

Abstract

Objectives – This research pursues to analyze how approach and avoidance motivation influence the hedonic consumption context. There is also an additional investigation toward how genders relate to their shopping spending level.

Method – The Frequency Distribution was used to show the demographic and behavior statistic. Cross Tabulation's Chi-square was used for seeking association among selected variables. Cronbach's alpha was used to perform a reliability check. Meanwhile, the KMO-MSA was used to check the validity among variables. Linier Regression was used to investigate the cor relations of motivations variable toward the hedonic shopping motivations, so are the hedonic shopping motivations toward hedonic shopping value.

Results – Each approach motivation and avoidance motivation, have different results when connecting to hedonic shopping motivation and hedonic shopping value. The impact of hedonic shopping motivations toward hedonic shopping value was divided into 6 category of shopping based on hedonic motivations. The department store also categorized into traditional department stores and upscale department stores.

Among all of these, the value for approach motivation has a role in explaining customers' hedonic shopping motivation and hedonic shopping value. Hedonic shopping motivation as a whole and as divided into 6 categories also has a role for its value to explain their connection to hedonic shopping value. Based on the 6 categories, there 3 categories that become the highest predictors for hedonic shopping value; gratification shopping, adventure shopping, and idea shopping.

Conclusions – The results indicates that department stores in Jakarta should focus on consumers who are motivated to shop based on the 3 highest hedonic shopping motivations predictors; gratification, adventure, and idea shoppers. Several managerial implications were being addressed to the department stores.

Keywords Retailing, Department Stores, Consumer Behavior, Hedonism