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Impact of Consumer Characteristics and Hedonic Shopping Motivations on Online Auctions

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To the Graduate Council:

I am submitting herewith a dissertation written by Min-Young Lee entitled "Impact of Consumer Characteristics and Hedonic Shopping Motivations on Online Auctions." I have examined the final electronic copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Human Ecology.

Youn-Kyung Kim, Major Professor

We have read this dissertation and recommend its acceptance:

Ann E. Fairhurst, Laura D. Jolly, Robert T. Ladd

Accepted for the Council:

Dixie L. Thompson

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

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**IMPACT OF CONSUMER CHARACTERISTICS AND HEDONIC
SHOPPING MOTIVATIONS ON ONLINE AUCTIONS**

**A Dissertation Presented for the
Doctor of Philosophy
Degree
The University of Tennessee, Knoxville**

Min-Young Lee

August, 2007

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DEDICATION

This dissertation is dedicated to

SeongTaek

&

Jenny

For their never-ending love, encouragement and support

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ABSTRACT

Online auctions present unique characteristics in the consumer decision making process that raise new issues related to consumer shopping behaviors in auction-based purchases. The present research examined the relationship between hedonic shopping motivations and shopping values in online auctions and found that the hedonic shopping motivations are important predictors of shopping values in online auctions. This research also defined consumer characteristics that influence hedonic shopping motivations. Hedonic shopping motivations combined with consumer characteristics are critical factors of consumer shopping evaluation in the online auction environment.

The results of this study also revealed that consumers' shopping evaluation (i.e., shopping value) positively influence their preferences for online auctions. Preferences are important factor to form behavioral intentions in online auctions.

The primary contribution of this dissertation is that it provides an empirically tested theoretical foundation on the components of consumer characteristics, hedonic shopping motivations, and shopping values in online auction environment. Contrary to previous studies that focused on utilitarian benefits of online shopping, this study focused on hedonic aspects of shopping which may explain the success of online auctions in the current retail market

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CHAPTER I

INTRODUCTION

The Internet has dramatically changed consumer shopping patterns by creating new types of electronic marketplaces. One of the most successful types of electronic marketplaces is the online auction (Gregg & Walczak, 2003). eBay, for example, currently the world's largest online auction house with 212 million registered members, generated \$12.6 billion during the third quarter of 2006 accounting for 47% of all gross online retail sales (eBay, 2006; "Quarterly retail e-commerce sales," 2006). Further, Forrester Research predicted that online consumer auction sales will reach \$65 billion by 2010 (Johnson & Tesch, 2005). This huge growth in online auction sales is attributed to accessibility to greater product diversity, lower prices, and convenience of the Internet (Gregg & Walczak, 2003; Massad & Tucker, 2000). In addition to the growing sales, the estimated number of auction sites has also increased dramatically; more than 2600 auction sites are listed on the online auction portal Web site Internetauctionlist (2007). As such, online auctions currently occupy a prominent position in the e-commerce marketplace.

Much of the focus in discussions of e-commerce has been on the efficiency associated with online transactions (Brynjolfsson & Smith, 2000; Cameron & Galloway, 2005; Grosso, McPherson, & Shi, 2005; Malone, Yates, & Benjamin, 1987). Although the efficiency implications of e-commerce activities are substantial (Bakos, 2001), efficiency does not explain all aspects of e-commerce activities. The entertainment, or

hedonic, aspect of e-commerce may explain another side of e-commerce activities (Cai & Xu, 2006; Kim, Fiore, & Lee, 2007a). Incorporating the hedonic perspective into the existing cognitive-rational perspective of online shopping provides a far more holistic view of consumer shopping behavior (Hirschman & Holbrook, 1982).

An online auction provides both utilitarian and hedonic shopping value associated with the searching and bidding process (Peters & Bodkin, 2007; Standifird, Roelofs, & Durham, 2005). The searching process provides utilitarian value through the opportunity to acquire desired items in convenient and efficient ways (Standifird et al., 2005; Vishwanath & Barnett, 2005). At the same time, it contributes to the explorational aspects of hedonic experiences by presenting potential buyers with a variety of items (Standifird et al., 2005) or by providing enjoyment through finding rare or unusual items (Peters & Bodkin, 2007).

The process of bidding in an online auction can increase the utilitarian value for the consumer by offering the potential of achieving good deals on the items they desire (Vishwanath & Barnett, 2005). It also contributes to the play aspect of hedonic experiences by providing actively engaging participants with the thrill of bidding, the excitement of winning, and the stimulation of beating competitors (Chianca, 2002; Parks, 2002 ; Peters & Bodkin, 2007; Standifird et al., 2005). In addition, both utilitarian and hedonic value driven by online auctions may be influenced by individual shopping motivations.

Consumer motives while shopping have been divided into two types: functional and emotional (Sheth, 1983). According to Sheth (1983), functional motives are related to utilitarian and physical attributes such as reliability, durability, and price, and

emotional motives are related to feelings or affective states (e.g., the romance aroused by a candlelight dinner, the fear aroused while viewing a horror movie). Childers, Carr, Peck, and Carson (2001) explained consumer motives in terms of utilitarian and hedonic. In the utilitarian view, “consumers are concerned with purchasing products in an efficient and timely manner to achieve their goals with a minimum of irritation” (Childers et al., 2001, p. 513). Specific examples include features such as one-stop shopping, cost and availability of needed products, and convenience in parking and shopping. Hedonic motives are those that are related to the social or emotional aspects of shopping. Hedonic motives reflect “shopping’s potential entertainment and the enjoyment resulting from the fun and play arising from the experience” (Childers et al., 2001, p. 513). Specific examples might include entertaining features in shopping and aesthetically appealing shopping environments.

Hedonic aspects of shopping motivations have been uncovered through the discovery of the shopping phenomena of consumers’ excitement, arousal, and enjoyment in shopping (Arnold & Reynolds, 2003). For instance, consumers feel a sense of escapism while shopping because “there are lots of other places to look” (Babin, Darden, & Griffin, 1994, p. 646). They experience the shopping enjoyment of bargaining and haggling (Arnold & Reynolds, 2003; Sherry Jr, 1990) and they boost their mood by experiencing fun, amusement, fantasy, and sensory stimulation while shopping (Thompson, Locander, & Pollio, 1990).

Despite the predominance of utilitarian reasons for shopping online, hedonic shopping motivations have been positioned as influential factors in consumers’ evaluations of online shopping (Arnold & Reynolds, 2003; Childers et al., 2001; Overby

& Lee, 2006). A growing number of online shoppers engage in experiential shopping or shopping for fun (Cai & Xu, 2006; Childers et al., 2001; Kim et al., 2007a). Previous studies revealed that hedonic shoppers were likely to engage in experiential behavior such as bidding in online auctions, participating in online hobby classes, and bargain hunting (Peters & Bodkin, 2007; Wolfinbarger & Gilly, 2001).

To understand the antecedents of hedonic shopping motivations, consumer characteristics should be considered because they are a primary influence on shopping motivations (Murray, 1938). Compulsive buying behavior, impulsive buying behavior, variety seeking, and price sensitivity are important consumer characteristics that influence shopping motivations.

Compulsive buying behavior has been defined as chronic, repetitive purchasing behavior that becomes a primary response to negative events or feelings (O'Guinn & Faber, 1989). Compulsive buyers shop to alleviate anxiety and increase gratification (Kwak, Zinkhan, & Roushanzamir, 2004). Thus, shopping motivations of compulsive buyers are closely related to the hedonic aspect of shopping.

Impulse buying behavior has been classified as unplanned buying or purchases made without planning (Piron, 1991; Stern, 1962). Impulse buying is distinguishable by the relative speed with which buying "decisions" occur (Hausman, 2000). Researchers have investigated the behavioral dimensions of impulse buying and they appear to agree that impulse buying involves a hedonic or an affective component (Cobb & Hoyer, 1986; Piron, 1991; Rook, 1987; Rook & Fisher, 1995; Weinberg & Gottwald, 1982). Impulse buyers activate spontaneous affective and emotional reactions in response to tempting stimuli (Hoch & Loewenstein, 1991; Metcalfe & Mischel, 1999; Shiv & Fedorikhin,

2002). These emotional reactions magnify shopping enjoyment and satisfaction (Piron, 1991; Rook, 1987; Thompson et al., 1990).

Consumers' variety-seeking tendency is associated with the strength with which individuals seek variety by switching within familiar alternatives (Orth, 2005). This pursuit of variety has been explained in various ways (Roehm Jr & Roehm, 2005). Variety can deliver stimulation and novelty to bored or under-stimulated consumers (Menon & Kahn, 1995; Steenkamp & Baumgartner, 1992); therefore, variety can provide not only excitement in shopping but also a feeling of adventure in shopping (Simonson, 1990; Simonson & Winer, 1992). Further, variety-seekers have also been found to enjoy the shopping experience by seeking up-to-date trends (Ariely & Levav, 2000; Ratner & Kahn, 2002)

Another consumer characteristic that influences shopping motivations is price sensitivity. This term has been defined as the extent to which consumers react to price levels and price changes (Goldsmith, Kim, Flynn, & Kim, 2005). Price sensitive consumers seek bargains and sales on the products and services they purchase. They are less likely to buy when prices rise, but are more likely to buy when prices fall. Price sensitive consumers are willing to pay lower prices for the same goods (Foxall & James, 2003; Shimp, Dunn, & Klein, 2004). They enjoy "sales" shopping and bargain hunting because they are likely to be stimulated by "sale" offers (Betts & McGoldrick, 1996).

In addition to the previously mentioned consumer characteristics that may influence hedonic shopping motivations, risk-taking propensity is associated with hedonic shopping motivations and shopping values in online auctions. Risk taking propensity has been defined as the level of willingness to take risks (Celsi, Rose, & Leigh,

1993). Willingness to take risks may increase when a risk is attractive; it can be a vehicle toward greater experiences or rewards (Csikzentmihalyi, 1990). Successful engagement in risky activities may simply be pleasurable and many risk takers are spiritually moving with this engagement (Celsi et al., 1993).

Risk associated with online shopping has received considerable attention in recent years (Bhatnagar & Ghose, 2004; Chen & He, 2003; Forsythe & Shi, 2003; Gupta, Su, & Walter, 2004). Consumers were found to perceive higher risks in online store purchases than purchases from brick-and-mortar stores (Bhatnagar & Ghose, 2004). Online auctions provide more risk than regular online stores because of the uncertainty in the final price to be paid and because of the uncertainty about if and when the item would be acquired (Gopal, Thompson, Tung, & Whinston, 2005). *As a result*, risk-taking propensity should be strongly related to consumer shopping behavior in the online auction environment.

A consumer comes to an online auction site to bid for a product because the online auction provides a pleasurable shopping experience (e.g., excitement of possible winning) even though the consumer usually has the option of purchasing the product at a “known” regular price through non-auction channels. It is the emotional consumer that is more likely to engage in online auctions; emotions are an important element in consumer behavior in online auctions (Ding, Eliashberg, Huber, & Saini, 2005). Emotional consumers consider the risks associated with an online auction as trade-offs for the fun and excitement of the bidding process; therefore, risk-taking propensity could be an important consumer characteristic that helps explain the relationship between hedonic shopping motivations and hedonic value resulting from online auctions. On the other hand, these consumers may take the risks to achieve better deals in online auctions. One

of the primary reasons to participate in online auctions is to purchase an item with a lower price than the appraised value of the item. For this reason, risk-taking propensity may enhance the relationship between hedonic shopping motivations and utilitarian value in online auctions.

Online Auctions

In the summer of 1995, the first online auction Web site, AuctionWeb, was founded in San Jose, California by computer programmer Pierre Omidyar. The very first item sold in the online auction was a broken laser pointer for \$14.83. Interestingly, the winning bidder of the first item was a collector of broken laser pointers (Cohen, 2002). A year later, AuctionWeb changed the official name to eBay and has since risen to become the most successful Internet company in the world (Bunel & Luecke, 2000).

Currently, many different organizations including manufacturers and retailers have adopted online auctions for a variety of marketing and strategic applications. They use online auctions for accelerating new product adoption, selling refurbished goods and excess inventory, enhancing brand value, and for serving new consumer segments (Kambil & van Heck, 2002). Online auctions create a more efficient market by bringing together a wide variety of buyers and sellers (Vishwanath & Barnett, 2005).

By comparing traditional auctions, Ariely and Simonson (2003) presented several distinguishing characteristics of online auctions that explain their growing popularity. According to the authors, online auctions provide both sellers and buyers with more flexibility in terms of time and location. People from all over the world can participate in

any auction at any time; further, the operational costs associated with online auctions are substantially lower than traditional auction houses.

Weinberg and Davis (2005) also defined factors attributing to the success of online auctions. The factors included “the extensive outsourcing and low capital expenditures, the fun factor of participating in the auction process, the ability to easily find just about any current or out-of-production product, the simple interface design with fast-loading Web pages, secure technology, a Website that rarely goes down, and, what has captured the most interest, their having built and maintained a strong community” (p. 1611).

Online auctions create a new marketplace for transactions, but they also create “a new domain for consumer decision-making,” which influences consumers’ shopping behaviors by changing preference construction and influencing the choice dynamics (Ariely & Simonson, 2003, p. 114). Online auctions present unique characteristics in the consumer decision making process that raise new issues related to consumer shopping behaviors in auction-based purchases.

Significance of the Study

While opportunities for online retailers continue to expand, a number of environmental forces have threatened them. These forces include increased competition among online retailers and increased consumer interest in advantages of “brick-and-mortar” stores. Online retailers have gained a competitive edge in the market by providing incomparable convenience as an alternative retail format (Arnold & Reynolds, 2003); however, brick-and-mortar stores have gained competitiveness by focusing on

their own advantages that differentiate them from online retailers. Such brick-and-mortar advantages include higher levels of service, aesthetically appealing shopping atmospheres, and an entertaining and fun retail environment (Andreu, Bigné, Chumpitaz, & Swaen, 2006; Massara & Pelloso, 2006). As a result, it is no longer sufficient for an online retailer to attract customers with low pricing, convenience, and other functional benefits. “The entertainment aspect of retailing, or ‘entertailing,’ is increasingly being recognized as a key competitive tool” (Arnold & Reynolds, 2003, p. 77).

Online auctions also provide hedonic experiences (i.e., thrill of bidding, excitement of winning, stimulation of beating competitors, and enjoyment in finding rare or unusual items) to the consumer. It may be possible that the current success of online auctions can be attributed to the hedonic elements of online auctions. Consequently, it is useful to discover the relationship between hedonic reasons for shopping and shopping values that consumers obtain from online auctions.

Investors expect a tremendous amount of growth in online auctioning because online auctions can attract millions of bidders (Massad & Tucker, 2000). The general importance of online auctions in the marketplace is widely held; however, at the present time, little is known about consumer shopping behaviors such as motivations, evaluations, preferences, and intentions in online auctions and their dynamics and relationships.

Research has begun to focus on hedonic aspects of online shopping (Childers et al., 2001; Fiore, Jin, & Kim, 2005; Overby & Lee, 2006); however, no research has investigated the relationship between hedonic shopping motivations and shopping values in online auctions. Given the current success of online auctions and the increasing importance of the hedonic aspects of shopping, there is clearly a need for research on

online auctions in terms of hedonic motivations, shopping values, and behavioral consequences.

Purpose of the Study

In this study, a conceptual model in the context of online auctions is presented and the model relationships are empirically tested. The study focuses on how the factors of hedonic shopping motivations influence shopping values in online auctions. This study also investigates the relationship between consumer characteristics (i.e., compulsive buying behavior, impulse buying behavior, variety-seeking tendency, price sensitivity, and risk-taking propensity) and hedonic shopping motivations. Further, this study provides insight into how and to what degree consumer characteristics, hedonic shopping motivations, and shopping values resulting from online auctions influence the preferences and behavioral intentions for online auctions.

Therefore, the objectives of this study are to:

1. Investigate consumer characteristics as antecedents of hedonic shopping motivations.
2. Investigate the relationships between hedonic shopping motivations and shopping values in online auctions.
3. Examine whether both utilitarian and hedonic shopping values in online auctions influence preferences and behavioral intentions.
4. Examine the moderating role of risk-taking propensity between hedonic shopping motivations and shopping values in online auctions.

Dissertation Organization

This dissertation is divided into five chapters. Chapter 1 is the introduction; Chapter 2 provides the literature review; Chapter 3 discusses the research methodology that was used in the study; Chapter 4 discusses the results of the study; and, Chapter 5 summarizes the conclusions and presents a future research agenda that stems from this study.

Chapter 1 serves to introduce the impetus for studying the phenomenon of consumer behavior in the online auction environment and its relationship with hedonic shopping motivations and consumer characteristics. The chapter also provides a brief overview of the research, the research objectives, the potential contributions expected from this research, and an outline of the organization of this dissertation.

Chapter 2 provides the information used to build the theory for this dissertation based on a review of literature. The chapter also presents the research hypotheses tested as part of this dissertation. Chapter 2 is divided into three major sections: 1) theoretical framework; 2) review of previous research; 3) the proposed model and research hypotheses.

Chapter 3 discusses the methodology used to test the model and associated hypotheses. Included are discussions of the research design, measurement development, data collection and data analysis procedures.

Chapter 4 explains the data analyses and the results of the hypotheses testing. A comprehensive evaluation of the final sample data is provided, including: sample response rate, demographics, and descriptive statistics. Reliability and construct validity

are tested using confirmatory factor analysis (CFA). Finally, Structural Equation Modeling (SEM) is employed to test the hypotheses presented.

Chapter 5 presents conclusions and implications of the study. In addition, the dissertation's theoretical and managerial contributions and limitations are discussed. Finally, suggestions for future research are provided.

CHAPTER II

REVIEW OF LITERATURE

This study contained four main research objectives. First, the relationship between hedonic shopping motivations and shopping value in online auctions were tested. Second, the impact of consumer characteristics (i.e., compulsive buying behavior, impulse buying behavior, variety-seeking tendency and price sensitivity) on hedonic shopping motivations was examined. Third, the effect of hedonic and utilitarian value in online auctions on consumers' preference and intentions was examined. Fourth, the moderating role of risk-taking propensity was tested between hedonic shopping motivations and values in online auction.

The review of literature is divided into three major sections. The first section develops the theoretical framework of this study. The next section reviews the previous research in relation to the major variables of the present study. Based on the preceding discussions, research hypotheses are constructed in the final section.

Theoretical Framework

The framework of the study is based on the model of consumer value, preference, and intentions (Overby & Lee, 2006) and expectancy theory of motivation (Vroom, 1964). Before discussing the framework of the study, definitions of "value" and "shopping value" are examined.

The Value of Shopping

The value of shopping refers to the way the value concept can be applied to the shopping context. It defines the notion of value in the shopping context and finds key dimensions of shopping value. Interestingly, various researchers hold the view that although value is an important term in consumer research (Babin et al., 1994; Cottet, Lichtlé, & Plichon, 2006; Sweeney & Soutar, 2001; Zeithaml, 1988), there are many meanings of the term in different contexts. To date, there has been relatively little empirical research to develop an in-depth understanding of the meaning of the concept “value” (Sweeney & Soutar, 2001).

Some researchers conceptualized value as simply a trade-off between quality and price (Bolton & Drew, 1991; Monroe, 1990; Rao & Monroe, 1989). Zeithamal (1988) identified four common uses of the term: “(1) value is low price, (2) value is whatever I want in the product, (3) value is the quality I get for the price I pay, and (4) value is what I get for what I give” (p.13). She expanded the definition of value from a trade-off between quality and price to overall assessment of functional utility considering all relevant evaluative criteria. Cottet et al. (2006) also insisted that “the value perceived by the consumer originates from the confrontation between the benefits and the sacrifices involved in a particular transaction” (p. 220).

Later, researchers extended the dimension of value to an experiential perspective (Babin et al., 1994; Holbrook, 1999). According to Holbrook (1999), consumer value was described as “an interactive, preferential and relative experience.” An individual experience could form value by the assessment of benefits and costs associated with this

experience. To date, the most common conceptualization of value is a trade-off between costs and benefits.

Among the various conceptualization of value in consumer research, Babin et al. (1994) defined shopping value as an outcome resulting from shopping experience that “could evoke value either through successfully accomplishing its intended goal or by providing enjoyment and/or fun” (p. 645). The authors presented two types of shopping value: utilitarian and hedonic. Utilitarian value was defined as “an outcome resulting from some type of conscious pursuit of an intended consequence,” and hedonic value was defined as “an outcome related more to spontaneous hedonic responses” (Babin et al., 1994, p. 645).

Value, Preference, Intention

Value has played an important role in predicting customers’ choice and future repurchase intentions (Dodds, Monroe, & Grewal, 1991; Holbrook, 1996; Parasuraman, 1997; Zeithaml, 1988) by influencing consumer overall satisfaction. Thus, value has been found to influence important behavioral outcomes (i.e., preference, satisfaction, loyalty, and behavioral intentions) in various shopping environments (Cronin, Brady, & Hult, 2000; Overby & Lee, 2006).

Various researchers proposed that value is comprised of affective and cognitive elements (Mano & Oliver, 1993; Sheth, Newman, & Gross, 1991; Westbrook, 1987) that can be explained by hedonic and utilitarian dimensions respectively (Babin et al., 1994; Hirschman & Holbrook, 1982). According to Cottet et al. (2006), tangible attributes of goods and services provided input to cognitive processes and were closely related to

assessments of utilitarian value. Abstract characteristics of goods and services contributed to preference in an affective and psychological manner and were closely related to hedonic value (Cottet et al., 2006). Given that value has been evaluated in both affective responses and cognitive interpretation (Oliver, 1989), preference for a specific retailer can be formed by the accumulated affective experiences and other cognitive elements (Mittal, Kumar, & Tsiros, 1999; Oliver, 1997; Westbrook, 1987).

When this background is considered, it is reasonable to expect that both utilitarian and hedonic values produced by shopping experiences are important components that form individual preference. Consumer preference is a critical component that activates intentions (Bagozzi, 1992; Overby & Lee, 2006), hence, the model of value, preference, and intentions developed by Overby and Lee (2006) was adopted for the theoretical backbone of this study.

Expectancy Theory of Motivation

In 1964, Vroom developed the formal model of the expectancy theory of motivation which explained the relationship between motivations and expected outcomes. Expectancy theory of motivation holds that “people are motivated to behave in ways that produce desired combinations of expected outcomes” (Kreitner & Kinicki, 1998, p. 227). Essentially, the expectancy theory argues that the strength of a tendency to act in a certain way depends on the strength of an expectation that the act will be followed by a given benefit and on the attractiveness of that benefit to the individual (Robbins, 1993).

The expectance theory suggests that motivations are closely related to expected benefits. Consumers are motivated to go shopping to achieve expected benefits. These

consumer motivations result from conscious choices among alternatives and these choices are systematically related to psychological processes, particularly the perception and the formation of consumer value (Overby & Lee, 2006; Pinder, 1984). The expectancy theory also states that behavioral consequences (i.e., preferences and intentions) will be increased by the individual's perception of the benefits that may result from the performance (Steers & Porter, 1983).

Consumer Characteristics and Motivation

Individual characteristics are considered primary influences on motivated behavior (Murray, 1938). More recently, many researchers conceptualized individual differences as instrumental to motivation (Barrick & Mount, 1991; Elliot & Thrash, 2002; Roberts & Hogan, 2001); therefore, as a factor to explain shopping motivations, consumer characteristics were added to the two theories presented above (i.e., the model of value, preference, and intentions and the expectancy theory of motivation). Figure 2.1 depicts the theoretical framework of this study.

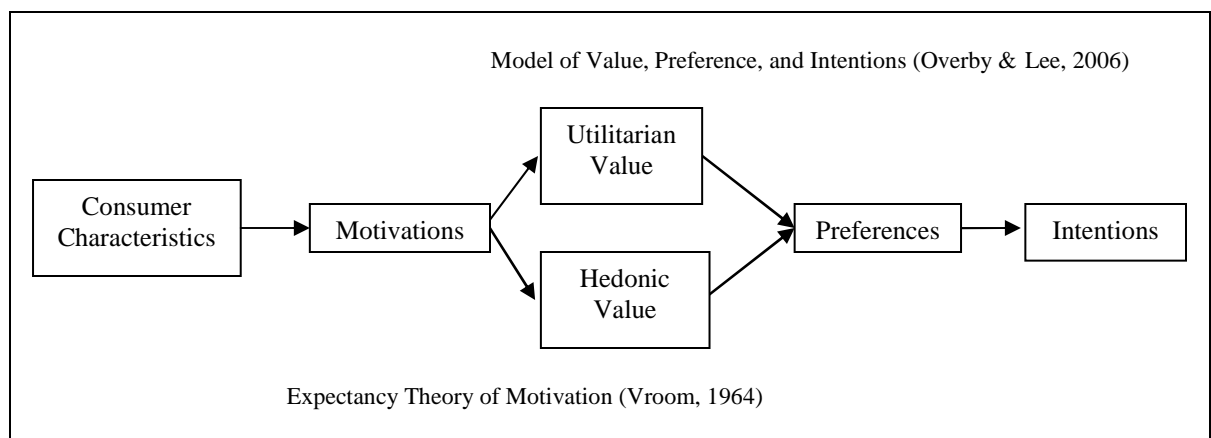


Figure 2.1. Theoretical Framework

Review of Previous Research

This study posits a model linking consumer characteristics, hedonic shopping motivations, and shopping value to predict preference and intentions in online auctions. Next, consumer characteristics, hedonic shopping motivations, and shopping values in online auctions are discussed.

Consumer Characteristics

Interest in the role of individual differences in motivation has fluctuated during the past century. Early research considered individual differences as primary influences on motivated behavior (Murray, 1938). Later, individual differences fell out of favor and situational and cognitive variables were considered important factors that influenced motivations (Campbell & Pritchard, 1976; Mischel, 1968); however, individual differences have regained interest in that they are influential to motivations (Barrick & Mount, 1991; Elliot & Thrash, 2002; Roberts & Hogan, 2001). Consumer characteristics describe individual differences in shopping. In the following section, the four consumer characteristics (i.e., compulsive buying behavior, impulse buying behavior, variety-seeking tendency, and price sensitivity) and how they can influence hedonic shopping motivations are described.

Compulsive Buying Behavior

O'Guinn and Faber (1989) defined compulsive buying as "chronic, repetitive purchasing that becomes a primary response to negative events or feeling. The activity,

while perhaps providing short-term rewards, becomes very difficult to stop and ultimately results in harmful consequences” (p. 155). Compulsive buying is one form of compulsive consumption that is in the realm of abnormal consumer behavior which is inappropriate, typically excessive and clearly destructive to the individuals’ lives (Faber, O’Guinn, & Krych, 1987; Schiffman & Kanuk, 2000). Research found that compulsive buying behavior was influenced by social and family structures (Rindfleisch & Burroughs, 1997), environmental factors (d’Astous, 1990), and personality traits (O’Guinn & Faber, 1989).

Researchers have also discovered that compulsive buying behavior was related to emotional and affective components because compulsive buyers are frequently motivated to buy things in order to release themselves from an internally unstable status, and to alleviate their discomfort and feelings of self-loathing (Hirschman, 1992; Kwak et al., 2004; Rook, 1987). Most consumers can be placed along a compulsive buying continuum from normal, to moderate, and to severe (Hirschman, 1992; Rook, 1987), although consumers in the severe range of this continuum can be referred to as compulsive buyers (d’Astous, 1990).

With easier access to retail outlets, a sea of products available, and little or no social stigma attached to constant shopping (Hirschman, 1992), shoppers encounter temptations daily resulting in potential compulsiveness in shopping. For more consumers than ever before, buying can become a focal point of their lives (Kwak et al., 2004). The urge to shop is, for those individuals, uncontrollable, which creates tensions or anxieties that are alleviated only through buying (Faber, 1992). For this reason, it is believed that compulsive buying behavior may be closely related to hedonic shopping motivations.

Impulse Buying Behavior

Impulse buying occurs “when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict” (Rook, 1987, p. 191). Consumer behavior literature features ‘impulse buying’ as emotionally-saturated buying that took place largely without regard to financial or other consequences (Underhill, 1999; Wood, 2005). Impulse buying has also been associated with happy emotional states derived from feeling self-indulgent, optimistic, enthusiastic, and venturesome (Hirschman & Stern, 1999).

Impulse buying is different from compulsive buying. Impulse buying is related to a specific product at a particular moment and it is temporary, while compulsive buying is a continuing behavior that centers on the process of buying (Solomon, 2004). In addition, impulse buying usually occurs to increase emotional states, while compulsive purchases usually occur to attempt to alleviate emotional states (O’Guinn & Faber, 1989).

Impulse behavior has a long history of being associated with immaturity, primitivism, foolishness, lower intelligence, and even social deviance and criminality (Bohm-Bawerk, 1959; Freud, 1911; Mill, 1909). In the consumption realm, impulse behavior has been linked to “being bad,” and to negative consequences in the areas of personal finance, post-purchase satisfaction, and self-esteem (Rook, 1987; Rook & Hoch, 1985).

Most recently, however, researchers have started to view impulse buying as normatively neutral, or even as a positively sanctioned behavior (Park, Kim, & Forney, 2006); (Ramanathan & Menon, 2006; Rook & Fisher, 1995). This view supports the

argument that impulse buying involves a hedonic or an affective component (Hausman, 2000; Park et al., 2006; Rook & Fisher, 1995; Sharma, Sivakumaran, & Marshall, 2006).

Variety-Seeking Tendency

Variety-seeking tendency has been defined as “an individual’s switching within familiar alternatives, including brand switching, and an aversion to habitual behavior” (Orth, 2005, p. 117). The variety-seeking tendency is rooted in the need for change in an attempt to resolve the boredom associated with a brand or a product (Van Trijp, Hoyer, & Inman, 1996).

