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A strong store personality as a source of perceived customer value

Promotor :
Prof. dr. Alexandra STREUKENS

Ioana Rus

Master Thesis nominated to obtain the degree of Master of Management

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Executive summary

This research study aimed to examine if there exist a relationship between store personality and customer value and how this relationship is influenced by hedonic and utilitarian shopping motivations. The existing literature review was confronted with a practical analysis on H&M store worldwide through a quantitative explanatory research.

Firstly, the personality of H&M store was measured using the scale developed by d'Astous and Levesque (2003), which in turn derives from the scale developed to measure brand personality by Aaker (1997). The same as brand personality, store personality has been proven to be a unique element that differentiates a store from another and plays an important role in creating competitive advantage (Blankson and Crawford, 2012; Ventura, Tatlidil et. al 2012). What remained unknown is if store personality can be seen as a source of customer value, which will be measured using *Holbrook's Typology of Customer Value (1991)*. This led to the main objective of this research study: examining if store personality has a positive impact on customer value. To achieve this, the first part of the analysis consists in a *Multiple Linear Regression*.

Secondly, motivation seems to be an important factor in influencing how customers perceive the environment as well as the information (Lawson, 1996). Therefore, shopping motivation moderator; from both utilitarian and hedonic perspective; was included in the analysis in order to examine if the store personality-customer value relationship is stronger for hedonic motivated shoppers than for the utilitarian ones. To measure the hedonism/utilitarianism of the customers, the valid literature which describes eight types of shopping motivation (six hedonic and two utilitarian) suggested by Arnold and Reynolds (2003) and Kim (2004) was used. *Multi Grouping Analysis* was proceeded to test the influence of this moderator.

The data was collected using as instrument an internet-based questionnaire, which was shared on social media websites (Facebook and Twitter). The findings of the analysis showed that store personality can be a source of customer value. Moreover, trying to find an effect for the shopping motivation moderator was a failure.

The results of this study help H&M managers to deliver value to its customers by focusing and improving the determinants of the store personality and at the same time give them a perspective on

how they should identify the target market in order to meet customers' hedonic and utilitarian needs.

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Chapter 1: Introduction

Nowadays, due to the globalization, many companies that operate in the global market face more and more challenges. One thing and maybe the most important is the fact that customers have the option to widely choose from different competitors that provide goods or services in order to meet their needs. At the same time, the number of competitors is increasing substantially, which makes things more difficult when it comes to competitive advantage. That's why companies must offer products and services that provide their customers the highest value. When the competition becomes harder and the challenges increase, the seller has to keep on looking how to differentiate their stores by giving unique features to get competitive strategic position and to deliver the desire value for customer, in order to satisfy their needs.

While long time ago stores were considered only a type of distribution channel, nowadays it means much more. In order to create a great and unique shop experience for the customers, stores have to understand the factors that affect their judgments. In the retail environment, customer value has always been considered as strategic necessity and in order to achieve great customer value, the stores must be able to create and retain competitive advantage (Kumar, Garg and Rahman, 2010). Moreover, Slater (1997) discovered that "the creation of customer value must be the reason for the firm's existence and certainly for its success". Zeithaml (1988) support the idea that "value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given".

The problem that is addressed in this research is related to the idea that the customer value derives from the personality of the store, which has its basics in the human traits. Martineau (1958) defines store personality as "the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes". This concept derives from the brand personality concept, which was first introduced by Aaker (1997) and is defined by the same author as "the set of human characteristics associated with a brand". It is relevant to use brand personality dimensions in order to measure the personality of a store (Martineau, 1997). Moreover, it has been proven that brand personality influences the consumers' preference and choice and, hence, can be a source of customer value (Biel, 1993; Aaker, 1991, 1996). Taking into consideration the literature findings above, it can be assumed that store personality can also be a source of

customer value. Therefore, the aim of this thesis is to empirically test whether this relationship indeed exists.

Store personality – customer value relationship can be influenced by many other construct. In this research paper, shopping motivation was chosen as a moderator, from both utilitarian and hedonic perspectives. Previous literature showed that motivation is an important factor to explain behaviour and at the same time it can influence how people perceive the environment (Lawson et al., 1996; Schiffman et al., 1997; Cardoso and Pinto, 2012). Put differently, a customer's shopping motivation can have an impact on the relationship between store personality and customer value.

Therefore, this will lead to the following research questions:

RQs: What is the relationship between store personality and customer value?

RQs: What is the impact of shopping motivation on the store personality – customer value relationship?

Furthermore, in order to reach the main central idea of the research question, the following sub-questions must be taken into consideration and answered as well:

1. What is store personality?
2. What is customer perceived value?
3. What kind of relationship does exist between store personality and customer value?
4. What is shopping motivation?
5. How can shopping motivation influence the store personality – customer value relationship?

In this study it will first be discussed solid literature review regarding brand personality, store personality, customer value and shopping motivation. Based on this and also on the above research questions, the hypotheses and the conceptual model are created. Further, the analysis will be proceeded in order to examine whether store personality is a source of customer value and how the relationship between these two constructs is moderated by shopping motivation. Finally, this study will end with a general conclusion.

Chapter 2: Literature review

In this chapter, valid literature and theories consisting the main constructs and will be used as a support in the analytical part of this research study are presented.

2.1. Customer perceived value

The concept of “perceived value” is a key factor in strategic management for most of the organizations nowadays (Spiteri and Dion, 2004). Moreover, Slater (1997) discovered that “the creation of customer value must be the reason for the firm’s existence and certainly for its success”. This means that creating customer value plays a very important role in getting a sustainable competitive advantage.

Despite the fact that there are many definitions of “perceived value”, one of the most common and explicit is given by Zeithaml (1988), who sustains the idea that “value is the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”. Caruana (2000) observed that “customers do not buy products for their own sake; rather they buy bundles of attributes which derive value according to the utility provided by the combination of attributes less the disutility represented by sacrifices in obtaining the product”. That means, in other words, that value is the trade-off between what you give (“sacrifices”) and what you get (“benefits”). Furthermore, another common definition of value is given by Anderson and Narus (1998) in business markets: “Value is the worth in monetary terms of the technical, economic, service and social benefits a customer company receives in exchange for the price it pays for a marketing offering”; on the other hand, Butz and Goodstein (1996) wrote in their paper that “...the emotional bond established between a customer and a product after the customer has used a salient product or service produced by that supplier and found the product to provide an added value”.

There is definitely a variety of definitions and meanings of the perceived value, but another interesting discovery that have been made that the way customers may perceive value very differently when they purchase something than they do during or after use it (Oliver, 1997). As a consequence customer value is perceptual and subjective, and this subjective judgment tends to be influenced by store personality (He and Mukherjee, 2007). However, what remains the most important for the customer is the way they perceive the value, while for the seller this is a very important factor in creating and keeping a competitive advantage of the store (Wang, 2004).

2.1.2. Operationalization of customer perceived value

Even though during the time, perceived customer value created a high interest in research studies, it is still unknown what method is the best option to use in operationalizing customer value (Leroi-Werelds and Streukens, 2001). In a previous research paper, Sánchez-Fernández and Iniesta-Boniello (2007) identified two main approaches for the operationalization of customer value; the first approach presents customer value as a **uni-dimensional construct**, while the second approach conceives value as a **multi-dimensional construct**.

While the uni-dimensional approach highlights the idea that “customer perceived value is a single overall concept than can be measured by a self-reported item that screens customer’s perception of value” (Agarwal and Teas, 2002; Dodds, 1991; Chang and Wildt, 1994 in Sánchez-Fernández and Iniesta-Boniello, 2007), the multi-dimensional approach brings into attention the fact that a holistic representation of a complex phenomenon is composed of interrelated attributes or dimensions of the perceived value.

It is not easy to determine which one of these two approaches best operationalize the perceived value, though Ruiz et al. (2008), Sweeny and Soutar (2001) in Leroi-Werelds and Streukens (2001) suggest that multi-dimensional approach would be a better way because in contrast with uni-dimensional approach, the multi-dimensional approach can capture such a complex construct like perceived value. Therefore in this research paper, the attention will be focused on **multi-dimensional** approach.

Firstly, the customer value hierarchy highlights the fact that value comes from customers’ perceptions, preferences and evaluations, and consists in consumption goals, consequences, attributes and desired/received value (Woodruff, 1997 in Sánchez-Fernández and Iniesta-Boniello, 2007). Secondly, utilitarian and hedonic value includes “consumption activities that produce both utilitarian and hedonic outcomes” (Babian et al., 1994). From all these three theories that form utilitarian and hedonic value, **Holbrook’s typology of value** is the best approach to operationalize perceived value because it captures all sources of value such as economic, social, hedonic and altruistic (Sánchez-Fernández and Iniesta-Boniello, 2007). The same authors describe this typology as being rich, complex and the most complete in comparison to other approaches that operationalize perceived value.

