Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers

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The purpose of this study is to develop a better understanding of inner city consumers by examining their hedonic and utilitarian motivations behind shopping. A national survey of inner city and non-inner city consumers was conducted in November 2005. A total of 257 inner city and 411 non-inner city consumers participated in the survey. Data were analyzed using SPSS and AMOS statistical software. Results showed inner city consumers to have higher hedonic motivations for shopping compared to non-inner city consumers. A cluster analysis using mean scores for hedonic and utilitarian shopping motivations produced five consumer clusters: (a) alpha shopper, (b) economic shopper, (c) beta shopper, (d) functional shopper, and (e) mission specialist. Findings suggest that the retail environment provides as an important outlet for inner city consumers who exhibited stronger tendencies to use the retail environment for entertainment, sensory and intellectual stimulation, and social gathering. Store evaluative criteria for each consumer cluster are also reported.

Inner cities are economically distressed urban areas characterized by low household income and high unemployment, however, research conducted by the Initiative for a Competitive Inner City (ICIC) and The Boston Consulting Group revealed that inner cities possess over $90 billion in annual retail spending power (ICIC, 2000; U.S. Inner Cities, 2004). Inner cities have the same percentage of moderate to middle income households as the national average and eight times more spending power than surrounding metropolitan areas, yet have been recognized as an underserved market. Accordingly, the development of strategies to capture the extensive buying power in an inner city market could be lucrative (Howell, 2004).

Inner cities can be considered an attractive target market for retailers due to diverse demographics and high density of population. In addition, as many as 30% to 50% of inner city consumers do not own cars (Loukaitou-Sideris, 2000) and are less likely to travel to a major suburban shopping center or mall if immediate facilities adequately satisfy their purchasing and entertainment needs. Thus, there are abundant opportunities for retail stores (e.g., specialty, department, supercenters, and discount outlets) and shopping centers (e.g., lifestyle, mixed-use) to provide the "right" shopping environment to appeal to this valuable market base. Being aware of and incorporating all aspects of shopping truly allows retailers to be engaged in the community that they serve.

Traditional research on shopping motivations examines shopping from a product acquisition, rational, or task-oriented approach (e.g., Batra & Ahtola, 1991; Babin, Dardin, & Griffin, 1994). The utilitarian aspect of consumer behavior is directed toward satisfying a functional or economic need (Babin et al., 1994), and shopping is compared to a task and its value weighted on its success or completion (Hirschman & Holbrook, 1982). Adapting items from scales developed by Babin et al. (1994), Kim (2004) found two dimensions of utilitarian motivation, which are efficiency and

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achievement. Efficiency refers to consumer needs to save time and resources while achievement refers to a goal related shopping orientation where success in finding specific products that were planned for at the outset of the trip is important.

Through the years, researchers have directed attention to the emotional aspects of shopping and the need to understand the shopping experience from both utilitarian and hedonic perspectives (e.g., Bloch & Richins, 1983; Westbrook & Black, 1985). In contrast to the utilitarian perspective, shopping is viewed as a positive experience where consumers may enjoy an emotionally satisfying experience related to the shopping activity regardless of whether or not a purchase was made. The hedonic aspect of shopping has been documented and examined as excitement, arousal, joy, festive, escapism, fantasy, adventure, etc. (e.g., Babin et al., 1994; Bloch & Richins, 1983; Sherry, 1990; Fischer & Arnold, 1990; Hirschman, 1983). Also, the entertainment aspect of retailing is increasingly being recognized as a competitive tool among retailers (Arnold & Reynolds, 2003). Using both qualitative and quantitative studies, Arnold and Reynolds (2003) investigated hedonic reasons why people go shopping and found six broad categories that motivate shopping: (a) adventure, (b) social, (c) gratification, (d) idea, (e) role, and (f) value. Adventure shopping refers to shopping for excitement, adventure, and stimulation. It also refers to experiencing a different environment that stimulates the senses. Social shopping emphasizes the social benefits of shopping with friends and family. Gratification shopping refers to shopping as a means to create a positive feeling, that is, to feel better or give a special treat to oneself. Idea shopping refers to shopping to gather information about new trends, fashions, and products. Role shopping reflects the enjoyment felt when shopping for others and finding the perfect gift. Value shopping refers to the joy of hunting for bargains, finding discounts, and seeking sales. As such, consumers enjoy shopping for various reasons.

The buyer decision process involves processing and evaluating information. Consumers apply a variety of criteria when evaluating purchase alternatives. The set of criteria employed by consumers may vary in importance or impact decision making in different ways. The criteria employed by consumers may be based on attributes and benefits of a particular product being considered for purchase or from the stores where they shop. Store evaluative criteria are defined as attributes buyers seek from the stores in which they shop (Williams & Slama, 1995). Examples of store attributes include good value and prices, wide selections, ease of returns, competent salespeople, store reputation, convenience, prestige, and social reference value (Williams & Slama, 1995). Prior research on purchase decision criteria provides evidence that the relative importance of evaluative criteria may differ based on personal factors such as social class, gender, and relative income level (Williams, 2002).

Although surveys exist that examine the demographic characteristics and shopping patterns of inner city consumers, they do not capture how shopping may be a fun or enjoyable experience in their everyday lives. Retailer strategies based on fulfilling the practical or functional needs of consumers fail to consider the potential of the full shopping experience. This study fills this void by examining both the hedonic and utilitarian shopping motivations of inner city consumers. In addition, store evaluative criteria in conjunction with shopping motivations are examined to better understand consumer expectations of retailers.