Variety-seeking tendency has been explained in various ways. First, it can provide a positive mood for bored or understimulated consumers through pleasant stimulation and novelty (Menon & Kahn, 1995; Roehm Jr & Roehm, 2005; Steenkamp & Baumgartner, 1992). Second, it can alleviate satiation and balances consumption (Chintagunta, 1998; Lattin, 1987). Third, it can help to control uncertainty about future preferences (Simonson, 1990; Simonson & Winer, 1992). Finally, it can help to evaluate one’s decision more favorably presenting oneself as distinctive or appealing (Ariely & Levav, 2000; Ratner & Kahn, 2002).

Given the positive relationship between variety seeking and a positive mood, the variety-seeking tendency can be better explained by experiential or hedonic motives rather than by utilitarian aspects of consumption (Hirschman & Holbrook, 1982; Inman, 2004). Variety-seeking tendency, in relation to consumers’ shopping motivation, has generated considerable research attention. Rohm and Swaminathan (2004) introduced variety-seeking tendency as an important shopping motivation. Michaelidou, Aron and

Dibbb (2005) found that variety-seeking tendency is an influential factor in shopping channel patronage. According to Sharma, Sivakumaran, and Marshall (2006), variety-seeking tendency was associated with feeling-based decision making and hedonic shopping motivations.

Price Sensitivity

Price sensitivity has been described as how consumers perceive and react to price levels and price changes (Goldsmith et al., 2005) and it works as a barometer regarding how much a consumer will pay for goods or services in the marketplace. Price had a significant influence on consumers' purchase behavior and consequently on sales and profits of the firm because price was the most important cue consumers used in their decision making (Han, Gupta, & Lehmann, 2001).

Numerous explanations have been explored for consumers' sensitivity to prices. The positive relationship between price perception and hedonic shopping value (e.g., pleasure of bargaining) has been examined (Jin, Sternquist, & Koh, 2003; Tauber, 1972). Advertising and promotion have been found to diminish consumers' price sensitivity (Kaul & Wittink, 1995). Accessibility to price information affects consumers' price sensitivity because consumers can easily compare prices among alternatives (Diehl, Kornish, & Lynch, 2003; Kaul & Wittink, 1995; Lynch Jr & Ariely, 2000).

In the past, price sensitive consumers were viewed as rational and logical problem solvers emphasizing high utilitarian shopping value; however, researchers have recently begun to relate price sensitive consumers to the hedonic aspect of shopping. For instance, Jin et al. (Jin et al., 2003) found that hedonic and recreational shoppers express high price

sensitivity by hunting bargains and using coupons. This view supports the argument that price sensitivity is related to hedonic or an emotional shopping motivation.

Risk-Taking Propensity

Risk-taking propensity has gained considerable research attention (Casey, 1994; Johnson & Schkade, 1989; Thaler, 1980). Risk occurs when the outcome of a decision is uncertain (Sitkin & Pablo, 1992). Although risk is an objective characteristic of a given situation, the perception and appraisal of risk depends on individual characteristics responding to the situation (Conchar, Zinkhan, Peters, & Olavarrieta, 2004). According to the expected utility theory, risk was “reflecting the decision-maker’s response to uncertain outcomes defined in terms of specific probabilities of risk” (Cited in Lee, 2007, p. 183; Mitchell, 1999).

The potential outcomes of a risky choice decision can be either positive or negative. According to prospect theory (Kahneman & Tversky, 1984), decision makers considered the probability of possible results when evaluating and choosing among uncertain outcomes. This theory proposed that “individuals tend to be risk seeking when they are in the loss domain and risk averse when they are in the gain domain (in order to preserve their gains)” (Creyer, Ross, & Evers, 2003, p. 241).

Individuals are generally considered to be risk adverse, risk neutral, or risk seeking. Risk is typically considered to be a negative part of motivation because risk can be translated to “the greater consequences of making a mistake” and “the degree of inconvenience of making a mistake” (Batra & Sinha, 2000, p. 178); however, risk could also be explained in a positive way. One of the primary reasons of seeking risks is to

maximize a financial gain (Creyer et al., 2003). Researchers found that risk takers participated in a risky activity because of the attractiveness of the risk (Celsi et al., 1993) and risk was a vehicle toward greater experience (Csikzentmihalyi, 1990). Thus, when risk is incorporated with consumer experience and potential financial gain, it could increase consumer shopping evaluation in a positive way.

Hedonic Shopping Motivations

Shopping research has long focused on the utilitarian aspects of the shopping experience, which has often been characterized as task-related and rational (Batra & Ahtola, 1991). In this aspect, shopping can be completed if people acquired what they need by considering shopping as a “work to be finished” (Babin et al., 1994). This traditional aspect of shopping may not reflect the totality of the shopping experience (Bloch & Rishins, 1983). Reflecting this limitation, researchers have redirected their attention to the hedonic aspect of shopping particularly as they recognize recreational and emotional worth that can be created by shopping (Arnold & Reynolds, 2003; Babin et al., 1994; Jin et al., 2003; Roy, 1994; Wakefield & Baker, 1998).

The interactive nature of the Internet offers many opportunities to increase the efficiency of online shopping behavior by improving the availability of product information, enabling direct multiattribute comparisons, and reducing buyer search costs (Alba et al., 1997). In addition to the utilitarian aspect of the Web, the Web has also gained a position as an entertainment medium (Orwall, 2001). Recently, a variety of entertainment opportunities (e.g., interactive video, 3D simulations) on the Web have become available (Fiore et al., 2005).

Hedonic shopping motivations are related to the multisensory, fantasy, and emotive aspects of consumption (Hirschman & Holbrook, 1982). This view suggests that people consider shopping as fun providing emotional benefit and hedonic fulfillment, such as experiencing fun, amusement, fantasy, and sensory stimulations (Babin et al., 1994; Hirschman & Holbrook, 1982).

This study included only hedonic shopping motivations to predict shopping values in online auctions because the present study wants to find the current success of online auctions from the hedonic elements of online auctions (i.e., thrill of bidding, excitement of winning, stimulation of beating competitors, and enjoyment in finding rare or unusual items). Hedonic shopping motivations may be an important element to differentiate online auctions from other online retailers; therefore, it is expected that the level of hedonic shopping motivations may affect consumer evaluation of shopping in online auctions.

In 2003, Arnold and Reynolds developed six broad categories of hedonic shopping motivations: “adventure shopping,” “social shopping,” “gratification shopping,” “idea shopping,” “role shopping,” and “value shopping.” In the present study, hedonic shopping motivations were used as antecedents of shopping values obtained from online auctions. However, this study included only four dimensions of hedonic shopping motivations for the following reasons. First, in the online environment, individuals generally shop alone and they do not use shopping to socialize with others; thus, social shopping motivation is not appropriate in an online auction context. Second, the enjoyment derived from shopping for others (i.e., role shopping) was not directly related to shopping value offered by online auctions. This motivation has been considered a more

task-related motivation rather than shopping enjoyment (McGuire, 1974; Tauber, 1972). Online auctions have been related to individual achievements associated with winning a bidding process, not related to relationships with others; therefore, this study adopted only four categories of hedonic shopping motivations (i.e., adventure shopping, gratification shopping, idea shopping, and value shopping), and excluded two categories (i.e., social shopping and role shopping).

Adventure Shopping

Adventure shopping was used to refer to shopping for “stimulation, adventure, and the feeling of being in another world” (Arnold & Reynolds, 2003, p. 80). Many individuals seek the excitement of the shopping trip for the experience of adventure, thrill, stimulation, and entering a different universe of exciting sights, smells, and sounds (Arnold & Reynolds, 2003).

Adventure shopping has been related to sensory stimulation grounded in stimulation theory (Berlyne, 1969). Tauber (1972) and Arnold and Reynolds (2003) found that the personal shopping motives of sensory and aesthetic stimulation were associated with shopping enjoyment. Westbrook and Black (1985) and Tauber (1972) found that diversion from daily routine was one of the most important motivations of shopping. Babin et al. (1994) referred to the feeling of adventure in shopping as a factor that produces hedonic shopping value; Jarboe and McDaniel (1987) identified shoppers who enjoyed exploring and window shopping as “browsers.”

Gratification Shopping

Gratification shopping, as defined by Arnold & Reynolds (2003) involved “shopping for stress relief, shopping to alleviate a negative mood, and shopping as a special treat to oneself” (p. 80). Gratification shopping emphasized the shoppers’ potential to alleviate depression as they spent money and bought something nice when they were in a down mood (Jamal, Davies, Chudry, & Al-Marri, 2006). In this sense, individuals with this motivation go shopping to relieve stress, to improve mood status, and to forget about their problems (Arnold & Reynolds, 2003).

Arnold and Reynolds proposed gratification shopping based on McGuire’s (1974) tension-reduction theory, which suggests that “humans are motivated to act in such a way as to reduce tension, thereby maintaining inner equilibrium and returning the self to a state of homeostasis” (Arnold & Reynolds, 2003, p. 80). Babin et al. (1994) identified one of the important values of shopping as “gratification from immediate hedonic pleasure” (Babin et al., 1994, p. 646). Shopping could be a therapeutic activity for individuals to lift their mood when they feel depressed. For example:

I really don’t care how much money I have to spend. It’s always a pick-me-up to see all the kinds of things each store has. It’s even better to enjoy something that’s productive (Babin et al., 1994, p. 647).

Tauber (1972) also viewed shopping as self-gratifying because pleasant stimuli and the process of shopping could make the shopper feel better. This self-gratification of shopping could be increased by aesthetic appeals (Arnold & Reynolds, 2003). Lee, Moschis, and Mathur (2001) discovered that individuals view shopping as an escape mechanism to get their minds off their problems and as a way of relieving stress and

alleviating a negative mood. Jamal et al. (2006) classified these types of individuals as escapist shoppers who emphasize pleasure and gratification in shopping.

Idea Shopping

As described by Arnold & Reynolds (2003), idea shopping referred to “shopping to keep up with trends and new fashions, and to see new products and innovations” (p. 80). Making a purchase was not necessarily a precursor of shopping value because some consumers may enjoy browsing to learn about new trends, or innovations (Bloch, Ridgway, & Sherrell, 1989). Tauber (1972) also proposed that learning about and keeping up with the latest trends was one important personal shopping motive. Babin et al. (1994) reported that collecting information could be one of the reasons of shopping; however, some researchers reported that consumers collected information because of necessity rather than recreation (Babin et al., 1994; Bloch & Rishins, 1983). On the other hand, Arnold and Reynolds (2003) found that ‘idea shopping’ was highly correlated with hedonic shopping motivations describing shopping to keep up with trends or to gather information as pleasurable and recreational. Bloch, Sherrell, and Ridgway (1986) described pleasure and recreation as a motive for information search when consumers engaged in information search for their intrinsic satisfactions.

Value Shopping

Value shopping can refer to “shopping for sales, looking for discounts, and hunting for bargains. Individuals with this motivation enjoy hunting for bargains, looking

for sales, and finding discounts or low prices, almost as if shopping is a challenge to be ‘conquered’ or a game to be ‘won’” (Arnold & Reynolds, 2003, p. 81).

Consumers may obtain hedonic benefits through bargain perceptions, which provide increased sensory involvement and excitement (Babin et al., 1994). One consumer expressed the excitement of bargaining as follows:

I like to hunt through the stuff for bargains. When you find something really cheap it’s great because it makes me feel like I’m stealing something (Babin et al., 1994, p. 647).

According to the choice optimization dimension identified by Westbrook and Black (1985), “finding a right product with a good deal to fit one’s demand may lead to satisfaction from personal achievement” (Arnold & Reynolds, 2003, p. 81). These shoppers generally placed a greater emphasis on seeking low prices, which lead to self-gratification and satisfaction (Jamal et al., 2006).

Online Auctions

Online auctions have become one of the biggest successes of the Internet. eBay, the largest on-line auction site, consistently ranks as one of the most visited sites on the Web (Zhang, 2006). The success of online auctions has not diminished even after many other Web-based services have lost their initial popularity.

The primary role of an auction site is to serve as an intermediary between buyers and sellers (Turban, 1997). In some cases, the host of the auction site (the auctioneer) will also be the seller. In most cases, however, the auctioneer merely provides the institutional basis for the exchange by establishing the “electronic trading system” (Klein, 1997). In

short, an online auction creates an electronically established marketplace capable of matching a multitude of interested buyers and sellers (Standifird, 2002).

The growing importance of online auctions in the marketplace has attracted the attention of consumer researchers. Lucking-Reiley (2000) investigated 142 Internet auction sites and provides a comprehensive overview of the Internet auction industry. This overview included the early history, business models, goods sold, auction formats and options, and concerns about fraud. Pinker, Seidmann and Vakrat (2003) analyzed the current research on online auctions and developed a broad research agenda.

A great deal of literature on online auctions addresses trust issues devoted to the effects of reputation systems on online auctions (i.e., online-auction feedback) (Bruce, Haruvy, & Rao, 2004; Johnston, 2003; Weinberg & Davis, 2005; Zhang, 2006). Researchers have also focused on auction-listing issues, such as the value of providing photographs/images of an auction item (Vishwanath, 2004), setting an opening bid amount (Suter & Hardesty, 2005; Walley & Fortin, 2005), and setting an auction length (Wood, Alford, Jackson, & Gilley, 2005). Some research has investigated the impact of alternative buying options (e.g., eBay Buy-It-Now) on final prices and seller reputation (Standifird et al., 2005). Ariely and Simonson (2003) outlined key auction concepts and developed a general framework for understanding bidding behavior and identified a potential research agenda. They also highlight the fact that Internet auctions could lead to new principles in marketing theory and practice. Chan, Kadiyali, and Park (2007) measured consumer valuation by estimating bidders' willingness to pay based on bidder behavior and auction environment. Recently, research has started to address the

problematic behaviors that could lead to online auction addiction (Cameron & Galloway, 2005; Peters & Bodkin, 2007).

Despite the growing interest of online auction research, there is a lack of understanding of the target audience and their evaluation of the shopping medium (e.g., online auctions). E-commerce research, in particular, should consider the desired values behind consumer use of the medium (Cowles, Kiecker, & Little, 2002), which may provide reasons for the success of the new shopping medium in the consumer marketplace. In this regard, it is necessary to examine consumer evaluations of shopping in online auctions and the relationships with behavioral consequences (e.g., loyalty, preference, satisfaction and intentions). Table 2.1. summarizes recent online auction studies and their major findings.

Shopping Values in Online Auctions

The success of the online auction depends not only on its convenient and efficient way of doing business (Zhang, 2006) but also on its ability to provide consumer experience in shopping (Ding et al., 2005; Standifird et al., 2005). These means of success are related to utilitarian and hedonic shopping value respectively; thus, it is necessary to utilize both aspects of shopping value studying online auctions. Value has been defined as an overall judgment of “what I get for what I give” (Zeithaml, 1988, p. 13). Utilitarian value results from the conscious pursuit of an intended consequence and hedonic value results from spontaneous emotional responses (Babin et al., 1994). These two dimensions of value are discussed in an online auction context in the following section.

Table 2.1. Major Findings from Selected Online Auction Studies

Researchers (Date)	Major Findings
Chan et al. (2007)	The study estimated a model of WTP (willingness to pay) based on bidder behavior, equilibrium generating process, and auction market environment (i.e., bidder- and seller-specific variables and variables that capture competition among items up for auction).
Peters & Bodkin (2007)	The study identified four consumer behaviors (i.e., habitual use, negative consequence, psychological distress, and dependency/withdrawal) that lead to online auction addiction.
Brown & Morgan (2006)	The study explored the eBay reputation system. The study especially pointed out the problems of the current reputation system.
Zhang (2006)	The study found the impact of seller reputation on the final price of the item. Result showed that negative feedback is paid more attention and has greater impact on the bid prices of the items.
Zhang & Li (2006)	The study investigated the factors (i.e., product attributes, traders' characteristics, and payment attributes) affecting payment choices in online auctions.
Cameron & Galloway (2005)	The study investigated consumer motivations (i.e., lower price and variety of items) and concerns (i.e., fraud and obsessive behavior) in online auctions.
Ding et al. (2005)	The study developed a new analytical bidding model by adding behavioral constructs to the classic economic model. They found that emotions are an integral component of a bidder's decision state and bidding strategy.
Gopal et al. (2005)	The study proposed risk management tools based on the concept of financial <i>options</i> that can be employed by sellers. Results showed that options are effective risk-management tools and a worthwhile strategy for sellers in online auctions.
Heyman & Orhun (2005)	The study identified how consumers value items. The results showed that winning prices are positively related to the total number of bids and to the total number of bidders.
Standifird et al. (2005)	The study investigated the impact of eBay's Buy-It-Now function on bidder behavior. The results suggested that eBay buyers may be obtaining significant hedonic benefits from engaging in the auction process.
Suter & Hardesty (2005)	The study investigated the effects of starting bids on seller earnings in online consumer-to-consumer auctions. The results indicated that seller earnings increase as starting bids and the number of bids increase. Higher starting bids positively impact price fairness perceptions for winning bidders but have an adverse effect on losing bidders.
Vishwanath & Barnett (2005)	The study investigated the structure of online auctions by investigating bidding patterns of 1,051 completed English auctions from eBay.

Table 2.1 Major findings from selected online auction studies (Continued)

Researchers (Date)	Major Findings
Walley & Fortin (2005)	This study explained the online auction consumer decision process by defining important factors (i.e., reserve price, reserve disclosure and bidder characteristics) related to the behavioral outcomes (i.e., auction interest and final price sold).
Weinberg & Davis (2005)	The study discovered characteristics of 'rating- and- review word-of-web.' The study also found out how consumers use online auction rating-and-review systems.
Wood et al. (2005)	The study investigated major seller tactics (i.e., starting price, day of close, auction length, and brand) when retailers and manufacturers use online auctions to liquidate excess inventory. Results suggested that to obtain a higher percentage of the original retail price, retailers should start with a lower price and feature national brands.
Bruce et al. (2004)	The study investigated the impact of seller ratings on bid prices. The results indicated that seller ratings are indicative of future default and terminal sellers are more likely to default.
Vishwanath (2004)	The study explored the differences in listings and the choice and impact of varying information cues (i.e., initial prices, pictures of products, and reserve price) on bidding behavior.
Ariely & Simonson (2003)	The study proposed an analytical framework focusing on three key dimensions for studying bidding behavior in online auctions: the multi-stage process, the types of value-signals, and the dynamics of bidding behavior.
Johnston (2003)	The study investigated the effect of seller reputation on price. The results showed that superior seller reputation yields higher final prices.
Gregg & Walczak (2003)	The study examined existing agent technologies (i.e., information retrieval agents, bidding agents, watch agents, seller agents, and third-party agents) with regard to their effect on online-auctions.
Hayne et al. (2003)	The study analyzed bidders and their bidding based on bid timing, frequency, and strategy employed. By analyzing the different types of bidders and their success rates, the study offered insights into the nature of bidder participation in eBay auctions.
Pinker et al. (2003)	The study analyzed the current research on online auctions and developed a broad research agenda: the behavior of online auction participants, the optimal design of online auctions, the integration of auctions into the ongoing operation of firms, and the use of the data generated by online auctions to inform future trading mechanisms.
Lucking-Reiley's (2000)	The study investigated 142 Internet auction sites, and provided a comprehensive overview of the Internet auction industry.

Utilitarian Value

Utilitarian value has been described as instrumental, functional, and cognitive in nature (Babin et al., 1994). As suggested by Babin et al. (1994), utilitarian value was derived when “a product is purchased in a deliberate and efficient manner” (p. 646). The utilitarian shopper found value when the shopping mission was completed efficiently (Hirschman & Holbrook, 1982; Standifird et al., 2005).

Utilitarian value is relevant for the task-specific use of online auctions. Shoppers may use an online auction because it allows them to acquire a desired item in a quick and efficient manner resulting from easy access, handy searching, and instantaneous information updates (Zhang, 2006). As one example, an individual searching for a replacement part for a motorcycle no longer in production may find the part in an online auction site (Standifird et al., 2005).

Hedonic Value

Hedonic value has been defined as what a shopper gains based primarily on the non-instrumental, experiential, extrinsic and affective aspects of a transaction (Chandon, Wnsink, & Laurent, 2000). Hedonic value is subjective and personal and comes from fun and playfulness (Hirschman & Holbrook, 1982). Hedonic value is most significant when the nature of the transaction provides a certain level of entertainment and emotional benefit (Hirschman & Holbrook, 1982).

Although the hedonic value dimension has been considered as an important topic of in-store shopping research (Babin & Attaway, 2000; Babin et al., 1994; Hirschman & Holbrook, 1982), researchers have also started to consider the importance of hedonic

elements in online shopping (Cai & Xu, 2006; Childers et al., 2001; Kim et al., 2007a; Overby & Lee, 2006). Expand on online shopping and its hedonic elements (Kim, 2002; Kim, Sullivan, & Forney, 2007b), online auctions appear to provide hedonic benefits through the searching and the bidding processes (Standifird et al., 2005).

Standifird et al. (2005) identified the hedonic aspects of online auctions in three ways: variety in shopping, exploration, and active play. Kahn and Raju (1991) found that variety in the shopping experience created a certain level of hedonic value. For example, in the case of an eBay auction, a buyer visiting eBay for the first time is confronted with millions of items for sale arranged in 34 major categories. It is the variety of items that provides hedonic value to the would-be buyers (Standifird et al., 2005).

It was also found that exploration obtained from the search process satisfied intrinsic hedonic needs (Baumgartner & Steenkamp, 1996). Buyers given the opportunity to search and explore items and purchase options (i.e., displaying, packaging, payment, and delivery options) that match their requests could receive the explorational aspect of hedonic value (Standifird et al., 2005).

Finally, the active play in online auctions can also provide hedonic value. Active play, the process of actively engaging consumers in a playful manner, can be a method for satisfying intrinsic hedonic needs (Holbrook, 1996). Standifird et al. (2005) explained the active play aspect of online auctions by stating:

After the buyer explores the options and isolates a specific item for purchase, he or she engages in the active process of bidding. The successful bidder “wins” an auction by outbidding rival bidders. Thus, the process of bidding contributes to the active play aspect of hedonic value by engaging bidders in a competition against other auction bidders (p.172).

Research Hypotheses

Consumer Characteristics: Impact on Hedonic Shopping Motivations

Consumer characteristics influence motivations (Murray, 1938). Several studies have shown that individual differences in shopping were primary factors impacting shopping motivations (Barrick & Mount, 1991; Elliot & Thrash, 2002; Roberts & Hogan, 2001).

Compulsive Buying Behavior

Shopping motivations of compulsive buyers are more focused on the hedonic aspect of shopping because compulsive buyers shop in order to alleviate anxieties and gratifications (Kwak et al., 2004). In most of the previous studies, compulsive buying behavior has been discussed as an abnormal consumer behavior (Faber et al., 1987; Hassay & Smith, 1996; Kwak et al., 2004; O'Guinn & Faber, 1989); however, since the hedonic aspect of shopping emerged, compulsive buying behavior has begun to be related to hedonic shopping motivation.

Compulsive buying serves as a form of mood manipulation for people who experience negative feelings (Faber & Christenson, 1995). People are engaged in specific behaviors as a means to change undesirable mood states or to prolong more desirable ones (Ridgway, Kukar-Kinney, & Monroe, 2006). Shopping experiences related to adventure, thrills, stimulation, and entertainment contribute to move mood states in a positive direction (Parker-Pope, 2005; Swinyard, 1993), thus, compulsive buyers may engage in buying as a way to manage their mood states. Based on this,

H1a: A higher level of compulsive buying behavior leads to a higher level of adventure shopping motivation.

H1b: A higher level of compulsive buying behavior leads to a higher level of gratification shopping motivation.

Impulse Buying Behavior

Impulse buying has been classified as hedonic purchase behavior associated with feelings and psychosocial motivations rather than thinking and functional benefits (Baumgartner, 2002). Impulse buying includes both a lack of planning or deliberation before purchasing a product and an emotional response accompanying the purchases (Wolfenbarger & Gilly, 2001). Instances of impulse buying often stem from buying products for 'non-rational' reasons, such as to relieve a depressed mood, to express identity, and just for fun (Hirschman & Stern, 1999; Rook, 1987; Verplanken & Herabadi, 2001). Impulse shopping also occurs when consumers encounter adventurous experience from finding variety and novelty products and services on their shopping trip (Kahn & Isen, 1993; Raju, 1980).

Researchers have investigated the behavioral dimensions of impulse buying and they agree that impulse buying involves a hedonic or affective component (Cobb & Hoyer, 1986; Piron, 1991; Rook, 1987; Rook & Fisher, 1995; Weinberg & Gottwald, 1982). Several studies found that impulse buying satisfied a number of hedonic desires (Piron, 1991; Rook, 1987; Thompson et al., 1990).

Unplanned buying or impulse buying can easily happen when shoppers find sales, discounts or low prices. For shoppers who have a high impulse buying tendency, price bargaining could be one of the biggest stimuli that makes them feel good, happy and

satisfied with purchasing; almost as if shopping were a game to be won (Arnold & Reynolds, 2003). Thus, impulse buying behavior can be an important consumer factor that explains hedonic shopping motivations (i.e., adventure shopping, gratification shopping, and value shopping). Therefore,

H1c: A higher level of impulse buying behavior leads to a higher level of adventure shopping motivation.

H1d: A higher level of impulse buying behavior leads to a higher level of gratification shopping motivation.

H1e: A higher level of impulse buying behavior leads to a higher level of value shopping motivation.

Variety-Seeking Tendency

Variety-seeking tendency influences hedonic shopping motivations in diverse ways. Variety provides excitement and enjoyment in shopping through pleasant stimulation and novelty (Menon & Kahn, 1995; Roehm Jr & Roehm, 2005; Steenkamp & Baumgartner, 1992) that leads to the feelings of adventure during shopping (Arnold & Reynolds, 2003). Variety increases optimistic expectations and enjoyable stimulation offered by each potentially pleasant item (Kahn & Isen, 1993), which increases a positive mood and happiness and alleviates a negative mood. Variety also increases complexity and richness of choice (Kahn & Isen, 1993), that provides shoppers with plentiful experiences to learn about new trends and fashions and to experience new products and innovations. Based on this,

H1f: A higher level of variety seeking tendency leads to a higher level of adventure shopping motivation.

H1g: A higher level of variety seeking tendency leads to a higher level of gratification shopping motivation.

H1h: A higher level of variety seeking tendency leads to a higher level of idea shopping motivation.

Price Sensitivity

Consumers' price perception has been shown to be related to hedonic shopping value (Jin et al., 2003). Price, one of the most studied shopping attributes (Helegeson & Beatty, 1985), is an important element that generates emotional responses during shopping (Jin et al., 2003).

Consumers may get hedonic value from price perceptions (Mano & Elliott, 1997; Schindler, 1989; Tauber, 1972) because paying a low price or decreasing costs increases consumers' mood states in a positive way. The bargain may be a source of pride, excitement, increased sensory involvement, accomplishment (Babin et al., 1994) (Holbrook, Chestnut, & Greenleaf, 1984; Schindler, 1989) or feelings of being a smart shopper (Schindler, 1989). Consumers can experience the feelings of achievement, affiliation, and dominance through price haggling, which ultimately leads to consumers' shopping enjoyment (e.g., pleasure of bargaining) (Jones, Trocchia, & Mothersbaugh, 1997; Tauber, 1972). Price-sensitive consumers will receive more emotional benefits from paying low prices or finding bargains than less price sensitive consumers will. Therefore,

H1i: A higher level of price sensitivity leads to a higher level of value shopping motivation.

Hedonic Shopping Motivations: Impact on Shopping Values in Online Auctions

Online shopping motivations have traditionally been related to utilitarian aspects and online shoppers are frequently classified as convenience-economic shoppers (Bhatnagar & Ghose, 2004). Consumers, however, now use the Internet not only to get functional benefits but also to enjoy a variety of entertainment opportunities. The interactive nature of the Internet and advanced technology offer many opportunities to increase online shopping enjoyment (Childers et al., 2001).

The hedonic aspect is important in the online auction environment where a certain level of entertainment and emotional value is provided through the searching, bidding and buying processes (Standifird et al., 2005). Ding et al. (2005) found that emotional factors were associated with the bidding process. Excitement from winning a bid and pleasure about getting a good deal can be experienced from online auctions. Therefore, hedonic shopping motivations (i.e., adventure shopping, gratification shopping, idea shopping, and value shopping) may influence both utilitarian and hedonic shopping values driven by online auctions.

Adventure shopping motivations related to perceived freedom, fantasy fulfillment and escapism (Babin et al., 1994) may be positively associated with hedonic value in online auctions such as pleasure of finding rare or unusual items, and thrill of bidding, and excitement of winning. Further, hedonic motivations are not always engaged in hedonic shopping outcomes. Adventure shopping motivation can be related to utilitarian value in online auctions because the feeling of adventure may be achieved from purchasing desired items in convenient and efficient ways (Standifird et al., 2005).

Gratification shopping motivation can enhance hedonic value in online auctions through hedonically rewarding shopping experiences in online auctions such as increased arousal and heightened involvement during the searching and bidding process (Babin et al., 1994). Gratification shopping motivation can enhance utilitarian value in online auctions as well because consumers may increase their mood states and receive emotional rewards from the efficiency of the shopping in online auctions. Consumers may easily find unique collectable items from online auctions, which is highly related to gratification shopping motivations.

Idea shopping motivation may influence hedonic value in online auctions. With millions of items provided, consumers can enjoy browsing to learn about new trends, products, or innovations (Arnold & Reynolds, 2003). Idea shoppers can value utilitarian aspects of online auctions because they can enjoy various items with detailed information and can more easily find the exact items they are looking for.

Value shopping motivations related to pleasure of bargains and hunting for sales may increase hedonic value in online auctions because the bidding process increases the thrill of shopping provided by the potential of price savings on the items they desire (Vishwanath & Barnett, 2005). Value shopping is also related to utilitarian benefits of online auctions because it provides money and time savings. Consequently, the following hypotheses were determined for this study:

H2a: A higher level of hedonic shopping motivations (adventure shopping [H2a1], gratification shopping [H2a2], idea shopping [H2a3], and value shopping [H2a4]) leads to a higher level of utilitarian value in online auctions.