Holbrook’s typology will be used to measure the main construct in this research study which is customer perceived value and the reason will be explained in the next subchapter.

2.1.3. Holbrook’s typology of value

Based on the definition of the value given by Holbrook (1994, 1996, and 1999) as being an “interactive relativistic preference experience” (Sánchez-Fernández and Iniesta-Boniello, 2007), the author developed a framework that includes three dimensions:

1. **Extrinsic value- Intrinsic value** (an offering appreciated for its functional, utilitarian ability to achieve something vs. an offering appreciated as an end-in-itself)
2. **Self-oriented value -Other-oriented value** (an offering prized for the effect it has on one self vs. the effect it has on others)
3. **Active value-Reactive value** (the customer acts on the object vs. the object acts on the customer)

Furthermore, these three dimensions were combined together and the result came with eight types of value, each being characterized by some examples, as shown in *Table 2.1.3.1.*

		Extrinsic	Intrinsic
Self-oriented	Active	Efficiency (output/input, convenience)	Play (fun)
	Reactive	Excellence (quality)	Aesthetics (beauty)
Other-oriented	Active	Status (success, impression management)	Ethics (virtue, justice, morality)
	Reactive	Esteem (reputation, materialism, possessions)	Spirituality (faith, ecstasy, magic, Sacredness, rapture)

Table 2.1.3.1.: Holbrook’s typology of customer value (1991)

Those types of perceived value mentioned above are briefly described above as follows:

Efficiency

This type of value can be measured by some ratio of outputs to inputs, sometimes using time as a denominator (Lexhagen, 2008).

Excellence

Excellence is related to satisfaction and quality. It involves the appreciation of some object for its capacity to accomplish some goal or purpose (Lexhagen, 2008).

Status

Status is present when consumption is adjusted, to affect those that the consumer wishes to influence. The consumption is focused on how it affects ones image as perceived by other people (Lexhagen, 2008).

Esteem

Esteem can be defined as a more passive version of status where the consumption is focused on a reactive appreciation of one's own consumption and how it might potentially affect one's public image (Lexhagen, 2008).

Play

This type of value is actively sought and enjoyed for its own sake and involves the action of having fun (Lexhagen, 2008).

Aesthetics

One type of aesthetic value is beauty. It is enjoyed purely for its own sake, and it involves a detachment from worldly concerns with practicality (Lexhagen, 2008).

Ethics

Ethics consists in doing something for the sake of others; it may be concern for how the consumption will affect others or how they will react to it (Lexhagen, 2008).

Spirituality

This means to lose oneself in the *Other* (other being some divine power or some cosmic force, or mystical entity or an inner being) and thereby produce a sense of exaltation or magical experience. Spiritual value is pursued for its own sake and as an end in itself (Lexhagen, 2008).

Because this typology seems to be very complex sometimes is very difficult to examine the value types in a separate way (Leroi-Werelds and Streukens, 2011). For this, many authors support the idea of combining these factors in relevant categories.

Firstly, ***status*** and ***esteem*** are combined in such way they form one category called **social value** (Gallarza and Saura, 2006; Sánchez-Fernández et al., 2009), because as stated by Holbrook et al. (1999) “the active nature of status and the reactive nature of esteem tend to blur together in ways that render the two hard to distinguish”. Moreover, Holbrook (2006) states that social value is created when “one’s own consumption behaviour serves as a means to influence the responses of others”.

Secondly, ***ethics*** and ***spirituality*** are also combined in a single category, namely **altruistic value**. This happens because “they have in common that both lie outside the sphere of ordinary marketplace exchanges” (Sánchez-Fernández et al., 2009, p. 101). Altruistic value “is intrinsically-motivated but directed at others for the achievement of self-fulfilment or a sense of well-being and is included as it is highly relevant to social marketing, as many consumers might be motivated to change their behaviour in order to contribute to the greater good and derive a sense of satisfaction from doing ‘good’ to help others in society” (Zaniuddin, Russell-Bennett and Previte, 2008). The new scale for operationalization of perceived value after combining the factors discussed above is presented in *Figure 2.1.3.2*.

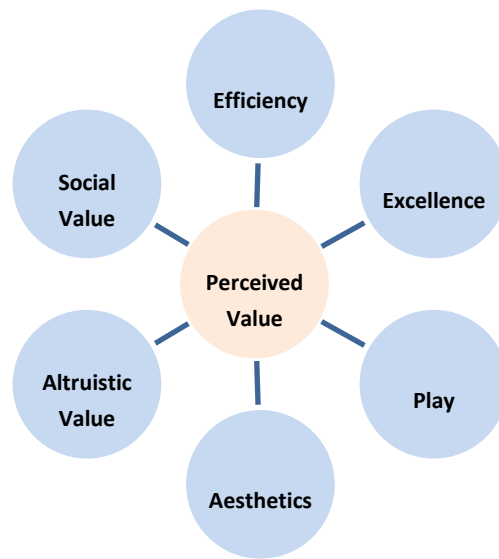


Figure 2.1.3.2.: Value types

The best way to examine whether the store personality is a source of perceived value is using Holbrook’s typology of value because of the ability to create interrelationships and similarities between store personality dimensions and Holbrook’s typology using as a support some valid and stable literature review. For example, given the idea that altruistic value “is included as it is highly relevant to social marketing, as many consumers might be motivated to change their behaviour in order to contribute to the greater good and derive a sense of satisfaction from doing ‘good’ to help others in society” (Zaniuddin, Russell-Bennett and Previte, 2008), a proper and logical question will be asked in the questionnaire regarding CSR or advertising, both being the elements of “reputation” determinant that measures the personality of the store.

2.2. Brand personality concept

The concept of brand personality is very popular in the literature study and the process by which consumers attribute human characteristics to various commercial objects seems to be very interesting for researchers (d’Astous and Levesque, 2003). Fouriner (1998) suggests that “consumers may see brands as relationships partners” and he discovered that these relationships are very similar to the relationships that represent the typical human being interactions.

Brand personality is defined as “the set of human characteristics associated with a brand (Aaker, 1997). Following the idea that “consumers naturally attribute personality traits to commercial brand

of products” and using survey methods, the author discovered five brand personality traits, namely: **sincerity, excitement, competence, sophistication** and **ruggedness**. Each trait is represented by specific dimension that can be found in *Table 2.2.1*.

Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down-to-earth	Daring	Reliable	Upper class	Outdoorsy
Honest	Spirited	Intelligent	Charming	Tough
Wholesome	Imaginative	Successful		
Cheerful	Up-to-date			

Table 2.2.1.: Brand personality scale

Aaker (1997) states that “any brand can be positioned on these basic traits and the result of this multiple positioning is an estimate of the brand’s personality”. Moreover, she observed the fact the personality of a brand is derived from advertising style, brand users, product category associations, brand name, symbol and logo, price policies and distribution channels.

Previous research (Martineau, 1997) showed that it would be relevant to use brand personality dimensions in order to measure the personality of a store. But some argues do exists when it comes to the difference between store personality and brand personality. For instance, sales personnel is clearly an important factor in creating a mental symbol of a store and on the other side, it has little or even no relevance when it comes to a brand (d’Astous and Levesque 2003). The same authors brought another argument in order to support the differences between brand personality and store personality, that advertising is one of the most important factors for brand personality because “it transmits mainly positive information about the objects that it promotes” (Batra, 1993); while things in case of a store seem to appear quite different, because there can be many ambient, design and social components (usually things that reflect the overall or partial image of a store, not of a brand) of the shopping environments that appear not to be positive sometimes.

Regardless to the ideas above, understanding this whole process (both brand personality and store personality) is very important for the marketing researchers because it helps in the elaboration and

implementation of the marketing activities and actions; for instance, measuring a brand's personality it is a useful tool for communication strategies; but what remains the most important is measuring the personality of a store, which in the eyes of a consumer is also the most important commercial object (d'Astous and Levesque, 2003).

2.3. Store personality concept

The concept of store personality is very recent trend in the marketing research and it was introduced under the idea that stores do have personality; one of the clearest definitions of this concept being "the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes" (Martineau, 1958). A very similar definition is given by d'Astous and Lévesque (2003) which state that store personality is the mental representation of a store on characteristics that usually involve one's personality. Moreover, Babin and Harris (2010) describe store personality as "the way in which a store is defined in the mind of a shopper based on the combination of functional and affective qualities".