Research Purpose

The purpose of this study is to develop a stronger understanding of inner city consumers by examining their hedonic and utilitarian motivations behind shopping. The hedonic and utilitarian shopping motivations of inner city consumers in comparison to non-inner city consumers were examined. By identifying the variations in the shopping motivations of inner city and non-inner city consumers, retailers will be better able to address the needs of consumers specific to the inner city through focusing on and emphasizing various aspects of retailing that support their underlying motivations. Figure 1 illustrates the study process, where both inner city and non-inner city consumers are grouped based on hedonic and utilitarian shopping motivations and profiles are developed using shopping motivations, inner city versus non-inner city status, demographics, and spending patterns. Also, store evaluative criteria across consumers groups are examined. Finally, unique characteristics pertaining to inner city consumers are discussed.
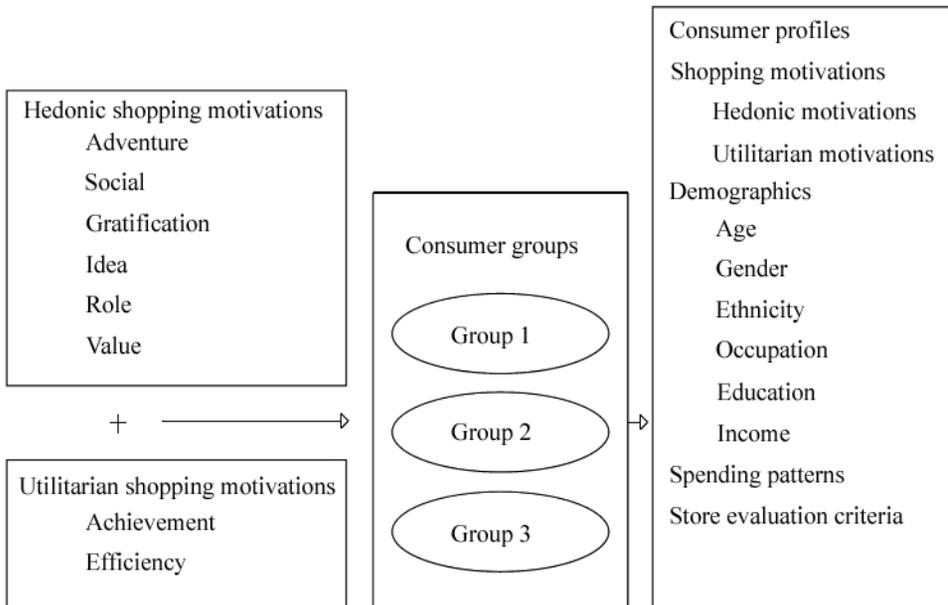

Figure 1. Development of consumer profiles based on hedonic and utilitarian shopping motivations.

Data Collection

A national survey of inner city and non-inner city consumers was conducted using a randomly generated consumer mailing list purchased from a data marketing company. The mailing list was generated from Acxiom's InfoBase database, which integrates information from over fifteen of the nation's top data sources, and is multi-verified, ZIP + 4 coded, and cleaned (USADATA, 2006). Inner city census tracts identified by the ICIC were used to filter consumers, where inner city is defined as areas with: (a) 20% or higher poverty rate or poverty rate of 1.5 times or more than the Metropolitan Statistical Area (MSA); (b) median household income of half or less of the MSA; and (c) unemployment rate of 1.5 times or more than the MSA (ICIC, 2004). A non-inner city consumer mailing list, excluding census tracts identified as inner city areas, was also generated.

The questionnaire consisted of questions concerning: (a) hedonic and utilitarian shopping motivations, (b) store attribute preferences, (c) household spending for select items during the past week, and (d) personal information (e.g., age, gender). The hedonic and utilitarian items were adopted from questions developed by Arnold and Reynolds (2003) and Babin et al. (1994). Items used to measure shopping evaluative criteria were partially adopted from Williams and Slama (1995). Questions concerning hedonic and utilitarian shopping motivations and store attribute preferences were measured on a 5 point Likert type scale.

A total of 9,986 surveys and a survey reminder postcard distributed two weeks later after the survey, were mailed to 4,993 inner city and 4,993 non-inner city consumers in November, 2005. A total of 257 questionnaires were returned from the inner city mailing list and 411 from the non-inner city mailing list. Of the total surveys mailed, 396 were returned with no forwarding address from the inner city mailing list and 205 from the non-inner city mailing list. Taking into consideration the non-deliverable surveys, the response rate was 6% for the inner city mailing list and 9% for the non-inner city mailing list. For data analysis, a total of 662 questionnaires 255 from the inner city and 407 from the non-inner city, were usable. Overall, a higher percentage of females (67%) responded to the survey for the inner city group and 71% for the non-inner city group (see Table 1).

Table 1
Consumer Characteristics by Gender

	Inner city		Non-inner city	
Gender	f	%	f	%
Male	80	31.37	114	28.01
Female	172	67.45	290	71.25
Unknown	3	1.18	3	0.74

Sample Characteristics

Overall, the age distribution of the respondents was similar across the inner city and non-inner city groups. The mean age for the inner city group was 49 years of age and the non-inner city group was 52 years of age. The inner city group showed a slightly higher percentage of respondents in the 26 to 35 years of age group (14% for inner city and 10% for non-inner city) and 36 to 45 years of age group (18% for inner city and 17% for non-inner city). The non-inner city group showed a slightly higher percentage for consumers who responded that were over 65 years of age (15% for inner city and 19% for non-inner city).

In terms of the consumers' marital status, 58% of the inner city consumers were single, whereas 68% of the non-inner city consumers were married. For household type, the inner city group had a higher proportion of single parents with children (14%) and the non-inner city group had a higher proportion of consumers who were married with children (37%). In terms of consumers' ethnicity, 50% of the respondents from the inner city group were Caucasian and 39% were African American. For the non-inner city group, 90% of the respondents were Caucasian. An overwhelming majority of the respondents were citizens of the United States. The education levels of consumers who responded to the survey were quite similar. For both groups, over a third of the sample had completed a bachelor's degree. In terms of annual income, the mean for inner city consumers was around $35,000 and the mean for non-inner city consumers was around $50,000. In terms of occupation, over a third of the sample were in the management, professional, and related occupations group category. Based on the consumers who participated in this survey, inner city consumers spent more dollars on all surveyed categories except for items for the home

Data Analysis and Results

Hedonic and Utilitarian Shopping Motivations

Confirmatory factor analysis of hedonic and utilitarian shopping motivations. In order to validate the measurement properties of the hedonic and utilitarian shopping motivation attribute scale, an iteration of confirmatory factor analyses was conducted (Anderson & Gerbing, 1988; Gerbing & Anderson, 1988; see Table 2). A 24 item, and eight-dimension confirmatory factor model was estimated using AMOS 5.0, and inspection of fit indices were above acceptable thresholds (χ^2 = 865.52, *df* = 224, p = .000; GFI = .90; CFI = .92; and RSMEA = .06). Convergent validity of items were confirmed by sufficiently large factor loadings (.54 to .94) and significant *t*-values (9.74 to 33.63). Internal reliability was assessed using Cronbach's alpha. Reliabilities for all factors ranged from .60 to .89. In testing for discriminant validity among the factors, all interfactor correlations between two constructs were found to be smaller than the calculated average of the variances for the two constructs (Fornell & Larcker, 1981). Confirmatory factor analyses successfully validated the items used to measure the six hedonic and two utilitarian shopping motivations.