H2b: A higher level of hedonic shopping motivations (adventure shopping [H2b1], gratification shopping [H2b2], idea shopping [H2b3], and value shopping [H2b4]) leads to a higher level of hedonic value in online auctions.

Shopping Values in Online Auctions: Impact on Consumer Preferences

Offline and online shopping research has shown that value judgments positively influenced preference, satisfaction, and loyalty (Cronin et al., 2000; Jones, Reynolds, & Arnold, 2006; Overby & Lee, 2006). Among these, preference was an especially important element of online shopping because preference elicited from previous experiences significantly decreased consumers' perceived risks associated with online shopping (Mathwick, Malhotra, & Rigdon, 2001; Pires, Stanton, & Eckford, 2004). Previous research has also discovered the positive relationship between shopping value and brand preference (Dodds et al., 1991; Erdem & Swait, 1998; Grewal, Monroe, & Krishnan, 1998; Sinha & DeSarbo, 1998). Recently, Overby and Lee (2006) found that consumers' shopping values (i.e., hedonic and utilitarian) positively influenced their preference for online retailers. Based on this, the following hypotheses were proposed:

H3a: A high level of utilitarian value leads to a higher level of preference for online auctions

H3b: A high level of hedonic value leads to a higher level of preference for online auctions

Preferences toward Online Auctions: Impact on Behavioral Intentions

According to Fishbein and Ajzen (1975), intentions were decisions to act in a particular way. Eagly and Chaiken (1993) noted that intentions were a "psychological construct distinct from attitude, which represents the person's motivation in the sense of

his or her conscious plan to exert effort to carry out a behavior” (p.168). Researchers have operationalized intentions as either likelihood that one will perform a behavior (Koballa, 1988) or as an estimate of performing a behavior in the future (Sheppard, Hartwick, & Warshaw, 1988).

Behavioral intentions are activated and enhanced by individual preferences (Bagozzi, 1992; Dodds et al., 1991; Overby & Lee, 2006). Several studies have identified the relationship between preference and intentions. Preference influenced retail patronage intentions (Bolton & Drew, 1991; Dick & Basu, 1994; Mathwick et al., 2001) and preferences were linked to satisfaction, loyalty and repurchase behavior (Erdem & Swait, 1998; Pritchard, Havitz, & Howard, 1999). Based on this,

H4: Preference toward online auctions is positively related to future intentions.

Risk-Taking Propensity: Moderator between Hedonic Shopping Motivations and Shopping values in Online Auctions

Risk is structured by reflecting the decision-maker’s response to uncertain outcomes based on the expected probabilities of risk (Mitchell, 1999). When a consumer engages in the shopping process, “risk” implies “greater consequences of making a mistake,” such as financial, psychological, and opportunity loss, and the inconvenience of making a mistake (Batra & Sinha, 2000). However, risk can also be explained in a positive way. Risk may bring financial gain, greater experience or emotional rewards as long as one completes risky activities and situations successfully. As a result, risk can powerfully influence consumer behavior by influencing the consumer decision-making

process that involves shopping motivations and evaluation of shopping behavior (Mitchell, 1999).

Individuals face risks when a decision, action or behavior leads to different possible outcomes (Bem, 1980). In other words, when an individual's action produces social and economic consequences that cannot be estimated with certainty, risk is encountered (Zinkhan & Karande, 1991). Online auctions contain a certain level of risk because of the uncertainty in the final price to be paid and because of the uncertainty about if and when the item would be obtained (Gopal et al., 2005). Given uncertainty of online auctions, bidders will contain two bidding related emotions: possible frustration in losing and excitement at winning (Ding et al., 2005).

Regardless of the risks of online auctions, a consumer with a high level of risk-taking propensity comes to an online auction site to bid for a product because an online auction provides both utilitarian value (e.g., the potential of money savings and convenience of shopping) and hedonic value (e.g., thrill of bidding and excitement of winning). According to Celsi et al. (1993), individuals' willingness to take risks increased when hedonic motives were engaged. Consumers with hedonic motivations combined with a high risk-taking propensity will evaluate highly the value of online auctions for both utilitarian and hedonic aspects. Successfully accomplishing risky activities may provide not only financial rewards but also pleasure and gratifications for the risk takers. Thus, it can be assumed that a high risk-taking propensity will reinforce the relationship between hedonic shopping motivations (i.e., adventure shopping, gratification shopping, idea shopping, and value shopping) and shopping values (i.e., hedonic and utilitarian) in online auctions. Based on this reasoning,

H5a: A higher level of risk-taking propensity strengthens the impact of hedonic shopping motivations (adventure shopping [H5a1], gratification shopping [H5a2], idea shopping [H5a3], and value shopping [H5a4]) on utilitarian value in online auctions.

H5b: A higher level of risk-taking propensity strengthens the impact of hedonic shopping motivations (adventure shopping [H5b1], gratification shopping [H5b2], idea shopping [H5b3], and value shopping [H5b4]) on hedonic value in online auctions.

Summary

This chapter provided the theoretical justification of the relationships among consumer characteristics, hedonic shopping motivations, and shopping values in online auctions. The theoretical justification was based on a literature review of value, preference, and intentions model and the expectancy theory of motivation. Two theories were integrated with selected consumer characteristics based on the previous research to provide antecedent justification for the constructs and their interrelationships.

As an output of the literature review, critical consumer characteristics (i.e., compulsive buying behavior, impulse buying behavior, price sensitivity, and variety-seeking tendency) which explain hedonic shopping motivations were defined and were examined in their relationships to shopping values and consumer outcomes.

Shopping values in online auctions were explained in terms of utilitarian and hedonic. One of the primary advantages associated with e-commerce is the increased efficiency in the way firms operate; thus the utilitarian value of online shopping was defined as an important predictor of consumer outcomes (i.e., preferences and intentions). However, firms engaging in e-commerce exclusively for the purpose of providing greater

efficiency may find it more difficult to obtain a competitive advantage. Providing hedonic value in Internet shopping creates a competitive edge in the online business; therefore, hedonic value also has important implications not only for the design of online auctions but for other types of e-commerce. Accordingly, both utilitarian and hedonic shopping values are proposed to influence consumer outcomes.

CHAPTER III

METHODOLOGY

This study was designed to accomplish four main objectives. First, this study investigated whether different personal characteristics (i.e., compulsive buying behavior, impulsive buying behavior, variety-seeking tendency and price sensitivity) had differential impacts on hedonic shopping motivations. Second, this study examined the impact of hedonic shopping motivations on shopping values in online auctions. Third, this study analyzed the influence of shopping values in online auctions on preference and behavioral intentions. Last, the moderating effect of risk-taking propensity on hedonic shopping motivations and shopping values in online auctions was examined.

This chapter is divided into five major sections. The first section presents the research model and describes relationships among variables in the model. The second section discusses measurement of the constructs with their reliabilities. The third section defines the population and sample that is used for this study. The fourth section discusses data collection. In the final section, data analyses and statistical methods are described.

Research Model and Design

This study tested a conceptual model depicting the causal relationships among consumer characteristics, hedonic shopping motivations, and shopping values of online auctions. Figure 3.1 displays the hypothetical causal model. Each component of the model was selected based on the literature review. As depicted in the hypothetical

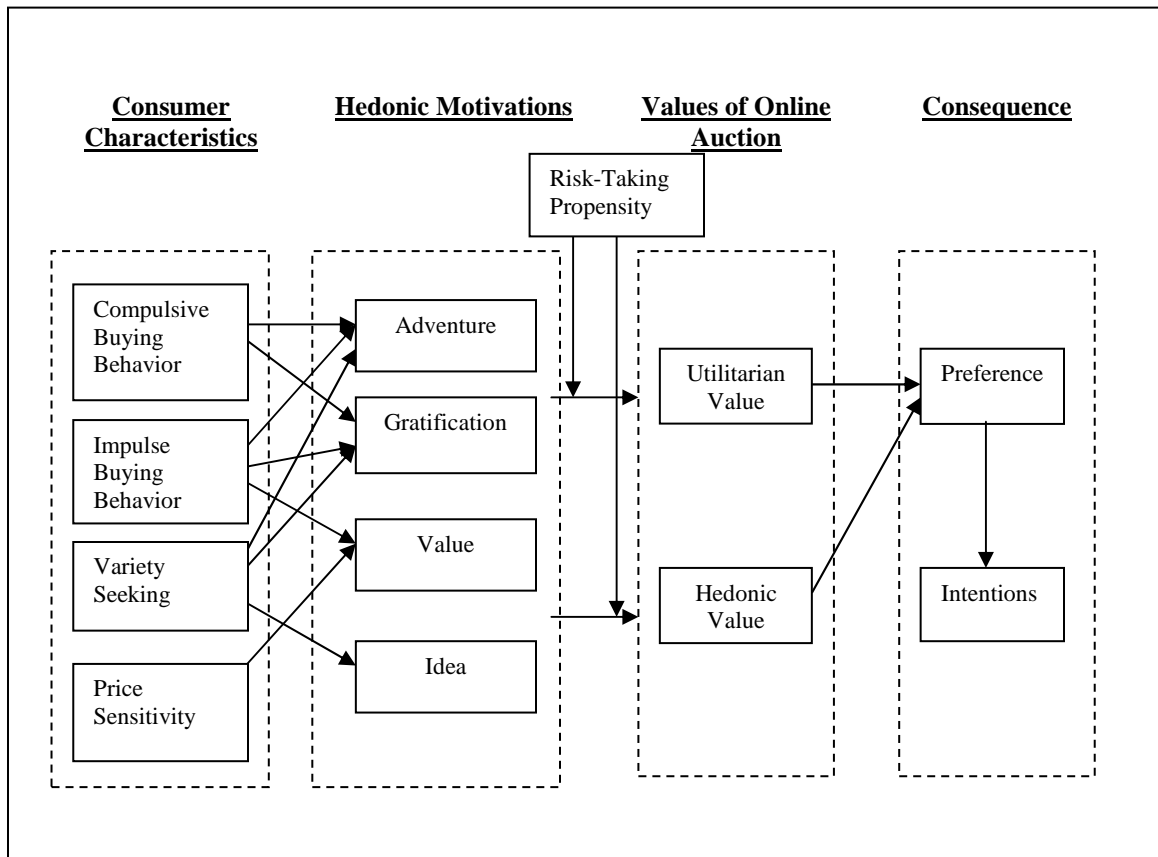


Figure 3.1. Research Model

research model, consumer characteristics influence hedonic shopping motivations which in turn impact shopping values of online auctions. In addition, the shopping values of online auctions influence future preferences and behavioral intentions of consumers.

The consumer characteristics evaluated in this study consisted of four major components: compulsive buying behavior, impulsive buying behavior, variety-seeking tendency, and price sensitivity. These consumer characteristics influence hedonic shopping motivations (Forsythe & Shi, 2003; O'Guinn & Faber, 1989; Rook, 1987). Hedonic shopping motivations (i.e., adventure shopping, gratification shopping, idea shopping, and value shopping) developed by Arnold and Reynolds (2003), were used in this study.

Shopping values in online auctions utilized for this study consisted of two major dimensions: hedonic value and utilitarian value. The variables for both hedonic and utilitarian values were defined by Babin et al. (1994) and Overby and Lee (2006). Finally, the measures used in this study of respondents' preference for online auctions and willingness to participate in online auctions in the future were adapted from Overby and Lee (2005).

Hypotheses

H1: Personal characteristics are positively related to hedonic shopping motivations

H1 can be tested in terms of sub-hypotheses as follows:

- H1a: A higher level of compulsive buying behavior leads to a higher level of adventure shopping motivation.

- H1b: A higher level of compulsive buying behavior leads to a higher level of hedonic shopping motivation.
- H1c: A higher level of impulse buying behavior leads to a higher level of adventure shopping motivation.
- H1d: A higher level of impulse buying behavior leads to a higher level of gratification shopping motivation.
- H1e: A higher level of impulse buying behavior leads to a higher level of value shopping motivation.
- H1f: A higher level of variety seeking tendency leads to a higher level of adventure shopping motivation.
- H1g: A higher level of variety seeking tendency leads to a higher level of gratification shopping motivation.
- H1h: A higher level of variety seeking tendency leads to a higher level of idea shopping motivation.
- H1i: A higher level of price sensitivity leads to a higher level of value shopping motivation.

H2: Hedonic shopping motivations are positively related to shopping values in online auctions.

H2 can be tested in terms of sub-hypotheses as follows:

- H2a: A higher level of hedonic shopping motivations (adventure shopping [H2a1], gratification shopping [H2a2], idea shopping [H2a3], and value shopping [H2a4]) leads to a higher level of utilitarian value in online auctions.
- H2b: A higher level of hedonic shopping motivations (adventure shopping [H2b1], gratification shopping [H2b2], idea shopping [H2b3], and value shopping [H2b4]) leads to a higher level of hedonic value in online auctions.

H3: Shopping values in online auctions are positively related to preferences for online auctions.

H3 can be tested in terms of sub-hypotheses as follows:

- H3a: A high level of utilitarian value leads to a higher level of preferences for online auctions
- H3b: A high level of hedonic value leads to a higher level of preferences for online auctions

H4: Preferences toward online auctions are positively related to behavioral intentions.

H5: A higher level of risk-taking propensity strengthens the impact of hedonic shopping motivations on shopping values in online auctions.

H5 can be tested in terms of sub-hypotheses as follows:

- H5a: A higher level of risk-taking propensity strengthens the impact of hedonic shopping motivations (adventure shopping [H5a1], gratification shopping [H5a2], idea shopping [H5a3], and value shopping [H5a4]) on utilitarian value in online auctions.
- H5b: A higher level of risk-taking propensity strengthens the impact of hedonic shopping motivations (adventure shopping [H5b1], gratification shopping [H5b2], idea shopping [H5b3], and value shopping [H5b4]) on hedonic value in online auctions.

Instrument Development

This study adapted existing measurement scales with internal consistencies. All scales were modified for testing in an online auction context. All measurement items chosen had good construct validity and reliability established in previous research. The items were also tested for validity and reliability in the process of academic expert review, expert debriefing, the pretest, and the final study.

The questionnaire was composed of five sections: 1) consumer characteristics, 2) shopping motivations, 3) shopping values of online auctions, 4) preferences and behavioral intentions, and 5) demographic and background information. The items in the first four sections were measured on a 5-point Likert scale ranging from ‘strongly disagree’ to ‘strongly agree’ or from ‘never’ to ‘very often’ to provide interval data. Open ended and forced choice responses were used in the last section of the questionnaire. The next section provides a description of the survey instrument and its modification based on the expert review and pretest. A sample of the questionnaire used for this study can be found in Appendix A.

Measurement of Consumer Characteristics (Antecedents)

Consumer characteristics used in this study were composed of five dimensions: compulsive buying behavior, impulse buying behavior, variety-seeking tendency, price sensitivity, and risk-taking propensity. Four dimensions (i.e., compulsive buying behavior, impulse buying behavior, variety-seeking tendency, and price sensitivity) were used as antecedents of hedonic shopping motivations. Twenty-nine randomly ordered items were used to measure these four dimensions. The fifth dimension was used as a moderator and is discussed in the next section.

For the assessment of compulsive buying behavior, Faber and O’Guinn’s (1992) seven-item Diagnostic Screener for Compulsive Buying was adopted. Six items out of seven were measured on a 5-point Likert scale ranging from ‘never’ to ‘very often.’ One item was measured on the scale ranging from ‘strongly disagree’ to ‘strongly agree.’ The scale has been used in several previous studies and has shown good reliabilities

(above .80) (Faber & Christenson, 1995; Faber & O'Guinn, 1992; Kwak et al., 2004; Rindfleisch & Burroughs, 1997).

Nine items measuring impulse buying behavior were adopted from Rook and Fisher's study (1995). Next, the scale of variety-seeking tendency developed by Steenkamp and Baumgartner (1995) was employed in the questionnaire. Finally, items to measure price sensitivity were adopted from Goldsmith (1996). Table 3.1 shows the items used to measure compulsive buying behavior, impulse buying behavior, variety-seeking tendency, price sensitivity and their reliabilities.

Measurement of Risk-Taking Propensity (Moderator)

Items to measure risk-taking propensity were taken from the Jackson Personality Inventory (Jackson, 1976), which is a validated psychological test instrument (Collins, Milliron, & Toy, 1992). Ten questions selected by Collins et al. (1992) were used. For half of the questions, high scores were associated with high levels of a risk-taking propensity. The other half of the questions were reverse coded; thus, low scores were related to high levels of a risk-taking propensity (Table 3.2).

Measurement of Hedonic Shopping Motivations

The second section of the questionnaire consisted of questions relating to hedonic shopping motivations. Items reflecting four dimensions of hedonic shopping motivations (i.e., adventure shopping, gratification shopping, idea shopping, and value shopping) developed by Arnold and Reynolds (2003) were used for this study. Each dimension had three questions and a relatively high reliability (above 0.77). The 12 questions (Table 3.3) were scored on a 5-point Likert scale. Items were randomly ordered in the survey.

Table 3.1. Measurement Items for Consumer Characteristics (Antecedents)

Variable	Items	Reliability*	Source
Compulsive Buying Behavior	<ul style="list-style-type: none"> • If I have any money left at the end of the pay period, I just have to spend it. • Felt others would be horrified if they knew my spending habits. • Bought things even though I couldn't afford them. • Wrote a check when I knew I didn't have enough money in the bank to cover it. • Bought myself something in order to make myself feel better. • Felt anxious or nervous on days I didn't go shopping. • Made only the minimum payment on my credit cards. 	0.80	Faber & O'Guinn (1992) ($\alpha = .95$)
Impulse Buying Behavior	<ul style="list-style-type: none"> • I often buy things spontaneously. • "Just do it" describes the way I buy things. • I often buy things without thinking. • "I see it, I buy it" describes me. • "Buy now, think about it later" describes me. • Sometimes I feel like buying things on the spur-of-the-moment. • I buy things according to how I feel at the moment. • I carefully plan most of my purchases (-) • Sometimes I am a bit reckless about what I buy. 	0.91	Rook & Fisher (1995) ($\alpha = .88$)
Variety-Seeking Tendency	<ul style="list-style-type: none"> • I like to continue doing the same old things rather than trying new and different things. (-) • I like to experience novelty and change in my daily routine. • I like a job that offers change, variety, and travel, even if it involves some danger. • I am continually seeking new ideas and experiences. • I like continually changing activities. • When things get boring, I like to find some new and unfamiliar experience. • I prefer a routine way of life to an unpredictable one full of change. (-) 	0.80	Steenkamp & Baumgartner (1995) ($\alpha = .84$)
Price Sensitivity	<ul style="list-style-type: none"> • I don't mind paying more to try out a new product and/or service. (-) • I don't mind spending a lot of money to buy a product and/or service. (-) • I am less willing to buy products and/or services if I think that it will be high in price. • I know that a new product and/or service is likely to be more expensive than older ones, but that doesn't matter to me. (-) • A really great product and/or service is worth paying a lot of money for. (-) • In general, the price or cost of buying a product and/or service is important to me. 	0.78	Goldsmith (1996). ($\alpha = .85$)

(-) denote that scale items are reverse coded. * Pretest reliability results.

Table 3.2. Measurement Items for Risk-Taking Propensity

Variable	Items	Reliability*	Source
Risk-Taking Propensity	<ul style="list-style-type: none"> • When I want something, I'll go out limb to get it. • In games I usually "go for broke" rather than playing it safe. • Taking risks does not bother me if the gains involved are high. • I would enjoy bluffing my way into an exclusive club or private party. • I enjoy taking risks. • I probably would not take the chance of borrowing money for a business deal even if it might be profitable. (-) • I rarely make even small bets. (-) • I would prefer a stable position with a moderate salary to one with a higher salary but less security. (-) • I consider security an important element in every aspect of my life. (-) • If I invested any money in stocks, it would probably only be in safe stocks from large, well-known companies. (-) 	0.64	Jackson (1976) <i>Jackson Personality Inventory Manual</i>

(-) denote that scale items are reverse coded. * Pretest reliability results.

Table 3.3. Measurement Items for Hedonic Shopping Motivations

Dimension	Items	Reliability*	Reliability **
Adventure	<ul style="list-style-type: none"> • To me, shopping is an adventure. • I find shopping stimulating. • Shopping makes me feel like I am in my own universe. 	0.89	0.86
Gratification	<ul style="list-style-type: none"> • When I'm in a down mood, I go shopping to make me feel better. • To me, shopping is a way to relieve stress. • I go shopping when I want to treat myself to something special. 	0.82	0.77
Idea	<ul style="list-style-type: none"> • I go shopping to keep up with the trends. • I go shopping to keep up with the new fashions. • I go shopping to see what new products are available. 	0.83	0.90
Value	<ul style="list-style-type: none"> • For the most part, I go shopping when there are sales. • I enjoy looking for discounts when I shop. • I enjoy hunting for bargains when I shop. 	0.81	0.87

Source: Arnold & Reynolds (2003). * Pretest reliability results. ** Reliability from Arnold & Reynolds' study.

Measurement of Shopping Values in Online Auctions

The third section of the questionnaire focused on measuring two shopping values (i.e., utilitarian and hedonic) in online auctions (Table 3.4). These items were based on the scale developed by Overby and Lee (2006) and were modified for the online auction context. Four utilitarian value items and four hedonic value items were measured on a 5-point Likert scale.

Measurement of Preferences and Behavioral Intentions

Three items to measure preferences for online auctions and five items to measure willingness to patronize online auction sites were adapted from Overby and Lee's study (2006). Table 3.5 shows items that were used to measure preferences and behavioral intentions for online auctions.

Table 3.4. Measurement Items for Shopping Values in Online Auctions

Variable	Items	Reliability*	Reliability**
Utilitarian Value	<ul style="list-style-type: none"> • The prices of the products and/or services I purchased from online auctions were at right level, given the quality. • When I made a purchase from online auction sites, I saved time. • The products and/or services I purchased from an online auction were good buys. • The online auction offered a good economic value. 	0.70	0.89
Hedonic Value	<ul style="list-style-type: none"> • Making a purchase from an online auction totally absorbed me. • Online auction sites didn't just sell products or services- it entertained me. • Making a purchase from an online auction site "got me away from it all". • Making a purchase from an online auction site truly felt like "an escape". 	0.83	0.79

Source: Overby & Lee (2006). * Pretest reliability results. ** Reliability from Overby & Lee's study.

Table 3.5. Measurement Items for Preferences and Behavioral Intentions

Variable	Items	Reliability (α)*	Reliability (α)**
Preferences	<ul style="list-style-type: none"> • When it comes to making a purchase, an online auction is my first preference. • I prefer online auctions to other internet retailers. • I consider online auctions to be my primary source of purchasing products or services. 	0.77	0.83
Intentions	<ul style="list-style-type: none"> • In the future, online auctions are one of the first places I intend to look when I need products and services they provide. • I intend to continue to visit online auction sites in the future. • I intend to purchase from online auctions in the future. • I intend to continue doing business with online auctions over the next few years. • I have a favorable attitude toward continuing to do business with online auctions over the next few years. 	0.93	0.71

Source: Overby & Lee (2006). * Pretest reliability results. ** Reliability from Overby & Lee's study.

Demographic and Background Information

Information on the demographic and background characteristics of participants was also obtained. The information was used for description purposes only.

Individuals with online auction experience were asked how often they participated in online auctions in the past 12 months and their primary purpose for using the Internet. They were also asked age, gender, ethnic group identity, marital status, education, occupation, and income. The data were in the form of nominal (i.e., gender, ethnic group identity, marital status, and occupation, and purpose of Internet use), ordinal (i.e., education), and ratio scales (i.e., frequency of online auction participation, length of Internet use, and income). In addition, open-ended questions were used (i.e., spending for online auction and spending for online shopping).

Survey Pretest

A pretest was conducted in order to validate the measures adapted for this research. First, content validity and face validity were evaluated to identify items that might be unclear in terms of wording. Second, the pretest survey was conducted with Retail and Consumer Sciences (RCS) students at the University of Tennessee (n = 113). The survey instrument was hosted online by the University of Tennessee. An e-mail containing the online survey link was sent to students and participants voluntarily completed the survey.

The collected data were used to purify the scale and validate the construct validity in areas such as reliability, content validity and convergent validity. The results from SPSS and AMOS were analyzed to assess the scale purification.

Content and Face Validity

In order to ensure content validity, two procedures were applied. First, an extensive literature review in the area of consumer characteristics, hedonic shopping motivations, shopping values, and online auctions was conducted to ensure that adapted scales could measure the right content in each construct. Second, the scales were reviewed by academic experts to ensure content validity. The academic experts inspected the questionnaire that contained the measurement items adapted from previous research. They evaluated the measurement items in terms of item specificity, clarity of questions, and readability. During this process, several items were reworded to increase the readability and clarity of the questions.

Face validity tests whether the measure seems to measure what is intended.

Unlike content validity, face validity does not depend on established theories for support (Anastasi, 1988), so face validity is a less formal procedure to test. In this study, Ph. D. students majoring in Retail and Consumer Sciences evaluated the measurement items for readability and item clarity. This process verified a sufficient level of face validity for the measures.

Questionnaire Format and Appearance

The survey instrument, consisting of 39 items for consumer characteristics, 12 items for hedonic shopping motivations, 8 items for shopping values in online auctions, 8 items for consequences, and 14 demographic items were created online (see Appendix A). For the Likert-scale items (i.e., consumer characteristics, hedonic shopping motivations), each web page contained 10 Likert-scale items. Demographic items were asked one at a time (i.e., one at a page). The questionnaire was designed to be completed in 10 minutes.

Pretest

Students majoring in Retail and Consumer Sciences at the University of Tennessee were invited to take the survey via e-mail. A total of 113 usable surveys were collected. The reliability of each construct was assessed using a Cronbach's (1951) alpha coefficient with a cut-off value of 0.70 to proceed in the final test. Each construct showed good reliability except risk-taking propensity (Table 3.6). Confirmatory factor analysis was conducted to identify whether the measurement items measured the construct of interest or cross loaded (Table 3.7).

Table 3.6. Reliability of Each Variable (Pretest)

	Variables	Reliability
Consumer Characteristics	Compulsive Buying Behavior	0.80
	Impulse Buying Behavior	0.91
	Variety-Seeking Tendency	0.80
	Price Sensitivity	0.78
	Risk-Taking Propensity	0.64
Hedonic Shopping Motivations	Adventure	0.89
	Gratification	0.82
	Vale	0.81
	Idea	0.83
Shopping Value in Online Auctions	Utilitarian Shopping Value	0.70
	Hedonic Shopping Value	0.83
Consequences	Preferences	0.77
	Intentions	0.93

Table 3.7. Pretest: Confirmatory Factor Analysis

Constructs	Items	Standardized Estimate	t-value
Compulsive Buying Behavior	If I have any money left at the end of the pay period, I just have to spend it.	0.62	6.91***
	Bought myself something in order to make myself feel better.	0.72	8.37***
	Felt anxious or nervous on days I didn't go shopping.	0.76	9.01***
	Made only the minimum payment on my credit cards.	0.42	4.38***
	Bought things even though I couldn't afford them.	0.82	10.04***
	Wrote check when I know I didn't have enough money in the bank to cover it.	0.48	5.09***
	Felt others would be horrified if they knew my spending habits.	0.52	5.60***
Impulse Buying Behavior	"Buy now, think about it later" describes me.	0.82	10.44***
	I buy things according to how I feel at the moment.	0.72	8.66***
	Sometimes I am a bit reckless about what I buy.	0.63	7.27***
	"I see it, I buy it" describes me.	0.80	10.11***
	I often buy things without thinking.	0.81	10.26***
	I carefully plan most of my purchases. (-)	0.65	7.52***
	Sometimes I feel like buying things on the spur-of-the-moment.	0.60	6.80***
	"Just do it" describes the way I buy things.	0.82	10.31***
I often buy things spontaneously.	0.75	9.07***	
Variety-Seeking Tendency	I like to continue doing the same old things rather than trying new and different things. (-)	0.47	4.79***
	I like to experience novelty and change in my daily routine.	0.66	7.21***
	I like a job that offers change, variety, and travel, even if it involves some danger.	0.58	6.13***
	I am continually seeking new ideas and experiences.	0.75	8.50***
	I like continually changing activities.	0.73	8.31***
	When things get boring, I like to find some new and unfamiliar experience.	0.65	7.08***
	I prefer a routine way of life to an unpredictable one full of change. (-)	0.39	3.92***
Price Sensitivity	I don't mind paying more to try out a new product and/or service (-).	0.60	6.51***
	I don't mind spending a lot of money to buy a product and/or service (-).	0.80	9.41***
	I am less willing to buy products and/or services if I think that it will be high in price.	0.58	6.29***
	I know that a new product and/or service is likely to be more expensive than older ones, but that doesn't matter to me (-).	0.66	7.28***
	A really great product and/or service is worth paying a lot of money for (-).	0.60	6.45***
	In general, the price or cost of buying a product and/or service is important to me.	0.43	4.39***

(-) denotes that scale item are reverse coded.