Martineau (1958) identified some personality factors that can be the source for the construction of store personality, namely: layout and architecture, symbols and colors, advertising and sales personnel. However, the whole aspects and discussions regarding the personality of a store are not limited, as all of these ideas were centered on the concept of store image, which it seems to be a quite different topic, because on one hand, store image is considered to be mental illustration that reflects aspects which are related to a store, for instance value for money, product selection and quality of service (Marcus, 1972); on the other hand the personality of a store is limited to the mental illustration that are closely related to the human characteristics. An example is given by the authors Batra, Lehmann and Singh (1993), who indicate that product variety is a very important attribute when it comes to store image, but obviously it's not a characteristic for personality as long as it's not naturally related to a human being.

2.4. A scale for determining store personality

As stated in the previous subchapter, sometimes is relevant to use brand personality dimensions in order to measure the personality of a store (Martineau, 1997). This process could be completed by relying on the previously presented scale developed by Aaker (1997).

d’Astous and Levesque (2003) separate the idea of brand personality and store personality by showing in a previous study that a scale for measuring store personality is composed of five dimensions, namely: *sophistication*, *solidity*, *genuineness*, *enthusiasm* and *unpleasantness*. What is different from the previous scale and consequently makes it the best option to measure store personality is the fact that the scale contains a negative trait, namely *unpleasantness*.

Sophistication	Solidity	Genuineness	Enthusiasm	Unpleasantness
Chic	Hardy	Honest	Welcoming	Annoying
High-class	Solid	Reliable	Enthusiastic	Irritating
Elegant	Reputable	Sincere	Lively	Loud
Stylish	Thriving	True	Dynamic	Superficial

Table 2.4.1.: Store personality scale

If in the very first stages of the development of the scale 34 items were attributed for the 5 traits mentioned above, the authors reduced the scale later on to 20 items by considering the four items having the largest factor loadings on each personality trait which can be found in *Table 2.4.1*.

Last but not least, d’Astous and Levesque (2003) concluded in their research paper that what makes this scale unique is the ability of its underlying dimension are as convenient for a store as they are for a human being.

2.5. Shopping motivation

Shopping plays an important role in the process of consumption; consumers shop not only for only for goods and services, but also for emotional reasons (Hirschman and Holbrook, 1982). This means that the way the customer see the shop in their minds influence the value that they obtain from the shopping experience. Behind shopping hedonic and utilitarian motivations have their place. Many shopping researches on hedonic and utilitarian motivations were conducted in order to understand why people shop.

A clear definition of motivation is given by Mowen (1995): “Motivation is the drive, urge, wish or desire that leads to a goal-oriented behaviour. In other words, Gottschalg and Zolo (2007) state that motivation is the central focus in researches concerning with understanding the determinants of individual behaviour in organizations and its impact on firm performance. This happens because motivation can be associated with a set of goals, from whose accomplishments individuals derive a specific level of utility (Deci, 1976). Furthermore, motivation is an important factor in influencing how consumers perceive the environment as well as the information (Lawson, 1996).

During the time, special attention was given to the emotional aspects of shopping and to the understanding of shopping experience from hedonic and utilitarian perspectives (Westbrook and Black, 1985). Therefore, the hedonic motivation of shopping was observed as being mutual exclusive with excitement, joy, arousal, festive, fantasy and so on (Hirschman, 1983). On the other hand, utilitarian motivation of shopping reflects the process of satisfying a functional or an economical need (Babin et al., 1994).

Arnold and Reynolds (2003) and suggested six hedonic shopping motivations, namely: **adventure shopping, social shopping, gratification shopping, idea shopping, role shopping** and **value shopping** and Kim (2004) suggested two utilitarian shopping motivations, namely: **efficiency shopping** and **achievement shopping**. Before describing each motivation, a more structured classification of these motivations can be found in *Table 2.5.1*.

	Hedonic motivation	Utilitarian motivations
Shopping motivation	Adventure	Efficiency
	Social	Achievement
	Gratification	
	Idea	
	Role	
	Value	

Table 2.5.1.: Utilitarian and hedonic shopping motivations

Adventure shopping

This motivation brings into attention the idea that consumers shop for excitement, adventure and stimulation. Moreover, they can experiment a different environment that stimulates their senses and feelings (Arnold and Reynolds, 2003).

Social shopping

Social shopping refers to the benefits that are brought by shopping and interacting with friends and family (Arnold and Reynolds, 2003).

Gratification shopping

This motivation highlights the idea that shopping is meant to create a positive feeling, which means that it makes someone to feel better or to give to that someone a special treat (Arnold and Reynolds, 2003).

Idea shopping

Idea shopping means the action of collection new information about new products, trends and fashion items (Arnold and Reynolds, 2003).

Role shopping

This motivation suggests the idea of feeling joyful when one goes shopping for other people and finding the perfect gift for them (Arnold and Reynolds, 2003).

Value shopping

This refers to the idea of searching for bargain, discounts and sales which gives someone the feeling of joy and pleasantness (Arnold and Reynolds, 2003).

Efficiency shopping

Efficiency shopping strictly refers to the customer needs of saving time and resources (Kim, 2006).

Achievement shopping

Achievement shopping means a goal, the success of in finding desired products (Kim, 2006).

For each type of hedonic and utilitarian shopping motivation mentioned above, Kim (2006) comes up in his study with related question that describe and are well correlated to the meanings of them. The same questions will be used for designing the questionnaire in this paper in order to answer some parts of the main research question.

Chapter 3: Hypotheses

In this chapter the hypotheses and the conceptual model are developed based on the previous literature review and main research questions.

3.1. Hypotheses

As already presented in the *Literature Review*, Aaker (1997) defines brand personality as „the set of human characteristics associated with a brand” and these human characteristics highlight the idea why a customer can show an emotional connection towards a specific brand and not another (Maroofi, Nazaripour et al., 2012). That means brand personality is the thing that differentiates a brand from other competitors and makes it unique (Farhat and Khan, 2011) and at the same time “is presented to the consumer as a vehicle of self expression and the expression of an ideal and a source of personal and social meaning” (Sirgy, 1982; Malhotra, 1988; Aaker 1995 et al. in Farhat and Khan, 2011). Hence, brand personality does influence the consumers’ preference and choice and, as such, is a source of customer value (Biel, 1993; Aaker, 1991, 1996).

The same as brand personality, store personality has been proven to be an unique element that differentiates a store from another and plays an important role in creating competitive advantage (Blankson and Crawford, 2012; Ventura, Tatlidil et. al 2012). What remains unclear is the fact that store personality can also be a source of customer value. But taking into consideration the ideas mentioned above and the fact that it is relevant to use brand personality dimensions in order to measure the personality of a store (Martineau, 1958), it can be assumed that the personality of a store generates or not customer value. This will be discussed on the basis of the literature on regards with customer value (Holbrook, 1991) and store personality (d’Astous and Levesque, 2003).

To start with, **altruistic value** will be taken into consideration. Altruistic value is composed both by ethics and spirituality and it means “a concern for how my own consumption behaviour affects others where this experience is viewed as a self-justifying end-in-itself” (Holbrook, 2006 in Leroi-Werelds and Streukens, 2011). This includes (especially ethics) justice, virtue and the most important, morality (Holbrook, 1996). It’s logical and clear to see that altruistic value can be achieved through facets of moral characters. Moreover, having a look at the scale for measuring store personality developed by d’Astous and Levesque (2003), the only items that describe facets of moral characters are *honest*, *sincere* and all the other that belong to the **genuineness**. Hence, it can be logically

assumed that if for example a store is sincere or true, it will definitely have a positive impact on altruistic value.

Social value is created when “one’s own consumption behaviour serves as a means to influence the responses of others” and is composed by both status and esteem (Holbrook, 1996). That means people can use their consumption behaviour to position their image in society, to be seen with “good eyes” by the others. A characteristic of a store can somehow create an image about others. For example, if one’s buy from a very “well seen” store; indeed that person will create the same image about him/herself. Looking back again to the personality scale described in the literature and considering that esteem relates and status relates the most with reputation and impression (Holbrook, 1996), the **solidity** of a store encompasses the characteristics that can be obviously associated with social value.

Value Play generates most the feeling of happiness, but also pleasure, good feeling and delight (Holbrook, 1991, 1996). For example, Lam (2001) observed that the store environment can create a feeling of pleasure. Generalizing this idea, it can be stated that the environment has an impact on feelings. Analyzing again the store personality scale, some correlation can be observed as well. For instance, if a store can be described as welcoming, then for sure the customer will have a good feeling. Hence, the more the **enthusiasm** of a store is present, the more good feelings are generated. But on the other side, the negative characteristics from the scale can apply also. If a store can be described as any characteristic that pertains to **unpleasantness**, then the customer’s feelings will be the opposite of the ones mentioned above.