Multivariate analysis was performed to examine the shopping motivations of inner city versus non-inner city consumers (see Table 3). Also, gender effects were examined. Wilks' Lambda was significant for inner city status ($F = 4.60$, $p < .001$) and gender ($F = 10.72$, $p < .001$). A gender difference between males and females were found across all shopping motivation variables for the combined inner city and non-inner city data. A significant difference was found between inner city and non-inner city data for all but one hedonic motivation, value shopping. For these constructs, results showed inner city consumers to have significantly higher hedonic shopping motivations. There were no differences in the utilitarian shopping motivations between the inner city and non-inner city data.

Cluster analysis of consumer group. Cluster analysis was conducted to examine consumer groups based on hedonic and utilitarian shopping motivation scale. A two-step clustering approach was employed using both hierarchical and non-hierarchical methods (for a discussion on cluster analysis, see Hair et al., 1998). First, using the mean scores representing each of the hedonic and utilitarian motivation dimensions, a hierarchical cluster analysis was performed using Ward's method and squared Euclidian distances. Ranges of three to six cluster solutions were tested and an examination of the dendogram and agglomeration schedule produced support for a five-cluster solution.

Next, using the hierarchical cluster centers as initial seeds, a *k*-means cluster analysis was performed. The final assignment of cases to clusters resulted in five clusters of $n_1=112$, $n_2=137$, $n_3=144$, $n_4=89$, and $n_5=180$. As part of the analyses, ANOVA models showed a significant difference in means across the five clusters (F values ranging from 45.35 to 274.89). Table 4 provides the cluster means of the summed motivation scales under the column labeled "specified seeds," and results from Tukey post hoc tests illustrating differences between specific cluster means.

Finally, to validate the five-cluster solution derived above, a *k*-means cluster analysis with random initial seeds was performed on the six hedonic motivation and two utilitarian motivation scales. Table 4 provides a comparison of the "specified seeds" versus "random seeds" *k*-means cluster solution. The cluster sizes and means are very similar, providing evidence of the stability of the five-cluster solution.

Table 2
Confirmatory Factor Analysis Results for Hedonic and Utilitarian Shopping

Construct	Items	Coefficient A	Construct reliability [a]	Variance extracted [b]	Item loading	t-value
Hedonic motivation						
Adventure shopping	To me, shopping is an adventure.	.86	.86	.68	.81	-
	I find shopping stimulating.				.86	24.96
	Shopping makes me feel like I am in my own universe.				.80	22.92
Gratification shopping	When I'm in a down mood, I go shopping to make me feel better.	.83	.84	.65	.87	-
	I go shopping when I want to treat myself to something special.				.89	28.32
	To me, shopping is a way to relieve stress.				.63	17.67
Role shopping	I like shopping for others because when they feel good I feel good.	.85	.86	.67	.82	-
	I enjoy shopping for my friends and family.				.90	24.45
	I enjoy shopping around to find the perfect gift for someone.				.73	20.42
Value shopping	For the most part, I go shopping when there are sales.	.84	.85	.66	.65	-
	I enjoy looking for discounts when I shop.				.94	18.39
	I enjoy hunting for bargains when I shop.				.82	18.25
Social shopping	I go shopping with my friends or family to socialize.	.89	.89	.72	.83	-
	I enjoy socializing with others when I shop.				.88	26.68
	Shopping with others is a bonding experience.				.84	25.58
Idea shopping	I go shopping to keep up with the trends.	.86	.88	.71	.91	-
	I go shopping to keep up with the new fashions.				.93	33.63
	I go shopping to see what new products are available.				.65	19.53
Utilitarian Motivation						
Achievement	It is important to accomplish what I had planned on a particular shopping trip.	.76	.76	.44	.54	-
	On a particular shopping trip, it is important to find items I am looking for.				.57	10.67
	It feels good to know that my shopping trip was successful.				.81	12.61
	I like to feel smart about my shopping trip.				.71	12.13
Efficiency	It is disappointing when I have to go to multiple stores to complete my shopping.	.60	.60	.43	.58	-
	A good store visit is when it is over very quickly.				.73	9.74

Note. [a] Construct reliability = $(\sum \text{Standard loadings})2 / \{(\sum \text{Standard loadings}) \, 2 + \sum \text{Measurement error}\}$.
[b] Variance extracted = $(\sum \text{Standard loadings2}) / \{(\sum \text{Standard loadings2}) + \sum \text{Measurement error}\}$.

Table 3
Descriptive Statistics for Shopping Motivations and Multivariate Analyses Results

Shopping motivation	Inner city						Non-inner city						Multivariate test [a]	
	Male		Female		Total		Male		Female		Total		Inner vs. Non-inner	Male vs. female
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	F	F
Hedonic														
Adventure shopping	3.01	1.12	3.26	1.13	3.18	1.13	2.30	1.09	2.95	1.10	2.76	1.13	27.34 †	21.10 †
Gratification shopping	2.75	1.31	3.11	1.24	3.00	1.27	2.02	0.84	2.78	1.17	2.57	1.14	27.21 †	30.23 †
Role shopping	3.34	1.16	3.81	1.12	3.66	1.15	2.79	1.11	3.74	0.95	3.47	1.08	11.12**	59.37 †
Value shopping	3.75	0.94	4.12	0.99	4.01	0.99	3.62	1.08	4.14	0.88	3.99	0.97	0.46	28.10 †
Social shopping	2.66	1.17	2.95	1.22	2.86	1.21	2.23	1.10	2.70	1.15	2.57	1.16	11.20**	13.74 †
Idea shopping	2.55	1.17	2.62	1.15	2.60	1.16	1.94	0.98	2.38	1.08	2.26	1.07	19.51 †	6.94**
Utilitarian														
Achievement	3.89	0.86	4.12	0.80	4.05	0.82	3.85	0.83	4.10	0.67	4.03	0.73	0.18	13.48 †
Efficiency	3.68	0.98	4.03	0.87	3.92	0.92	3.75	0.91	4.01	0.74	3.93	0.80	0.11	16.42 †

