengths and opportunities for modern retail model. The changing retail structure has provided the customers with more options in the form of formats and services and its key indicators such as price, sales personnel, and quality of merchandise, assortment of merchandise, advertising services and convenience services. Patronage studies have attempted to identify determinants of store choice in relation to attributes such as viz., price, quality, range of merchandise, credit availability, return policies, and labels.

Retail is one of the pillar of Indian economy that accounts for 14 to 15 percent of its gross domestic product [GDP]. Shopping in India has witnessed a gradual revolution with the phenomenal rise and exponential growth of this industry that contributes around 8 per cent employment and over 10 per cent of the India's GDP (www.business.mapsofindia.com). At US\$511 Billion in the year 2008, the overall retail industry of the India is expected to rise to US\$ 833 Billion by the year 2013, and further to US\$ 1.3 Trillion by the year 2018 at a Compound Annual Growth Rate (CAGR) of 10 per cent. Organized retail accounts for almost 5 per cent of the market and is expected to grow at a CAGR of 40 per cent from \$20 Billion of the year 2007 to \$107 Billion by the year 2013. The organized retail in India was estimated to grow at 42 per cent to touch US \$70 Billion by the year 2011 implying the fact that it would be twice as big as the size of the mobile telecom industry of India. It was estimated that around 300 Million middle class customers in India by the year 2013 and organized retail market share was to reach figure of 10 per cent by the year 2013, and expected to be 24 per cent by the year 2025 (Cushman & Wakefield Retail Report, 2011). Lynch (2005) had also predicted that India's consumption spending would be driven by a growing middle class and large numbers of people entering the workforce. It has been estimated that more than 7 Million people shall enter the age group of 20 to 34 years and 3 Million shall enter in the age group of 20 to 24 years each year. A Report by Ernst and Young (2010–2011) had revealed that 54 per cent of the Indians shall be aged below age of 25 years and more than 60 per cent of them will be belonging to the working age group of 15 to 60 years by the year 2050 (Lynch ,2005).

Shopping Orientations:

Shopping is an activity aimed at collecting information. The search processes give shoppers an opportunity to ensure that they take the right decision. In addition, they also derive emotional satisfaction (Tauber, 1972). It involves a "See-Touch-Feel-Select" sequence. The degree to which the shoppers follow the whole or part of this process varies with brand, product category, and other elements of the marketing mix (Connolly and Firth, 1998). A

variety of definitions are available to describe shopping orientation which is a crucial tool of market segmentation. It reflects categories of shoppers' styles as well as customers' needs for products and services. Shopping orientations as shopper patterns includes customers' activities, interests, and opinions about the shopping process and shopping orientations that are mental states resultant into various general shopping patterns (Moschis, 1992). It has been defined as a shoppers' style that places

particular emphasis on a shopping-specific lifestyle encompassing shopping activities, interests and opinions, and reflects a view of shopping as a complex social, recreational and economic phenomenon (Visser and Preez, 2001). It indicates the way shoppers perform their task of shopping. The evolving retail environment seems to be affecting the shopping orientation. These changes are found to be caused by the decisions taken by the retailer especially in the areas of store format such as departmental store, on-line store, and the socio-economic variables such as sub-urban shoppers, middle class shoppers, and gender respectively. Most of the studies have found that the shoppers seems to have similar demographic profile in each of these classifications. The typologies therefore have been developed based on their attitude and orientation. Shopping orientations are based on past shopping experiences and the personal value system (Darden and Dorsch, 1980).

To illustrate, values orientations reflects customers' appreciation for environmentally-friendly textiles and apparel products. It is used to characterize customers' personal, economic, recreational and social motivations for shopping. Customers go for shopping considering various reasons. They want to purchase a particular product, collect information for an upcoming purchase decision or get an overview of the newest trends (Bloch et al., 1989; Kaltcheva and Weitz, 2006). In addition, customers may differ in how they shop, select products, or process information (cf. Van Osselaer et al., 2005). An important distinction with respect to how customers approach shopping is between an experiential and a task-focused shopping orientation. When shopping under an experiential shopping orientation, customers seek pleasure while shopping; when shopping under a task focused shopping orientation, they view shopping as a task to be completed, and they have the goal of finishing it as efficiently as possible (Babin et al., 1994; Kaltcheva and Weitz, 2006).

Customer research has identified shopping orientation as an important construct. Meeting experiential and task-oriented goals while shopping is positively related to bargain perceptions, time spent in the store, customer satisfaction, and loyalty (Babin et al., 1994; Jones et al., 2006).