Aesthetics refers in general to beauty (Holbrook, 1991) but other studies showed that this type of value can be generated also from a potential source of beauty (1967; Budd 1983). Some potential types of beauty can be clearly found in the **sophistication** of a store. For example, if a store can be described as being *stylish*, a beauty in the eyes of the customer can be created through the meaning of this word in fashion stores; definitely being stylish is a source of beauty.

Excellence encompasses quality (Holbrook, 1991). Michon, Smith et al. (2006) demonstrated that **sophistication** of a store has a great impact on perceived quality. And this thing is logical. For example, if the store is described as high-class, then for sure there is a facet of quality.

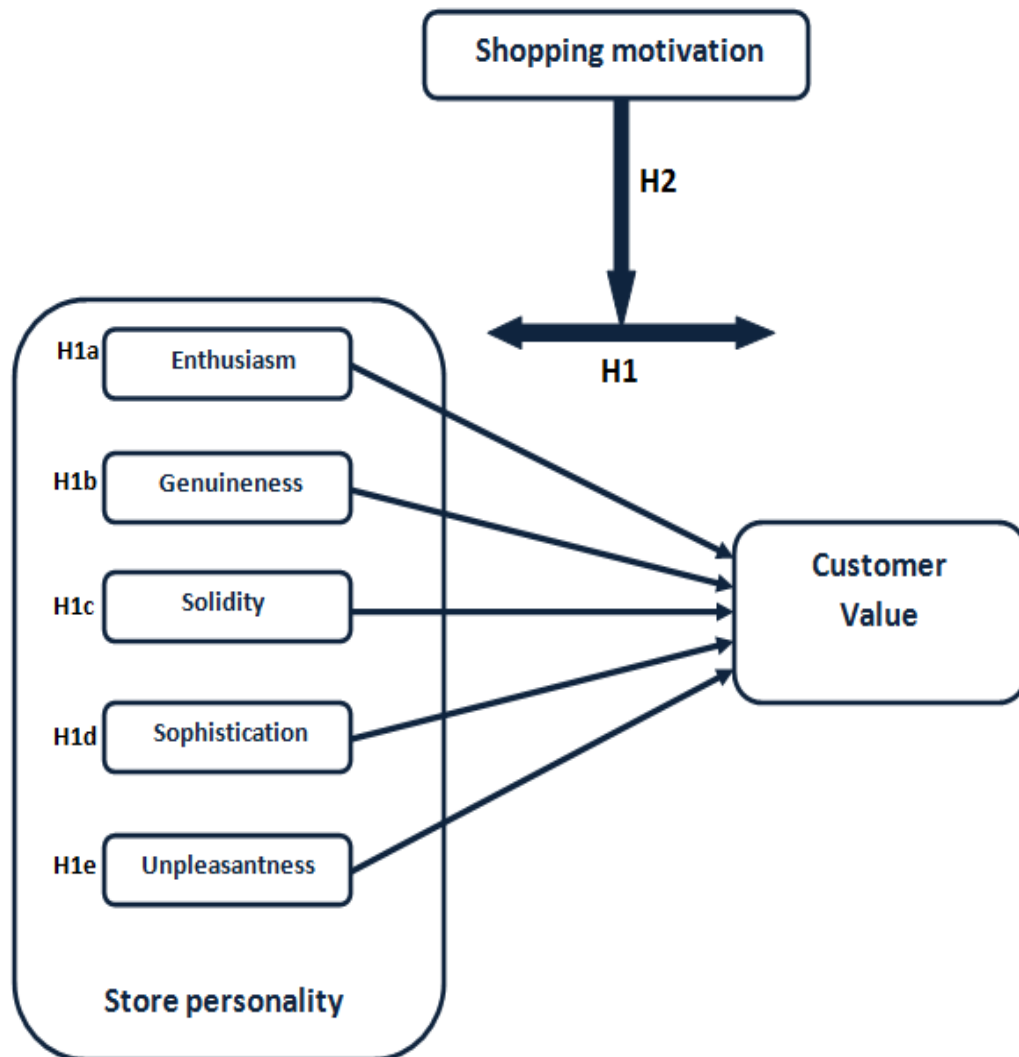
As can be observed from the ideas above, many correlations between store personality and customer value can be assumed, using as support previous research studies in a logical way. On the basis of this, the following hypothesis is developed:

H₁: The enthusiasm (a), genuineness (b), solidity (c) and sophistication (d) of the store personality have a positive impact on customer perceived value and unpleasantness (e) of the store personality has a negative impact on customer perceived value.

Furthermore, the last construct in this research paper will be discussed, namely **shopping motivation**. Eroglu and Machleit's (1993) support the idea that consumers which shop from utilitarian motivation are not driven by the environment of the store as consumers which shop from hedonic motivations. That makes sense because as long as utilitarian shopping motivation is defined as "rational and goal oriented" (Hirschman and Holbrook, 1982), the environment of a store definitely does not help consumers with utilitarian motivations to achieve their goal. Going back to the literature of store personality, it is useful to mention again that store environment is an important factor in determining the personality of a store (Brenngman, 2009) and as long as it was previously assumed that store personality may be a source of customer value, the following hypotheses are developed:

H₂: The relationship between store personality and customer value is stronger for hedonic motivated shoppers than utilitarian motivated shoppers.

3.2. Conceptual model



Chapter 4: Research Methodology

This chapter is designed to present the research methods used in this study. Moreover, the analysis that consists in testing the hypotheses will be presented.

4.1. Research design

As already stated in the *Introduction*, the main objective in this research study is to examine if store personality has an impact on customer perceived value and how the relationship between those two is moderated by hedonic and utilitarian shopping motivation. In order to meet the objective it is first necessary to understand and discover constructs that determine the store personality – customer value relationship and because quantifying the data and generalizing the results from the sample is needed, the option that fits best the whole process is using a quantitative explanatory research. A quantitative research is used because is the type of methodology that seeks to quantify the data (Malhotra, 2004, p. 137). Another reason for using a quantitative approach is closely related to its ability to handle a quite large number of data resulted from a quite large number of respondents by using a statistical method (Davis, 2007).

4.2. Population, data sample and data collection

In this research paper, the target population includes individuals that can be named as customers of the H&M stores in worldwide. Therefore, the sample for this study will consists in customers from several countries. In order to make the analysis possible and to accurate the information needed, the sample size must contain a relevant number of respondents.

In total, the sample contains 219 respondents. The data was collected thorough social media website such as Facebook and Twitter. To interpret the data, IMB's software SPSS version 16.0 was used. However, some of them deal with missing values, which were deleted from the analysis process because are too many for each respondent and they cannot be filled in SPSS. Moreover, from this number of respondents, 33 (15%) people proved not to be a customer of H&M stores, hence, they were also not included in the analysis.



#	Answer		Response	%
1	Yes		186	85%
2	No		33	15%
	Total		219	100%

Table 4.2.1: Customers vs. non-customers of the sample

The group of respondents consists in 74 males (38%) and 122 females (62%); the rest of population till 219 are the missing value and the gender question was not answered.



#	Answer		Response	%
1	Male		74	38%
2	Female		122	62%
	Total		196	100%

Table 4.2.3: Gender characteristics of the sample

Questionnaire

In the process of collecting data an internet-based questionnaire will be used as an instrument. Using the questionnaire as a survey methodology is the best tool in obtaining the information and data needed due to its very structured manner. Some of the reasons for using it include its advantages. This include: very large amounts can be collected from a large sample in a relatively very short period of time and without any costs and the data obtained can be quickly and easily interpreted using the necessary statistical skills and a software program. On the other hand, a questionnaire may bring also some negative aspects: the respondents may not be truthful; some respondents may understand differently the meaning of the question which will lead to a high level of subjectivity and last but not least, sometimes it may lack validity (<http://libweb.surrey.ac.uk/>).

The questionnaire used in this research paper is designed in concordance with the main research question and objective of this study and contains close-ended questions that can be answered with a single answer. Most of the questions are measured on a 7 point Likert scale. This scale was used for this research because it is very easy to construct and administer and as a consequence, the respondents can easily understand how to use it; on the other hand, the disadvantage of using Likert scale has its place in the time needed to read and complete the question; it takes time because the respondents have to read carefully each statement (Malhorta, 2004, p. 259).