Note. [a] Design: Intercept + inner city status + gender + inner city status * gender.
Wilks' Lambda was significant for inner city status ($F = 4.60$, $p < .001$) and gender ($F = 10.72$, $p < .001$)
** $p < .001$, † $p < .001$

Table 4
Results of Non-hierarchical Cluster Analysis and Validation[a]

Shopping motivation	Cluster 1: alpha shopper		Cluster 2: economic shopper		Cluster 3: beta shopper		Cluster 4: functional shopper		Cluster 5: mission specialist	
	Specified[b]	Random[c]	Specified[b]	Random[c]	Specified[b]	Random[c]	Specified[b]	Random[c]	Specified[b]	Random[c]
Hedonic										
Adventure shopping	4.16	4.09	2.17	1.58	3.67	3.46	1.56	1.83	2.79	2.67
Gratification shopping	4.11	3.96	1.95	1.50	3.77	3.43	1.32	1.62	2.33	2.23
Role shopping	4.43	4.31	3.39	2.49	3.80[d]	3.69	1.76	2.25	3.79[d]	3.78
Value shopping	4.52[f]	4.34	4.05[e]	3.40	3.99[e]	4.09	2.71	2.86	4.27[ef]	4.29
Social shopping	4.15	3.96	1.50[g]	1.49	2.50	1.98	1.57[g]	1.79	3.36	3.12
Idea shopping	3.78	3.60	1.62	1.33	2.88	2.59	1.31	1.65	2.27	2.10
Utilitarian										
Achievement	4.48	4.29	4.11[h]	4.21	3.92[h]	3.99	3.50	2.34	4.06[h]	4.11
Efficiency	4.35	4.16	4.02[j]	4.25	3.76[ij]	3.79	3.64[i]	2.50	3.88[ij]	3.94
Cluster size	112	162	137	128	144	141	89	42	180	189

Note. [a] Cluster means shown in cells. [b] The *k*-means cluster analysis performed with initial seeds specified from hierarchical cluster solution (Ward's method, squared Euclidian distance). [c] The *k*-means cluster analysis performed with random seeds. [d] Mean differences for "role shopping" not significant at $p <.05$. [e] Mean differences for "value shopping" not significant at $p <.05$. [f] Mean differences for "value shopping" not significant at $p <.05$. [g] Mean differences for "social shopping" not significant at $p <.05$. [h] Mean differences for "achievement" not significant at $p <.05$. [i] Mean differences for "efficiency" not significant at $p <.05$. [j] Mean differences for "efficiency" not significant at $p <.05$.

Shopping Motivation of Consumer Groups

The characteristics of each cluster were examined based on the cluster means and the following labels were developed:

1. Cluster 1, the alpha shopper, emerged as the leader of the shopper group with high scores for all hedonic and utilitarian shopping dimensions.
2. Cluster 2, the economic shopper, showed strong scores for the two utilitarian shopping motivations, achievement and efficiency, and one hedonic shopping motivation, value shopping.
3. Cluster 3, the beta shopper, showed relatively high means (second to the alpha shopper) for hedonic and utilitarian shopping motivations, except for two hedonic shopping motivation dimensions, social shopping and idea shopping.
4. Cluster 4, the functional shopper, showed only high mean scores for the utilitarian shopping motivation dimensions.
5. Cluster 5, the mission specialist, showed high mean scores for the utilitarian shopping motivation dimensions and two hedonic shopping motivations dimensions, role shopping and value shopping.

Characteristics of Shopper Groups

Table 5 provides a statistical summary of the consumer clusters. The following summaries highlight the main characteristics of the various shopper groups.

Alpha shopper. The alpha shopper is the most enthusiastic shopper with high levels of motivation in all aspects of shopping. Twenty-three percent of the inner city consumers were alpha shoppers, compared to 13% for non-inner city consumers. Approximately 19% of the female consumers were alpha shoppers, compared to 11% of the male consumers. A high percentage (35%) of alpha shoppers were 18 to 25 years of age, and compared to the rest of the shopper groups, less than 10% of the consumers 56 to 65 years of age and over 65 years of age were described as the alpha shopper. In terms of ethnicity, 34% of the African Americans were alpha shoppers compared to 14% of both the Caucasians and Hispanics. In terms of marital status, the proportion of married versus single alpha shoppers were almost equal and only 19% of the single consumers and 29% of the single consumers with children were alpha shoppers.

Alpha shoppers were less educated, containing a higher percentage of consumers that did not have a college degree; only 12% of consumers with bachelor's degree were alpha shoppers. Also, fewer shoppers with master's degree (6%) and doctoral or professional degrees (15%) were categorized as alpha shoppers. A quarter of consumers whose occupation was in the production, transportation, and material moving occupation category were alpha shoppers. Income levels show 31% of the shoppers with under $15,000 income to be alpha shoppers. Other income ranges showed less than 20% of consumers within each respective income range to be alpha shoppers. Only 7% of the consumers in the $125,000 to $149,000 and $150,000 to

$199,999 income ranges were alpha shoppers. Alpha shoppers reported the highest average spending for apparel ($176 per week) compared to other consumer groups.

Economic shopper. The economic shopper is a rational shopper who is price sensitive and considers the functional aspects of shopping to be important. A quarter of the non-inner city consumers were economic shoppers compared to 14% of inner city consumers. Close to a quarter of the male consumers (24%) were economic shoppers compared to 20% for female consumers. A very small percentage of shoppers in the 18 to 25 year age group were economic shoppers (8%). Over 25% of the consumers in the 36 to 45 and 56 to 65 years of age group were economic shoppers. Only 22% of Caucasians and 11% of African American consumers were economic shoppers. Twenty-three percent of married consumers were economic shoppers.

