



AN ANALYTICAL STUDY OF RELATIONSHIP BETWEEN RECREATIONAL ORIENTATION OF BUYING MOTIVES AND PERSONALITY TYPE

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ABSTRACT

India is on the list of global retailers. It is amongst the top ten emerging destinations for retailers. A significant share of Indian economy is contributed by organized Retail Sector. Organized retailing has immense potential for future growth in the country. There are many factors contributing to this rapid growth. The present paper discusses major factors contributing to this growth. The study included secondary data collected from different sources such as journals, books, magazines etc. The study concluded that increasing urbanization, changing consumer attitude are the major factors responsible for the growth of this sector.

Keywords: Retailing, Retailers, Organized Retailing

INTRODUCTION:

Buying activities are the efforts to satisfy needs of individuals. These activities are driven by different motives. These motives are the reasons for individuals to perform any activity. Many authors in the past have tried to investigate the motives behind purchases made by consumers. Jin and Kim (2003) defined motives as "the drivers of behavior that bring consumers to the marketplace to satisfy their internal needs". This shows that motives are the reasons which drive consumers to buy. It is simply a stimulus for carrying out certain activity and a particular behavior.

Theoretical Background:

The recreational orientation motive is defined as the aspects of buying that go beyond acquisition of goods or services and that lead to enjoyment and pleasure (Hirschman & Holbrook 1982; Babin, Darden & Griffin 1994; Arnold & Reynolds 2003).

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The recreational orientation includes emotional and social dimensions of buying motives. It is social interaction with people while shopping. It is believed that the more is social interaction the more motivation for shopping.

The social interaction while shopping is with customers, sales people, friends, acquaintances, and other social relations.

Need for the Present Study:

From the Literature Review, we find that there is a need to study buying motives. It is equally important to know the recreational orientation of buying motives of buyers. The present study will help in understanding the reasons for purchases made by the buyers. It also establishes a relationship between the recreational orientation of buying motives and personality type. It will give a clear understanding of different types of personalities of buyers and their reasons to make purchases.

Objectives of the Study:

Based on the Literature Review and the gap found, the primary objective of the study was to study the relationship between recreational orientation of buying motives and personality type. The secondary objective was to know different types of personalities of buyers.

Hypothesis:

H0: There is no relationship between personality type and recreational orientation of buying motives.

H1: There is a significant relationship between personality type and recreational orientation of buying motives.

Research Methodology:

Sample Design:

The present study is based on the primary data. The primary data were collected from sample respondents. These respondents were selected by using convenience sampling technique.

Data Collection:

The present study is purely based on the primary data. A structured questionnaire was used to collect data. The questionnaires were distributed and mailed to the respondents.

Area of the Study:

This study is confined to Pune city (Maharashtra, India). The respondents were the frequent buyers from retail malls.

Framework and Tools for Analysis:

Data collected through questionnaire were presented in a master table and required sub-tables were prepared. For analyzing the data, co-relation technique was applied. Statistical calculations and computations were done through IBM SPSS statistical package (version 19.0).

Limitations of the Study:

Following are the limitations of the study.

- The information can be biased due to use of questionnaire.
- Area of the study was restricted to Pune city only.

Correlation Analysis:

Purpose: To examine the relationship between Personality Type and recreational orientation of buying motives. Personality included Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness and recreational orientation included Shopping as fun and enjoyment, shopping as contact with people, Up to date with new product, shopping as leisure activity. Pearson Correlation was employed to show relationship between variables.

Table 1. Correlation Analysis

Pair	Pearsons Correlation (r)	P (2-tailed)	P (1-tailed)	Result	Conclusion
Shopping as fun and enjoyment -Extraversion	0.285	0.127	0.0635	Null Rejected	Partially Significant
Shopping as fun and enjoyment - Agreeableness	0.19	0.313	0.1565	Null Accepted	Not Supported
Shopping as fun and enjoyment - Conscientiousness	-0.028	0.882	0.441	Null Accepted	Not Supported

Shopping as fun and enjoyment -Neuroticism	-0.113	0.559	0.2795	Null Accepted	Not Supported
Shopping as fun and enjoyment -Openness	0.206	0.283	0.1415	Null Accepted	Not Supported
shopping as contact with people -Extraversion	0.189	0.317	0.1585	Null Accepted	Not Supported
shopping as contact with people -Agreeableness	0.95	0.619	0.3095	Null Accepted	Not Supported
shopping as contact with people - Conscientiousness	-0.85	0.655	0.3275	Null Accepted	Not Supported
shopping as contact with people -Neuroticism	-0.052	0.79	0.395	Null Accepted	Not Supported
shopping as contact with people -Openness	-0.072	0.711	0.3555	Null Accreted	Not Supported
Up to date with new products - Extraversion	-0.052	0.786	0.393	Null Accepted	Not Supported
Up to date with new products - Agreeableness	0.255	0.173	0.0865	Null Rejected	Partially Significant
Up to date with new products - Conscientiousness	0.154	0.418	0.209	Null Accepted	Not Supported
Up to date with new products - Neuroticism	-0.16	0.407	0.2035	Null Accepted	Not Supported
Up to date with new products -Openness	0.197	0.305	0.1525	Null Accepted	Not Supported
Shopping as leisure activity - Extraversion	0.187	0.322	0.161	Null Accepted	Not Supported
Shopping as leisure activity - Agreeableness	0.324	0.8	0.4	Null Accepted	Not Supported
Shopping as leisure activity - Conscientiousness	0.453	0.012	0.006	Null Rejected	Supported
Shopping as leisure activity - Neuroticism	0.226	0.238	0.119	Null Accepted	Not Supported
Shopping as leisure activity - Openness	0.571	0.001	0.0005	Null Rejected	Supported

CONCLUSION:

It was observed that there is a significant relationship between “Shopping as leisure activity – Conscientiousness” and “Shopping as leisure activity – Openness”, and there is partial significant relationship between “Shopping as fun and enjoyment -Extraversion” and “Up to date with new products - Agreeableness”.

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