Furthermore, the questionnaire is designed in Qualtrics Survey Software and can be found in the appendix. The questions are borrowed from the work of Willems et al and refer to all the outcomes in this study. The original scales of the questions pertain to several authors as follows:

Outcome	Author
Store personality	D'Astous en Lévesque (2003)
Excellence	Oliver (1997), Cronin et al. (2000), Dabholkar et al. (1996), Vazquez et al. (2001)
Efficiency	Chaudhuri and Ligas (2009), Dabholkar et al. (1996), Ruiz et al. (2008) and Vazquez et al. (2001)
Aesthetics	Sanchez-Fernandez et al. (2009), Vazquez et al. (2001)
Social value	Sweeney and Soutar (2001)
Altruistic value	Du et al. (2007)
Play	Petrick (2002)
Shopping motivation	Arnold and Reynolds (2003) and Babin et al. (1994)

Table 4.2.4: Literature questionnaire

4.3. Results and discussion

The analysis part of this study will be realised in three steps:

1. The descriptive statistics of the dependent (customer value) and independent (store personality) variables will be presented and described.
2. The first hypothesis will be tested. There it will be examined if store personality has an influence on customer value.
3. The second hypothesis will be tested. It will be observed if the store personality-customer value relationship is moderated by hedonic and utilitarian shopping motivations.

Descriptive statistics

From the table below it can be observed that all of the independent variables were measured in the questionnaire using Likert 7 scale point and in the scale the value is an average of the score, the minimum score is 1 and the maximum score 7 which is very correct and positive for what it was expected. Moreover, looking at the Median it can be seen that 50% of the observed values had a score less than it. Also, the values for the Mean and Median are very close, that means the distribution is almost symmetrical which indicates a good spread of the sample.

Variable	Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
Sophistication	1	3.75	4.750	4.466	5.50	7
Enthusiasm	1	4.75	5.500	5.185	6	7
Genuineness	1	4	5	4.892	5.75	7
Solidity	1	4	4.500	4.565	5	7
Unpleasantness	1	2	3.125	3.256	4	7

Table 4.3.1: Summary Statistics for the independent variables (covariates)

For the dependent variables it can be observed that the same positive results as for the independent variables, expect for the Excellence Product and Aesthetics. That means the respondents didn't really have a positive/good opinion about those two like for the other outcomes.

Variable	Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
Efficiency	1	4.875	5.250	5.230	5.688	7
Excellence Product	1	3.200	4	4.028	4.850	7
Excellence Personnel	1.909	4.023	4.818	4.813	5.636	7
Altruistic Value	1	3.500	4	4.170	5.250	7
Play	1	4	5	4.821	6.000	7
Social	1	2.500	4	3.829	5.000	7
Aesthetics	2	4.429	5.214	5.162	6.000	7

Table 4.3.2: Summary Statistics of the dependent variables (outcome variables)

H₁ testing

There is a continuous response of the scores of different customer values that needs to be found out in the evaluation and it is important to see how the various factors of store personality affect the value individually. Thus there is also a univariate response of the score for a particular customer value and the covariates as the factors of store personality. One of the most common statistical techniques to evaluate the effect of the continuous covariates on the continuous response and the one that is also suitable for this study is using *Multiple Linear Regressions*.

As already mentioned above, it is crucial to see how store personality factors have an influence on customer value, so it's necessary to be analyzed individually. For this, the overall model for the regression analysis is the following:

H₀: None of the dependent variables are significant or all the regression coefficients are equal to zero.

H₁: At least one of the regression coefficients is not equal to zero.

This overall model is representative and will be used for each type of value dimensions in order to develop the statistical hypotheses and go further with the analysis.

Model 1: Efficiency

By running the F-Test, the **P-value** is obtained: **< 2.2e-16**. Thus, the null hypothesis is rejected and it can be concluded that there is at least one coefficient which is significantly affecting the Efficiency dimension. Further, the multiple regression analysis will be proceeded in order to check the following statistical hypothesis:

H₀: Coefficient β_i is equal to zero, or the independent variable is not significantly affecting the Efficiency

H₁: Coefficient β_i is not equal to zero or the independent variable is significantly affecting the Efficiency

Where β_i = Sophistication, Enthusiasm, Genuineness, Solidity, Unpleasantness

The hypothesis will be checked for each of the coefficients in the model. The obtained table with the regression coefficients is reported below. For this multiple linear regression analysis, the obtained adjusted R² value is 0.56, which indicates that the coefficients explain for 56 % of the variability that is observed in the Efficiency dimension.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	2.14345	0.33382	6.421	3.63E-09	***
Sophistication	0.05815	0.05634	1.032	0.3043	
Enthusiasm	0.29191	0.06866	4.251	4.50E-05	***
Genuineness	0.19607	0.07830	2.504	0.0138	*
Solidity	0.09352	0.06581	1.421	0.1581	
Unpleasantness	-0.02084	0.04064	-0.513	0.6091	

Table 4.3.3: Regression coefficients for Efficiency

From the above table we see that only Enthusiasm and Genuineness has a positive impact on the observed Efficiency at 5% level of significance.

Model 2: Excellence Product

Obtained p-value is obtained from the F-Test: **< 2.2e-16**. Hence, the null hypothesis is rejected and it can be concluded that there is at least one coefficient which is significantly affecting the Excellence Product dimension. Moreover, by preceding the multiple regression analysis, the following statistical hypothesis will be checked:

H₀: Coefficient β_i is equal to zero, or the independent variable is not significantly affecting the Excellence Product

H₁: Coefficient β_i is not equal to zero or the independent variable is significantly affecting the Excellence Product

Where β_i = Sophistication, Enthusiasm, Genuineness, Solidity, Unpleasantness

These statistical hypotheses will be checked for each of the coefficients in the model. For this multiple linear regression analysis, the obtained adjusted R^2 value is 0.59, which indicates that the coefficients explain for 59 % of the variability that is observed in the outcome of Excellence Product.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	-0.60411	0.51509	-1.173	0.2434	
Sophistication	0.55303	0.08545	6.472	2.78E-09	***
Enthusiasm	0.09309	0.10486	0.888	0.3766	
Genuineness	0.22309	0.11836	1.885	0.0621	.
Solidity	0.11508	0.10081	1.142	0.2561	
Unpleasantness	0.01999	0.06263	0.319	0.7503	

Table 4.3.5: Regression coefficients for Excellence Product

It can be concluded from the above table that only Sophistication has a positive impact on the observed Excellence Product at 5% level of significance. However Genuineness also has a positive effect at 10% level of significance.

Model 3: Excellence Personnel

After obtaining P-value: $< 2.2e-16$, the null hypothesis is rejected and it is concluded that there is at least one coefficient which is significantly affecting the Excellence Personnel dimension. In order to check the following statistical hypotheses, the multiple regression analysis is proceeding:

H_0 : Coefficient β_i is equal to zero, or the independent variable is not significantly affecting the Excellence Personnel

H_1 : Coefficient β_i is not equal to zero or the independent variable is significantly affecting the Excellence Personnel

Where β_i = Sophistication, Enthusiasm, Genuineness, Solidity, Unpleasantness

By checking the statistical hypotheses for each of the coefficients in the model, the following table with the regression coefficients is obtained.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	1.35334	0.39585	3.419	0.000888	***
Sophistication	0.15547	0.06576	2.364	1.99E-02	*
Enthusiasm	0.22872	0.08082	2.830	0.00555	**
Genuineness	0.22875	0.09152	2.499	0.013949	*
Solidity	0.14037	0.07804	1.799	0.074864	.
Unpleasantness	-0.05383	0.04815	-1.118	0.266047	

Table 4.3.6: Regression coefficients for Excellence Personnel

The obtained adjusted R^2 value is 0.56, which indicates that the covariates explain for 56 % of the variability that is observed in the outcome of Excellence Personnel. Moreover, it can be observed from the above table that Sophistication, Enthusiasm and Genuineness have a positive impact on the Excellence Personnel at 5% level of significance. However, Solidity also has a positive effect at 10% level of significance.

Model 4: Aesthetics

After running F-Test, the p-value is obtained: $< 2.2e-16$. Therefore, the null hypothesis is rejected and it can be stated that there is at least one coefficient which is significantly affecting the Aesthetics dimension. Further, the following statistical hypotheses are check by running again multiple regression analysis:

H_0 : Coefficient β_i is equal to zero, or the independent variable is not significantly affecting the Aesthetics

H_1 : Coefficient β_i is not equal to zero or the independent variable is significantly affecting the Aesthetics

Where β_i = Sophistication, Enthusiasm, Genuineness, Solidity, Unpleasantness

After checking these hypotheses for each of the coefficients, the following table with the regression coefficients is obtained. For this multiple linear regression analysis, the adjusted R^2 value is 0.52, which indicates that the covariates explain for 52% of the variability that is observed in the outcome of Aesthetics.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	2.00097	0.39657	5.046	1.88E-06	***
Sophistication	0.18039	0.06571	2.745	7.11E-03	**
Enthusiasm	0.22228	0.08111	2.74	0.0072	**
Genuineness	0.09124	0.09097	1.003	0.31814	
Solidity	0.21117	0.07816	2.702	0.00803	**
Unpleasantness	-0.06205	0.04809	-1.29	0.19976	

Table 4.3.6: Regression coefficients for Aesthetics

Hence, it is concluded from the above table that Sophistication, Enthusiasm and Solidity have a positive impact on the observed Aesthetics at 5% level of significance.