*** Significant at $p < 0.001$.

Table 3.7. Pretest: Confirmatory Factor Analysis (Continued)

Constructs	Items	Standardized Estimate	t-value
Adventure Shopping	I find shopping stimulating.	0.81	10.33 ^{***}
	To me, shopping is an adventure.	0.91	12.45 ^{***}
	Shopping makes me feel like I am in my own universe.	0.84	10.87 ^{***}
Gratification Shopping	I go shopping when I want to treat myself to something special.	0.57	6.38 ^{***}
	When I'm in a down mood, I go shopping to make me feel better.	0.85	11.14 ^{***}
	To me, shopping is a way to relieve stress.	0.92	12.63 ^{***}
Idea Shopping	I go shopping to see what new products are available.	0.55	6.03 ^{***}
	I go shopping to keep up with the new fashions.	0.86	11.15 ^{***}
	I go shopping to keep up with the trends.	0.93	12.53 ^{***}
Value Shopping	I enjoy hunting for bargains when I shop.	0.80	9.42 ^{***}
	For the most part, I go shopping when there are sales.	0.63	6.88 ^{***}
	I enjoy looking for discounts when I shop.	0.88	10.65 ^{***}
Utilitarian Value	The prices of the products and/or services I purchased from online auctions were at right level, given the quality.	0.39	3.91 ^{***}
	When I made a purchase from online auction sites, I saved time.	0.52	5.47 ^{***}
	The products and/or services I purchased from an online auction were good buy.	0.74	8.40 ^{***}
	The online auction offered a good economic value.	0.71	8.01 ^{***}
Hedonic Value	Making a purchase totally absorbed me.	0.56	6.18 ^{***}
	The online auction site didn't just sell products or services- it entertained me.	0.73	8.60 ^{***}
	Making a purchase from an online auction site "got me away from it all".	0.83	10.29 ^{***}
	Making a purchase from an online auction site truly felt like "an escape".	0.88	11.22 ^{***}
Preferences	When it comes to making a purchase, an online auction is my first preference.	0.77	9.02 ^{***}
	I prefer online auctions to other internet retailers.	0.81	9.71 ^{***}
	I consider online auctions to be my primary source of purchasing products or services.	0.59	6.48 ^{***}
Intentions	In the future, online auctions are one of the first places I intend to look when I need products and services they provide.	0.65	7.55 ^{***}
	I intend to continue to visit online auction sites in the future.	0.88	11.71 ^{***}
	I intend to purchase from online auctions in the future.	0.93	13.03 ^{***}
	I intend to continue doing business with online auctions over the next few years.	0.92	12.74 ^{***}
	I have a favorable attitude toward continuing to do business with online auctions over the next few years.	0.91	12.38 ^{***}

(-) denotes that scale item are reverse coded.

*** Significant at $p < 0.001$.

According to CFA, each indicator loaded significantly on its designated factor ($p < 0.001$). Risk-taking propensity was not included in the CFA model because it was tested as a moderator, not an endogenous or exogenous variable in the model.

Measurement Revision

The reliability of the risk-taking propensity scale used for the pretest was 0.64, slightly less than the cut-off value of 0.70. After careful review of the items in the scale, it was found that the items were not appropriate for measuring the risk-taking propensity as one of the consumer characteristics. This scale contained only 10 items drawn from the original 20 items in *Jackson Personality Inventory Manual* (1976) (Collins et al., 1992). After thoroughly reviewing the literature, the scale developed by Burton, Lichtenstein, Netemeyer and Garretson (1998) was adopted for the main test.

The measurement items for utilitarian and hedonic shopping values were revised as well. In the pretest, respondents were asked to answer based on their general online auction experience; however, a number of respondents indicated that questions for shopping values were not clear to them and that their experiences could be different on different auction sites. As a result of this insight, asking their experience on the specific auction site should increase the accuracy and clarity of items. In this regard, the questionnaire was revised. The respondents were asked to refer to the online auction site in which they had recently participated and purchased to answer the shopping value items in the revised questionnaire.

In addition, one item from utilitarian value was dropped (i.e., “when I made a purchase from online auction sites, I saved time”). During the measurement review

process, several reviewers indicated that the item was not appropriate for the online auction context. In general, because online auction participants spend a significant amount of time in the searching and bidding process, they may not value timesavings in shopping through auction sites. Instead, based on the other shopping value scale (Babin et al., 1994), one item was added to the utilitarian value (i.e., “while shopping on this auction site, I found just the item(s) I was looking for”).

Hedonic value items were reworded to increase clarity of the items. A revised questionnaire was used for the second pretest to assess reliability of the newly added items. A total of 65 students participated in the second pretest. The reliability of the second pretest is shown in Table 3.8 and 3.9. Cronbach’s alpha coefficient for risk-taking propensity far exceeded a cut-off value of 0.70 at this time. Revised measurement items for shopping values in online auctions also presented good reliability. The descriptions of the measurement items used in the main study are presented in Appendix B.

Population and Sample

The population of interest in this study was consumers who had participated in online auctions. According to the Pew Internet & American Life Project report (“Demographics of Internet users,” 2006), 70% of adult Americans use the Internet. Table 3.10 shows the percentage of each demographic group that uses the Internet compared with the U.S. Census Bureau’s most current population survey. As an example, 71% of adult women and 69% of adult men use the Internet.

Table 3.8. New Measurement Items for Risk-Taking Propensity

Variable	Items	Reliability (α)*	Source
Risk-Taking Propensity	<ul style="list-style-type: none"> • I don't like to take risks. (-) • I have no desire to take unnecessary chances on things. (-) • I do my best to avoid taking risks. (-) 	0.83	Burton et al. (1999) ($\alpha = 0.76$)

(-) denote that scale items are reverse coded. *Pretest reliability results.

Table 3.9. Revised Measurement Items for Shopping Values in Online Auctions

Variable	Revised Items	Reliability (α)*
Utilitarian Value	<ul style="list-style-type: none"> • The prices of the products and/or services I purchased from this auction site were at the right level, given the quality. • The products and/or services I purchased from this auction site were good buys. • This auction site offered a good economic value. • While shopping on this auction site, I found just the item(s) I was looking for 	0.73
Hedonic Value	<ul style="list-style-type: none"> • This auction site didn't just sell products or services - it entertained me. • Shopping on this auction site "got me away from it all" • Shopping this auction site truly felt like "an escape". • While shopping on this auction site, I was able to forget my problems. 	0.80

*Pretest reliability results.

For the main study, a sample (n = 906) was drawn from an Internet panel. Consumer panels were pre-recruited and maintained by research firms. A sample size of 906 was sufficient based on the number of parameters used in the model. To examine whether the sample was representative, the sample characteristics were compared with the Pew Internet & American Life Project report ("Demographics of Internet users," 2006) shown in Table 3.6. To be representative, the sample respondents should be similar in gender, age, and education to the general population of Internet users. The consumer group younger than age 18 was excluded from the sample frame because they are usually inactive as online shoppers. Even though they showed active connection to the Internet, consumers in this range are not financially independent. In addition, due to the limitations related to research involving human subjects, respondents below age 18 were excluded.

Based on the above consideration, the sample frame for this study was drawn from online consumers who had participated in online auctions at least once during the past 12 months and were age 18 or older. Table 3.10 presents demographics of Internet users. The sample characteristics of the participants in this study were compared to the Pew Internet & American Life Project report (2006) and characteristics of the total population ("2005 American Community Survey," 2006). The characteristics of the sample are presented in Chapter 4.

Data Collection

As a data collection method, this study used an online survey utilizing a pre-recruited panel from a commercial online survey company. Using an online consumer panel has several advantages. One positive factor of an online survey is that the survey

Table 3.10. Demographics of Internet Users

Demographics		Total Population (%)*	Characteristics of Internet Users (%)**
Gender	Women	51	50.3
	Men	49	49.7
Age	18-29	21	24.6
	30-49	39	45.2
	50-64	23	22.7
	65+	16	7.5
Race/Ethnicity	White, Non-Hispanic	67	71.4
	Black, Non-Hispanic	12	10.3
	Asian	4	N/A
	All Hispanic	15	12.4
Household Income	Less than \$30,000/yr	33	21.8
	\$30,000-\$50,000	21	21.2
	\$50,000-\$75,000	18	21.8
	More than \$75,000	28	35.1
Educational Attainment	Less than High School	19	40.6
	High School	34	
	Some College	37	47.0
	College +	9	12.4

*Source: U.S Census Bureau 2005 American Community Survey

**Source: Pew Internet & American Life Project, November 30 – December 30, 2006 Tracking Survey.

Note: Percentage of Internet users is weighted by the percentage of the total population.

process can be completed quickly. A typical mail survey design with multiple mailings requires a field period of at least two months (Dillman, 2000). With Web surveys, Kennedy, Kuh and Carini (2000) noticed that a four-contact survey process could be completed within three weeks without loss of response. Another advantage is that consumer panels can provide more reliable data. Respondents take a survey on their own time and at their own location. Participants can take as much time as they need to answer each question. In this regard, an online survey agent who maintains a wide range of online consumer panels was selected for data collection in this study.

Selecting Consumer Panels

Consumer panels provided by a market research firm should be selected with caution. First, the total panel size should be considered. A large pool of respondents is essential for achieving results that yield an adequate representation. Second, consumer panels should be representative of the total population.

Based on the above consideration, e-Rewards (www.e-rewards.com) was selected as the survey agent among other commercial enterprises considered. E-rewards has more than 2.6 million consumers on its panels in the U.S. and Canada. e-Rewards maintains consumer panels representative of the entire population by systematically controlling its panel composition. In addition, both the cost and the survey procedure were adequately fit to this study.

Data Analyses

The hypotheses were tested using structural equation modeling (SEM). Using reliable instruments is highly recommended in pursuing SEM (Kwak et al., 2004). One of the most important advantages of SEM is that the relationships between the construct and other constructs can be tested without the bias that measurement error introduces (Steenkamp & Van Trijp, 1991).

The main data analysis was conducted following the two-step approach suggested by Anderson and Gerbing (Anderson & Gerbing, 1988). First, a confirmatory measurement model assessed whether the measurement items for consumer characteristics, hedonic shopping motivations, and shopping values in online auctions had the appropriate properties to represent each construct. Second, structural equation modeling examined the causal relationship of the model. Both the confirmatory factor analysis and structural equation model were assessed using AMOS with the maximum likelihood method.

Preliminary Analysis

Each variable in the model was conceptualized as a latent one, measured by multiple indicators. At least three indicators per latent variable were used. Before conducting SEM, preliminary analyses were performed. These analyses included item normality, skewness, kurtosis, means, standard deviations and outliers. Each indicator should be normally distributed for each value of each other indicator. Even small departures from multivariate normality (i.e., skewness and kurtosis) can lead to large

differences in the chi-square test, undermining its utility, and high kurtosis may cause estimation problems. Thus, skewness and kurtosis were assessed through AMOS.

Measurement/Structural Model Evaluation

To assess the quality of the measurement model, unidimensionality, convergent validity, reliability, and discriminant validity were investigated. Evidence for the unidimensionality of each construct was ensured by including appropriate items that loaded at least 0.65 on their respective hypothesized component and loaded no larger than 0.30 on other components in an exploratory factor analysis. In addition, a CFA to test unidimensionality was performed.

Convergent validity was investigated by checking whether all loadings were significant ($p < 0.05$) and whether all squared correlations exceeded 0.50 (Hildebrandt, 1987). To assess reliability jointly for all items of a construct, the composite reliability and average variance extracted were computed (Baumgartner & Homburg, 1996; Steenkamp & Van Trijp, 1991). For a construct to possess good reliability, composite reliability should be between 0.60 and 0.80, and the average variance extracted should at least be 0.50 (Bagozzi & Yi, 1988).

Discriminant validity is the extent to which the measure is indeed novel and not simply a reflection of some other variables (De Wulf, Odekerken-Schröder, & Iacobucci, 2001). This was tested by means of several subsequent procedures. First, as a basic test of discriminant validity, correlations among the latent constructs were checked. It is expected that construct correlations are significantly less than 1. Second, chi-square differences were examined to compare a series of nested confirmatory factor models in

which correlations between latent constructs are constrained to 1. Discriminant validity can be supported if a chi-square difference shows significant difference between the unconstrained original model and the nested, constrained modified model (De Wulf et al., 2001). Another test for discriminant validity suggested by Fornell and Larcker (1981) was performed. This test suggests that a scale possesses discriminant validity if the average variance extracted by the underlying construct is larger than the shared variance (i.e., the squared intercorrelation) with other latent constructs.

The values of the goodness of fit statistics were examined in CFA. This set of goodness-of-fit measures is based on fitting the model to sample moments, which means to compare the observed covariance matrix to the one estimated on the assumption that the model being tested is true. To evaluate the model fit for the measurement model, four fit indices were used primarily to assess the degree of fit: CMIN/DF, CFI, GFI and RMSEA with PClose.

CMIN/DF is the ratio of chi-square divided by the degrees of freedom. Ratios in the range of two to five are generally thought to be an indication of acceptable fit (Hair, Anderson, Tatham, & Black, 1998). GFI, CFI, and RMSEA (Root mean squared approximation of error) are recommended fit indexes because these three are all scaled on a preset continuum (0 to 1), which yields easy interpretation and are all relatively independent of sample size effect (Garver & Mentzer, 1999; Marsh, Balla, & McDonald, 1988).

GFI represents the degree to which the actual or observed matrix is predicted by the estimated model. GFI deals with explained covariance (correlation) relative to total

covariance (correlation). An acceptable threshold for this index is 0.80 or greater (Byrne, 2001).

The comparative fit index (CFI) is a relative comparison of the proposed model to the null model. CFI values can range from 0 to 1. In practice, CFI values of 0.90 or greater represent an adequate fit (Baumgartner & Homburg, 1996). Values falling between 0.80 and 0.90 are considered acceptable (Byrne, 2001).

RMSEA represents the root mean square error of approximation. RMSEA is the discrepancy per degrees of freedom measured in terms of population (not the sample) (Hair et al., 1998), thus this index is thought to be relatively unaffected by sample size. Values falling between 0.05 and 0.08 are considered acceptable (Bagozzi & Yi, 1988; Baumgartner & Homburg, 1996). Another index complimentary with RMSEA is PClose. Given the criteria that RMSEA of 0.05 represents a close fit, PClose indicates the probability of finding the RMSEA of 0.05 in the population.

The structural model was evaluated based on the set of goodness-of-fit statistics (i.e., CNIN/DF, CFI, GFI, and RMSEA). Hypothesis testing was performed after evaluating the overall model fit. If the relationships between latent constructs are in the hypothesized direction, this will provide initial evidence for the proposed conceptual model and support the validity of the constructs.

Test of Moderating Effects

A moderator variable specifies when or under what conditions a predictor variable influences a dependent variable (Baron & Kenny, 1986). A moderator variable may reduce or enhance the direction of the relationship between a predictor variable and a

dependent variable. Moderating effects were tested through subgroup analysis, splitting the samples into sub-samples according to whether consumers scored high or low on the moderating variables to ensure within-group homogeneity and between-group heterogeneity. This subgroup method is the preferred technique for detecting moderating effects (Arnold, 1984; De Wulf et al., 2001; Stone & Hollenbeck, 1989). To examine the moderating effect of risk-taking propensity between hedonic shopping motivations and shopping values in an online auction, subjects were divided into two groups of high and low level of risk-taking propensity.

Summary

This chapter discussed the research methodology that was used to test the research hypotheses presented in chapter 2. Research model and design, instrument development, survey pretest results, sampling, data collection, and data analysis were described in this chapter.

CHAPTER IV

DATA ANALYSES AND RESULTS

In this chapter, the data analysis and results of hypotheses testing are reported. First, general descriptions of data including sample response rate, demographics, and descriptive statistics are provided. The second section provides preliminary analyses including mean, minimum and maximum values, standard deviation, and normality tests. The next section examines construct validity and reliability of the main study data for each of the constructs in the proposed research model. In the last section, the results of statistical analyses, hypotheses testing, and the overall fit indicators are presented. Descriptive statistics were calculated using SPSS 13.0. Structural equation modeling analyses were conducted using AMOS 7.0.

Descriptive Statistics of the Sample

Prior to preliminary statistical analysis, sample characteristics and descriptive information of online auction participants was investigated. Consumer panel participants who received an e-mail invitation could access the survey link hosted by the University of Tennessee. In regard to missing values, the survey was designed such that respondents were required to answer each question. The survey link was accessed by 1,544 people yet 490 were not qualified for this survey because they had not participated in online auctions during the last 12 months. Among qualified survey participants 148 abandoned the survey before finishing. A total of 906 usable surveys were collected.

Table 4.1 presents data on the sample characteristics of the participants including gender, age, ethnicity, and educational background. The sample characteristics were compared to the characteristics of Internet users defined by the Pew Internet & American Life Project report ("Demographics of Internet users," 2006) and U.S. Census Bureau ("2005 American Community Survey," 2006). According to the results, the sample characteristics were similar to the characteristics of Internet users in terms of gender, age, and ethnicity. The gender split was fairly equally divided between males and females (52.8 % female). The ages in the sample range from 19 to 70, with a mean age of 43 years old. The age category 30 to 49 was highly represented and accounted for approximately 57% of the total sample. Over two thirds of the sample (84.8 %) indicated "some college and above" as their highest education completed. Approximately 58 percent of participants indicated their annual household income was more than \$75,000 which is higher than the total population income statistics.

The results also provided descriptive information on participant Internet usage. The primary purpose for using the Internet, number of hours spent per week for the Internet, and number of participation in online auctions during the past 12 months are described in Table 4.2. The respondents' average expenditure on online shopping during the past 12 months was approximately \$2,000 and the respondents' average expenditure on online auctions was around \$945.

Preliminary Statistical Analysis

The descriptive statistics are provided in Appendix C. Mean, minimum and maximum values, and standard deviation of each variable were calculated via SPSS.

Table 4.1. Sample Characteristics Compared by Characteristics of Internet Users

	Sample Characteristics (N = 906)			Characteristics of Internet Users (%)*
	Categories	Frequency	Percent	
Gender	Female	478	52.8	50.3
	Male	428	47.2	49.7
Age	Between 18 and 29	102	11.3	24.6
	Between 30 and 49	516	57.0	45.2
	Between 50 and 64	258	28.5	22.7
	Over 65	27	3.0	7.5
	Not Specified	3	0.3	N/A
Education	High School or Less	93	10.3	40.6
	Some College	324	35.8	47.0
	College graduate	134	14.8	12.4
	Postgraduate	310	34.2	
	Others	45	5.0	N/A
Ethnicity	Caucasian	793	87.5	71.4
	African American	15	1.7	10.3
	Asian or Pacific Islander	60	6.6	N/A
	Hispanic	11	1.2	12.4
	Native American	10	1.1	N/A
	Others	17	1.9	N/A
Income	Less than \$30,000/yr	55	6.1	21.8
	\$30,000-\$50,000	93	10.3	21.2
	\$50,000-\$75,000	235	25.9	21.8
	More than \$75,000	523	57.7	35.1

*Percentage of Internet users is weighted by the percentage of the total population.

*Source: U.S Census Bureau 2005 American Community Survey and Pew Internet & American Life Project, November 30 – December 30, 2006 Tracking Survey

Table 4.2. Descriptive Information of the Sample

Primary purpose for using the Internet	Frequency	Percent
Shopping (i.e., tickets and reservation, retail sites, and auction sites)	84	9.3
Fun (i.e., games, downloading photos and images, chat, and software)	69	7.6
Information (i.e., news, magazines and hobby sites)	292	32.2
Business (i.e., use Internet to conduct business)	185	20.4
E-Mail	276	30.5
Total	906	100
Number of hours spent per week for doing the Internet	Frequency	Percent
Less than 5 hours	50	5.5
6-10 hours	178	19.7
11-20 hours	274	30.2
More than 20 hours	404	44.6
Total	906	100
Number of participation in online auctions during the last 12 months	Frequency	Percent
1-5	305	33.7
6-10	202	22.3
11-15	114	12.6
16-20	59	6.5
20 or more	226	24.9
Total	906	100

Several variables (i.e., VA1, VA3, INT3, and INT4) showed relatively high mean values (i.e., greater than 4.0) for the five-point scale. Regarding the standard deviation, three items (i.e., UT1, UT2, and UT3) had relatively low values that indicate relatively small variability.

A coefficient of multivariate kurtosis was used to test for normality and it is widely recommended when using the SEM with maximum likelihood estimation. The kurtosis value of most items was less than 1.96, thus the item results were considered normal. There were a few items with a moderate kurtosis (these are highlighted in Appendix C); however, the model converged well, and the standard errors associated with these items were reasonable relative to other variables. It was concluded that kurtosis was not a problem in this study. In addition, every item obtained the full range of answers (from 1 to 5).

Analysis of Measurement Model

To validate the measurement model for the final test, confirmatory factor analysis (CFA) was conducted for the test of unidimensionality, reliability, and construct validity. In addition, various statistical criteria were reviewed to confirm the measurement items including goodness-of-fit indicators, standardized regression weights, modification indices, squared multiple correlations, and standardized residuals.

A confirmatory measurement model, allowing all latent variables to correlate with each other and with individual manifest variables loading on their appropriate latent variable, was run in AMOS. The maximum likelihood estimation was

used as it is the most common estimation procedure for theory-based models (Anderson & Gerbing, 1988; Hair et al., 1998). The initial measurement model is shown in Figure 4.1.

Initial Model Evaluation

The nested model approach was used to determine whether a congeneric model could be used or whether a parallel model would be preferred. The proposed model (congeneric model) showed a best fit (Table 4.3). The first model (Congeneric) was the proposed model as depicted in Figure 4.1, with all variances of each construct set to one. The second measurement model was Tau equivalent created by adding the condition of equal weight from each item to its construct to the proposed congeneric model assuming that items were equally important. The third model was the parallel model, which was created by adding one more condition of equal error term to the Tau equivalent model. The parallel model basically assumes all items are the same. Based on the results of the nested model comparison, a congeneric model was selected since it has a better model fit than the Tau equivalent and parallel model.

Table 4.3. Initial Measurement Model Goodness-of-Fit

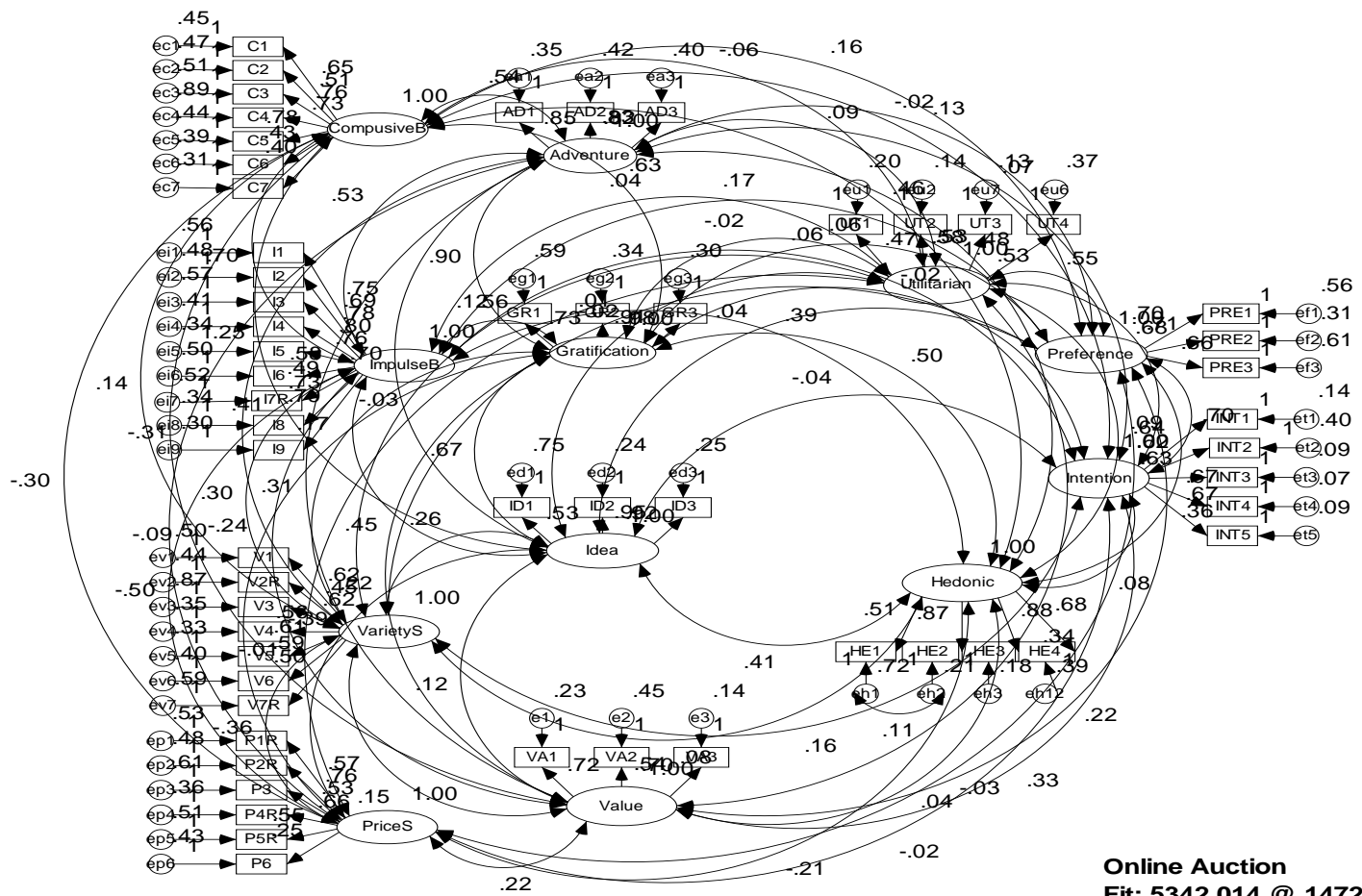
Model	CMIN/DF ¹	GFI ²	CFI ³	RMSEA ⁴	PCLOSE
Congeneric	3.629	0.799	0.868	0.054	0.000
Tau Equivalent	4.245	0.768	0.832	0.060	0.000
Parallel	5.700	0.704	0.750	0.072	0.000

¹ < 5 indicates acceptable fit level, < 2 = good fit

² ≥ 0.80 = acceptable fit, ≥ 0.90 = good fit

³ ≥ 0.80 = acceptable fit, ≥ 0.90 = good fit (Byrne 2001)

⁴ < 0.05 = very good, < 0.08 = acceptable, < 0.10 = mediocre, ≥ 0.10 = poor errors of approximation (Byrne, 2001)



Online Auction
 Fit: 5342.014 @ 1472, p=.000
 CFI: .868
 RMSEA: .054 (p= .000)
 RMSR: .055

Figure 4.1. Initial Measurement Model with Estimate

Model Improvement

The initial measurement model was found to be admissible. The goodness-of-fit indices (i.e., CMIN/DF = 3.629, GFI = 0.799, CFI = 0.868), and discrepancy index (i.e., RMSEA = 0.054) indicated a reasonable or at least a marginal model fit.

If squared multiple correlations are considered, an item with relatively low values should be closely watched for model modifications. The item of P6 showed significantly low squared multiple correlations (i.e., $P6 = 0.125$). In addition, the lambda weight of this item was 0.354. A lambda weight of below 0.4 is not acceptable due to the risk of measurement errors (Singh, 1995). Furthermore, this item reveals excessively high modification indices that may show signs of improper factor loading contrary to the initial theory. The item also showed significant standardized residual covariances (i.e., more than 2.58 in absolute value) that indicated a substantial prediction error. Based on this statistical evidence, P6 was removed from the measurement model.

To determine whether there were any items significantly cross-loading, modification indices for all items were examined. INT2 and items under the preference dimension (i.e., PRE1, PRE2, and PRE3) were identified as strongly cross-loading. Standardized residual covariances of the item of INT2 were significantly high as well. In addition to this statistical evidence, qualitative assessment was also made. Item INT2, “In the future, online auctions are one of the first places I intend to look when I need products and services they provide,” sounded similar to the items in the preference dimension. As a result, this item was dropped from the measurement model.

The study also examined the parameters in the covariance modification indices to determine whether the meaning of each pair of items represented error covariances. Eight

item pairs were highly correlated in terms of the error variances. A series of the modifications presented above are summarized in Table 4.4.

The fit indices for the final model showed that the model achieved a good fit with the data, considering the previous discussion about fit indices and cut points to select a model. In addition to overall fit indices, an ideal model should have all significant paths hypothesized in the model. In the present study, all hypothesized paths were significant with critical ratios greater than 2 (Appendix D). The standardized path weights are presented in Table 4.5.

Measurement Model Evaluation

The final model consisted of 12 constructs with 55 observed variables (Figure 4.2). The final model was evaluated by examining unidimensionality, reliability, convergent validity, and discriminant validity. In general, unidimensionality is achieved through the overall goodness-of-fit of the model and reliability of each latent variable. The measurement model showed a good model-data fit: CMIN = 3971.141; CMIN/DF = 2.931; CFI = 0.907; GFI = 0.844; RMSEA = 0.046. No offending estimates (i.e., those with negative variance or loadings greater than 1.0) were found. Reliability of each latent construct was examined by assessing Cronbach's alpha and the composite reliability. All values were well above the threshold value. Unidimensionality was further examined in the tests for convergent and discriminant validity.