Economic shoppers were the highest educated, with 28% of consumers with a bachelor's degree and 29% of consumers with a master's degree in this shopper category. Twenty-nine percent of the consumers in the farming, fishing, and forestry occupation category and 24% of the consumers in the management, professional, and related occupation category were economic shoppers. A third of the consumers in the $50,000 to $74,000 and $150,000 to $199,999 income ranges were economic shoppers. There were no product categories where the economic shopper spent more dollars per week on average.

Beta shopper. Similar to the alpha shopper, the beta shopper has strong shopping motivations for most dimensions but not as high as alpha shoppers. Approximately 25% of the inner city consumers were beta shoppers, compared to 19% of non-inner city consumers. Approximately a quarter of the female shoppers (24%) were beta shoppers compared to only 17% for male consumers. Similar to alpha shoppers, beta shoppers were younger in age. Twenty-seven percent of the consumers were 18 to 25 years of age and 29% of the consumers were 26 to 35 years of age.   Beta shoppers consisted of twenty-nine percent of African American consumers, 28% of Hispanics, and only 20% of Caucasians. A higher percentage of single consumers were beta shoppers, as 29% of single consumers that were either never married, or divorced or separated.

The education levels of beta shoppers varied. Close to a third (32%) of con-sumers who did not graduate from high school were beta shoppers, and 20% to 26% of shoppers who had some college (e.g, associate's, bachelor's, or master's degree) were beta shoppers. By occupation, 41% of the consumers who were in the sales and office occupations were beta shoppers. In terms of income, approximately one quarter of the consumers in the $15,000 to $24,999, $25,000 to $34, 999, and $75, 000 to $99,999 income ranges were beta shoppers. Forty percent of the consumers in the $125,000 to $149,999 income range and 47% in the $150,000 to $200,000 income range were beta shoppers. In terms of purchases, beta shoppers held the highest spending level for all listed product categories except for apparel (including shoes) and sporting goods/toys/books/CD.

*Functional shopper.*The functional shopper considers the utilitarian shopping motivations, achievement and value to be most important. Fifteen percent of non-inner city consumers were functional shoppers, compared to 12% for inner city consumers. A high percentage of male consumers (27%) were functional shoppers compared to only 8% of female consumers. A higher percentage of consumers over 35 years of age appeared to be functional shoppers. In terms of ethnicity, over half (56%) of the Asian consumers were functional shoppers compared to 5% of African American and 7% of Hispanic consumers. A higher percentage of single and widowed (22%), married (15%), and married without children (2%) consumers were functional shoppers.

Over a third (37%) of consumers with doctoral or professional degrees was functional shoppers. In terms of occupation, over half (54%) of the consumers who were in the construction, extraction, and maintenance occupation categories, and 21% in production, transportation, and material moving were functional shoppers. Also, more consumers in the upper income ranges were functional shoppers, with 40% of consumers in the $125,000 to $149,999 income range, and 22% in the $150,000 to $199,999 income range. Compared to other shoppers, the functional shopper reported a lower spending on groceries and snacks, candy, soft drinks, etc.

Mission specialist. The mission specialist is high on the utilitarian shopping dimension and more price sensitive than the economic shopper. In addition, an important reason aspect of shopping for mission specialists is to shop for others. The mission specialist shopper group had a high percentage of inner city (26%) and non-inner city shoppers (28%). This type of shopper was well distributed across all age groups, genders, and household types. Interestingly, the lowest percentage of mission specialists was found among the Asian consumers (6%). A slightly lower percentage of single and never married consumers were mission specialists (18%).

Forty-two percent of high school graduates were mission specialists, and 24% to 32% of consumers who had some college, or an associate's, bachelor's, or master's degree were in this shopper category. With the exception of two occupation categories (i.e., sales and office occupations and farm, fishing, and forestry occupations), a majority of respondents were in various occupation categories. Approximately 39% of consumers in the $100,000 to $124,999 income range were mission specialists compared to only 19% of consumers in the $75,000 to $99,999 income range. Overall, a high percentage of consumers with household incomes of $50,000 and under were mission specialists. In terms of household spending, mission specialists spent a lower amount of money on all product categories except for groceries and snack, candy, soft drinks, etc.

Table 5
Consumer Profiles of Cluster Groups

Consumer profiles	Cluster 1: alpha		Cluster 2: economic		Cluster 3: beta		Cluster 4: functional		Cluster 5: mission specialist		Total	
	f	%	f	%	f	%	f	%	f	%	F	%
Inner city status												
Inner city	58	22.75	35	13.73	66	25.88	30	11.76	66	25.88	255	100
Non-inner city	54	13.27	102	25.06	78	19.16	59	14.5	114	28.01	407	100
Age group												
18-25	14	35.00	3	7.50	11	27.50	4	10.00	8	20.00	40	100
26-35	17	23.61	10	13.89	21	29.17	5	6.94	19	26.39	72	100
36-45	22	20.56	29	27.10	23	21.50	8	7.48	25	23.36	107	100
46-55	34	20.12	31	18.34	27	15.98	29	17.16	48	28.40	169	100
56-65	11	7.64	37	25.69	32	22.22	19	13.19	45	31.25	144	100
Over 65	10	8.77	24	21.05	26	22.81	22	19.30	32	28.07	114	100
Gender												
Male	22	11.34	46	23.71	32	16.49	53	27.32	41	21.13	194	100
Female	87	18.83	90	19.48	112	24.24	35	7.58	138	29.87	462	100
Marital status												
Single, never married	29	25.89	17	15.18	33	29.46	13	11.61	20	17.86	112	100
Single, divorced or separated	20	16.53	21	17.36	35	28.93	8	6.61	37	30.58	121	100
Single, widowed	10	22.22	7	15.56	6	13.33	10	22.22	12	26.67	45	100
Married	52	13.76	90	23.81	69	18.25	57	15.08	110	29.10	378	100
Household type												
Single	27	18.75	23	15.97	37	25.69	23	15.97	34	23.61	144	100
Single parent with children	16	28.57	6	10.71	11	19.64	2	3.57	21	37.50	56	100
Married with children	39	18.75	51	24.52	35	16.83	26	12.50	57	27.40	208	100
Married without children	13	10.40	27	21.60	20	16.00	26	20.80	39	31.20	125	100
Group of adults	16	15.84	24	23.76	31	30.69	10	9.90	20	19.80	101	100
Other	1	4.35	6	26.09	8	34.78	1	4.35	7	30.43	23	100