Model 5: Altruistic Value

Because the obtained p-value is **3.894e-10**, the null hypothesis is rejected and there is at least one independent variable which is significantly affecting the Altruistic Value dimension. Moreover, the following statistical hypotheses will be tested by running multiple regression analysis:

H₀: Coefficient β_i is equal to zero, or the independent variable is not significantly affecting the Altruistic Value

H₁: Coefficient β_i is not equal to zero or the independent variable is significantly affecting the Altruistic Value

Where β_i = Sophistication, Enthusiasm, Genuineness, Solidity, Unpleasantness

After checking the statistical hypothesis for each of the coefficients in the model, it will be obtained the table with the regression coefficients as follows which is reported below. For the multiple linear regression analysis, the **adjusted R² value** is **0.35**, which indicates that the coefficients explain for 35% of the variability that is observed in the outcome of Altruistic Value.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	0.59733	0.69208	0.863	3.90E-01	
Sophistication	0.42139	0.11487	3.668	3.79E-04	***
Enthusiasm	-0.04757	0.14154	-0.336	0.737452	
Genuineness	0.1602	0.15901	1.007	0.315958	
Solidity	0.29252	0.13645	2.144	0.034268	*
Unpleasantness	-0.05283	0.08429	-0.627	0.532105	

Table 4.3.7: Regression coefficients for Altruistic Value

Therefore, Sophistication and Solidity have a positive impact on the Altruistic Value observed at 5% level of significance.

Model 6: Play

The null hypothesis is rejected because of the obtained P-value: < **2.2e-16**. Hence, it is concluded that there is at least one coefficient which is significantly affecting the Play dimension of customer value. Further, the following statistical hypothesis will be checked by running again a linear multiple regressions:

H₀: Coefficient β_i is equal to zero, or the independent variable is not significantly affecting the Play

H₁: Coefficient β_i is not equal to zero or the independent variable is significantly affecting the Play

Where β_i = Sophistication, Enthusiasm, Genuineness, Solidity, Unpleasantness

The hypothesis for each of the coefficient in the model is checked. The obtained table with the regression coefficients is reported below. For this multiple linear regression analysis, it was obtained an **adjusted R²** value of **0.614**, which indicates that the covariates explain for 61.4% of the variability that is observed in the outcome of Play.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	0.60634	0.47291	1.282	2.03E-01	
Sophistication	0.19220	0.07845	2.450	1.59E-02	*
Enthusiasm	0.49255	0.09627	5.116	1.33E-06	***
Genuineness	0.12827	0.10867	1.180	0.2404	
Solidity	0.14505	0.09255	1.567	0.1199	
Unpleasantness	-0.14947	0.05750	-2.599	0.0106	*

Table 4.3.8: Regression coefficients for Play

From the above table it is observed that Sophistication and Enthusiasm have a positive impact on the Play observed at 5% level of significance. However Unpleasantness has a significant negative impact on the Play dimension of customer value.

Model 7: Social Value

From F-Test the obtained **P-value** is: **3.711e-09**. Therefore, the null hypothesis is rejected and it can be concluded that there is at least one coefficient which is significantly affecting the Social Value. Furthermore, the statistical hypotheses are check by running the multiple regression analysis:

H₀: Coefficient β_i is equal to zero, or the independent variable is not significantly affecting the Social Value

H₁: Coefficient β_i is not equal to zero or the independent variable is significantly affecting the Social Value

Where β_i = Sophistication, Enthusiasm, Genuineness, Solidity, Unpleasantness

The hypotheses for each of the coefficients are checked; the result is a table with the regression coefficients as follows which is reported below. For this multiple linear regression analysis, the obtained **adjusted R²** value is **0.35**, which indicates that the covariates explain for 35% of the variability that is observed in the outcome of Social.

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	-0.30522	0.76989	-0.396	0.6926	
Sophistication	0.26928	0.12798	2.104	0.0377	*
Enthusiasm	0.0104	0.15673	0.066	0.9472	
Genuineness	0.40058	0.17805	2.25	0.0265	*
Solidity	0.22396	0.1512	1.481	0.1415	
Unpleasantness	-0.03012	0.09367	-0.322	0.7484	

Table 4.3.9: Regression coefficients for Social Value

Therefore, from the above table it is observed that Sophistication and Genuineness have a positive impact on the Social Value observed at 5% level of significance.

The summary of all the models that were considered with various responses is shown in the table below. In all the models the coefficients are Sophistication, Enthusiasm, Genuineness, Solidity and Unpleasantness in all the cases. That is why we see the numerator degrees of freedom as fixed to 5 in all the models for the F-test. However it is observed that the denominator degrees of freedom are different in all the cases because of the missing observations that were present. However the percentage of missing observations is minimal and hence is not of much concern.

Model No.	Outcome	Adj. R square	F-value	num. DF	den. DF	P-value
1	Efficiency	0.5587	29.87	5	109	< 2.2e-16
2	Excellence Product	0.5851	33.43	5	110	< 2.2e-16
3	Excellence Personnel	0.5618	29.98	5	108	< 2.2e-16
4	Aesthetics	0.5195	25	5	106	< 2.2e-16
5	Altruistic Value	0.3510	13.33	5	109	3.894E-10
6	Play	0.6142	37.62	5	110	< 2.2e-16
7	Social Value	0.3246	11.86	5	108	3.71E-09

Table 4.3.1.0: Summary of the customer value outcomes

H₂ testing

The next step of the analysis consists in incorporating the moderator variable, which is the shopping motivating factor of the individual and repeat all the analysis. Shopping motivating factor is a binary

variable, coded as 1 for hedonic shoppers, and 0 for utilitarian shoppers. What is to be found out is if the motivation factor being hedonic has a larger impact on the customer value dimension than the utilitarian one.

For this, a *Multi Grouping Analysis* will be conducted. The two cases will be considered; hedonic and utilitarian; and also a complete model which includes both, to see the differential effect of having the moderator of shopping motivation. The Chow Test is used in order to come up with the conclusions. The Chow Test is calculated in Excel and. Furthermore, five independent variables will be used (store personality traits) throughout the analysis and ESS refers to the Error Sum of Squares.

The overall model for this analysis is the following:

H₀: Regression parameters for the Hedonic and the Utilitarian groups are equal, or there is no difference in the effect, for both groups

H₁: At least one of the regression coefficients is not equal to zero. And hence there is a difference in effect between the two groups

After having a look at all the seven outcome variables and presenting the analysis results in the *Table 4.3.1.1.*, it can be seen that a differential effect between the two groups, hedonic and utilitarian is only seen for the outcome of Efficiency, and Social Value. For all the other five responses there was no differential effect in the two motivation groups for shopping motivations namely hedonic and utilitarian.

Because of the missing values, the sample size for the hedonic and utilitarian shoppers is different in some cases.

Model No.	Outcome	ESS Full Model	ESS Hedonic	ESS Utilitarian	Chow Test Value	P-value	Sample Size (Hedonic)	Sample Size (Utilitarian)
1	Efficiency	36.31	10.24	25.75	0.184	0.032	41	72

2	Excellence Product	87.25	20.89	62.72	0.907	0.521	41	73
3	Excellence Personnel	50.53	15.81	32.47	0.952	0.549	40	72
4	Aesthetics	49.29	24.76	21.16	1.466	0.792	38	72
5	Altruistic Value	156.04	65.44	87.13	0.469	0.201	40	73
6	Play	73.55	31.48	38.92	0.932	0.537	41	73
7	Social Value	191.33	59.32	130.88	0.121	0.013	40	72

Table 4.3.1.1: Summary result for Multi grouping analysis

Chapter 5: Conclusion, limitations and implications

In this chapter the general conclusion will be formulated on the basis of the previous analysis and what are its limitations. Moreover, some implications for H&M store will be proposed.

5.1. Conclusion

The first part of the analysis consists in testing the first hypothesis. It is concluded that the personality of H&M store is a source of the value perceived by its customers. It has been demonstrated that *Sophistication*, *Enthusiasm*, *Genuineness* and *Solidity* do have a positive impact on customer value, while the *Unpleasantness* has a negative impact on customer value.

For the second part of the analysis it is concluded that the store personality – customer value relationship is not moderated by shopping motivation. Even though it was found that shopping motivation can be a moderator for the relationship between store personality and *Efficiency*, respectively *Social Value*, support for the other dimensions of customer value could not be found. Also there were not observed differences between the hedonic and the utilitarian driven shoppers.

5.2. Implications

The overall finding of this research study showed that the positive personality traits of a store can increase the level of customer value and on the other hand, the negative trait *unpleasantness* can decrease the level of customer value.