Convergent validity was assessed by examining the analysis of statistical significance of the parameter estimates between latent constructs and their indicators. All path weights were significant ($p < 0.001$) and the composite reliabilities of all constructs

Table 4.4. Fit Indices and Modifications

Model	Chi-square	df	CMIN/DF	GFI	CFI	RMSEA	PCLOSE
Initial Model (Congeneric)	5342.014	1472	3.629	0.799	0.868	0.054	0.000
Modification → Drop P6 based on low lambda weight and its cross-loading to other items							
Model 1	4957.393	1417	3.499	0.814	0.877	0.053	0.004
Modification → Drop INT2 based on its cross-loading to other items							
Model 2	4592.549	1363	3.369	0.822	0.885	0.051	0.118
Modification → Correlate ec4 and ec5 based on large value of Modification index (M.I = 205.643)							
Model 3	4351.222	1362	3.195	0.829	0.893	0.049	0.773
Modification → Correlate ec6 and ec7 based on large value of Modification index (M.I = 107.686)							
Model 4	4233.908	1361	3.111	0.834	0.897	0.048	0.955
Modification → Correlate ei4 and ei8 based on large value of Modification index (M.I = 50.766)							
Model 5	4178.99	1360	3.073	0.836	0.899	0.048	0.983
Modification → Correlate ev2 and ev7 based on large value of Modification index (M.I = 45.190)							
Model 6	4131.385	1359	3.040	0.838	0.901	0.047	0.994
Modification → Correlate eg1 and eg3 based on large value of Modification index (M.I = 29.104)							
Model 7	4084.821	1358	3.008	0.840	0.903	0.047	0.998
Modification → Correlate ei2 and ei3 based on large value of Modification index (M.I = 26.811)							
Model 8	4056.685	1357	2.989	0.841	0.904	0.047	0.999
Modification → Correlate ea1 and ea3 based on large value of Modification index (M.I = 21.805)							
Model 9	4015.39	1356	2.961	0.843	0.905	0.047	1.000
Modification → Correlate ed1 and ed2 based on large value of Modification index (M.I = 21.104)							
Final Model	3971.141	1355	2.931	0.844	0.907	0.046	1.000

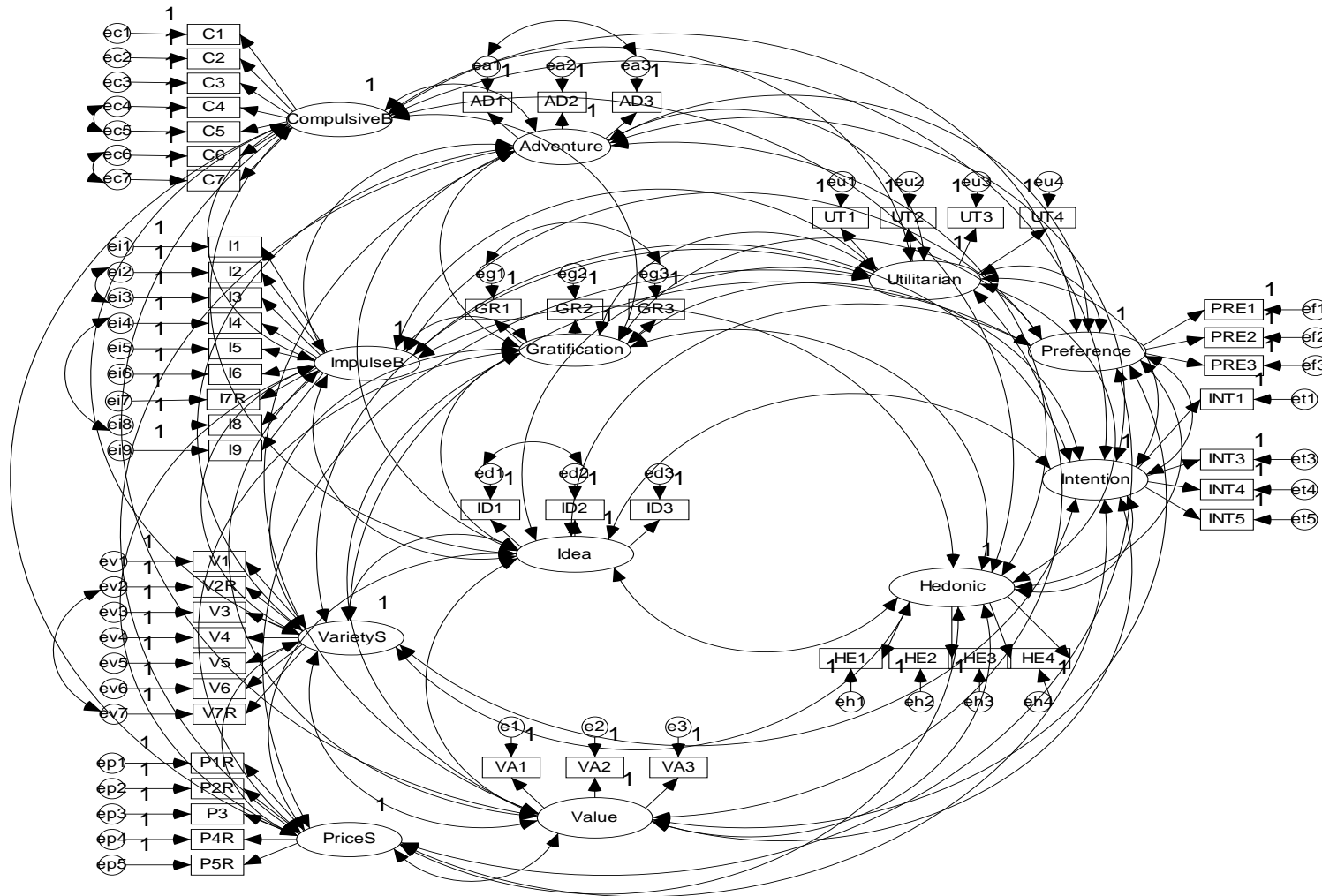


Figure 4.2. Final CFA Model

Table 4.5. Standardized Path Weight (CFA)

Constructs	Label	Items	Estimate	C.R.
Compulsive Buying Behavior	C1	If I have any money left at the end of the pay period, I just have to spend it.	0.70	22.64 ^{***}
	C2	Bought myself something in order to make myself feel better.	0.60	18.77 ^{***}
	C3	Felt others would be horrified if they knew my spending habits.	0.73	24.18 ^{***}
	C4	Made only the minimum payment on my credit cards	0.61	19.20 ^{***}
	C5	Bought things even though I couldn't afford them.	0.76	25.67 ^{***}
	C6	Wrote check when I know I didn't have enough money in the bank to cover it .	0.57	17.61 ^{***}
	C7	Felt anxious or nervous on days I didn't go shopping.	0.56	18.39 ^{***}
Impulse Buying Behavior	I1	"Buy now, think about it later" describes me.	0.71	23.81 ^{***}
	I2	I buy things according to how I feel at the moment.	0.70	23.71 ^{***}
	I3	Sometimes I am a bit reckless about what I buy.	0.72	24.51 ^{***}
	I4	"I see it, I buy it" describes me.	0.78	27.55 ^{***}
	I5	I often buy things without thinking.	0.80	28.26 ^{***}
	I6	Sometimes I feel like buying things on the spur-of-the-moment.	0.57	17.98 ^{***}
	I7R	I carefully plan most of my purchases (-)	0.63	20.62 ^{***}
	I8	"Just do it" describes the way I buy things.	0.78	27.37 ^{***}
	I9	I often buy things spontaneously.	0.82	29.62 ^{***}
Variety-Seeking Tendency	V1	I like to experience novelty and change in my daily routine.	0.66	20.54 ^{***}
	V2R	I like to continue doing the same old things rather than trying new and different things. (-)	0.56	16.96 ^{***}
	V3	I like a job that offers change, variety, and travel, even if it involves some danger.	0.55	16.62 ^{***}
	V4	I am continually seeking new ideas and experiences.	0.69	21.88 ^{***}
	V5	I like continually changing activities.	0.73	23.65 ^{***}
	V6	When things get boring, I like to find some new and unfamiliar experience.	0.68	21.69 ^{***}
	V7R	I prefer a routine way of life to an unpredictable one full of change. (-)	0.55	16.42 ^{***}
Price Sensitivity	P1R	I don't mind paying more to try out a new product and/or service (-).	0.63	19.10 ^{***}
	P2R	I don't mind spending a lot of money to buy a product and/or service (-).	0.75	24.16 ^{***}
	P3	I am less willing to buy products and/or services if I think that it will be high in price.	0.54	15.89 ^{***}
	P4R	I know that a new product and/or service is likely to be more expensive than older ones, but that doesn't matter to me (-).	0.74	23.51 ^{***}
	P5R	A really great product and/or service is worth paying a lot of money for (-).	0.63	19.41 ^{***}

(-) denotes that scale item are reverse coded.

*** Significant at $p < 0.001$.

Table 4.5. Standardized Path Weight (CFA) (Continued)

Constructs	Label	Items	Estimate	C.R.
Adventure Shopping	AD1	I find shopping stimulating.	0.82	29.00 ^{***}
	AD2	To me, shopping is an adventure.	0.79	27.43 ^{***}
	AD3	Shopping makes me feel like I am in my own universe.	0.79	27.49 ^{***}
Gratification Shopping	GR1	I go shopping when I want to treat myself to something special.	0.69	22.85 ^{***}
	GR2	When I'm in a down mood, I go shopping to make me feel better.	0.84	30.24 ^{***}
	GR3	To me, shopping is a way to relieve stress.	0.87	32.15 ^{***}
Idea Shopping	ID1	I go shopping to see what new products are available.	0.52	16.06 ^{***}
	ID2	I go shopping to keep up with the new fashions.	0.89	32.09 ^{***}
	ID3	I go shopping to keep up with the trends.	0.88	31.57 ^{***}
Value Shopping	VA1	I enjoy hunting for bargains when I shop.	0.83	28.23 ^{***}
	VA2	For the most part, I go shopping when there are sales.	0.63	19.86 ^{***}
	VA3	I enjoy looking for discounts when I shop.	0.88	30.40 ^{***}
Utilitarian Value	UT1	The prices of the products and/or services I purchased from this auction site were at right level, given the quality.	0.72	23.96 ^{***}
	UT2	The products and/or services I purchased from this auction site were good buy.	0.82	28.38 ^{***}
	UT3	This auction site offered a good economic value.	0.85	29.98 ^{***}
	UT4	While shopping on this auction site, I found just the item(s) I was looking for.	0.62	19.56 ^{***}
Hedonic Value	HE1	The online auction site didn't just sell products or services- it entertained me.	0.52	15.56 ^{***}
	HE2	Shopping on this auction site "got me away from it all."	0.89	32.50 ^{***}
	HE3	Shopping on this auction site truly felt like "an escape."	0.90	33.33 ^{***}
	HE4	While shopping on this auction site, I was able to forget my problems.	0.74	25.00 ^{***}
Preferences	PRE1	When it comes to making a purchase, this auction site is my first preference.	0.68	20.87 ^{***}
	PRE2	I prefer this auction site to other internet retailers.	0.78	24.59 ^{***}
	PRE3	I consider this auction site to be my primary source of purchasing products or services.	0.65	19.70 ^{***}
Intentions	INT1	I have a favorable attitude toward continuing to do business with this auction site over the next few years.	0.85	31.83 ^{***}
	INT3	I intend to continue to visit this auction site in the future.	0.91	35.11 ^{***}
	INT4	I intend to purchase from this auction site in the future.	0.93	36.98 ^{***}
	INT5	I intend to continue doing business with this auction site over the next few years.	0.92	35.68 ^{***}

(-) denotes that scale item are reverse coded.

*** Significant at $p < 0.001$.

were greater than the minimum criteria of 0.70, indicating adequate convergent validity (Table 4.6).

The critical ratio test statistic represents the estimated regression weight divided by its standard error. All parameters should have acceptable critical ratio values, and all should be significantly different from zero. As illustrated in Table 4.5, all lambda coefficients of hypothesized paths were highly significant, ranging from 0.52 to .93 ($p < 0.001$). The majority of standardized regression weights in the measurement model were above the 0.70, recommended criteria. There were no seriously low loadings such as <0.40 ; therefore, convergent validity was satisfied.

Discriminant validity is to examine the discriminance of items on latent constructs they are not intended to measure (Anderson & Gerbing, 1988). This was tested using several methods. First, correlations among the latent constructs were checked. Table 4.7 shows the correlation of each pair of latent constructs. Two pair of constructs (i.e., Compulsive and Impulse, and Adventure and Gratification) indicated high correlations that could violate discriminant validity, thus another test for discriminant validity (Fornell & Larcker, 1981) was performed. This discriminant validity test suggests that a scale possesses discriminant validity if the average variance extracted (AVE) by the underlying construct is larger than the shared variance (i.e., the squared correlation) with other latent constructs. In the present study, two constructs did not satisfy the criteria of this test: Compulsive and Adventure (Table 4.8). Based on the above evaluation, Compulsive and Impulsive constructs showed the possibility of one dimension. Adventure and Gratification constructs also presented the possibility of the same dimension.

Table 4.6. Reliability of Latent Construct

Latent Construct	Cronbach's Alpha (> 0.7)	Composite Reliability (> 0.7)
Compulsive	0.833	0.838
Impulse	0.908	0.909
Variety	0.818	0.824
Price	0.787	0.793
Adventure	0.843	0.842
Gratification	0.843	0.846
Idea	0.789	0.819
Value	0.817	0.829
Utilitarian	0.830	0.841
Hedonic	0.850	0.853
Preferences	0.737	0.744
Intentions	0.945	0.946

To evaluate discriminant validity further, Chi-square difference tests were performed for all pairs of the constructs to determine whether the unrestricted model (i.e., correlation was freely estimated) was significantly better than the restricted model (i.e., correlation was fixed at 1). The chi-square difference tests are reported in Table 4.9. The results showed a significant difference in Chi-square at significance level 0.001 ($df = 11$). Even though two pairs (i.e., Compulsive and Impulse, and Adventure and Gratification) showed a significantly lower Chi square, 469.31 and 210.10 respectively, the differences were statistically significant. In this test, discriminant validity was satisfied indicating all constructs presented different dimensions.

Table 4.7. Correlation between Each Pair of Constructs

	Compulsive	Impulse	Variety	Price	Adventure	Gratification	Idea	Value	Utilitarian	Hedonic	Preference	Intentions
Compulsive	0.84											
Impulse	0.76	0.91										
Variety	0.18	0.31	0.82									
Price	-0.33	-0.48	-0.38	0.79								
Adventure	0.61	0.52	0.23	-0.30	0.84							
Gratification	0.69	0.56	0.20	-0.25	0.86	0.85						
Idea	0.46	0.45	0.28	-0.40	0.68	0.68	0.82					
Value	-0.07	0.01	0.16	0.18	0.28	0.23	0.13	0.83				
Utilitarian	-0.05	0.04	0.12	-0.06	0.08	-0.01	0.00	0.34	0.84			
Hedonic	0.50	0.39	0.08	-0.21	0.52	0.49	0.40	0.04	0.09	0.85		
Preferences	0.16	0.17	0.01	-0.05	0.12	0.06	0.05	0.22	0.55	0.36	0.74	
Intentions	-0.02	0.06	0.16	-0.05	0.06	-0.01	-0.01	0.33	0.70	0.07	0.68	0.95

Note: Numbers on the diagonal indicate reliability of each construct

Table 4.8. Average Variance Extracted (AVE)

	Compulsive	Impulse	Variety	Price	Adventure	Gratification	Idea	Value	Utilitarian	Hedonic	Preferences	Intentions
Compulsive	0.43											
Impulse	0.58	0.53										
Variety	0.03	0.10	0.40									
Price	0.11	0.23	0.14	0.44								
Adventure	0.37	0.27	0.05	0.09	0.64							
Gratification	0.47	0.31	0.04	0.06	0.73	0.65						
Idea	0.21	0.20	0.08	0.16	0.46	0.46	0.61					
Value	0.01	0.00	0.02	0.03	0.08	0.05	0.02	0.62				
Utilitarian	0.00	0.00	0.01	0.00	0.01	0.00	0.00	0.12	0.57			
Hedonic	0.25	0.15	0.01	0.04	0.27	0.24	0.16	0.00	0.01	0.60		
Preferences	0.03	0.03	0.00	0.00	0.01	0.00	0.00	0.05	0.31	0.13	0.49	
Intentions	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.11	0.49	0.00	0.46	0.81

Table 4.9 Chi-square Difference from Paired Construct at Significance Level 0.001 (*df* = 11)

	Compulsive	Impulse	Variety	Price	Adventure	Gratification	Idea	Value	Utilitarian	Hedonic	Preferences
Compulsive											
Impulse	469.31										
Variety	1540.27	1423.22									
Price	1065.48	949.73	1038.56								
Adventure	748.40	1244.77	1573.63	1511.13							
Gratification	620.14	1288.32	1805.87	1310.01	210.10						
Idea	913.77	1121.84	1322.72	1155.08	505.52	603.05					
Value	1354.19	1353.70	1323.83	1287.53	1291.91	1261.85	1315.79				
Utilitarian	1957.98	1956.37	1720.36	1454.56	1427.37	1910.53	1482.85	1114.27			
Hedonic	1123.77	1500.26	1872.58	1729.93	1000.45	1223.77	1192.64	1332.27	1872.58		
Preferences	1058.07	1063.51	1104.60	1416.67	1071.81	1097.82	1100.00	1022.88	481.96	945.20	
Intentions	1967.29	4179.32	1652.81	1452.28	1431.69	1905.37	1489.72	1161.25	687.74	1881.31	389.52

Analysis of Structural Model

As the measurement model was validated in CFA, the structural model was estimated, which was the procedure for empirical estimation of the strength of each relationship (path) between exogenous (i.e., independent) and endogenous (i.e., dependent) variables depicted in the proposed model. Thus, the structural model was constructed to examine the hypothesized relationships among constructs. The significance of estimated path weights was tested with a critical ratio equal to or greater than 1.96, provided by AMOS. Figure, 4.3 presents the hypothesized research model for the structural equation modeling. Goodness-of-fit statistics, indicating the overall acceptability of the structural model analyzed, were acceptable. The model fit indices were reported in Table 4.10 with desired values. Using this final research model, each hypothesis was tested.

Table 4.10. Model Fit Indices of Structural Equation Model

	Model Fit	Desired Value (Byrne, 2001)
CMIN (Chi-square)	4984.360	NA
Degrees of Freedom (DF)	1393	NA
CMIN/DF	3.578	< 5 = acceptable fit level < 2 = good fit
CFI	0.872	≥ 0.80 = acceptable fit ≥ .90 = good fit
GFI	0.808	≥ 0.80 = acceptable fit ≥ .90 = good fit
RMSEA	0.053	<.05 = very good <.08 = acceptable <.10 = mediocre ≥.10 = poor errors of approximation

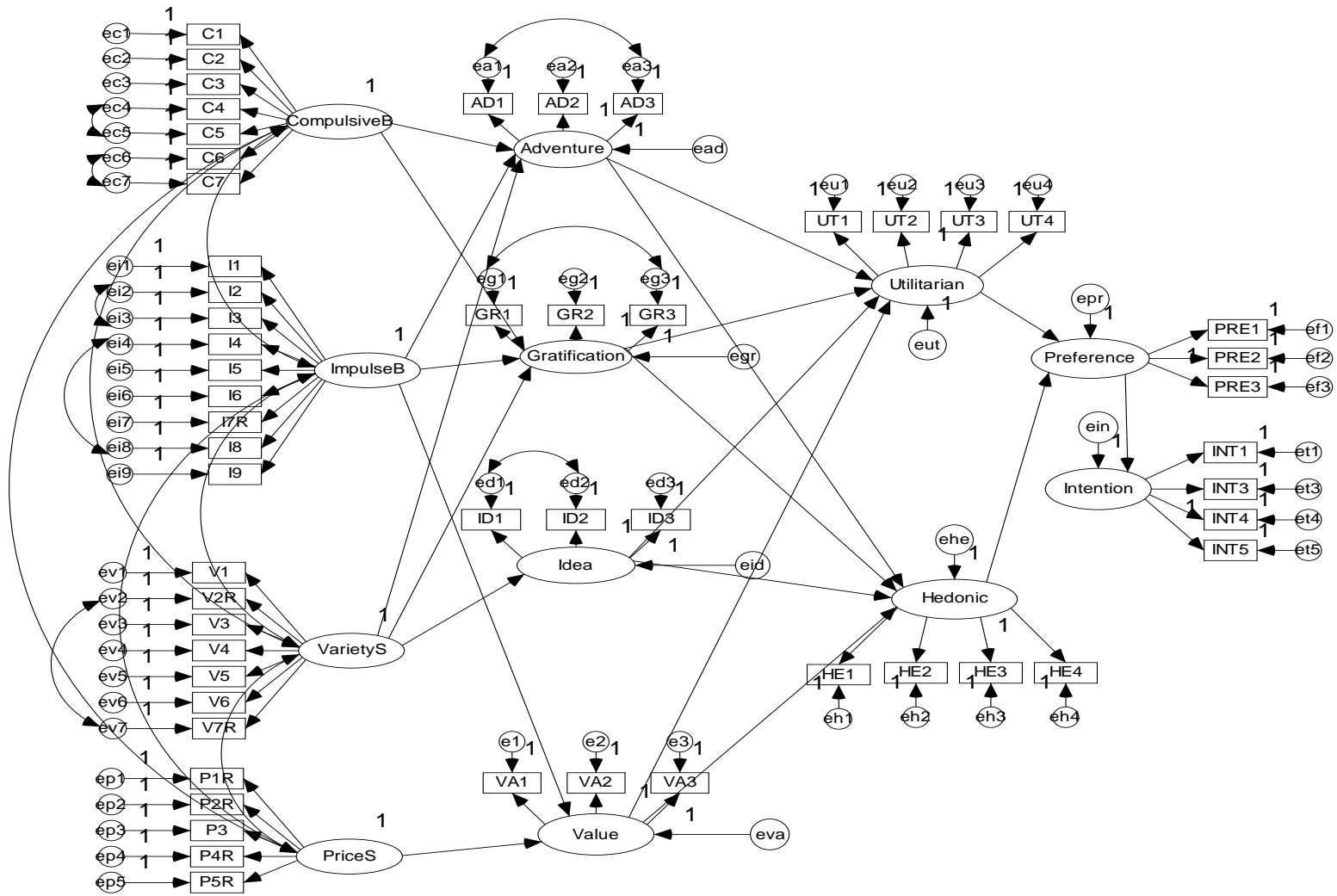


Figure 4.3. Structural Model

Hypothesis 1: Impact of Consumer Characteristics on Hedonic Shopping

Motivations

The first set of hypotheses was tested to examine the effects of consumer characteristics on hedonic shopping motivations. Statistical significance of each hypothesized path was examined. Table 4.11 presents the results of the test hypothesis 1. Most sub-hypotheses under hypothesis 1 were supported; however, negative relationships between impulse buying behavior and adventure shopping, and between impulse buying behavior and gratification shopping were found. After carefully reviewing the results, it was found that classical suppression phenomenon caused these negative relationships.

In path analysis in SEM, it is well-known that suppression can be promoted by independent variables that correlate strongly with each other. In this suppression condition, one of the variables receives a negative regression weight although this variable is positively related to the dependent variable (Maassen & Bakker, 2001).

In this study, compulsive buying behavior and impulse buying behavior were highly correlated ($r = 0.76$) and the correlation was larger than the correlations with the dependent variables (i.e., adventure shopping and gratification shopping). In other words, impulse buying behavior was substantially correlated with dependent variables adventure shopping and gratification shopping (see Table 4.7) but also shared with compulsive buying behavior much information that was irrelevant to the dependent variables. Because of this suppression condition, two path coefficients (i.e., H1c and H1d) were found with a sign opposite to the hypothesized sign.

Table 4.11. Results of Hypothesis 1 and Standardized Regression Weights

H1	Structural Path	Corr (r)	Standardized Estimate	Standard Error	C.R.	Result
H1a	Compulsive Buying Behavior → Adventure Shopping	0.61	1.582	0.094	15.017***	Supported
H1b	Compulsive Buying Behavior → Gratification Shopping	0.69	1.783	0.117	15.098***	Supported
H1c	Impulse Buying Behavior → Adventure Shopping	0.52	-0.977	0.094	-9.231***	Classical Suppression
H1d	Impulse Buying Behavior → Gratification Shopping	0.56	-1.095	0.119	-9.159***	Classical Suppression
H1e	Impulse Buying Behavior → Value Shopping	0.01	0.090	0.031	2.056*	Supported
H1f	Variety-Seeking Tendency → Adventure Shopping	0.23	0.205	0.040	4.589***	Supported
H1g	Variety-Seeking Tendency → Gratification Shopping	0.20	0.162	0.046	3.472***	Supported
H1h	Variety-Seeking Tendency → Idea Shopping	0.28	0.312	0.037	7.672***	Supported
H1i	Price Sensitivity → Value Shopping	0.18	0.198	0.033	4.272***	Supported

Note: Large standardized estimates (>1) and negative estimates result from classical suppression phenomenon.

*Significant at $p < 0.05$, ** Significant at $p < 0.01$, *** Significant at $p < 0.001$

In this situation, the effects of impulse buying behavior on adventure shopping and gratification shopping in the path model required reassessment. The model was run without compulsive buying behavior to examine these relationships. Table 4.12 presents the result of this model. Impulsive buying behavior was positively related to adventure shopping and gratification shopping; therefore, both compulsive buying behavior and impulse buying behavior were positively related to adventure shopping and gratification shopping as presented in the hypotheses. The relationships between compulsive buying behavior and the dependent variables (i.e. adventure shopping and gratification shopping) were stronger than the relationships between impulse buying behavior and the dependent variables.

Table 4.12. Results of SEM model without Compulsive Buying Behavior

H1	Structural Path	Standardized Estimate	Standard Error	C.R.	Result
H1c	Impulse Buying Behavior → Adventure Shopping	0.533	0.033	14.483***	Supported
H1d	Impulse Buying Behavior → Gratification Shopping	0.58	0.036	15.889***	Supported
H1e	Impulse Buying Behavior → Value Shopping	0.14	0.032	3.191**	Supported
H1f	Variety-Seeking Tendency → Adventure Shopping	0.09	0.032	2.583**	N/A
H1g	Variety-Seeking Tendency → Gratification Shopping	0.06	0.034	1.751	N/A
H1h	Variety-Seeking Tendency → Idea Shopping	0.316	0.037	7.749***	N/A
H1i	Price Sensitivity → Value Shopping	0.221	0.033	4.759***	N/A

*Significant at $p < 0.05$, ** Significant at $p < 0.01$, *** Significant at $p < 0.001$

If these two variables were strongly related, then one of them could be dropped in the model; however, in cases where the variables are theoretically different, simply deleting variables is not a good option (Maassen & Bakker, 2001). The Chi-square difference test to examine discriminant validity showed that these two constructs (i.e., compulsive buying behavior and impulse buying behavior) were different (see Table 4.9.) Even though the suppression phenomenon was present, both variables were kept in the final model to test remaining hypotheses.

Hypothesis 2: Impact of Hedonic Shopping Motivations on Shopping Values in Online Auctions

The next set of hypotheses was formulated to examine whether hedonic shopping motivations affected shopping values in online auctions. The results of the hypothesis 2 test are summarized in Table 4.13. Five sub-hypotheses under hypothesis 2 were

supported (i.e., H2a1, H2a4, H2b1, H2b2, and H2b3); however, significant negative relationships between gratification shopping and utilitarian value, and between value shopping and hedonic value were found.

According to correlation coefficients shown in Table 4.7, adventure shopping and gratification shopping were highly correlated ($r = 0.86$), thus the classical suppression condition was suspected. The model was run again without the variable of adventure shopping. According to the results presented in Table 4.14, the relationship between gratification shopping and utilitarian value was negative but it was not statistically significant. The value shopping was negatively related to the hedonic value but it was not significant. Correlations between gratification shopping and utilitarian value, and value shopping and hedonic value were close to zero: -0.01 and 0.04 respectively. In this regard, it was concluded that there were no significant relationships between gratification shopping and hedonic value, and between value shopping and hedonic value.

Hypothesis 3: Impact of Shopping Values in Online Auctions on Preferences

Hypothesis 3 was designed to test the effect of shopping values in online auctions on consumers' preferences toward online auction sites. Table 4.15 shows the results of the hypothesis 3 test. Both utilitarian ($\beta = 0.696, p < 0.001$) and hedonic values ($\beta = 0.207, p < 0.001$) were positively related to preferences and were statistically significant.

Hypothesis 4: Impact of Preferences on Intentions

Hypothesis 4 was developed to identify the relationship between preferences and intentions. As presented in Table 4.16, preferences influenced intentions. There was a

Table 4.13. Results of Hypothesis 2 and Standardized Regression Weights

H2	Structural Path	Standardized Estimate	Standard Error	C.R.	Result
H2a: Hedonic Shopping Motivations → Utilitarian Value					
H2a1	Adventure Shopping → Utilitarian Value	0.231	0.050	3.045**	Supported
H2a2	Gratification Shopping → Utilitarian Value	-0.240	0.045	-3.140**	Not Supported
H2a3	Idea Shopping → Utilitarian Value	-0.051	0.023	-1.414	Not Supported
H2a4	Value Shopping → Utilitarian Value	0.340	0.030	9.071***	Supported
H2b: Hedonic Shopping Motivations → Hedonic Value					
H2b1	Adventure Shopping → Hedonic Value	0.350	0.068	4.947***	Supported
H2b2	Gratification Shopping → Hedonic Value	0.174	0.060	2.483*	Supported
H2b3	Idea Shopping → Hedonic Value	0.075	0.031	2.320*	Supported
H2b4	Value Shopping → Hedonic Value	-0.076	0.039	-2.335*	Not Supported

Note: Negative standardized estimates result from classical suppression phenomenon.

*Significant at $p < 0.05$, ** Significant at $p < 0.01$, *** Significant at $p < 0.001$

Table 4.14. Results of SEM model without Adventure Shopping

H2	Structural Path	Standardized Estimate	Standard Error	C.R.	Result
H2a: Hedonic Shopping Motivations → Utilitarian Value					
H2a2	Gratification Shopping → Utilitarian Value	-0.053	0.022	-1.493	Not Supported
H2a3	Idea Shopping → Utilitarian Value	-0.022	0.023	-0.616	Not Supported
H2a4	Value Shopping → Utilitarian Value	0.354	0.031	9.404***	Supported
H2b: Hedonic Shopping Motivations → Hedonic Value					
H2b2	Gratification Shopping → Hedonic Value	0.425	0.032	11.812***	Supported
H2b3	Idea Shopping → Hedonic Value	0.16	0.031	4.691***	Supported
H2b4	Value Shopping → Hedonic Value	-0.041	0.039	-1.208	Not Supported

Note: Negative standardized estimates result from classical suppression phenomenon.

*Significant at $p < 0.05$, ** Significant at $p < 0.01$, *** Significant at $p < 0.001$

Table 4.15. Results of Hypothesis 3 and Standardized Regression Weights

H3	Structural Path	Standardized Estimate	Standard Error	C.R.	Result
H3a	Utilitarian Value → Preferences	0.696	0.050	13.574***	Supported
H3b	Hedonic Value → preferences	0.207	0.022	6.138***	Supported

*Significant at $p < 0.05$, ** Significant at $p < 0.01$, *** Significant at $p < 0.001$

Table 4.16. Results of Hypothesis 4 and Standardized Regression Weights

H4	Structural Path	Standardized Estimate	Standard Error	C.R.	Result
H4	Preferences → Intentions	0.774	0.062	14.750***	Supported

*Significant at $p < 0.05$, ** Significant at $p < 0.01$, *** Significant at $p < 0.001$

positive relationship between preferences and intentions and the relationship was statistically significant ($\beta = 0.774, p < .001$).