Table 5 (*continued*)

Consumer profiles	Cluster 1: alpha		Cluster 2: economic		Cluster 3: beta		Cluster 4: functional		Cluster 5: mission specialist		Total	
	f	%	f	%	f	%	f	%	f	%	F	%
Ethnicity												
Caucasian	69	14.17	110	22.59	95	19.51	73	14.99	140	28.75	487	100
Asian	2	12.50	2	12.50	2	12.50	9	56.25	1	6.25	16	100
African American	36	33.96	12	11.32	31	29.25	5	4.72	22	20.75	106	100
Hispanic	4	13.79	6	20.69	8	27.59	2	6.90	9	31.03	29	100
Other	1	6.67	6	40.00	5	33.33	0	0.00	3	20.00	15	100
United States citizenship												
Yes	110	17.03	135	20.90	141	21.83	84	13.00	176	27.24	646	100
No	2	13.33	2	13.33	3	20.00	5	33.33	3	20.00	15	100
Education												
Not a high school graduate	8	25.81	4	12.90	10	32.26	4	12.90	5	16.13	31	100
High school graduate	24	23.76	10	9.90	13	12.87	12	11.88	42	41.58	101	100
Some college, no degree	37	20.33	35	19.23	48	26.37	18	9.89	44	24.18	182	100
Associate's degree	12	20.69	8	13.79	12	20.69	7	12.07	19	32.76	58	100
Bachelor's degree	20	11.49	49	28.16	39	22.41	21	12.07	45	25.86	174	100
Master's degree	5	6.10	24	29.27	17	20.73	16	19.51	20	24.39	82	100
Doctoral or professional degree	4	14.81	5	18.52	4	14.81	10	37.04	4	14.81	27	100
Income												
Under $15,000	21	30.88	6	8.82	11	16.18	6	8.82	24	35.29	68	100
$15,000-$24,999	16	19.51	12	14.63	24	29.27	8	9.76	22	26.83	82	100
$25,000-$34,999	15	17.86	12	14.29	21	25.00	10	11.90	26	30.95	84	100
$35,000-$49,999	20	15.87	28	22.22	23	18.25	17	13.49	38	30.16	126	100
$50,000-$74,999	19	15.83	40	33.33	22	18.33	14	11.67	25	20.83	120	100
$75,000-99,999	8	13.56	14	23.73	15	25.42	11	18.64	11	18.64	59	100
$100,000-$124,999	5	12.82	8	20.51	7	17.95	4	10.26	15	38.46	39	100
$125,000-$149,999	1	6.67	1	6.67	6	40.00	6	40.00	1	6.67	15	100
$150,000-$199,999	1	6.67	5	33.33	2	13.33	5	33.33	2	13.33	15	100
Over $200,000	2	13.33	4	26.67	7	46.67	1	6.67	1	6.67	15	100

Table 5 (*continued*)

Consumer profiles	Cluster 1: alpha		Cluster 2: economic		Cluster 3: beta		Cluster 4: functional		Cluster 5: mission specialist		Total	
	f	%	f	%	f	%	f	%	f	%	F	%
Occupation												
Management, professional, and related occupations	36	15.72	55	24.02	45	19.65	30	13.10	63	27.51	229	100
Service occupations	11	16.42	9	13.43	15	22.39	11	16.42	21	31.34	67	100
Sales and office occupations	10	14.71	15	22.06	28	41.18	5	7.35	10	14.71	68	100
Farming, fishing, and forestry occupations	2	11.76	5	29.41	5	29.41	3	17.65	2	11.76	17	100
Construction, extraction, and maintenance occupations	2	15.38	0	0.00	0	0.00	7	53.85	4	30.77	13	100
Production, transportation, and material moving occupations	6	25.00	3	12.50	4	16.67	5	20.83	6	25.00	24	100
Other	36	19.46	39	21.08	38	20.54	17	9.19	55	29.73	185	100
Dollar amount ($) household spent in the past week												
Apparel (including shoes)	176.56		83.74		143.12		72.67		57.77			
Items for the home	121.44		111.75		168.45		86.40		57.10			
Greeting cards and gifts	48.98		27.59		79.15		17.06		15.62			
Sporting goods/toys/books/CDs/etc.	42.70		25.46		40.41		29.53		17.95			
Cosmetics	24.60		12.58		29.39		10.24		8.31			
Personal care products /drugstore items	33.95		26.78		47.23		25.50		20.15			
Newspapers and magazines	9.43		6.31		10.91		7.63		5.65			
Groceries	155.43		139.46		191.87		106.43		124.98			
Snacks/candy/soft drink/etc.	20.64		13.13		24.49		9.94		13.72			

Store Evaluative Criteria

Store evaluative criteria were measured to further the understanding of consumers' shopping behavior and their shopping motivations. As shown in Table 6, correlations showed some differences in store evaluative criteria between inner city and non-inner city consumers. Inner city consumers had a higher tendency to prefer stores that had a prestigious reputation, stores that were well-liked by people they knew, and stores that stocked upscale brands ($p < .05$). Examining store attribute preferences based on shopping motivations provided more information related to possible differences between inner city and non-inner city consumers.

Shopping motivations and store evaluative criteria. Results from correlation analysis between shopping motivations and store evaluative criteria items report moderate ($p < .05$) to strong ($p < .001$) correlations for many items (see Table 6). In terms of the utilitarian shopping motivation, efficiency and achievement were significantly correlated with all but one store evaluative criteria item. It appears that consumers with high utilitarian shopping motivations have high expectations for more store attributes.