Therefore, from a managerial point of view, it is evident that a strong store personality does provide customer value. From the descriptive statistic for independent variables it can be seen that *Enthusiasm* scores the highest value (Mean= 5.185). Hence, this trait is H&M's strongest point and is appreciated the most by its customers. Brengman and Willems (2009) describe an enthusiastic store as having colorful design, good background music and youthful clothes. Hence, H&M store can keep on focusing on these aspects or even try to improve them.

Going back to the descriptive analysis for dependent variables, it can be observed that *Excellence Personnel* and *Aesthetics* are not the strongest points for H&M store. Thus, H&M should train more its personnel in order to reach the expectations of its customers. When it comes to *Aesthetics*, H&M should take into consideration the factors that constitute this outcome, such as the attractiveness of

shopping windows, the store lighting, and the appearance of the staff; and try again to improve them.

Last but not least, because support could not be found for hedonic and utilitarian shopping motivations moderator, entails relevant managerial implications. H&M should take into consideration the fact that they need to understand that customers' motivation is very important if they want to deliver value to its customers. For example, if customers are hedonic driven, they will seek for fun, excitement, joy and fantasy (Hirschman, 1983), so H&M should deliver those aspects that fulfill customers' needs in this sense. On the other hand, if customers are utilitarian driver, they will seek for satisfying their economical or functional needs (Babin et al., 1994); hence, H&M should make sure that those needs and goals of the customers can be achieved.

5.3. Limitations

Even though this research study achieved the main objective, there still exist some limitations for it. Firstly, the size of the sample can have negative impacts on the result of the analysis; due to time limit, the data was collected from 220 respondents, which can be considered not a big number for worldwide customers of H&M store. Moreover, the sample was reached by using social media (Facebook and Twitter) and because of this; it might have limited the audience. Secondly, it is possible that some of the respondents didn't answer the questions in a proper way; fact that can affect the findings of this study.

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Appendix

Have you ever shopped at H&M stores?

- Yes
 No

In which town (country) do you shop at H&M store most frequently?

YOUR H&M STORE IN PERSON

Think of the H&M store you visit the most as a person. How would you describe it?

The H&M store I visit the most is...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Chic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-class	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stylish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enthusiastic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynamic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hardy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thriving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irritating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Superficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EVERYTHING HAS ITS PRICE

Buying something always involves sacrifices. Besides the price you have to pay, there is always time and effort a customer must spend whilst in the store.

Concerning the H&M store you visit the most, what is your opinion on the following statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The store is accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store lay-out at this store makes it easy for customers to find what they need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store often has interesting bargains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store's offerings are reasonably priced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store offers good value for the price I pay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store's dressing rooms are comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store has convenient opening hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usually, waiting time at the cash registers is not too long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

THE QUALITY CHECK

All products have some level quality. What do you think about the quality the H&M stores offer? In answering the questions below keep again in mind the H&M store you visit the most.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The offerings of the store are of excellent quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store is one of the best with respect to quality clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The offerings of the store are of high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The offerings of the store are superior in comparison to those of other stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store has high standards for its offerings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

H&M STORE PERSONNEL

All H&M stores have personnel. When you think of the H&M store you visit the most, what is your opinion on the store's personnel?

The store's personnel...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
does its best to resolve any customer problem directly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is always courteous to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is never too busy to respond to customer requests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has the knowledge to answer customers' questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
does its best to solve customer complains immediately	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is honest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
offers prompt service to its customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is approachable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
listens to the customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gives customer individual attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is not pushy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Indicate to what extent do you agree with the following statements regarding H&M store's environment.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The store's layout is appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The appearance of the staff is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store is tidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The dressing rooms are clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The shopping window looks attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store lighting is attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The offerings are presented in an appealing way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A(N) (A) SOCIAL TYPE?

Does H&M only care about making money? Or are they also concerned about their role in society?

Regarding the H&M store I visit the most, I believe it...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
is socially responsible company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
makes a real difference through its socially responsible actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DOES SHOPPING AT H&M PUT A SMILE ON YOUR FACE?

Indicate to what extent do you agree with the following statements regarding your feelings when you shop your H&M store.

Shopping at this store...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Makes me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives me pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives me a sense of joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes me feel delighted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives me happiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BUILDING YOUR IMAGE

Concerning the H&M store I visit the most, shopping at this particular store...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Helps me to feel acceptable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improves the way I am perceived by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes a good impression on other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives me social approval	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WHAT CLOTHES SHOPPING TYPE ARE YOU?

Consider shopping for clothes in general (so not just H&M). What do you think about the following?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
To me, shopping is an adventure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find shopping stimulating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping makes me feel like I am in my own universe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I go shopping when I want to treat myself to something special	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am in a down mood, I go shopping to make me feel better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To me, shopping is a way to relieve stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop for others because when they feel good I feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy shopping for my friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy shopping around to find the perfect gift for someone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy hunting for bargains when I shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy looking for discounts when I shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For the most part, I go shopping when there are sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I go shopping with my friends or family to socialize	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I enjoy socializing with others when I shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping with other is a bonding experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I go shopping to keep up with the new fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I go shopping to keep up with the trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I go shopping to see what new products are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to achieve what I planned on a particular shopping trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On a particular shopping trip, it is important to find items that I am looking for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your age?

What is your gender?

Male

Female

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.578	.559	.577

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.742	5	9.948	29.866	.000 ^a
	Residual	36.308	109	.333		
	Total	86.050	114			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Efficiency

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.143	.334		6.421	.000
	Sophistication	.058	.056	.091	1.032	.304
	Enthusiasm	.292	.069	.391	4.251	.000
	Genuineness	.196	.078	.271	2.504	.014
	Solidity	.094	.066	.117	1.421	.158
	Unpleasantness	-.021	.041	-.037	-.513	.609

a. Dependent Variable: Efficiency

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777 ^a	.603	.585	.891

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.581	5	26.516	33.430	.000 ^a
	Residual	87.250	110	.793		
	Total	219.832	115			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Excellence.product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.604	.515		-1.173	.243
	Sophistication	.553	.085	.544	6.472	.000
	Enthusiasm	.093	.105	.078	.888	.377
	Genuineness	.223	.118	.195	1.885	.062
	Solidity	.115	.101	.091	1.142	.256
	Unpleasantness	.020	.063	.022	.319	.750

a. Dependent Variable: Excellence.product

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.562	.684

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.127	5	14.025	29.976	.000 ^a
	Residual	50.532	108	.468		
	Total	120.659	113			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Excellence.personnel

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.353	.396		3.419	.001
	Sophistication	.155	.066	.206	2.364	.020
	Enthusiasm	.229	.081	.258	2.830	.006
	Genuineness	.229	.092	.269	2.499	.014
	Solidity	.140	.078	.148	1.799	.075
	Unpleasantness	-.054	.048	-.080	-1.118	.266

a. Dependent Variable: Excellence.personnel

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.541	.519	.682

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.120	5	11.624	24.999	.000 ^a
	Residual	49.288	106	.465		
	Total	107.408	111			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Aesthetics

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.001	.397		5.046	.000
	Sophistication	.180	.066	.252	2.745	.007
	Enthusiasm	.222	.081	.264	2.740	.007
	Genuineness	.091	.091	.114	1.003	.318
	Solidity	.211	.078	.236	2.702	.008
	Unpleasantness	-.062	.048	-.097	-1.290	.200

a. Dependent Variable: Aesthetics

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ^a	.379	.351	1.196

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.406	5	19.081	13.329	.000 ^a
	Residual	156.037	109	1.432		
	Total	251.443	114			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Altrusitic.value

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.597	.692		.863	.390
	Sophistication	.421	.115	.387	3.668	.000
	Enthusiasm	-.048	.142	-.037	-.336	.737
	Genuineness	.160	.159	.131	1.007	.316
	Solidity	.293	.136	.214	2.144	.034
	Unpleasantness	-.053	.084	-.054	-.627	.532

a. Dependent Variable: Altrusitic.value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.614	.818

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.765	5	25.153	37.621	.000 ^a
	Residual	73.545	110	.669		
	Total	199.310	115			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Play

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.606	.473		1.282	.202
	Sophistication	.192	.078	.199	2.450	.016
	Enthusiasm	.493	.096	.433	5.116	.000
	Genuineness	.128	.109	.118	1.180	.240
	Solidity	.145	.093	.120	1.567	.120
	Unpleasantness	-.149	.058	-.173	-2.599	.011

a. Dependent Variable: Play

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595 ^a	.355	.325	1.331

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.083	5	21.017	11.863	.000 ^a
	Residual	191.331	108	1.772		
	Total	296.414	113			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: social