Hypothesis 5: Risk-Taking Propensity as a Moderator between Hedonic Shopping Motivations and Shopping Values in Online Auctions

Hypothesis 5 aimed to test a moderating role of risk-taking propensity (Figure 4.4). Moderating effects were tested through subgroup analysis, splitting the samples into sub samples according to whether consumers scored high or low on items in risk-taking propensity.

The results of the subgroup method are summarized in Table 4.17 and Table 4.18. Comparative analysis of each path between the two groups (i.e., high risk-taking propensity and low risk-taking propensity) was performed. Chi-square difference test revealed that there were no differences between the two groups except the path between

value shopping and utilitarian value (H5a4). It was revealed that a high level of risk-taking propensity enhanced the relationship between value shopping and utilitarian value (CMIN = 6.693, $p = 0.010$). However, only one path out of eight hypothesized paths showed significant relationship; thus the one significant path may result from the measurement error in the model. Further, overall tests of the moderating effect between hedonic shopping motivations and utilitarian value (CMIN = 9.426, $p = 0.051$), and between hedonic shopping motivations and hedonic value (CMIN = 5.272, $p = 0.260$) were not supported. Therefore, risk-taking propensity did not function as a moderator between hedonic shopping motivations and shopping values in online auctions rejecting hypothesis 5.

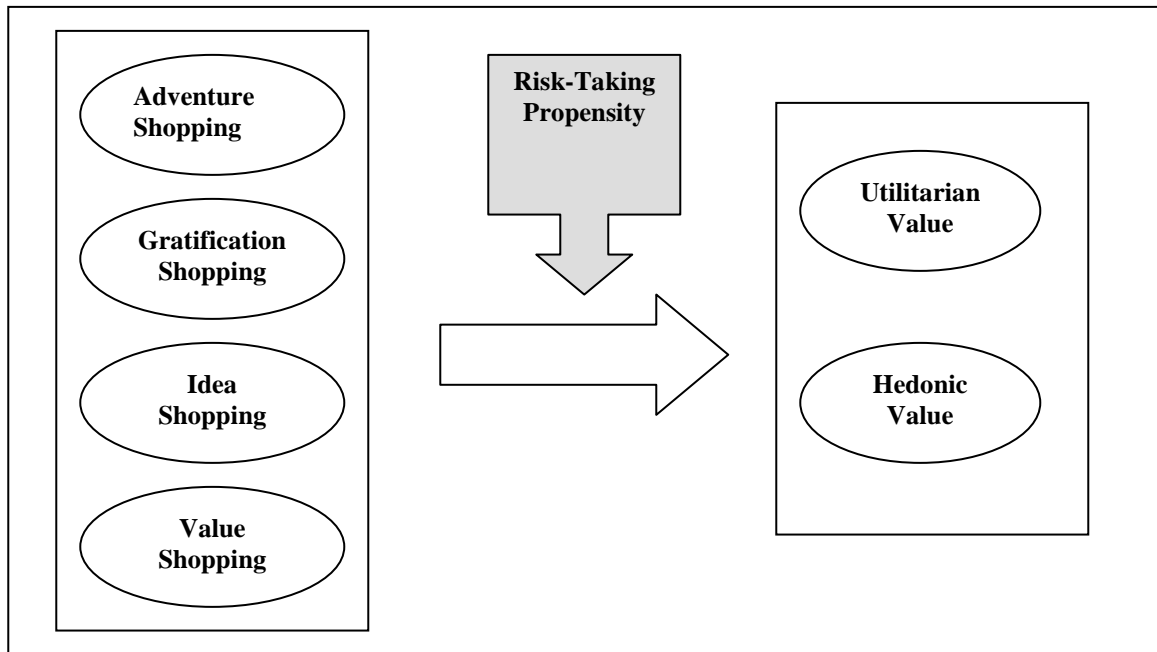


Figure 4.4. Moderating Role of Risk-Taking Propensity

Table 4.17. Chi-square Difference Tests in Hypotheses 5

Model	DF	CMIN	P	NFI	IFI	RFI	TLI
				Delta-1	Delta-2	rho-1	rho2
Adventure →Utilitarian	1	3.025	0.082	0.000	0.000	0.000	0.000
Adventure →Hedonic	1	0.513	0.474	0.000	0.000	0.000	0.000
Gratification →Utilitarian	1	1.143	0.285	0.000	0.000	0.000	0.000
Gratification →Hedonic	1	1.587	0.208	0.000	0.000	0.000	0.000
Idea →Utilitarian	1	0.325	0.569	0.000	0.000	0.000	0.000
Idea →Hedonic	1	3.251	0.071	0.000	0.000	0.000	0.000
Value →Utilitarian	1	6.693	0.010	0.000	0.000	0.000	0.000
Value →Hedonic	1	0.568	0.451	0.000	0.000	0.000	0.000
All * →Utilitarian	4	9.426	0.051	0.001	0.001	0.000	0.000
All* →Hedonic	4	5.272	0.260	0.000	0.000	0.000	0.000

* All hedonic shopping motivations (i.e., adventure, gratification, idea, and value)

Table 4.18. Results of Hypothesis 5 and Regression Weights

H5	Structural Path	High Risk-Taking Propensity	Low Risk-Taking Propensity	χ^2 Test	Result
H5a: Moderator: Hedonic Shopping Motivations → Utilitarian Value					
H5a1	Adventure →Utilitarian	0.033 (0.061)	0.277*** (0.473)	0.082	Not Supported
H5a2	Gratification →Utilitarian	-0.017 (-0.034)	-0.145* (-0.283)	0.285	Not Supported
H5a3	Idea →Utilitarian	-0.031 (-0.074)	-0.07 (-0.107)	0.569	Not Supported
H5a4	Value →Utilitarian	0.33*** (0.420)	0.113* (0.158)	0.010*	Supported
H5a	All * →Utilitarian	NA	NA	0.051	Not Supported
H5b: Moderator: Hedonic Shopping Motivations → Hedonic Value					
H5b1	Adventure →Hedonic	0.158 (0.171)	0.304** (0.305)	0.474	Not Supported
H5b2	Gratification →Hedonic	0.38** (0.443)	0.149 (0.171)	0.208	Not Supported
H5b3	Idea →Hedonic	0.022 (0.030)	0.222*** (0.199)	0.071	Not Supported
H5b4	Value →Hedonic	0.041 (0.030)	-0.046 (-0.038)	0.451	Not Supported
H5b	All* →Hedonic	NA	NA	0.260	Not Supported

Note: Values in parentheses indicate standardized regression weight.

* All hedonic shopping motivations (i.e., adventure, gratification, idea, and value)

*Significant at $p < 0.05$, ** Significant at $p < 0.01$, *** Significant at $p < 0.001$

Summary

In this chapter, the results of the analyses for the final test were reported and the hypotheses introduced in Chapter 2 were empirically tested through SEM. First, descriptive statistics of the survey data were reported. Second, the measurement model was analyzed based on several criteria and the results were documented. Third, the structural model was proposed, and based on the structural model, the hypotheses were tested. Finally, the results of the hypotheses testing were described.

Analysis of the measurement model presented an acceptable fit resulting in a good overall fit (CMIN = 3971.141, CMIN/DF = 2.931, CFI = 0.907, GFI = 0.844, RMSEA = 0.046) and provided support for the reliability and construct validity of the measures. Overall, the empirical findings were somewhat mixed: Hypotheses 1, 3, and 4 were supported, but Hypothesis 5 was rejected. Hypothesis 2 was partially supported. In Chapter 5, discussions of the findings are presented. Contributions of the findings from this research, along with opportunities for future research, are also provided in the next chapter.

CHAPTER V

DISCUSSIONS AND CONCLUSIONS

The goal of this study was to investigate the relationships between consumer characteristics, hedonic shopping motivations, shopping values, and behavioral consequences in the online auction context. This research conceptualized and empirically tested the direct influence of hedonic shopping motivations on shopping values in online auctions. At the same time, this study aimed at clearly conceptualizing important consumer characteristics that directly influence hedonic shopping motivations. Through a comprehensive literature review, the research objectives were identified and stated in Chapter 1. The specific research objectives included:

1. Investigate consumer characteristics as antecedents of hedonic shopping motivations
2. Investigate the relationships between hedonic shopping motivations and shopping value in online auctions.
3. Examine whether both utilitarian and hedonic shopping value in online auctions influence preferences and behavioral intentions.
4. Examine the moderating role of risk-taking propensity between hedonic shopping motivations and shopping values in online auctions.

Detailed hypotheses, based on the literature review, were developed in Chapter 2.

The five main hypotheses can be summarized as follows:

Hypothesis 1- Personal characteristics (i.e., compulsive buying behavior, impulse buying behavior, variety-seeking tendency, and price sensitivity) are positively related to hedonic shopping motivations.

Hypothesis 2- Hedonic shopping motivations are positively related to shopping values (i.e., utilitarian value and hedonic value) in online auctions.

Hypothesis 3- Shopping values in online auctions are positively related to preferences for online auctions.

Hypothesis 4- Preferences toward online auctions are positively related to future intentions.

Hypothesis 5- A higher level of risk-taking propensity strengthens the impact of hedonic shopping motivations on shopping values in online auctions.

The research methodology to test the hypotheses presented above was discussed in Chapter 3. An online survey research design and structural equation modeling were employed in this study. The rationale for utilizing the online survey and the structural equation modeling was provided in Chapter 3. The measurement items and data analysis results from the pretest were also provided in Chapter 3.

The results of the data analyses from the main test were reported in Chapter 4. Specifically, the results of the sample characteristics, descriptive statistics, and analyses of both the measurement model and the structural model were reported in Chapter 4. The hypotheses developed in Chapter 2 were also tested in Chapter 4.

Based on the theoretical background and the empirical findings, the conclusions and implications of this study are discussed in this chapter. First, based on the research objectives, individual findings are reviewed and interpretations of the findings are provided. Second, research implications for both researchers and managers are provided. Finally, the limitations of this study and suggestions for future research opportunities are discussed.

Discussions of Findings

Discussions of the research findings are provided in the sequence of the research objectives. First, the discussion about the research model proposed and emphatically tested in this study is provided. Second, the role of selected consumer characteristics as antecedents of hedonic shopping motivations is discussed. Third, the relationship between hedonic shopping motivations and shopping values in online auctions is discussed. Third, the impact of shopping values in online auctions on behavioral consequences is discussed. Last, discussion of the moderating role of risk-taking propensity is presented.

Research Model

The research model in the study was based on the model of value, preference, and intentions (Overby & Lee, 2006) and the expectancy theory of motivation (Vroom, 1964). It was based on these two theoretical models and was tested in the online auction context. The measurement model showed good model fit indices (i.e., CMIN of 3971.141, CMIN/DF of 2.931, CFI of 0.907, GFI of 0.844 and RMSEA of 0.046) with all significant hypothesized paths ($p < 0.001$). The reliability and construct validity exceeded recommended levels.

The suggested structural model for hypotheses testing proved to be appropriate for understanding how consumer characteristics, hedonic shopping motivations, and shopping values in online auctions are related to consumer preference and intention toward online auctions.

A concern with the proposed structural model is that the model fit indices are not particularly strong: CMIN = 4984.360; CMIN/DF = 3.578; CFI = 0.808; TLI = 0.863; RMSEA = 0.053. It is suspected that less than adequate fit indices are due to the complexity of the model, which consists of 55 measured values and 12 latent variables. In addition, there were high correlations among latent variables (i.e., between compulsive buying behavior and impulse buying behavior, and between adventure shopping and gratification shopping), causing classical suppression phenomenon. Further, there was item redundancy between the preferences and intentions that attributed to measurement errors (e.g., high modification indices). Thus, it is suggested that future research scrutinize the scales to remove these concerns.

Consumer Characteristics: Impact on Hedonic Shopping Motivations

Shopping motivations are influenced by consumer characteristics and previous research showed that individual differences in shopping were important elements in driving shopping motivations (Barrick & Mount, 1991; Elliot & Thrash, 2002; Roberts & Hogan, 2001). In this study, it was proposed that compulsive buying behavior, impulse buying behavior, variety-seeking tendency, and price sensitivity were important antecedents of hedonic shopping motivations (i.e., adventure shopping, gratification shopping, idea shopping, and value shopping).

Hypotheses 1a and 1b were tested to determine the direct and positive effect of compulsive buying behavior on adventure shopping and gratification shopping motivations. Contrary to previous research defining compulsive buying behavior as an abnormal and negative consumer behavior, this study explains it as a neutral consumer

behavior related to hedonic shopping motivations. The results showed that compulsive buying behavior positively affected both adventure shopping and gratification shopping motivations; therefore, it is obvious that consumers who have high compulsive buying behavior use shopping to increase their mood states. Consistent with the findings of many researchers (Faber et al., 1987; Hassay & Smith, 1996; Kwak et al., 2004; O'Guinn & Faber, 1989), it was found that compulsive buyers are motivated to go shopping to entertain, stimulate, and gratify themselves.

Hypotheses 1c, and 1d were tested to understand the effect of impulse buying behavior on adventure shopping and gratification shopping. These hypotheses were not supported in the first test. Contrary to expectations, negative relationships between impulse buying behavior and adventure shopping, and between impulse buying behavior and gratification shopping were found. After carefully examining and reviewing the data, it was found that these negative relationships were caused by the classical suppression phenomenon. The variable of impulse buying behavior played a role as a suppressor in the model because it was highly correlated with compulsive buying behavior. This suppressor variable shared more information with other predictor variable (i.e., compulsive buying behavior) than dependent variables (i.e., adventure shopping and gratification shopping). Furthermore, the suppressor variable (i.e., impulsive buying behavior) increased the predictive power of the other predictor variable (i.e., compulsive buying behavior) and decreased its own predictive power (Maassen & Bakker, 2001). Due to this suppression, the standardized regression weights of compulsive buying behavior were larger than 1 and the regression weights of impulsive buying behavior were negative. After eliminating compulsive buying behavior in the model, significant

positive relationships between impulse buying behavior and adventure shopping ($\gamma = 0.533, p < .001$), and between impulse buying and gratification shopping ($\gamma = 0.580, p < .001$) were found. As a result, it was observed that impulse buying behavior influenced adventure shopping and gratification shopping motivations in a positive way; however, compulsive buying behavior had more predictive power than impulse buying behavior toward adventure shopping and gratification shopping motivations. Compulsive buying highly emphasizes the thrill and excitement of shopping to alleviate emotional states and it is a continuing behavior, while impulse buying is related to a specific product at a particular moment and it is temporary (O'Guinn & Faber, 1989; Solomon, 2004); thus, compulsive buying behavior influences hedonic shopping motivations more than it influences impulse buying behavior.

Hypothesis 1e tested the relationship between impulse buying behavior and value shopping motivation because impulse buying can easily take place when shoppers find sales or discounts. This hypothesis was supported with a positive relationship that was statistically significant ($p < .05$).

Robust, positive relationships between variety-seeking tendency and three hedonic shopping motivations (i.e., adventure shopping, gratification shopping, and idea shopping) were detected, supporting hypotheses 1f, 1g, and 1h. This means, as theorized, that variety-seeking tendency is an important consumer characteristic influencing hedonic shopping motivations. It was verified that variety provides pleasant stimulation and novelty that increases excitement and enjoyment in shopping (Menon & Kahn, 1995; Roehm Jr & Roehm, 2005; Steenkamp & Baumgartner, 1992).

As hypothesized, a strong, positive relationship was found between price sensitivity and value shopping motivation as confirmed with the statistically significant regression weight at the 0.001 level. Consumers who are sensitive to prices get hedonic value from their bargain perception (Babin et al., 1994). These consumers can experience the feelings of achievement, affiliation, and dominance through price haggling, that ultimately leads to shoppers' enjoyment (Jones et al., 1997; Tauber, 1972). Price sensitivity was closely related to pleasure of bargaining in shopping, which operationalized the term value shopping motivation in this study.

In summary, given the current findings, it was validated that compulsive buying behavior, impulse buying behavior, variety-seeking tendency, and price sensitivity are strong antecedents of hedonic shopping motivations.

Hedonic Shopping Motivations: Impact on Shopping Values in Online Auctions

The benefits associated with online shopping have been explained by utilitarian aspects of shopping, and online shoppers have been considered as utilitarian shoppers (Bhatnagar & Ghose, 2004). Recently, however, hedonic benefits in online shopping combined with the advanced technology and the interactive nature of the Internet are becoming more important in consumers' shopping evaluations (Childers et al., 2001). Online auctions have gained a significant position in the market because they provide a certain level of entertainment through searching, bidding, and buying processes (Standifird et al., 2005). Based on this circumstance, hypothesis 2 was designed to test the impact of hedonic shopping motivations on consumers' shopping evaluations in online auctions.

Hypothesis 2a tested whether hedonic shopping motivations influenced utilitarian value in online auctions. Four dimensions of hedonic shopping motivations were tested separately. Adventure shopping and value shopping were positively related to utilitarian value while gratification shopping and idea shopping did not have significant relationships with utilitarian value. Due to the high correlation between adventure shopping and gratification shopping, a significant negative relationship between gratification shopping and utilitarian value was found in the proposed model. After eliminating adventure shopping in the model, the relationship between gratification shopping and utilitarian value was not significant. Thus, it was concluded that this significant negative relationship between gratification shopping and utilitarian value was caused by the classical suppression phenomenon explained in the previous section.

Hypothesis 2b was formed to test the relationship between hedonic shopping motivations and hedonic value in online auctions. Adventure, gratification, and idea shopping were positively related to hedonic value in online auctions; however, value shopping motivations did not influence hedonic value in online auctions.

Each dimension of hedonic shopping motivation presented different results and hedonic shopping motivations were not always engaged in hedonic shopping outcomes. Value shoppers placed more emphasis on utilitarian benefits than hedonic benefits in online auctions because their excitement and enjoyment in shopping are obtained by utilitarian benefits (i.e., price saving) in online auctions. Interestingly, only adventure shoppers rated both utilitarian and hedonic values high in online auctions. Adventure shopping motivation was the strongest predictor in both utilitarian ($\beta = 0.231, p < .001$)

and hedonic shopping values ($\beta = 0.350, p < .001$) in online auctions. Gratification shopping and idea shopping motivations affected only hedonic value in online auctions.

Shopping Values in Online Auctions: Impact on Behavioral Consequences

Consumer value judgments positively influence preference, satisfaction, and loyalty (Cronin et al., 2000; Jones et al., 2006; Overby & Lee, 2006). In online shopping, consumer preferences toward specific retailers are important because these preferences are formed by previous experiences, which reduce perceived risks related to online shopping (Mathwick et al., 2001; Pires et al., 2004). Hypothesis 3 was to test the relationship between shopping values in online auctions and preference for online auctions. The results showed that both utilitarian and hedonic shopping value positively influenced preference. This means, as theorized, that online auctions provide consumers with both utilitarian and hedonic values that form consumer preferences.

Hypothesis 4 examined the relationship between preferences for online auctions and behavioral intention to participate in online auctions. The results indicated that the relationship between preference and behavioral intention was significant and positive. As was also empirically found in a previous study (Overby & Lee, 2006), a strong positive relationship between preference and behavioral intention was found in the online auction context. Therefore, preference is an important element that influences behavioral intentions in online auction environment.

Risk-Taking Propensity: Moderator between Hedonic Motivations and Shopping Values in Online Auctions

The moderating role of risk-taking propensity (H5) on the relationship between hedonic shopping motivations and shopping values in online auctions was tested and not supported as hypothesized. Risk-taking propensity functions as a moderator only on the path between value shopping and utilitarian value in online auctions ($p < 0.05$). This result can be explained as follows: price is a salient driver of the online auction appeal to consumers because the reason for bidding at the auction instead of buying at the store is to acquire a quality item with a good deal. In addition, one of the biggest risks associated with online auctions is the final bidding price which leads to frustration in losing and excitement at winning in auctions (Ding et al., 2005). Thus, risk-taking propensity enhances the relationship between value shopping and utilitarian value.

Implications

There are important implications from this study for both researchers and managers. Academic and managerial implications are discussed in the following two sections.

Academic implications

This study identified the need for building and testing a theory of consumer shopping behavior in auction-based purchases. Online auctions are considered a successful business model and the growing importance of the online auction has attracted the attention of consumer researchers; however, most research has focused on trust issues

related to buyers and sellers (Ba, Whinston, & Zhang, 2003; Brown & Morgan, 2006; Hu, Lin, Whinston, & Zhang, 2004; Kollock, 1999) or auction systems such as the effects of an auction length (Wood et al., 2005) or initial bidding amount (Suter & Hardesty, 2005; Walley & Fortin, 2005) on the final bidding price. This study extended online auction research to gain a better understanding of the target audience and their behavior by examining their evaluation of shopping values in online auctions in terms of hedonic and utilitarian aspects. Both utilitarian and hedonic shopping values are important predictors of preference for online auctions and behavioral intentions toward online auctions.

Second, online auctions create a new marketplace for transactions, but they also create “a new domain for consumer decision-making,” which influences consumer shopping behaviors by changing preference construction and influencing the choice dynamics (Ariely & Simonson, 2003, p. 114). The present research examined the relationship between hedonic shopping motivations and shopping values in online auctions and found that the hedonic shopping motivations are important predictors of shopping values in online auctions. This research also examined online auction consumers’ characteristics and the decision making process (i.e., shopping values, preferences, and intentions) associated with hedonic shopping motivations. Hedonic shopping motivations combined with consumer characteristics are critical factors of consumer shopping evaluation in the online auction environment.

Third, this study employed multiple dimensions of hedonic shopping motivations (i.e., adventure shopping, gratification shopping, idea shopping and value shopping). Previous studies tested hedonic shopping motivations under one dimension (Childers et al., 2001; Fiore et al., 2005; Jin et al., 2003). However, this study employed Arnold and

Reynolds' multiple dimensions of hedonic shopping motivations. The results showed that each dimension provided different outcomes. This means that the one-dimensional approach cannot explain the unique characteristics of each hedonic shopping motivation; therefore, it is obvious that the multi-dimensional approach should be utilized.

Additionally, the moderating role of risk-taking propensity was tested in this study. Risk-taking propensity did not function as a moderator between three hedonic shopping motivations (i.e., adventure shopping, gratification shopping, and idea shopping) and two shopping values (i.e., hedonic and utilitarian) in online auctions. However, it was found that risk-taking propensity enhanced the relationship between value shopping motivation and utilitarian value in online auctions. It is obvious that hedonic shopping motivations should be tested in each dimension separately to capture its unique characteristics and functions in the model.

Managerial Implications

Retailers, especially online auction retailers, can draw several practical implications from this study. First, this study tested the relationship between hedonic shopping motivations and shopping values in online auctions and significant relationships were found. Hedonic shopping motivations influenced consumer shopping evaluations in online auctions in a positive way which indicates that hedonic shopping is an important motivator driving online auction participation. To attract a larger segment of hedonic shoppers, online auctions should emphasize higher levels of hedonic benefits to gain a competitive edge in the market against other online retailers that emphasize high utilitarian benefits such as price savings and convenience.

This study has also found important consumer characteristics that influence hedonic shopping motivations. Compulsive buying behavior, impulse buying behavior, variety-seeking tendency, and price sensitivity were examined as important antecedents of hedonic shopping motivations. Online auction retailers could use these consumer characteristics to activate hedonic shopping motivations or provide hedonic benefits to their customers. For example, because variety-seeking tendency is an influential antecedent of hedonic shopping motivations, retailers could motivate their customers to purchase by providing a variety of new items, increasing the depth of product assortments or presenting unique items. In addition, price is an important element that generates emotional responses during shopping, so providing unexpected bargains or discounts that activate consumer shopping motivations could stimulate unplanned buying or impulse buying.

This study also found that consumer preference was important in the online auction context to form behavioral intention. According to Overby and Lee (2006), consumer risks perceived from online retailers were high and these perceived risks could be diminished by creating preference toward specific online retailers based on previous experience. Consumers' risk perception in online auctions is also high; thus, preference should be formed first to trigger behavioral intentions.

The results of this study indicate that consumers' shopping values (i.e., hedonic and utilitarian) positively influence their preference for online auctions. Thus, to form consumer preference, online auction sites should provide both utilitarian and hedonic values.

To increase utilitarian value, online auction should provide useful web applications to assist auction participants in searching for items they need to buy and posting items they need to sell. Further, well-organized and easily-accessible information hierarchies, comprehensive FAQs lists, and web tools that make posting pictures and information very easy would support the utilitarian value of auction participants. Hedonic values could be increased by providing fun and excitement in the shopping process. Examples include aesthetically pleasing and stimulating websites, the ability to engage in interactive communication, and tools that would allow sellers and buyers to contact each other. In addition, online auctions could restructure auction systems or processes by incorporating entertainment features such as interactive videos, music, and games to attract participants.

Limitations and Opportunities for Future Research

The limitations of the present study provide opportunities as part of an on-going stream for future research. This section addresses theoretical and methodological limitations and presents some suggestions for extending the research.

First, the scope of the research is limited theoretically in the context of consumer characteristics. Regardless of the fact that the literature review on consumer characteristics associated with hedonic shopping motivations was performed extensively, it is possible that other consumer characteristics that may influence hedonic shopping motivations were not included in this study.

Second, this study tested the moderating effect of risk-taking propensity between hedonic shopping motivations and shopping values. It is possible that moderating effects

may exist in other links (i.e., shopping values and preference). Related to the moderating effects, other potential moderating variables for online auction behavior could be considered for future research. Other potential moderators include product type, gender, consumer characteristics, culture, reputation system, and auction type (e.g., English auction or reverse auction). Research has shown that the type of product and even gender can influence Internet behavior (see Korgaonkar & Wolin, 1999; Liang & Huang, 1998; Weiser, 2000) and future research should incorporate such variables when examining shopping values in online auctions. For example, shopping is considered a women's job; however, online auctions have successfully attracted male shoppers. As a result, finding gender differences in online auction shopping could provide meaningful implications for retailers.

The third limitation is the measurement scale used in the study. This study adapted measurement scales from several previous studies, thus some items in different measurements are similar creating high measurement errors.

Another limitation of this research is that the sample was collected using non-probabilistic methods and may not be representative of the general consuming public. Given that the Internet does not yet offer a mechanism for random selection, future research should recruit respondents from other methods of data collection (e.g., telephones and mail) to increase the generalizability of the research.

Conclusions

The primary contribution of this dissertation is that it provides an empirically tested theoretical foundation to conduct future research on the components of consumer

characteristics, hedonic shopping motivations, and shopping values in an online auction environment. Contrary to previous research studies that focused on utilitarian benefits of online shopping (Brynjolfsson & Smith, 2000; Cameron & Galloway, 2005; Grosso et al., 2005; Malone et al., 1987), this study focused on hedonic aspects of shopping which may explain the success of online auctions in the current retail market

Hedonic shopping motivations were found to influence shopping values in an online auctions which ultimately contributed to consumer behavioral intentions to participate in online auctions. The results indicated that hedonic reasons for shopping are important predictors in shopping evaluations of online auctions.

This study also found that hedonic shopping motivations were affected by individual differences. The level of compulsiveness, impulsiveness, variety-seeking tendency, and price sensitivity significantly influenced hedonic shopping motivations.

Currently, online auctions attract millions of shoppers and investors and are expected to grow tremendously in the future (Massad & Tucker, 2000). The present study provides a stepping-stone toward the research in bidder behavior related to hedonic reasons for shopping and their dynamics. It is hoped that the research will add value in consumer behavior research by suggesting a new view of consumer behavior in online auctions.

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APPENDIX A

A Sample Questionnaire

APPENDIX A-1

A Sample Questionnaire (Pretest)

ONLINE CONSUMER SURVEY

As a requirement for my Ph. D. degree in Retail and Consumer Sciences at the University of Tennessee, I am conducting research about consumer behaviors in online auctions. Your participation in this survey is voluntary and you may decline to participate without penalty. All responses will be held in strict confidentiality.

Your cooperation is essential to this project and will be appreciated. If you have comments or questions about this survey, contact the researcher at: mlee6@utk.edu.

Thank you for your time and interest and I am looking forward to your response

SECTION I-a. CONSUMER CHARACTERISTICS

The following statements describe your shopping characteristics. Please **circle** the number that indicates your level of **agreement** or **disagreement** with each statement.

	Strongly Disagree					Strongly Agree	
When I want something, I'll go out limb to get it.	1	2	3	4	5		
I like to continue doing the same old things rather than trying new and different things.	1	2	3	4	5		
I would enjoy bluffing my way into an exclusive club or private party.	1	2	3	4	5		
"Buy now, think about it later" describes me.	1	2	3	4	5		
I probably would not take the chance of borrowing money for a business deal even if it might be profitable.	1	2	3	4	5		
I like to experience novelty and change in my daily routine.	1	2	3	4	5		
I rarely make even small bets.	1	2	3	4	5		
I don't mind paying more to try out a new product and/or service.	1	2	3	4	5		
I buy things according to how I feel at the moment.	1	2	3	4	5		
Sometimes I am a bit reckless about what I buy.	1	2	3	4	5		
I like a job that offers change, variety, and travel, even if it involves some danger.	1	2	3	4	5		
"I see it, I buy it" describes me.	1	2	3	4	5		
I consider security an important element in every aspect of my life.	1	2	3	4	5		
I don't mind spending a lot of money to buy a product and/or service.	1	2	3	4	5		
I often buy things without thinking.	1	2	3	4	5		
I am continually seeking new ideas and experiences.	1	2	3	4	5		
In games I usually "go for broke" rather than playing it safe.	1	2	3	4	5		
I am less willing to buy products and/or services if I think that it will be high in price.	1	2	3	4	5		
I like continually changing activities.	1	2	3	4	5		
I carefully plan most of my purchases.	1	2	3	4	5		
I know that a new product and/or service is likely to be more expensive than older ones, but that doesn't matter to me.	1	2	3	4	5		
Taking risks does not bother me if the gains involved are high.	1	2	3	4	5		
If I have any money left at the end of the pay period, I just have to spend it.	1	2	3	4	5		
When things get boring, I like to find some new and unfamiliar experience.	1	2	3	4	5		

	Strongly Disagree			Strongly Agree	
A really great product and/or service is worth paying a lot of money for.	1	2	3	4	5
I would prefer a stable position with a moderate salary to one with a higher salary but less security.	1	2	3	4	5
“Just do it” describes the way I buy things.	1	2	3	4	5
I prefer a routine way of life to an unpredictable one full of change.	1	2	3	4	5
I enjoy taking risks.	1	2	3	4	5
In general, the price or cost of buying a product and/or service is important to me.	1	2	3	4	5
I often buy things spontaneously.	1	2	3	4	5
If I invested any money in stocks, it would probably only be in safe stocks from large, well-known companies.	1	2	3	4	5
Sometimes I feel like buying things on the spur-of-the-moment.	1	2	3	4	5

SECTION I-b. CONSUMER CHARACTERISTICS

The following statements also describe your shopping characteristics. Please **circle** the number that indicates how **often** you have done each of the following things.