For the hedonic shopping motivations, while many store evaluative criteria items were significantly related to each hedonic shopping motivation, some store evaluative criteria items showed relationships with only specific constructs. For example, good value and prices were not related to social and idea shopping, knowledge level of salespeople was moderately related to role and value shopping, finding merchandise quickly was not significantly related to idea shopping, and quality of products was significantly related to role and idea shopping. On the other hand, store reputation, friendliness of salespeople, stocking well-known brands and the latest items, and store prestige were significantly related to all hedonic shopping motivations.

Cluster groups and store evaluative criteria. Store evaluative criteria were examined for each consumer group. Overall, each consumer group showed high preferences for each store evaluative criteria items (see mean scores in Table 7). However, variations in response by shopper type were evident. Only one item had a mean score below 3.00; store prestige was rated low by the economic shopper and functional shopper. Interestingly, alpha shopper rated each store evaluative criteria the highest across all items and the functional shopper rated each store evaluative criteria item the lowest. Post hoc tests showed significant difference in ratings between the alpha shopper and functional shopper as well as among other shopper groups for various store evaluative criteria items. For example, although high for both shopper categories there was a significant difference in the preference for good store value /prices between the alpha shopper ($M = 4.56$) and functional shopper ($M = 4.22$). Also, in term of importance of store reputation, there is a significant difference between the alpha and beta shoppers versus the functional shopper.

Table 6
Correlation Estimates of Shopping Motivation, Inner City Status, and Store Evaluative Criteria

Store evaluative criteria	Inner city status	Hedonic						Utilitarian	
		Adventure shopping	Gratification shopping	Role shopping	Value shopping	Social shopping	Idea shopping	Achievement	Efficiency
Q1 The store offers good value/prices.	.04	.10**	.09*	.08*	.33†	.06	.03	.27†	.24**
Q2 The store has a wide selection.	.07	.14†	.14†	.12**	.18†	.13†	.13†	.24†	.28**
Q3 It is easy to return merchandise at the store.	.01	.16†	.12**	.14†	.21†	.16†	.13†	.20†	.23†
Q4 The salespeople have knowledge of the merchandise.	.01	.03	.01	.07*	.08*	.05	.02	.23†	.24†
Q5 The store has a good reputation.	.01	.14†	.10**	.13†	.11**	.13†	.15†	.23†	.27†
Q6 The salespeople are friendly.	.03	.14†	.13†	.16†	.06	.16†	.11**	.19†	.25†
Q7 The salespeople are helpful.	.02	.05	.06	.07*	.03	.11**	.06	.21†	.28†
Q8 The store stocks well-known brands.	.01	.14†	.13†	.12**	.07*	.15†	.25†	.16†	.18†
Q9 The store stocks latest items.	.05	.27†	.29†	.21†	.11**	.21†	.40†	.18†	.21†
Q10 The store is nearby or easily accessible.	.03	.06	.06	.04	.09*	.11**	.11**	.18†	.27†
Q11 The store has a prestigious reputation.	.10*	.23†	.20†	.14†	.10*	.22†	.31†	.08*	.15†
Q12 The store is well-liked by people I know.	.08*	.21†	.22†	.18†	.13†	.30†	.28†	.21†	.28†
Q13 The store stocks upscale brands.	.09*	.24†	.24†	.14†	.06	.21†	.39†	.15†	.18†
Q14 I can get what I want quickly at the store.	.04	-.22†	-.17†	-.15†	-.07*	-.13†	-.09	.18†	.30†
Q15 The store stocks products of good quality.	.04	.07	.06	.07*	.04	.00	.10**	.23†	.22†
Inner city status		.17†	.17†	.08**	.01	.11**	.15†	.01	-.01

Note. 0 = Non-innercity, and 1 = Inner city.
* Correlation is significant at the .05 level (2-tailed). ** Correlation is significant at the .01 level (1-tailed). † Correlation is significant at the .01 level (2-tailed). ‡ Correlation is significant at the .001 level (2-tailed).

Table 7
Multivariate Analysis of Store Evaluative Criteria by Cluster Group

Store evaluative criteria	Cluster 1: alpha M (SD)	Cluster 2: economic M (SD)	Cluster 3: beta M (SD)	Cluster 4: functional M (SD)	Cluster 5: mission specialist M (SD)	Total M (SD)	F	Tukey post hoc alpha = .05
Q1 The store offers good value/prices.	4.56 (0.59)	4.41 (0.64)	4.34 (0.74)	4.22 (0.72)	4.37 (0.59)	4.38 (0.66)	3.56**	4 vs. 1
Q2 The store has a wide selection.	4.53 (0.60)	4.21 (0.72)	4.30 (0.67)	4.07 (0.79)	4.25 (0.72)	4.28 (0.71)	5.73 †	4, 2, 5 vs. 1
Q3 It is easy to return merchandise at the store.	4.44 (0.86)	4.12 (0.97)	4.01 (1.04)	3.71 (1.16)	4.15 (0.83)	4.10 (0.98)	7.17 †	4 vs. 3, 2, 5, 1 3 vs. 1
Q4 The salespeople have knowledge of the merchandise.	4.43 (0.77)	4.21 (0.81)	4.08 (0.96)	4.18 (0.99)	4.17 (0.85)	4.21 (0.88)	2.49*	3 vs. 1
Q5 The store has a good reputation.	4.31 (0.87)	4.05 (0.92)	4.18 (0.84)	3.86 (0.94)	4.11 (0.72)	4.11 (0.86)	3.74**	4 vs. 3, 1
Q6 The salespeople are friendly.	4.53 (0.63)	4.22 (0.81)	4.20 (0.89)	3.96 (0.86)	4.32 (0.67)	4.26 (0.79)	6.85 †	4 vs. 5, 1 3, 2 vs. 4, 1 1 vs. 4, 3, 2
Q7 The salespeople are helpful.	4.55 (0.63)	4.28 (0.82)	4.25 (0.92)	4.25 (0.82)	4.38 (0.67)	4.34 (0.78)	3.00*	3, 4 vs. 1
Q8 The store stocks well-known brands.	4.14 (0.88)	3.72 (0.95)	3.89 (0.97)	3.57 (1.01)	3.72 (0.88)	3.81 (0.95)	5.66 †	4, 5, 2 vs. 1

* Correlation is significant at the .05 level (2-tailed). ** Correlation is significant at the .01 level (1-tailed). † Correlation is significant at the .01 level (2-tailed).