In addition, shopping orientation moderates the impact of the store environment on customers' experiences and behaviours (Baker and Wakefield, 2011; Kaltcheva and Weitz, 2006; van Rompay et al., 2011). These findings qualify shopping orientation as a variable that may guide customer segmentation and enable retailers to tailor marketing instruments to customers' shopping orientations (Arnold and Reynolds, 2003; Kukar-Kinney et al., 2009; Westbrook and Black, 1985). While examining the idea of shopping orientation as a tool for customer segmentation and for tailoring marketing instruments, an important question arises that need to be addressed is whether shopping orientation really is a stable customer disposition or not? Do customers differ in their chronic preferences for shopping under an experiential versus under a task-focused shopping orientation or not? The value of shopping orientation for customer segmentation and tailored marketing largely depends on whether stable inter individual differences in chronic shopping orientation exist or not? If customers' shopping orientations are not stable, shopper segmentation and tailored communication based on shopping orientation is limited. To illustrate, customers previously identified as experiential or task-focused may have different orientations at the moment they enter a store or receive a tailored promotional offer.

In this paper the researcher refers to the value of shopping orientation for tailored communication: The Key Issues are as follows:

Does shopping orientation moderate the influence of marketing instruments other than store atmosphere or not? More specifically, is it possible or not to target shoppers according to their shopping orientation before they enter the store?

Previous researches have attempted to examine the influence of shopping orientation on customer reactions to the store environment but in this paper an attempt has been made by the authors to conceptualize that whether shopping orientation influences customer reactions toward tailored communication or not?.

Shopping Orientation Typology:

Shopping orientations come under different labels such as task-oriented shopping orientation versus experiential shopping orientation (Verhoef et al., 2009), task-oriented Shopping orientation versus recreational (Kaltcheva and Weitz, 2006), product-oriented shopping orientation versus experiential shopping orientation (Dawson et al., 1990), or utilitarian shopping orientation versus hedonic shopping orientation (Arnold and Reynolds, 2003). Nevertheless, these labels refer to the same basic distinction between whether customers see shopping as a task that they want to finish as efficiently as possible or whether they seek fun and stimulation during shopping (Babin et al., 1994; Kaltcheva and Weitz, 2006).

Within a cognitive goal-theoretic framework (Kruglanski *et al.*, 2002; Van Osselaer et al., 2005), shopping orientations can be understood as motivational orientations that are activated by process goals (cf. Van Osselaer et al., 2005). Process goals refer to the ways in which customers pursue an outcome goal such as purchase. In these terms, customers with an experiential shopping orientation pursue the process goal of experiencing pleasure while shopping; task-focused shoppers pursue the process goal of accomplishing their shopping mission as efficiently as possible. Reaching the process goals provides an additional source of value (Avnet and Higgins, 2006; Van Osselaer et al., 2005). Hence, shopping orientation does not simply reflect shopping enjoyment or the attitude towards shopping. Both experiential shoppers and task-focused shoppers may have a positive shopping experience when their process goals are fulfilled: experiential shoppers when they find entertainment and stimulation during shopping; task-focused shoppers when they accomplish their shopping goals efficiently. This value from the process is known as shopping value which distinguishes between utilitarian shopping orientation (task-focused) and hedonic shopping orientation (experiential) components (Babin et al., 1994). Thus, customers may have the same focal outcome goal such as going to the grocery store to buy food for dinner. Nevertheless, they may differ in their process goals and thus in their shopping orientations during the shopping episode. A task-focused shopper is likely to enter the store, search for products, and head toward the checkout as quickly as possible whereas an experiential shopper is likely to seek entertainment during the shopping episode by discovering exotic food. Usually, process goal[s] may be implicit and reside in the background (Avnet and Higgins, 2006). However, process goals may also be the primary driver for visiting a store when customers wish to be entertained by a stimulating store environment, or seek social interactions with the store personnel (Arnold and Reynolds, 2003).

Mapping shopping orientations to process goals, and thereby separating the orientation from the outcome of the shopping trip, also implies a one-dimensional conceptualization of shopping

orientation. A highly task-focused shopping orientation should preclude a highly experiential shopping orientation and vice a versa. The task-focused goal to finish the shopping mission as efficiently as possible is not compatible with the experiential goal of enjoying stimulation from the store environment and spending time browsing. This does not imply that customers always have either a purely experiential or a purely task-focused shopping orientation; indeed, customers may hold multiple goals that are either compatible or incompatible (Fishbach and Ferguson, 2007). However, pursuing a goal inhibits its competing goals (Shah et al., 2002). In addition, if the competing goal is activated by external cues, it draws resources and commitment from the goal originally pursued (Shah and Kruglanski, 2002).

Thus, pursuing an experiential process goal in a strict way should preclude customers from pursuing a task-focused process goal in a strict way and vice a versa. This implies that a customer's shopping orientation lies on a continuum ranging from experiential to task-focused.

Chronic Shopping Orientation as a Customer Disposition

The Previous researches have repeatedly claimed that customers differ in whether they tend to shop under a task-focused shopping orientation or an experiential shopping orientation (Arnold and Reynolds, 2003; Baker and Wakefield, 2011; Brown et al., 2003; Ganesh et al., 2007; Hansen and Jensen, 2009; Westbrook and Black, 1985).

