

HEDONIC ORIENTATION: AN INDIVIDUAL DIFFERENCE VARIABLE

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ABSTRACT

Hedonic Orientation: An Individual Difference Variable

Zelina Frigan

In marketing theory, hedonic pursuits are often associated with negatively perceived consumer traits such as impulsiveness, faulty self-control and guilt. Literature in psychology contradicts this line of reasoning and asserts that the capacity to experience pleasure contributes to the well-being of the individual.

In order to assess what motivates consumers to engage in hedonic consumption and what the outcomes of such consumption are this thesis identifies an individual difference variable - hedonic orientation - to assess an individual's propensity to engage in hedonic consumption and develops a scale for its measurement. Using this measure consumer values related to hedonic consumption such as impulsiveness, self-control, guilt, frugality, and the Protestant work ethic are examined to elucidate their role in the hedonic orientation of individuals. Additionally, this new measure of orientation toward hedonic pursuits is used to investigate the impact of hedonic orientation on consumer outcomes such as the amount of time and money individuals' spend on hedonic consumption, as well as, life satisfaction and positive long-term health behaviors.

This research results in a novel, 7-item measure of hedonic orientation which demonstrates acceptable reliability and convergent validity. Of potential use to academics for testing relationships not easily tested, the hedonic orientation measure may also be of interest to practitioners due to its success in identifying individuals prone to consume hedonically. This research also demonstrates that engaging in hedonic consumption does not necessarily indicate a lack of control or high levels of impulsiveness rather appears to be associated with greater well-being and health.

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DEDICATION

I dedicate this thesis to my brother Adrian G. Frigan. The light that you gave me in life burns stronger in death. No battle seems as great.

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(1) INTRODUCTION

In North America, pleasure is business. The Arts, Entertainment and Recreation industry brought in an estimated \$ 9.3 billion in Canada during 2003 (Industry Canada 2004), and an astonishing \$158.5 billion in 2004 for the United States (US Census Bureau 2006).

Given the economic importance of this industry, it is not surprising that the study of pleasure permeates social sciences research from fields as diverse as philosophy, economics, marketing and psychology. Despite the significance of this industry, academics agree that little is really known about hedonic (e.g., pleasurable) consumption (Wakefield and Barnes 1996), how people consume experiences, or why they choose to do so (Hopkinson and Pujari 1999).

The publication of Hirschman and Holbrook's (1982) seminal article on hedonic consumption inspired research on topics such as the hedonic and utilitarian dimensions of attitudes (Voss, Spangenberg and Grohmann 2003), consumer justification of hedonic consumption (Okada 2005) and how individual difference variables, such as ethnicity (Hirschman 1982) or self-regulatory focus (Chernev 2004) impact hedonic consumption choices. Other investigations in the field have been qualitative and contextual, elucidating activities like river rafting (Arnould and Price 1993), white water kayaking (Hopkinson and Pujari 1999), cigar smoking (LaTour et al. 2003) and shopping (Arnold and Reynolds 2003). In the marketing literature, research on hedonic consumption tends to associate hedonistic pleasures with negatively perceived consumer characteristics, such as impulsiveness, lack of self-control, and guilt. This seems to contradict research in psychology that suggests that the ability to experience pleasure is an important

contributor to the well-being of individuals (Dworkin and Saczynski 1984). Overall, there seems to be a need for research that considers what motivates consumers to engage in hedonic consumption, and what the outcomes of hedonic consumption are.

The objective of this thesis research is fourfold: First, this research identifies an individual difference variable – hedonic orientation – that reflects individual’s propensity to engage in hedonic consumption, and proposes a newly developed scale for its measurement. Second, this research examines which of the consumer values that have been associated with hedonic consumption do indeed affect hedonic orientation. Finally, this research investigates the impact of hedonic orientation on the extent of hedonic consumption behavior, and considers whether hedonic consumption can result in positive long-term effects.

The main contribution of this research is the introduction of the construct of hedonic orientation. Hedonic orientation is defined as a consumer’s propensity to engage in hedonic forms of consumption. A scale to measure an individual's hedonic orientation – the Hedonic Orientation Scale (HOS) – is developed using accepted scale development procedures. This individual difference scale builds on scales to measure anhedonia (Chapman et al. 1976), hedonic capacity (Dworkin and Saczynski 1984) and pleasure seeking (Fawcett et al. 1983) developed in psychology, but is more specifically geared toward a consumption context. To date, no such scale exists, despite its obvious value in the identification of consumer segments that are more likely to engage in hedonic consumption, or the design of more effective advertising messages.

