

1. Record Nr.	UNINA9910484530303321
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Titolo	Hedonism, Utilitarianism, and Consumer Behavior : Exploring the Consequences of Customer Orientation / / by Daniele Scarpi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	9783030438760 3030438767
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (xxi, 192 pages) : illustrations
Collana	Palgrave pivot
Disciplina	658.812 650
Soggetti	Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction -- 2. Hedonism and utilitarianism in consumer behavior -- 3. Hypotheses and conceptual model development for hedonism, utilitarianism and consumer behavior -- 4. Methodology and tools for exploring the consequences of shopper orientation -- 5. Hedonism and utilitarianism in the intensive distribution -- 6. Hedonism and utilitarianism in the selective distribution -- 7. Comparison of the distribution channels.
Sommario/riassunto	This book investigates the effects of utilitarian and hedonic shopping behavior, drawing on original empirical research. Consumers have been shown to shop in one of two ways: they are either mainly driven by fun, escapism, and variety, or by need and efficiency. While previous literature has focused on the drivers of hedonic or utilitarian shopping, this book explores the consequences of these styles of shopping and addresses their impact on perceived value, money spent, and willingness to return to the store in future. The author synthesizes theories from previous studies, applying them to two key retailing contexts - intensive distribution and selective distribution. Ultimately, this book highlights the need for retailers to adopt a more consumer-based perspective to improve shopping experiences. It will prove useful for academics who want to gain a better understanding of hedonic and utilitarian behavior, and also offers practitioners with useful insights on

how to target different customer segments.