In this research paper, the authors refer to this notion of shopping orientation if it exists as a stable customer disposition as chronic shopping orientation. The cognitive goal framework supports the assumption of stable inter individual differences in shopping orientation. According to goal-based theories of personality, an individual's learning history forms the basis of differences in the chronic activation of goals (Read and Miller, 2002) which determine inter-individual differences. The research on motivational orientations such as regulatory focus has demonstrated that process goals also differ in chronic accessibility which leads to stable inter-individual differences in how customers pursue a goal (e.g., Higgins et al., 2001). In the same way, the present research proposes that customers differ in their chronic accessibility of shopping orientations as a result of their individual learning history. Hence, customers with a chronic experiential shopping orientation should more readily activate experiential process goals when shopping, whereas customers with a chronic task-focused shopping orientation should more readily activate task-focused process goals.

Chronic Shopping Orientation and Tailored Communication

The Previous researches have revealed that shopping orientation moderates how customers react to the store environment (Baker and Wakefield, 2011; Chebat et al., 2005; Kaltcheva and Weitz, 2006; van Rompay et al., 2011). A central finding is that customers with an experiential shopping orientation react more favourably toward arousing environments than customers with a task-focused shopping orientation do (Kaltcheva and Weitz, 2006). The store environment, however, is not the only instrument that retailers can use to influence customers. The retailers can also use communication techniques such as advertising to attract customers and to influence their purchasing behaviour (Ailawadi et al., 2009). The present research paper conceptually proposes that chronic shopping orientation influences how customers react to retailer communications. The core assumption is that customers react more favourably to communications highlighting a value component that corresponds to their shopping orientation. The research on regulatory fit theory supports this

assumption. Customers react more favourably to products and persuasive appeals that fit their current motivational orientation (Cesario *et al.*, 2004; Chernev, 2004).

As task-focused shoppers have the goal of finishing their shopping as efficiently as possible, they should react more favourably to retailer communication that highlights planning and smoothly pursuing a shopping goal such as efficiency appeals. In contrast, experiential shoppers seek fun and entertainment through browsing a stimulus-rich environment. Thus, they should prefer communication that highlights stimulating aspects of shopping, such as variety and new ideas that is stimulation appeals. Therefore, conceptually it implies that chronic shopping orientation is a stable customer disposition. The inter-individual differences persist over time and across different retail domains. Nevertheless, this finding does not imply that customers always shop under their chronic shopping orientation. The shopping task or features of the store might also influence motivational orientation in a particular situation (Kaltcheva *et al.*, 2011; Kaltcheva and Weitz, 2006). The influence of situational features however does not pose a problem for the framework entertained in the present paper. The concept of chronic shopping orientation implies that a customer's chronic shopping orientation is the most likely orientation to become activated when confronted with shopping. Thus, it reflects the orientation under which a customer shops in most situations, though not in all.

Finally, the present research paper extends the literature on shopping orientation as a moderator of the effect of marketing stimuli.

The Previous researchers have found that shopping orientation moderates the influence of atmospheric variables of the store on shoppers' experiences and behaviour (Baker and Wakefield, 2011; Kaltcheva and Weitz, 2006; van Rompay *et al.*, 2011). The present research paper demonstrates that shopping orientation also influences the effectiveness of retailer communications.

Managerial Implications

It would be apt to state that retailers can enhance the effectiveness of their communication by tailoring persuasive appeals to customers' chronic shopping orientations. In addition, the finding that chronic shopping orientation is indeed a stable customer disposition underlines its value for segmentation and tailored marketing actions. Customers who have once been identified as experiential task-focused shoppers will be experiential task-focused shoppers in different shopping episodes and in different retail domains. Thus, retailers could assess their prospective customers' shopping orientations. Subsequently, customers' chronic shopping orientations can inform decisions about marketing activities such as communication strategies (Ailawadi *et al.*, 2009).

Accordingly, it can be demonstrated that retailers should address experiential shoppers with stimulation-oriented appeals and task-focused shoppers with efficiency-oriented appeals.

In contexts where retailers can trace customers over different contact touch points such as in online shopping or through the use of loyalty cards, retailers could tailor marketing activities even at the level of segments or individual customers: They can also assess a customer's chronic shopping orientation at one point in time and tailor the following communication to the customer's shopping orientation. In contexts, where retailers are not able to trace individual customers, they can assess the chronic shopping orientation of their customers via a customer survey. Then, they could tailor their communication strategy to the shopping orientation that prevails in their most valuable segment of customers.

Besides, retailers may consider to target their customers considering their shopping orientation. In situations in which customers are already mentally engaged with shopping, for instance, when they are shopping or preparing a shopping trip, tailored communication need to be effective.

For tailored communication that reaches to customers in situations when they are not thinking about shopping such as, when s/he is watching a TV commercial or when reading a direct mailer, retailers need to design their communication in such a way that shopping is activated as a mental construct. The retailers can achieve this in multiple ways. To illustrate, by complementing their claim with strong visual cues from shopping environments, or by telling a story that lets customers become immersed in a shopping experience.

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