	Very Often			Never	
Bought myself something in order to make myself feel better.	1	2	3	4	5
Felt others would be horrified if they knew my spending habits.	1	2	3	4	5
Made only the minimum payment on my credit cards.	1	2	3	4	5
Bought things even though I couldn't afford them.	1	2	3	4	5
Wrote a check when I knew I didn't have enough money in the bank to cover it.	1	2	3	4	5
Felt anxious or nervous on days I didn't go shopping.	1	2	3	4	5

SECTION II. SHOPPING MOTIVATIONS

The following statements describe your shopping motivations. Please **circle** the number that indicates your level of **agreement** or **disagreement** with each statement.

	Strongly Disagree			Strongly Agree	
I go shopping when I want to treat myself to something special	1	2	3	4	5
I go shopping to see what new products are available	1	2	3	4	5
I enjoy hunting for bargains when I shop	1	2	3	4	5
When I'm in a down mood, I go shopping to make me feel better	1	2	3	4	5
I go shopping to keep up with the new fashions	1	2	3	4	5
To me, shopping is a way to relieve stress	1	2	3	4	5
I find shopping stimulating	1	2	3	4	5
For the most part, I go shopping when there are sales	1	2	3	4	5
I go shopping to keep up with the trends	1	2	3	4	5
To me, shopping is an adventure	1	2	3	4	5
Shopping makes me feel like I am in my own universe	1	2	3	4	5
I enjoy looking for discounts when I shop	1	2	3	4	5

SECTION III. ONLINE AUCTION

The following statements describe benefits you may get from online auctions. Please **circle** the number that indicates your level of **agreement** or **disagreement** with each statement.

	Strongly Disagree			Strongly Agree	
The prices of the products and/or services I purchased from online auctions were at right level, given the quality	1	2	3	4	5
Making a purchase from an online auction totally absorbed me	1	2	3	4	5
When I make a purchase from online auction sites, I saved time	1	2	3	4	5
Online auction sites didn't just sell products or services- it entertained me	1	2	3	4	5
The products and/or services I purchased from an online auction were good buys	1	2	3	4	5
Making a purchase from an online auction site "got me away from it all"	1	2	3	4	5
The online auction offered a good economic value	1	2	3	4	5
Making a purchase from an online auction site truly felt like "an escape"	1	2	3	4	5

SECTION IV. PREFERENCE AND INTENTION

The following questions are about your preference and willingness to participate in an online auction. Please **circle** the number that indicates your level of **agreement** or **disagreement** with each statement.

	Strongly Disagree			Strongly Agree	
When it comes to making a purchase, an online auctions is my first preference	1	2	3	4	5
In the future, online auctions are one of the first places I intend to look when I need products and services they provide	1	2	3	4	5
I intend to continue to visit online auction sites in the future	1	2	3	4	5
I prefer online auctions to other internet retailers	1	2	3	4	5
I intend to purchase from online auctions in the future	1	2	3	4	5
I consider online auctions to be my primary source of purchasing products or services	1	2	3	4	5
I intend to continue doing business with online auctions over the next few years	1	2	3	4	5
I have a favorable attitude toward continuing to do business with online auctions over the next few years	1	2	3	4	5

SECTION V. GENERAL INFORMATION

The following questions will be used for description purpose only. Please circle, check, or write in the answer that comes closest to your own.

1. HOW MANY TIMES have you participated in ONLINE AUCTIONS in the PAST 12 MONTHS?

- 0 1-5 6-10
 11-15 16-20 20 or more

2. What is your gender? MALE FEMALE

3. On average, HOW MANY HOURS PER WEEK do you spend on the INTERNET?

- LESS THAN 5 HOURS 6-10 HOURS
 11-20 HOURS MORE THAN 20 HOURS

4. Which of the following best describes your racial or ethnic identification?

- AFRICAN-AMERICAN CAUCASIAN
 NATIVE AMERICAN ASIAN OR PACIFIC ISLANDER
 HISPANIC OTHER (specify) _____

5. What is your primary purpose for using the INTERNET?

- SHOPPING (i.e., tickets and reservation, retail sites, and auctions)
 FUN (i.e., games, downloading photos and images, chat, and software)
 INFORMATION (i.e., news, magazines and hobby sites)
 BUSINESS (i.e., use Internet to conduct business)
 E-MAIL

6. How much did you spend for **ONLINE SHOPPING** during the LAST 12 MONTHS? _____

7. How much did you spend for **ONLINE AUCTIONS** during the LAST 12 MONTHS? _____

8. What kind of products or services did you buy through online auctions during the LAST 12 MONTHS? _____

9. What is your marital status?

SINGLE, NEVER MARRIED

MARRIED

SEPERATED OR DIVORCED

WIDOWED

10. INCLUDING YOURSELF, how many people are in your household? _____

11. What is your age? _____

12. What is the highest level of education you have completed?

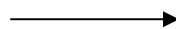
HIGH SCHOOL OR LESS

BACHELOR'S DEGREE

ASSOCIATE DEGREE (community college, technical school, two-year college)

GRADUATE DEGREE (Master's Doctoral) OTHER (specify) _____

13. Do you work? YES



FULL-TIME PART-TIME

NO

14. What was your approximate total household income last year (before tax)? _____

APPENDIX A-2

A Sample Questionnaire (Main Test)

ONLINE CONSUMER SURVEY

As a requirement for my Ph. D. degree in Retail and Consumer Sciences at the University of Tennessee, I am conducting research about consumer behaviors in online auctions. Your participation in this survey is voluntary and you may decline to participate without penalty. All responses will be held in strict confidentiality.

Your cooperation is essential to this project and will be appreciated. If you have comments or questions about this survey, contact the researcher at: mlee6@utk.edu.

Thank you for your time and interest and I am looking forward to your response.

SECTION I-a. CONSUMER CHARACTERISTICS

The following statements describe your shopping characteristics. Please **circle** the number that indicates your level of **agreement** or **disagreement** with each statement.

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
"Buy now, think about it later" describes me.	1	2	3	4	5
I like to experience novelty and change in my daily routine.	1	2	3	4	5
I don't like to take risks.	1	2	3	4	5
I like to continue doing the same old things rather than trying new and different things.	1	2	3	4	5
I have no desire to take unnecessary chances on things.	1	2	3	4	5
I don't mind paying more to try out a new product and/or service.	1	2	3	4	5
I buy things according to how I feel at the moment.	1	2	3	4	5
Sometimes I am a bit reckless about what I buy.	1	2	3	4	5
I like a job that offers change, variety, and travel, even if it involves some danger.	1	2	3	4	5
"I see it, I buy it" describes me.	1	2	3	4	5
I do my best to avoid taking risks.	1	2	3	4	5
I don't mind spending a lot of money to buy a product and/or service.	1	2	3	4	5
I often buy things without thinking.	1	2	3	4	5
I am continually seeking new ideas and experiences.	1	2	3	4	5
Sometimes I feel like buying things on the spur-of-the-moment.	1	2	3	4	5
I am less willing to buy a product and/or service if I think that it will be high in price.	1	2	3	4	5
I like continually changing activities.	1	2	3	4	5
I carefully plan most of my purchases.	1	2	3	4	5
I know that a new product and/or service is likely to be more expensive than older ones, but that doesn't matter to me.	1	2	3	4	5
I consider myself to be risk averse.	1	2	3	4	5
If I have any money left at the end of the pay period, I just have to spend it.	1	2	3	4	5
When things get boring, I like to find some new and unfamiliar experience.	1	2	3	4	5
A really great product and/or service is worth paying a lot of money for.	1	2	3	4	5

	Strongly Disagree			Strongly Agree	
I prefer a routine way of life to an unpredictable one full of change.	1	2	3	4	5
“Just do it” describes the way I buy things.	1	2	3	4	5
I enjoy taking risks.	1	2	3	4	5
In general, the price or cost of buying a product and/or service is important to me.	1	2	3	4	5
I often buy things spontaneously.	1	2	3	4	5
I have a high tendency to avoid uncertainty compared to others.	1	2	3	4	5

SECTION I-b. CONSUMER CHARACTERISTICS

The following statements also describe your shopping characteristics. Please **circle** the number that indicates how **often** you have done each of the following things.

	Never			Very Often	
Bought myself something in order to make myself feel better.	1	2	3	4	5
Felt others would be horrified if they knew my spending habits.	1	2	3	4	5
Made only the minimum payment on my credit cards.	1	2	3	4	5
Bought things even though I couldn't afford them.	1	2	3	4	5
Wrote a check when I knew I didn't have enough money in the bank to cover it.	1	2	3	4	5
Felt anxious or nervous on days I didn't go shopping.	1	2	3	4	5

SECTION II. SHOPPING MOTIVATIONS

The following statements describe your shopping motivations. Please **circle** the number that indicates your level of **agreement** or **disagreement** with each statement.

	Strongly Disagree			Strongly Agree	
I go shopping when I want to treat myself to something special.	1	2	3	4	5
I go shopping to see what new products are available.	1	2	3	4	5
I enjoy hunting for bargains when I shop.	1	2	3	4	5
When I'm in a down mood, I go shopping to make me feel better.	1	2	3	4	5
I go shopping to keep up with the new fashions.	1	2	3	4	5
To me, shopping is a way to relieve stress.	1	2	3	4	5
I find shopping stimulating.	1	2	3	4	5
For the most part, I go shopping when there are sales.	1	2	3	4	5
I go shopping to keep up with the trends.	1	2	3	4	5
To me, shopping is an adventure.	1	2	3	4	5
Shopping makes me feel like I am in my own universe.	1	2	3	4	5
I enjoy looking for discounts when I shop.	1	2	3	4	5

SECTION III. ONLINE AUCTION

This section refers to **the online auction site from which you have recently participated and purchased**. Please answer the following statements for **this online auction site**.

	Strongly Disagree			Strongly Agree	
The prices of the products and/or services I purchased from this auction site were at the right level, given the quality.	1	2	3	4	5
This auction site didn't just sell products or services - it entertained me.	1	2	3	4	5
Shopping on this auction site "got me away from it all."	1	2	3	4	5
The products and/or services I purchased from this auction site were good buys.	1	2	3	4	5
Shopping on this auction site truly felt like "an escape."	1	2	3	4	5
While shopping on this auction site, I found just the item(s) I was looking for.	1	2	3	4	5
This auction site offered a good economic value.	1	2	3	4	5
While shopping on this auction site, I was able to forget my problems.	1	2	3	4	5

SECTION IV. PREFERENCE AND INTENTION

This section refers to **the online auction site from which you have recently participated and purchased**. Please answer the following statements for **this online auction site**.

	Strongly Disagree			Strongly Agree	
When it comes to making a purchase, this auction site is my first preference.	1	2	3	4	5
I have a favorable attitude toward continuing to do business with this auction site over the next few years.	1	2	3	4	5
In the future, this auction site is one of the first places I intend to look when I need products and services they provide.	1	2	3	4	5
I intend to continue to visit this auction site in the future.	1	2	3	4	5
I prefer this auction site to other internet retailers.	1	2	3	4	5
I intend to purchase from this auction site in the future.	1	2	3	4	5
I consider this auction site to be my primary source of purchasing products or services.	1	2	3	4	5
I intend to continue doing business with this auction site over the next few years.	1	2	3	4	5

What kind of products or services did you buy through **this online auction site**?

SECTION V. GENERAL INFORMATION

The following questions will be used for description purpose only. Please circle, check, or write in the answer that comes closest to your own.

1. What is your gender? ___ MALE ___ FEMALE
2. On average, HOW MANY HOURS PER WEEK do you spend on the INTERNET?
- ___ LESS THAN 5HOURS ___ 6-10 HOURS
- ___ 11-20 HOURS ___ MORE THAN 20 HOURS
3. Which of the following best describes your racial or ethnic identification?
- ___ AFRICAN-AMERICAN ___ CAUCASIAN
- ___ NATIVE AMERICAN ___ ASIAN OR PERCIFIC ISLANDER
- ___ HISPANIC ___ OTHER (specify)_____
4. What is your primary purpose for using the INTERNET?
- ___ SHOPPING (i.e., tickets and reservation, retail sites, and auctions)
- ___ FUN (i.e., games, downloading photos and images, chat, and software)
- ___ INFORMATION (i.e., news, magazines and hobby sites)
- ___ BUSINESS (i.e., use Internet to conduct business)
- ___ E-MAIL
5. How much did you spend on **ONLINE SHOPPING** during the LAST 12 MONTHS? _____
6. How much did you spend on **ONLINE AUCTIONS** during the LAST 12 MONTHS? _____
7. HOW MANY TIMES have you participated in ONLINE AUCTIONS in the PAST 12 MONTHS?
- ___ 0 ___ 1-5 ___ 6-10
- ___ 11-15 ___ 16-20 ___ 20 or more

8. What is your marital status?

SINGLE, NEVER MARRIED MARRIED

SEPERATED, DIVORCED, OR WIDOWED

9. INCLUDING YOURSELF, how many people are in your household? _____

10. What is your age? _____

11. What is the highest level of education you have completed?

HIGH SCHOOL OR LESS BACHELOR'S DEGREE

ASSOCIATE DEGREE (community college, technical school, two-year college)

GRADUATE DEGREE (Master's Doctoral) OTHER (specify) _____

12. Do you work? YES FULL-TIME PART-TIME

NO

14. What was your approximate total household income last year (before tax)?

LESS THAN 10,000

10,000 to 19,999

20,000 to 29,999

30,000 to 39,999

40,000 to 49,999

50,000 to 59,999

60,000 to 69,999

70,000 to 79,999

80,000 to 89,999

90,000 to 99,999

100,000 to 109,999

110,000 to 119,999

MORE THAN 120,000

APPENDIX B

Measurement Item Description

Appendix B: Measurement Item Descriptions

Item	Variable	Item Label	Error Label	Note
If I have any money left at the end of the pay period, I just have to spend it.	CompulsiveB	C1	ec1	
Bought myself something in order to make myself feel better.	CompulsiveB	C2	ec2	
Felt others would be horrified if they knew my spending habits.	CompulsiveB	C3	ec3	
Made only the minimum payment on my credit cards	CompulsiveB	C4	ec4	
Bought things even though I couldn't afford them.	CompulsiveB	C5	ec5	
Wrote check when I know I didn't have enough money in the bank to cover it .	CompulsiveB	C6	ec6	
Felt anxious or nervous on days I didn't go shopping.	CompulsiveB	C7	ec7	
"Buy now, think about it later" describes me.	ImpulseB	I1	ei1	
I buy things according to how I feel at the moment.	ImpulseB	I2	ei2	
Sometimes I am a bit reckless about what I buy.	ImpulseB	I3	ei3	
"I see it, I buy it" describes me.	ImpulseB	I4	ei4	
I often buy things without thinking.	ImpulseB	I5	ei5	
Sometimes I feel like buying things on the spur-of-the-moment.	ImpulseB	I6	ei6	
I carefully plan most of my purchases (-)	ImpulseB	I7R	ei7	
"Just do it" describes the way I buy things.	ImpulseB	I8	ei8	
I often buy things spontaneously.	ImpulseB	I9	ei9	
I like to experience novelty and change in my daily routine.	VarietyS	V1	ev1	
I like to continue doing the same old things rather than trying new and different things. (-)	VarietyS	V2R	ev2	
I like a job that offers change, variety, and travel, even if it involves some danger.	VarietyS	V3	ev3	
I am continually seeking new ideas and experiences.	VarietyS	V4	ev4	
I like continually changing activities.	VarietyS	V5	ev5	
When things get boring, I like to find some new and unfamiliar experience.	VarietyS	V6	ev6	
I prefer a routine way of life to an unpredictable one full of change. (-)	VarietyS	V7R	ev7	
I don't mind paying more to try out a new product and/or service (-).	PriceS	P1R	ep1	
I don't mind spending a lot of money to buy a product and/or service (-).	PriceS	P2R	ep2	
I am less willing to buy products and/or services if I think that it will be high in price.	PriceS	P3	ep3	
I know that a new product and/or service is likely to be more expensive than older ones, but that doesn't matter to me (-).	PriceS	P4R	ep4	
A really great product and/or service is worth paying a lot of money for (-).	PriceS	P5R	ep5	
In general, the price or cost of buying a product and/or service is important to me.	PriceS	P6	ep6	Dropped

Appendix B: Measurement Item Descriptions (Continued)

Item	Variable	Item Label	Error Label	Note
I find shopping stimulating.	Adventure	AD1	ea1	
To me, shopping is an adventure.	Adventure	AD2	ea2	
Shopping makes me feel like I am in my own universe.	Adventure	AD3	ea2	
I go shopping when I want to treat myself to something special.	Gratification	GR1	eg1	
When I'm in a down mood, I go shopping to make me feel better.	Gratification	GR2	eg2	
To me, shopping is a way to relieve stress.	Gratification	GR3	eg3	
I go shopping to see what new products are available.	Idea	ID1	ed1	
I go shopping to keep up with the new fashions.	Idea	ID2	ed2	
I go shopping to keep up with the trends.	Idea	ID3	ed3	
I enjoy hunting for bargains when I shop.	Value	VA1	e1	
For the most part, I go shopping when there are sales.	Value	VA2	e2	
I enjoy looking for discounts when I shop.	Value	VA3	e3	
The prices of the products and/or services I purchased from this auction site were at right level, given the quality.	Utilitarian	UT1	eu1	
The products and/or services I purchased from this auction site were good buy.	Utilitarian	UT2	eu2	
This auction site offered a good economic value.	Utilitarian	UT3	eu3	
While shopping on this auction site, I found just the item(s) I was looking for.	Utilitarian	UT4	eu4	
The online auction site didn't just sell products or services- it entertained me.	Hedonic	HE1	eh1	
Shopping on this auction site "got me away from it all."	Hedonic	HE2	eh2	
Shopping on this auction site truly felt like "an escape."	Hedonic	HE3	eh3	
While shopping on this auction site, I was able to forget my problems.	Hedonic	HE4	eh4	
When it comes to making a purchase, this auction site is my first preference.	Preference	PRE1	ef1	
I prefer this auction site to other internet retailers.	Preference	PRE2	ef2	
I consider this auction site to be my primary source of purchasing products or services.	Preference	PRE3	ef3	
I have a favorable attitude toward continuing to do business with this auction site over the next few years.	Intention	INT1	et1	
In the future, online auctions are one of the first places I intend to look when I need products and services they provide.	Intention	INT2	et2	Dropped
I intend to continue to visit this auction site in the future.	Intention	INT3	et3	
I intend to purchase from this auction site in the future.	Intention	INT4	et4	
I intend to continue doing business with this auction site over the next few years.	Intention	INT5	et5	

APPENDIX C
Descriptive Statistics

Appendix C: Descriptive Statistics

Item	Min	Max	Mean	S.D.	Skewness	C.R	Kurtosis	C.R.
C1	1	5	1.969	0.935	0.907	11.126	0.353	2.114
C2	1	5	2.916	0.855	0.268	3.283	0.176	1.033
C3	1	5	2.156	1.043	0.698	8.562	-0.105	-0.684
C4	1	5	2.008	1.195	0.970	11.894	-0.127	-0.816
C5	1	5	2.148	1.019	0.604	7.415	-0.200	-1.264
C6	1	5	1.364	0.759	2.302	28.239	5.264	32.123
C7	1	5	1.304	0.686	2.350	28.829	5.077	30.982
I1	1	5	2.221	1.059	0.612	7.511	-0.457	-2.831
I2	1	5	3.096	0.976	-0.172	-2.107	-0.686	-4.23
I3	1	5	2.876	1.088	-0.098	-1.208	-0.988	-6.08
I4	1	5	2.496	1.026	0.298	3.657	-0.668	-4.12
I5	1	5	2.333	0.960	0.593	7.274	-0.097	-0.634
I6	1	5	3.522	0.916	-0.838	-10.279	0.322	1.927
I7	1	5	3.458	0.871	-0.378	-4.643	-0.341	-2.123
I8	1	5	2.544	0.937	0.352	4.320	-0.434	-2.691
I9	1	5	2.962	0.964	-0.007	-0.080	-0.744	-4.586
V1	1	5	3.285	0.938	-0.466	-5.716	-0.172	-1.094
V2	1	5	2.307	0.798	0.516	6.329	0.116	0.671
V3	1	5	3.164	1.117	-0.184	-2.262	-0.886	-5.452
V4	1	5	3.683	0.814	-0.517	-6.339	0.394	2.365
V5	1	5	3.330	0.839	-0.345	-4.230	-0.205	-1.292
V6	1	5	3.404	0.866	-0.563	-6.903	0.053	0.286
V7	1	5	2.842	0.921	0.241	2.959	-0.450	-2.791
P1	1	5	3.128	0.928	-0.323	-3.966	-0.530	-3.279
P2	1	5	2.961	1.023	-0.047	-0.572	-0.797	-4.91
P3	1	5	3.440	0.946	-0.413	-5.070	-0.455	-2.818
P4	1	5	2.900	0.893	-0.016	-0.202	-0.746	-4.599
P5	1	5	3.389	0.900	-0.589	-7.224	0.074	0.41
P6	1	5	3.953	0.701	-0.821	-10.104	1.778	10.952
AD1	1	5	2.972	1.031	-0.236	-2.891	-0.699	-4.313
AD2	1	5	2.869	1.058	-0.033	-0.409	-0.727	-4.484
AD3	1	5	2.395	1.039	0.376	4.612	-0.546	-3.374
GR1	1	5	3.116	1.062	-0.382	-4.687	-0.637	-3.926
GR2	1	5	2.549	1.081	0.250	3.069	-0.720	-4.438
GR3	1	5	2.478	1.127	0.329	4.032	-0.827	-5.097
ID1	1	5	3.325	1.014	-0.511	-6.266	-0.426	-2.644
ID2	1	5	2.363	1.070	0.437	5.376	-0.552	-3.411
ID3	1	5	2.455	1.045	0.307	3.761	-0.643	-3.968
VA1	1	5	4.170	0.864	-1.066	-13.075	1.128	6.849
VA2	1	5	3.723	0.863	-0.624	-7.661	0.393	2.363
VA3	1	5	4.181	0.792	-0.935	-11.466	1.078	6.548
HE1	1	5	2.843	0.988	-0.026	-0.323	-0.751	-4.628
HE2	1	5	2.458	0.981	0.374	4.593	-0.401	-2.492
HE3	1	5	2.374	0.979	0.404	4.960	-0.270	-1.692

Appendix C: Descriptive Statistics (Continued)

Item	Min	Max	Mean	S.D.	Skewness	C.R	Kurtosis	C.R.
HE4	1	5	2.483	0.927	0.090	1.106	-0.447	-2.775
UT1	1	5	3.860	0.644	-1.057	-12.964	2.980	18.168
UT2	1	5	3.860	0.654	-0.751	-9.208	2.025	12.335
UT3	1	5	3.829	0.683	-0.936	-11.484	2.490	15.171
UT4	1	5	3.755	0.775	-0.830	-10.187	1.383	8.407
PRE1	1	5	3.424	1.024	-0.307	-3.768	-0.534	-3.304
PRE2	1	5	3.374	0.877	-0.075	-0.924	-0.120	-0.776
PRE3	1	5	2.647	1.020	0.323	3.959	-0.388	-2.413
INT1	1	5	3.945	0.737	-0.810	-9.937	1.839	11.196
INT2	1	5	3.687	0.889	-0.536	-6.595	0.148	0.909
INT3	1	5	4.076	0.702	-0.952	-11.682	2.813	17.149
INT4	1	5	4.029	0.720	-0.826	-10.131	2.135	13.006
INT5	1	5	3.999	0.740	-0.787	-9.651	1.860	11.323
R1	1	5	2.813	0.908	0.199	2.444	-0.492	-3.028
R2	1	5	2.838	0.934	0.214	2.628	-0.626	-3.857
R3	1	5	2.892	0.921	0.131	1.609	-0.752	-4.630

APPENDIX D

Measurement Model (CFA) Results

Appendix D: Regression Weights

Item		Variable	Estimate	S.E.	C.R.	P	Label
C1	<---	CompulsiveB	0.649	0.029	22.635	***	par_6
C2	<---	CompulsiveB	0.513	0.027	18.77	***	par_5
C3	<---	CompulsiveB	0.760	0.031	24.177	***	par_4
C4	<---	CompulsiveB	0.730	0.038	19.201	***	par_3
C5	<---	CompulsiveB	0.776	0.03	25.671	***	par_2
C6	<---	CompulsiveB	0.432	0.025	17.609	***	par_1
C7	<---	CompulsiveB	0.404	0.022	18.392	***	par_19
I1	<---	ImpulseB	0.748	0.031	23.808	***	par_25
I2	<---	ImpulseB	0.687	0.029	23.710	***	par_24
I3	<---	ImpulseB	0.785	0.032	24.511	***	par_23
I4	<---	ImpulseB	0.803	0.029	27.546	***	par_22
I5	<---	ImpulseB	0.764	0.027	28.263	***	par_21
I6	<---	ImpulseB	0.493	0.027	17.976	***	par_20
I7R	<---	ImpulseB	0.580	0.028	20.620	***	par_115
I8	<---	ImpulseB	0.730	0.027	27.370	***	par_26
I9	<---	ImpulseB	0.792	0.027	29.621	***	par_27
V1	<---	VarietyS	0.615	0.03	20.538	***	par_13
V2R	<---	VarietyS	0.448	0.026	16.957	***	par_12
V3	<---	VarietyS	0.616	0.037	16.624	***	par_11
V4	<---	VarietyS	0.561	0.026	21.879	***	par_10
V5	<---	VarietyS	0.613	0.026	23.651	***	par_9
V6	<---	VarietyS	0.592	0.027	21.686	***	par_8
V7R	<---	VarietyS	0.503	0.031	16.423	***	par_7
P1R	<---	PriceS	0.579	0.030	19.101	***	par_18
P2R	<---	PriceS	0.768	0.032	24.161	***	par_17
P3	<---	PriceS	0.507	0.032	15.893	***	par_16
P4R	<---	PriceS	0.657	0.028	23.506	***	par_15
P5R	<---	PriceS	0.569	0.029	19.409	***	par_14
AD1	<---	Adventure	0.845	0.029	29.002	***	par_28
AD2	<---	Adventure	0.835	0.030	27.428	***	par_29
AD3	<---	Adventure	0.821	0.030	27.485	***	par_30
GR1	<---	Gratification	0.732	0.032	22.848	***	par_31
GR2	<---	Gratification	0.907	0.030	30.238	***	par_32
GR3	<---	Gratification	0.985	0.031	32.146	***	par_33
ID1	<---	Idea	0.529	0.033	16.056	***	par_34
ID2	<---	Idea	0.952	0.030	32.088	***	par_35
ID3	<---	Idea	0.920	0.029	31.567	***	par_36
VA1	<---	Value	0.720	0.025	28.231	***	par_37
VA2	<---	Value	0.543	0.027	19.859	***	par_38
VA3	<---	Value	0.698	0.023	30.398	***	par_39
UT1	<---	Utilitarian	0.466	0.019	23.960	***	par_40
UT2	<---	Utilitarian	0.534	0.019	28.379	***	par_41
UT3	<---	Utilitarian	0.579	0.019	29.982	***	par_42
UT4	<---	Utilitarian	0.480	0.025	19.555	***	par_113

Appendix D: Regression Weights (Continued)

Item		Variable	Estimate	S.E.	C.R.	P	Label
HE1	<---	Hedonic	0.510	0.033	15.555	***	par_119
HE2	<---	Hedonic	0.869	0.027	32.497	***	par_44
HE3	<---	Hedonic	0.882	0.026	33.327	***	par_43
HE4	<---	Hedonic	0.684	0.027	25.004	***	par_114
PRE1	<---	Preference	0.694	0.033	20.873	***	par_45
PRE2	<---	Preference	0.679	0.028	24.588	***	par_46
PRE3	<---	Preference	0.659	0.033	19.704	***	par_47
INT1	<---	Intention	0.629	0.020	31.832	***	par_48
INT3	<---	Intention	0.636	0.018	35.109	***	par_49
INT4	<---	Intention	0.672	0.018	36.979	***	par_50
INT5	<---	Intention	0.676	0.019	35.678	***	par_51

Appendix D: Standardized Regression Weights

Item		Variable	Estimate
C1	<---	CompulsiveB	0.695
C2	<---	CompulsiveB	0.600
C3	<---	CompulsiveB	0.729
C4	<---	CompulsiveB	0.611
C5	<---	CompulsiveB	0.761
C6	<---	CompulsiveB	0.569
C7	<---	CompulsiveB	0.590
I1	<---	ImpulseB	0.706
I2	<---	ImpulseB	0.704
I3	<---	ImpulseB	0.722
I4	<---	ImpulseB	0.783
I5	<---	ImpulseB	0.797
I6	<---	ImpulseB	0.633
I7R	<---	ImpulseB	0.566
I8	<---	ImpulseB	0.780
I9	<---	ImpulseB	0.822
V1	<---	VarietyS	0.656
V2R	<---	VarietyS	0.562
V3	<---	VarietyS	0.552
V4	<---	VarietyS	0.689
V5	<---	VarietyS	0.731
V6	<---	VarietyS	0.684
V7R	<---	VarietyS	0.547
P1R	<---	PriceS	0.625
P2R	<---	PriceS	0.751
P3	<---	PriceS	0.536
P4R	<---	PriceS	0.736
P5R	<---	PriceS	0.633