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.305	.770		-.396	.693
	Sophistication	.269	.128	.228	2.104	.038
	Enthusiasm	.010	.157	.007	.066	.947
	Genuineness	.401	.178	.300	2.250	.026
	Solidity	.224	.151	.152	1.481	.141
	Unpleasantness	-.030	.094	-.029	-.322	.748

a. Dependent Variable: social

Hedonic

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.578	.533

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.394	5	3.479	12.231	.000 ^a
	Residual	10.239	36	.284		
	Total	27.633	41			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

b. Dependent Variable: Efficiency

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.839	.544		3.379	.002
	Sophistication	.089	.090	.132	.988	.330
	Enthusiasm	.331	.112	.449	2.948	.006
	Genuineness	.189	.123	.268	1.541	.132
	Solidity	.078	.115	.088	.678	.502
	Unpleasantness	.008	.061	.015	.130	.897

a. Dependent Variable: Efficiency

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.693	.650	.762

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.135	5	9.427	16.256	.000 ^a
	Residual	20.877	36	.580		
	Total	68.011	41			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

b. Dependent Variable: Excellence.product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.351	.777		-1.738	.091
	Sophistication	.527	.129	.495	4.081	.000
	Enthusiasm	.271	.160	.234	1.689	.100
	Genuineness	.258	.175	.233	1.471	.150
	Solidity	.078	.164	.056	.475	.638
	Unpleasantness	.039	.088	.046	.442	.661

a. Dependent Variable: Excellence.product

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.628	.575	.672

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.736	5	5.347	11.841	.000 ^a
	Residual	15.806	35	.452		
	Total	42.541	40			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

b. Dependent Variable: Excellence.personnel

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.027	.687		1.495	.144
	Sophistication	.189	.115	.224	1.648	.108
	Enthusiasm	.209	.142	.228	1.475	.149
	Genuineness	.411	.158	.467	2.606	.013
	Solidity	-.013	.146	-.012	-.089	.930
	Unpleasantness	.000	.078	.001	.006	.995

a. Dependent Variable: Excellence.personnel

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 ^a	.361	.264	.866

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.987	5	2.797	3.728	.009 ^a
	Residual	24.764	33	.750		
	Total	38.750	38			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

b. Dependent Variable: Aesthetics

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.942	.904		3.255	.003
	Sophistication	.009	.147	.011	.060	.953
	Enthusiasm	.257	.189	.286	1.361	.183
	Genuineness	.057	.200	.068	.287	.776
	Solidity	.275	.192	.258	1.435	.161
	Unpleasantness	-.200	.101	-.312	-1.973	.057

a. Dependent Variable: Aesthetics

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589 ^a	.347	.254	1.367

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.817	5	6.963	3.724	.008 ^a
	Residual	65.439	35	1.870		
	Total	100.256	40			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

b. Dependent Variable: Altruistic.value

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.186	1.396		.133	.895
	Sophistication	.424	.232	.327	1.831	.076
	Enthusiasm	-.182	.292	-.129	-.624	.537
	Genuineness	.452	.315	.336	1.434	.161
	Solidity	.223	.301	.131	.742	.463
	Unpleasantness	-.028	.159	-.027	-.174	.863

a. Dependent Variable: Altrusitic.value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.461	.935

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.056	5	7.011	8.019	.000 ^a
	Residual	31.477	36	.874		
	Total	66.533	41			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.056	5	7.011	8.019	.000 ^a
	Residual	31.477	36	.874		
	Total	66.533	41			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

b. Dependent Variable: Play

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.774	.955		.810	.423
	Sophistication	.173	.159	.164	1.091	.283
	Enthusiasm	.435	.197	.380	2.207	.034
	Genuineness	.249	.215	.228	1.157	.255
	Solidity	.075	.201	.055	.371	.713
	Unpleasantness	-.099	.108	-.119	-.918	.365

a. Dependent Variable: Play

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602 ^a	.362	.271	1.302

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.679	5	6.736	3.974	.006 ^a
	Residual	59.321	35	1.695		
	Total	93.000	40			

a. Predictors: (Constant), Unpleasantness, Enthusiasm, Solidity, Sophistication, Genuineness

b. Dependent Variable: social

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.687	1.330		-.516	.609
	Sophistication	.368	.223	.294	1.652	.108
	Enthusiasm	.057	.274	.042	.209	.836
	Genuineness	.387	.306	.297	1.267	.213
	Solidity	.146	.283	.090	.515	.610
	Unpleasantness	.022	.150	.023	.148	.883

a. Dependent Variable: social

Utilitarian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.556	.523	.620

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.222	5	6.444	16.769	.000 ^a
	Residual	25.749	67	.384		
	Total	57.971	72			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Efficiency

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.323	.447		5.196	.000
	Sophistication	.037	.076	.059	.485	.629
	Enthusiasm	.274	.090	.366	3.035	.003
	Genuineness	.198	.107	.271	1.855	.068
	Solidity	.102	.085	.132	1.198	.235
	Unpleasantness	-.040	.056	-.068	-.711	.479

a. Dependent Variable: Efficiency

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.572	.540	.960

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.692	5	16.738	18.148	.000 ^a
	Residual	62.717	68	.922		
	Total	146.409	73			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Excellence.product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.185	.692		-.267	.790
	Sophistication	.562	.116	.564	4.855	.000
	Enthusiasm	-.006	.138	-.005	-.046	.964
	Genuineness	.185	.161	.161	1.151	.254
	Solidity	.164	.131	.136	1.253	.215
	Unpleasantness	.006	.087	.007	.071	.944

a. Dependent Variable: Excellence.product

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.576	.545	.696

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.141	5	8.828	18.216	.000 ^a
	Residual	32.471	67	.485		
	Total	76.612	72			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Excellence.personnel

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.661	.502		3.306	.002
	Sophistication	.138	.084	.192	1.646	.104
	Enthusiasm	.220	.100	.255	2.186	.032
	Genuineness	.137	.116	.166	1.180	.242
	Solidity	.212	.096	.241	2.217	.030
	Unpleasantness	-.085	.063	-.126	-1.356	.180

a. Dependent Variable: Excellence.personnel

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.688	.665	.562

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.738	5	9.348	29.599	.000 ^a
	Residual	21.159	67	.316		
	Total	67.897	72			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Aesthetics

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.399	.405		3.451	.001
	Sophistication	.274	.068	.400	4.006	.000
	Enthusiasm	.189	.081	.234	2.350	.022
	Genuineness	.114	.095	.146	1.202	.234
	Solidity	.200	.077	.241	2.586	.012
	Unpleasantness	.030	.051	.047	.592	.556

a. Dependent Variable: Aesthetics

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.368	1.132

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.957	5	12.191	9.515	.000 ^a
	Residual	87.127	68	1.281		
	Total	148.084	73			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Altrusitic.value

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.942	.816		1.154	.253
	Sophistication	.417	.136	.416	3.059	.003
	Enthusiasm	-.007	.162	-.006	-.046	.964
	Genuineness	.014	.189	.012	.073	.942
	Solidity	.342	.154	.282	2.215	.030
	Unpleasantness	-.079	.102	-.084	-.775	.441

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.942	.816		1.154	.253
	Sophistication	.417	.136	.416	3.059	.003
	Enthusiasm	-.007	.162	-.006	-.046	.964
	Genuineness	.014	.189	.012	.073	.942
	Solidity	.342	.154	.282	2.215	.030
	Unpleasantness	-.079	.102	-.084	-.775	.441

a. Dependent Variable: Altruistic.value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.692	.669	.757

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.425	5	17.485	30.553	.000 ^a
	Residual	38.916	68	.572		
	Total	126.342	73			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: Play

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.683	.545		1.253	.215
	Sophistication	.164	.091	.177	1.797	.077
	Enthusiasm	.508	.109	.460	4.683	.000
	Genuineness	.103	.126	.097	.812	.420
	Solidity	.161	.103	.143	1.557	.124
	Unpleasantness	-.177	.068	-.205	-2.598	.011

a. Dependent Variable: Play

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.592 ^a	.351	.302	1.398

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.664	5	14.133	7.235	.000 ^a
	Residual	130.878	67	1.953		
	Total	201.541	72			

a. Predictors: (Constant), Unpleasantness, Solidity, Enthusiasm, Sophistication, Genuineness

b. Dependent Variable: social

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.068	1.008		-.067	.947
	Sophistication	.212	.168	.181	1.257	.213
	Enthusiasm	-.011	.201	-.008	-.056	.955
	Genuineness	.414	.234	.308	1.773	.081
	Solidity	.250	.191	.176	1.312	.194
	Unpleasantness	-.060	.126	-.055	-.478	.634

a. Dependent Variable: social

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Richting: **Master of Management**

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