Table 7 (*continued*)

Store evaluative criteria	Cluster 1: alpha M (SD)	Cluster 2: economic M (SD)	Cluster 3: beta M (SD)	Cluster 4: functional M (SD)	Cluster 5: mission specialist M (SD)	Total M (SD)	F	Tukey post hoc alpha=.05
Q9 The store stocks latest items.	4.15 (0.90)	3.38 (0.97)	3.80 (0.97)	3.06 (1.11)	3.48 (1.00)	3.59 (1.04)	18.14***	4 vs. 2, 5, 3, 1 / 2 vs. 4, 3, 1 / 5 vs. 4, 1 / 3 vs. 4, 2, 1
Q10 The store is nearby or easily accessible.	4.20 (0.87)	3.92 (0.97)	3.92 (0.93)	3.81 (0.94)	4.03 (0.87)	3.98 (0.92)	2.62*	4 vs. 1
Q11 The store has a prestigious reputation.	3.57 (1.11)	2.80 (1.21)	3.23 (1.28)	2.59 (1.15)	3.04 (1.05)	3.06 (1.20)	10.91***	4 vs. 5, 3, 1 / 2 vs. 4, 3, 1 / 5 vs. 4, 1 / 3 vs. 4, 2, 1
Q12 The store is well-liked by people I know.	3.53 (1.12)	2.68 (1.20)	3.00 (1.22)	2.29 (1.16)	3.02 (1.11)	2.94 (1.21)	15.41***	4 vs. 3, 5, 1 / 2 vs. 1 / 3, 5 vs. 4, 1
Q13 The store stocks upscale brands.	3.66 (1.07)	2.71 (1.26)	3.20 (1.32)	2.52 (1.22)	2.83 (1.07)	2.99 (1.24)	15.35***	4, 2 vs. 3, 1 / 5 vs. 1 / 3 vs. 4, 2, 1
Q14 I can get what I want quickly at the store.	4.07 (0.85)	4.30 (0.82)	3.70 (1.03)	4.37 (0.71)	3.92 (0.88)	4.04 (0.91)	11.68***	3 vs. 1, 2, 4 / 5 vs. 2, 4 / 1 vs. 3
Q15 The store stocks products of good quality.	4.58 (0.58)	4.54 (0.61)	4.55 (0.65)	4.35 (0.69)	4.34 (0.67)	4.47 (0.65)	4.05**	5, 4 vs. 1

* Correlation is significant at the .05 level (2-tailed). ** Correlation is significant at the .01 level (2-tailed). *** Correlation is significant at the .001 level (2-tailed). † Correlation is significant at the .01 level (1-tailed). ‡ Correlation is significant at the .001 level (2-tailed).

Conclusions and Implications for the Inner City Consumer

A smaller number of inner city consumers compared to non-inner city consumers participated in this survey. Also, a higher number of surveys were non-deliverable and returned for the inner city sample. Similar to the non-inner city sample, a higher proportion (67%) of females responded to the survey. The inner city consumer sample was slightly younger with a higher proportion of individuals that were not married and single parents with children. As expected, only half of the respondents from the inner city group were Caucasian and a high percentage (37%) of consumers were African American. Although the education level of inner city consumers who responded to the survey was similar to the non-inner city sample, their income was lower and household spending was higher.

The inner city consumer has a higher level of hedonic shopping motivation compared to the non-inner city consumer. Inner city and non-inner city consumers did not differ in terms of the economic or functional aspects of shopping, such as seeking value, having a sense of achievement, or being efficient. The inner city consumer has a higher level of hedonic shopping motivation compared to the non-inner city consumer. Inner city consumers have different motivations for shopping that may be more entertainment and "fun" based, suggesting that inner city consumers may frequently use shopping for their leisure activity. Thus, inner city consumers perceive shopping as more than something purposeful or goal-oriented, rather, they view it as an "experiential activity," where shopping is considered a source for stimulation, ideas, to feel good, and social interaction.

Three-quarters of inner city consumers were categorized into three consumer groups: (a) alpha shopper (23%), (b) beta shopper (26%), and (c) mission specialist (26%). These consumer groups confirm inner city consumers' tendency to enjoy shopping for various purposes. The alpha and beta shoppers are the consumer groups with high mean scores for both hedonic and utilitarian shopping motivations. The mission specialist is well represented in both the inner city and non-inner city and is goal-oriented and is purposive and value-oriented, yet enjoys gift shopping for friends and families.

This study confirms that inner cities hold a dynamic consumer base. As a source of stimulation and entertainment, the retail environment offers inner city consumers an outlet to incorporate shopping into their leisure time. The retail environment also serves as a convenient place to spend time together with friends and families. In order to help optimize inner city consumers' shopping experience, retailers must provide an entertaining and fun atmosphere that encourages exploration and inquiry.

The high percentage of alpha shoppers and beta shoppers in the inner cities indicates that inner city consumers hold high expectations for products, customer service, store prestige, brand recognition, and value. In addition, their higher household spending tendencies on apparel, gifts, and sporting goods, compared to non-inner city consumers, provide insight into their needs for well-known brands as well as for variety, and unique, and trendy merchandise.

Thus, malls, shopping centers, shopping districts, etc. hold a critical role in the inner city. As inner city consumers spend more time in shopping environments, opportunities abound for retailers to serve this market. However, these profitable opportunities must be balanced by a sense of responsibility for the community. As retail establishments in the inner cities are welcomed by inner city consumers as an outlet for entertainment and stimulation, retail establishments should think of themselves not only as a means to deliver goods to market but also strive to become authentic members of their community.

Limitations

This study is based on information voluntarily provided by residents living in the inner city and non-inner city areas. Thus, the sample contains potential biases toward English speaking consumers who participated in this survey. Also, a higher proportion of respondents tended to be female. For the inner city group, a relative high percentage of Caucasian consumers (50%) responded to the survey.

Acknowledgements

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