Item		Variable	Estimate
AD1	<---	Adventure	0.820
AD2	<---	Adventure	0.789
AD3	<---	Adventure	0.790
GR1	<---	Gratification	0.690
GR2	<---	Gratification	0.840
GR3	<---	Gratification	0.874
ID1	<---	Idea	0.522
ID2	<---	Idea	0.890
ID3	<---	Idea	0.880
VA1	<---	Value	0.833
VA2	<---	Value	0.630
VA3	<---	Value	0.881
UT1	<---	Utilitarian	0.724
UT2	<---	Utilitarian	0.817
UT3	<---	Utilitarian	0.848
UT4	<---	Utilitarian	0.619
HE1	<---	Hedonic	0.516
HE2	<---	Hedonic	0.887
HE3	<---	Hedonic	0.901
HE4	<---	Hedonic	0.738
PRE1	<---	Preference	0.678
PRE2	<---	Preference	0.775
PRE3	<---	Preference	0.647
INT1	<---	Intention	0.854
INT3	<---	Intention	0.906
INT4	<---	Intention	0.934
INT5	<---	Intention	0.915

Appendix D: Covariances

Covariances		Estimate	S.E.	C.R.	P	Label	
CompulsiveB	<-->	PriceS	-0.331	0.038	-8.823	***	par_53
CompulsiveB	<-->	ImpulseB	0.763	0.02	38.365	***	par_54
VarietyS	<-->	PriceS	-0.375	0.036	-10.371	***	par_55
VarietyS	<-->	ImpulseB	0.310	0.035	8.814	***	par_56
CompulsiveB	<-->	Adventure	0.606	0.027	22.386	***	par_57
CompulsiveB	<-->	Gratification	0.685	0.024	28.943	***	par_58
CompulsiveB	<-->	Idea	0.460	0.031	14.596	***	par_59
CompulsiveB	<-->	Hedonic	0.498	0.031	16.19	***	par_60
VarietyS	<-->	Adventure	0.233	0.037	6.395	***	par_61
VarietyS	<-->	Gratification	0.197	0.037	5.316	***	par_62
VarietyS	<-->	Idea	0.275	0.035	7.76	***	par_63
VarietyS	<-->	Value	0.155	0.038	4.03	***	par_64
VarietyS	<-->	Utilitarian	0.118	0.039	3.026	0.002	par_65
VarietyS	<-->	Preference	0.013	0.042	0.304	0.761	par_66
VarietyS	<-->	Intention	0.163	0.037	4.468	***	par_67
PriceS	<-->	Gratification	-0.253	0.037	-6.909	***	par_68
PriceS	<-->	Idea	-0.398	0.033	-11.969	***	par_69
PriceS	<-->	Value	0.176	0.039	4.546	***	par_70
PriceS	<-->	Utilitarian	-0.064	0.040	-1.617	0.106	par_71
PriceS	<-->	Intention	-0.051	0.038	-1.345	0.179	par_72
ImpulseB	<-->	Adventure	0.516	0.028	18.474	***	par_73
ImpulseB	<-->	Gratification	0.558	0.026	21.154	***	par_74
ImpulseB	<-->	Idea	0.448	0.030	15.092	***	par_75
ImpulseB	<-->	Value	-0.009	0.037	-0.229	0.818	par_76
ImpulseB	<-->	Utilitarian	0.038	0.037	1.014	0.311	par_77
ImpulseB	<-->	Hedonic	0.388	0.032	12.202	***	par_78
ImpulseB	<-->	Intention	0.057	0.036	1.61	0.107	par_79
Adventure	<-->	Gratification	0.855	0.015	58.741	***	par_80
Adventure	<-->	Idea	0.678	0.022	30.574	***	par_81
Adventure	<-->	Value	0.279	0.035	7.991	***	par_82
Adventure	<-->	Utilitarian	0.082	0.037	2.208	0.027	par_83
Adventure	<-->	Hedonic	0.524	0.028	18.818	***	par_84
Adventure	<-->	Preference	0.122	0.040	3.077	0.002	par_85
Gratification	<-->	Idea	0.675	0.022	30.717	***	par_86
Gratification	<-->	Value	0.225	0.036	6.291	***	par_87
Gratification	<-->	Utilitarian	-0.008	0.037	-0.211	0.833	par_88
Gratification	<-->	Hedonic	0.490	0.029	17.002	***	par_89
Gratification	<-->	Preference	0.058	0.04	1.46	0.144	par_90
Gratification	<-->	Intention	-0.008	0.036	-0.23	0.818	par_91

Appendix D: Covariances (Continued)

Covariances		Estimate	S.E.	C.R.	P	Label	
Idea	<-->	Value	0.134	0.036	3.675	***	par_92
Idea	<-->	Utilitarian	0.000	0.037	-0.012	0.99	par_93
Idea	<-->	Preference	0.048	0.04	1.218	0.223	par_94
Idea	<-->	Intention	-0.013	0.035	-0.367	0.713	par_95
Value	<-->	Hedonic	0.042	0.038	1.11	0.267	par_96
Utilitarian	<-->	Hedonic	0.092	0.037	2.455	0.014	par_97
Utilitarian	<-->	Preference	0.553	0.032	17.506	***	par_98
Utilitarian	<-->	Intention	0.698	0.021	33.607	***	par_99
Hedonic	<-->	Preference	0.357	0.036	9.853	***	par_100
Hedonic	<-->	Intention	0.068	0.036	1.89	0.059	par_101
Preference	<-->	Intention	0.677	0.025	27.293	***	par_102
CompulsiveB	<-->	Utilitarian	-0.050	0.040	-1.266	0.206	par_103
CompulsiveB	<-->	Preference	0.162	0.042	3.895	***	par_104
CompulsiveB	<-->	Intention	-0.015	0.038	-0.386	0.7	par_105
VarietyS	<-->	Hedonic	0.084	0.038	2.209	0.027	par_106
PriceS	<-->	ImpulseB	-0.484	0.031	-15.52	***	par_107
PriceS	<-->	Hedonic	-0.207	0.038	-5.515	***	par_108
Adventure	<-->	Intention	0.063	0.036	1.772	0.076	par_109
Value	<-->	Utilitarian	0.341	0.035	9.815	***	par_110
Value	<-->	Preference	0.215	0.040	5.429	***	par_111
Value	<-->	Intention	0.333	0.033	10.095	***	par_112
CompulsiveB	<-->	VarietyS	0.182	0.039	4.624	***	par_116
CompulsiveB	<-->	Value	-0.072	0.039	-1.813	0.07	par_117
PriceS	<-->	Adventure	-0.299	0.036	-8.324	***	par_118
Idea	<-->	Hedonic	0.396	0.031	12.672	***	par_120
PriceS	<-->	Preference	-0.046	0.043	-1.086	0.277	par_121
ImpulseB	<-->	Preference	0.169	0.039	4.298	***	par_128
eg1	<-->	eg3	-0.134	0.019	-7.123	***	par_52
eh2	<-->	eh1	0.110	0.018	5.998	***	par_122
ei4	<-->	ei8	0.105	0.016	6.442	***	par_123
ev7	<-->	ev2	0.130	0.020	6.471	***	par_124
ei3	<-->	ei2	0.102	0.020	5.055	***	par_125
ea1	<-->	ea3	-0.123	0.018	-6.682	***	par_126
ed1	<-->	ed2	-0.164	0.022	-7.438	***	par_127
ec5	<-->	ec4	0.422	0.033	12.829	***	par_129
ec6	<-->	ec7	0.140	0.014	9.715	***	par_130

Appendix D: Correlations

Correlations			Estimate	Correlations			Estimate
CompulsiveB	<->	PriceS	-0.331	Idea	<->	Value	0.134
CompulsiveB	<->	ImpulseB	0.763	Idea	<->	Utilitarian	0.000
VarietyS	<->	PriceS	-0.375	Idea	<->	Preference	0.048
VarietyS	<->	ImpulseB	0.310	Idea	<->	Intention	-0.013
CompulsiveB	<->	Adventure	0.606	Value	<->	Hedonic	0.042
CompulsiveB	<->	Gratification	0.685	Utilitarian	<->	Hedonic	0.092
CompulsiveB	<->	Idea	0.460	Utilitarian	<->	Preference	0.553
CompulsiveB	<->	Hedonic	0.498	Utilitarian	<->	Intention	0.698
VarietyS	<->	Adventure	0.233	Hedonic	<->	Preference	0.357
VarietyS	<->	Gratification	0.197	Hedonic	<->	Intention	0.068
VarietyS	<->	Idea	0.275	Preference	<->	Intention	0.677
VarietyS	<->	Value	0.155	CompulsiveB	<->	Utilitarian	-0.050
VarietyS	<->	Utilitarian	0.118	CompulsiveB	<->	Preference	0.162
VarietyS	<->	Preference	0.013	CompulsiveB	<->	Intention	-0.015
VarietyS	<->	Intention	0.163	VarietyS	<->	Hedonic	0.084
PriceS	<->	Gratification	-0.253	PriceS	<->	ImpulseB	-0.484
PriceS	<->	Idea	-0.398	PriceS	<->	Hedonic	-0.207
PriceS	<->	Value	0.176	Adventure	<->	Intention	0.063
PriceS	<->	Utilitarian	-0.064	Value	<->	Utilitarian	0.341
PriceS	<->	Intention	-0.051	Value	<->	Preference	0.215
ImpulseB	<->	Adventure	0.516	Value	<->	Intention	0.333
ImpulseB	<->	Gratification	0.558	CompulsiveB	<->	VarietyS	0.182
ImpulseB	<->	Idea	0.448	CompulsiveB	<->	Value	-0.072
ImpulseB	<->	Value	0.009	PriceS	<->	Adventure	-0.299
ImpulseB	<->	Utilitarian	0.038	Idea	<->	Hedonic	0.396
ImpulseB	<->	Hedonic	0.388	PriceS	<->	Preference	-0.046
ImpulseB	<->	Intention	0.057	ImpulseB	<->	Preference	0.169
Adventure	<->	Gratification	0.855	eg1	<->	eg3	-0.377
Adventure	<->	Idea	0.678	eh2	<->	eh1	0.286
Adventure	<->	Value	0.279	ei4	<->	ei8	0.263
Adventure	<->	Utilitarian	0.082	ev7	<->	ev2	0.244
Adventure	<->	Hedonic	0.524	ei3	<->	ei2	0.192
Adventure	<->	Preference	0.122	ea1	<->	ea3	-0.410
Gratification	<->	Idea	0.675	ed1	<->	ed2	-0.513
Gratification	<->	Value	0.225	ec5	<->	ec4	0.546
Gratification	<->	Utilitarian	-0.008	ec6	<->	ec7	0.371
Gratification	<->	Hedonic	0.490		<->		
Gratification	<->	Preference	0.058		<->		
Gratification	<->	Intention	-0.008				

Appendix D: Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	185	3971.141	1355	.000	2.931
Saturated model	1540	.000	0		
Independence model	55	29505.276	1485	.000	19.869

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.048	.844	.823	.743
Saturated model	.000	1.000		
Independence model	.220	.235	.206	.226

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.865	.852	.907	.898	.907
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.912	.790	.827
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	2616.141	2431.046	2808.766
Saturated model	.000	.000	.000
Independence model	28020.276	27465.554	28581.386

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	4.388	2.891	2.686	3.104
Saturated model	.000	.000	.000	.000
Independence model	32.603	30.962	30.349	31.582

Appendix D: Model Fit Summary (Continued)

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.046	.045	.048	1.000
Independence model	.144	.143	.146	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	4341.141	4365.547	5230.814	5415.814
Saturated model	3080.000	3283.157	10485.921	12025.921
Independence model	29615.276	29622.532	29879.773	29934.773

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	4.797	4.592	5.010	4.824
Saturated model	3.403	3.403	3.403	3.628
Independence model	32.724	32.111	33.344	32.732

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	329	338
Independence model	49	50

APPENDIX E

Structural Model (SEM) Results

Appendix E: Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	147	4984.360	1393	.000	3.578
Saturated model	1540	.000	0		
Independence model	55	29505.276	1485	.000	19.869

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.087	.808	.788	.731
Saturated model	.000	1.000		
Independence model	.220	.235	.206	.226

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.831	.820	.872	.863	.872
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.938	.780	.818
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	3591.360	3379.586	3810.576
Saturated model	.000	.000	.000
Independence model	28020.276	27465.554	28581.386

Appendix E: Model Fit Summary (Continued)

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	5.508	3.968	3.734	4.211
Saturated model	.000	.000	.000	.000
Independence model	32.603	30.962	30.349	31.582

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.053	.052	.055	.000
Independence model	.144	.143	.146	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	5278.360	5297.753	5985.289	6132.289
Saturated model	3080.000	3283.157	10485.921	12025.921
Independence model	29615.276	29622.532	29879.773	29934.773

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	5.832	5.598	6.075	5.854
Saturated model	3.403	3.403	3.403	3.628
Independence model	32.724	32.111	33.344	32.732

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	269	276
Independence model	49	50

Appendix E: Regression Weights

			Estimate	S.E.	C.R.	P	Label
Adventure	<---	CompulsiveB	1.412	0.094	15.017	***	par_53
Gratification	<---	CompulsiveB	1.771	0.117	15.098	***	par_54
Adventure	<---	ImpulseB	-0.872	0.094	-9.231	***	par_55
Gratification	<---	ImpulseB	-1.087	0.119	-9.159	***	par_56
Value	<---	ImpulseB	0.065	0.031	2.056	0.040	par_57
Adventure	<---	VarietyS	0.183	0.040	4.589	***	par_61
Gratification	<---	VarietyS	0.160	0.046	3.472	***	par_58
Idea	<---	VarietyS	0.284	0.037	7.672	***	par_59
Value	<---	PriceS	0.143	0.033	4.272	***	par_60
Utilitarian	<---	Adventure	0.151	0.050	3.045	0.002	par_62
Hedonic	<---	Adventure	0.336	0.068	4.947	***	par_63
Utilitarian	<---	Gratification	-0.141	0.045	-3.140	0.002	par_64
Hedonic	<---	Gratification	0.150	0.060	2.483	0.013	par_65
Utilitarian	<---	Idea	-0.032	0.023	-1.414	0.157	par_66
Hedonic	<---	Idea	0.071	0.031	2.320	0.020	par_67
Utilitarian	<---	Value	0.275	0.030	9.071	***	par_68
Hedonic	<---	Value	-0.090	0.039	-2.335	0.020	par_69
Preference	<---	Utilitarian	0.673	0.050	13.574	***	par_70
Preference	<---	Hedonic	0.136	0.022	6.138	***	par_71
Intention	<---	Preference	0.920	0.062	14.750	***	par_72
C7	<---	CompulsiveB	0.326	0.022	14.756	***	par_19
C6	<---	CompulsiveB	0.246	0.025	9.958	***	par_1
C5	<---	CompulsiveB	0.567	0.032	17.750	***	par_2
C4	<---	CompulsiveB	0.432	0.040	10.924	***	par_3
C3	<---	CompulsiveB	0.665	0.032	20.972	***	par_4
C2	<---	CompulsiveB	0.588	0.025	23.114	***	par_5
C1	<---	CompulsiveB	0.571	0.029	19.846	***	par_6
V7R	<---	VarietyS	0.474	0.031	15.191	***	par_7
V6	<---	VarietyS	0.597	0.027	21.826	***	par_8
V5	<---	VarietyS	0.613	0.026	23.533	***	par_9
V4	<---	VarietyS	0.558	0.026	21.622	***	par_10
V3	<---	VarietyS	0.617	0.037	16.579	***	par_11
V2R	<---	VarietyS	0.414	0.027	15.336	***	par_12
V1	<---	VarietyS	0.621	0.030	20.689	***	par_13
P5R	<---	PriceS	0.573	0.029	19.474	***	par_14
P4R	<---	PriceS	0.659	0.028	23.506	***	par_15
P3	<---	PriceS	0.500	0.032	15.608	***	par_16
P2R	<---	PriceS	0.772	0.032	24.204	***	par_17
P1R	<---	PriceS	0.575	0.030	18.864	***	par_18
I7R	<---	ImpulseB	0.490	0.028	17.806	***	par_20
I6	<---	ImpulseB	0.581	0.028	20.625	***	par_21
I5	<---	ImpulseB	0.766	0.027	28.288	***	par_22
I4	<---	ImpulseB	0.781	0.030	26.310	***	par_23
I3	<---	ImpulseB	0.783	0.032	24.356	***	par_24
I2	<---	ImpulseB	0.676	0.029	23.083	***	par_25
I1	<---	ImpulseB	0.748	0.031	23.754	***	par_26

Appendix E: Regression Weights (Continued)

			Estimate	S.E.	C.R.	P	Label
I8	<---	ImpulseB	0.711	0.027	26.224	***	par_27
I9	<---	ImpulseB	0.794	0.027	29.695	***	par_28
AD1	<---	Adventure	0.996	0.039	25.631	***	par_29
AD2	<---	Adventure	0.909	0.037	24.548	***	par_30
AD3	<---	Adventure	1.000				
GR1	<---	Gratification	0.782	0.034	22.937	***	par_31
GR2	<---	Gratification	0.921	0.029	31.536	***	par_32
GR3	<---	Gratification	1.000				
ID1	<---	Idea	0.582	0.057	10.137	***	par_33
ID2	<---	Idea	1.071	0.084	12.726	***	par_34
ID3	<---	Idea	1.000				
VA1	<---	Value	0.970	0.042	23.322	***	par_35
VA2	<---	Value	0.747	0.040	18.767	***	par_36
VA3	<---	Value	1.000				
UT1	<---	Utilitarian	0.796	0.034	23.404	***	par_37
UT2	<---	Utilitarian	0.911	0.034	27.053	***	par_38
UT3	<---	Utilitarian	1.000				
UT4	<---	Utilitarian	0.811	0.043	19.015	***	par_39
HE4	<---	Hedonic	0.775	0.031	25.337	***	par_40
HE3	<---	Hedonic	1.000				
HE2	<---	Hedonic	1.032	0.030	34.978	***	par_41
HE1	<---	Hedonic	0.656	0.036	18.450	***	par_42
PRE1	<---	Preference	1.209	0.085	14.170	***	par_43
PRE2	<---	Preference	1.119	0.076	14.780	***	par_44
PRE3	<---	Preference	1.000				
INT1	<---	Intention	0.929	0.024	37.938	***	par_45
INT3	<---	Intention	0.940	0.021	44.193	***	par_46
INT4	<---	Intention	0.996	0.021	48.293	***	par_47
INT5	<---	Intention	1.000				

Appendix E: Standardized Regression Weights

			Estimate
Adventure	<---	CompulsiveB	1.582
Gratification	<---	CompulsiveB	1.783
Adventure	<---	ImpulseB	-0.977
Gratification	<---	ImpulseB	-1.095
Value	<---	ImpulseB	0.090
Adventure	<---	VarietyS	0.205
Gratification	<---	VarietyS	0.162
Idea	<---	VarietyS	0.312
Value	<---	PriceS	0.198
Utilitarian	<---	Adventure	0.231
Hedonic	<---	Adventure	0.350
Utilitarian	<---	Gratification	-0.240
Hedonic	<---	Gratification	0.174
Utilitarian	<---	Idea	-0.051
Hedonic	<---	Idea	0.075
Utilitarian	<---	Value	0.340
Hedonic	<---	Value	-0.076
Preference	<---	Utilitarian	0.696
Preference	<---	Hedonic	0.207
Intention	<---	Preference	0.774
C7	<---	CompulsiveB	0.475
C6	<---	CompulsiveB	0.332
C5	<---	CompulsiveB	0.557
C4	<---	CompulsiveB	0.362
C3	<---	CompulsiveB	0.638
C2	<---	CompulsiveB	0.688
C1	<---	CompulsiveB	0.612
V7R	<---	VarietyS	0.515
V6	<---	VarietyS	0.690
V5	<---	VarietyS	0.731
V4	<---	VarietyS	0.685
V3	<---	VarietyS	0.553
V2R	<---	VarietyS	0.519
V1	<---	VarietyS	0.662
P5R	<---	PriceS	0.636
P4R	<---	PriceS	0.738
P3	<---	PriceS	0.529
P2R	<---	PriceS	0.755
P1R	<---	PriceS	0.620

			Estimate
I7R	<---	ImpulseB	0.563
I6	<---	ImpulseB	0.634
I5	<---	ImpulseB	0.799
I4	<---	ImpulseB	0.761
I3	<---	ImpulseB	0.720
I2	<---	ImpulseB	0.693
I1	<---	ImpulseB	0.706
I8	<---	ImpulseB	0.760
I9	<---	ImpulseB	0.824
AD1	<---	Adventure	0.863
AD2	<---	Adventure	0.767
AD3	<---	Adventure	0.860
GR1	<---	Gratification	0.732
GR2	<---	Gratification	0.846
GR3	<---	Gratification	0.881
ID1	<---	Idea	0.522
ID2	<---	Idea	0.910
ID3	<---	Idea	0.870
VA1	<---	Value	0.809
VA2	<---	Value	0.624
VA3	<---	Value	0.909
UT1	<---	Utilitarian	0.722
UT2	<---	Utilitarian	0.813
UT3	<---	Utilitarian	0.855
UT4	<---	Utilitarian	0.611
HE4	<---	Hedonic	0.720
HE3	<---	Hedonic	0.883
HE2	<---	Hedonic	0.910
HE1	<---	Hedonic	0.571
PRE1	<---	Preference	0.670
PRE2	<---	Preference	0.725
PRE3	<---	Preference	0.556
INT1	<---	Intention	0.850
INT3	<---	Intention	0.904
INT4	<---	Intention	0.935
INT5	<---	Intention	0.913

Appendix E: Model Fit Indices of Nested Models (Moderating Test)

Model Comparison

Assuming model Default model to be correct:

Model	DF	CMIN	P	NFI	IFI	RFI	TLI
				Delta-1	Delta-2	rho-1	rho2
AD_UT	1	3.025	0.082	0.000	0.000	0.000	0.000
AD_HE	1	0.513	0.474	0.000	0.000	0.000	0.000
GR_UT	1	1.143	0.285	0.000	0.000	0.000	0.000
GR_HE	1	1.587	0.208	0.000	0.000	0.000	0.000
ID_UT	1	0.325	0.569	0.000	0.000	0.000	0.000
ID_HE	1	3.251	0.071	0.000	0.000	0.000	0.000
VA_UT	1	6.693	0.010	0.000	0.000	0.000	0.000
VA_HE	1	0.568	0.451	0.000	0.000	0.000	0.000
Utilitarian	4	9.426	0.051	0.001	0.001	0.000	0.000
Hedonic	4	5.272	0.260	0.000	0.000	0.000	0.000

Appendix E: Model Fit Indices of Nested Models (Moderating Test)

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	294	5350.592	2786	.000	1.921
AD_UT	293	5353.618	2787	.000	1.921
AD_HE	293	5351.106	2787	.000	1.920
GR_UT	293	5351.736	2787	.000	1.920
GR_HE	293	5352.179	2787	.000	1.920
ID_UT	293	5350.917	2787	.000	1.920
ID_HE	293	5353.843	2787	.000	1.921
VA_UT	293	5357.286	2787	.000	1.922
VA_HE	293	5351.161	2787	.000	1.920
Utilitarian	290	5360.018	2790	.000	1.921
Hedonic	290	5355.865	2790	.000	1.920
Saturated model	3080	.000	0		
Independence model	110	18116.986	2970	.000	6.100

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.112	.712	.682	.644
AD_UT	.112	.712	.682	.645
AD_HE	.112	.713	.682	.645
GR_UT	.112	.713	.682	.645
GR_HE	.112	.713	.682	.645
ID_UT	.112	.712	.682	.645
ID_HE	.111	.712	.682	.645
VA_UT	.112	.712	.682	.644
VA_HE	.112	.712	.682	.645
Utilitarian	.112	.712	.682	.645
Hedonic	.111	.712	.682	.645
Saturated model	.000	1.000		
Independence model	.252	.227	.199	.219

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.705	.685	.833	.820	.831
AD_UT	.704	.685	.833	.819	.831
AD_HE	.705	.685	.833	.820	.831
GR_UT	.705	.685	.833	.820	.831
GR_HE	.705	.685	.833	.820	.831
ID_UT	.705	.685	.833	.820	.831
ID_HE	.704	.685	.833	.819	.831
VA_UT	.704	.685	.832	.819	.830
VA_HE	.705	.685	.833	.820	.831
Utilitarian	.704	.685	.832	.819	.830
Hedonic	.704	.685	.833	.820	.831
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.938	.661	.779
AD_UT	.938	.661	.779
AD_HE	.938	.661	.780
GR_UT	.938	.661	.779
GR_HE	.938	.661	.779
ID_UT	.938	.661	.780
ID_HE	.938	.661	.779
VA_UT	.938	.661	.779
VA_HE	.938	.661	.780
Utilitarian	.939	.661	.780
Hedonic	.939	.662	.780
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	2564.592	2361.377	2775.265
AD_UT	2566.618	2363.336	2777.356
AD_HE	2564.106	2360.890	2774.778
GR_UT	2564.736	2361.504	2775.425
GR_HE	2565.179	2361.935	2775.880
ID_UT	2563.917	2360.707	2774.585
ID_HE	2566.843	2363.556	2777.587
VA_UT	2570.286	2366.908	2781.119
VA_HE	2564.161	2360.944	2774.835
Utilitarian	2570.018	2366.609	2780.885
Hedonic	2565.865	2362.564	2776.623
Saturated model	.000	.000	.000
Independence model	15146.986	14726.059	15574.560

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	11.009	5.277	4.859	5.710
AD_UT	11.016	5.281	4.863	5.715
AD_HE	11.011	5.276	4.858	5.709
GR_UT	11.012	5.277	4.859	5.711
GR_HE	11.013	5.278	4.860	5.712
ID_UT	11.010	5.276	4.857	5.709
ID_HE	11.016	5.282	4.863	5.715
VA_UT	11.023	5.289	4.870	5.722
VA_HE	11.011	5.276	4.858	5.710
Utilitarian	11.029	5.288	4.870	5.722
Hedonic	11.020	5.280	4.861	5.713
Saturated model	.000	.000	.000	.000
Independence model	37.278	31.167	30.301	32.046

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.044	.042	.045	1.000
AD_UT	.044	.042	.045	1.000
AD_HE	.044	.042	.045	1.000
GR_UT	.044	.042	.045	1.000
GR_HE	.044	.042	.045	1.000
ID_UT	.044	.042	.045	1.000
ID_HE	.044	.042	.045	1.000
VA_UT	.044	.042	.045	1.000
VA_HE	.044	.042	.045	1.000
Utilitarian	.044	.042	.045	1.000
Hedonic	.044	.042	.045	1.000
Independence model	.102	.101	.104	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	5938.592	6125.650		
AD_UT	5939.618	6126.039		
AD_HE	5937.106	6123.527		
GR_UT	5937.736	6124.157		
GR_HE	5938.179	6124.600		
ID_UT	5936.917	6123.338		
ID_HE	5939.843	6126.264		
VA_UT	5943.286	6129.707		
VA_HE	5937.161	6123.582		
Utilitarian	5940.018	6124.531		
Hedonic	5935.865	6120.377		
Saturated model	6160.000	8119.648		
Independence model	18336.986	18406.974		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	12.219	11.801	12.653	12.604
AD_UT	12.221	11.803	12.655	12.605
AD_HE	12.216	11.798	12.650	12.600
GR_UT	12.218	11.799	12.651	12.601
GR_HE	12.218	11.800	12.652	12.602
ID_UT	12.216	11.798	12.649	12.599
ID_HE	12.222	11.804	12.656	12.605
VA_UT	12.229	11.811	12.663	12.613
VA_HE	12.216	11.798	12.650	12.600
Utilitarian	12.222	11.804	12.656	12.602
Hedonic	12.214	11.795	12.647	12.593
Saturated model	12.675	12.675	12.675	16.707
Independence model	37.730	36.864	38.610	37.874

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	266	271
AD_UT	266	271
AD_HE	266	271
GR_UT	266	271
GR_HE	266	271
ID_UT	266	271
ID_HE	266	271
VA_UT	266	270
VA_HE	266	271
Utilitarian	266	270
Hedonic	266	271
Independence model	85	86

VITA

Min-Young Lee was born and raised in Korea. She graduated with a Bachelor of Arts in Mass Communication degree from Yonsei University in Seoul. She also received a Master of Science in Communications in 2001 from the University of Tennessee, Knoxville with a thesis titled “Cultural Differences in Crisis Communication: A Comparison of the United States and South Korea.”

In 2001, she began her second master’s degree in the Department of Management Science at the University of Tennessee, Knoxville and completed the degree 2003. She began her doctorate in the Department of Retail and Consumer Sciences at the University of Tennessee, Knoxville in 2004 and completed her doctoral program with a major in Retail and Consumer Sciences in August 2007.

During the Ph.D. program, Min-Young received the International Council of Shopping Centers (ICSC) Best Paper award at the American Collegiate Retailing Association conference in 2006. She also received Ida A. Anders Scholarship from Department of Retail, Hospitality, and Tourism Management at the University of Tennessee.

She has published in the Journal of Shopping Center Research and Journal of Fashion Marketing and Management. She has presented and published at conferences for the American Collegiate Retailing Association, the International Textiles and Apparel Association, and the Academy of Marketing Science. In August 2007, she will join the University of Kentucky as an Assistant Professor in the Department of Merchandising, Apparel and Textiles.