The second contribution of this thesis research consists of the investigation of the role of impulsiveness, self-control, and guilt in affecting hedonic orientation and thus hedonically oriented consumption. Hedonic consumption has been described as behavior that produces immediate, affective gratification at the cost of longer term consumer goals (Puri 1996). Some have suggested that hedonic consumption is the result of consumer impulsiveness and faulty self-control (Baumeister 2002), and others have identified consumer guilt as a barrier to enjoyment of hedonic goods, services and experiences (Kivetz and Zen 2005; Lascu 1991). Although these assertions have been made, relatively little empirical research has been conducted to test their applicability to a variety of hedonic consumption pursuits.

Hirschman and Holbrook (1982) suggest that norms and values affect the way in which individuals consume hedonic goods and services. To augment existing knowledge about how consumer values affect hedonic consumption, this research also investigates the role of Protestant work ethic (Wayne 1989) and frugality (Lastovicka et al. 1999). Some authors propose that adherence to Protestant work ethic values is one reason for which individuals with the means and desire to engage in hedonic consumption decide not to consume (Kivetz and Simonson 2002). Other authors have associated hedonic consumption with frivolity, adding that the consumption of hedonic goods and services – while enjoyable – is a luxury not necessary for survival (Chernev 2004). Therefore, the present research also examines the relationship between frugality and hedonically oriented consumption.

A third contribution of this thesis research pertains to the consequences of hedonic orientation. This research demonstrates that individuals who are more likely to engage in hedonic consumption also tend to engage in long term health-related behaviors. Moreover, these consumers report being more satisfied with their lives. This research is consistent with past investigations, for example Simoes et al. (1995), that found healthier eating practices (e.g., lower fat consumption) to be associated with increased leisure time physical activity. Others have found that physical activity increases positively as the number of friends one has that engage in physical activity increases (Plotnikoff 2004). Thus, evidence from this research suggests that hedonic orientation is associated with positive health outcomes. This finding should be of importance to social marketers interested in reaching populations at risk for obesity and physical inactivity.

This thesis is organized as follows: A review of the literature on hedonic consumption in the field of marketing is followed by a review of the psychology literature on hedonic capacity. Next, the domain and construct definition for hedonic orientation are set forth. Hedonic orientation is set within a nomological network and a number of hypothesized relationships are proposed between this original construct and antecedent and outcome variables. A detailed account of the development of a scale to measure a consumers' hedonic orientation is reported and results from the analysis of two rounds of data collection are presented. Finally, this thesis concludes with a general discussion of the research results, limitations and future research directions.

(2) LITERATURE REVIEW

2.1) Hedonic Consumption

The focus of hedonic consumption is on the subjective and symbolic experiences of individuals in the act of consumption (Holbrook and Hirschman 1982). Hedonic consumption relates to goods, services and experiences for which “consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy and fun” (Dhar and Wertenbroch 2000, p. 61). Hedonic consumption is commonly defined as the “multisensory, fantasy, and emotive facets of a consumer’s experience with products” (Hirschman and Holbrook 1982, p. 92).

2.1.1 Conceptual Definition and Operationalizations

Hedonism, the Greek word for pleasure, is identified in philosophy as consisting of two schools of thought (Brandt 1967). Ethical hedonism describes pleasure as intrinsically desirable and pain as intrinsically undesirable, whereas psychological hedonism asserts that pleasures and displeasures motivate human actions and desires (Brandt 1967).

Hedonists have received a poor reputation because the word pleasure has become synonymous with pleasures of the physical kind, such as sex, eating, and drinking, yet in the true meaning of the word, hedonistic pleasures encompass a wide variety of appetites, for example reflection, reading and creating, among others (Brandt 1967; Ryan and Deci 2001). Perhaps a more appropriate conceptualization of the word pleasure comes from Campbell (1987, p. 60) who discusses it as a “quality of experience” further clarifying that “pleasure is not even a property of stimuli, but refers to the [individual’s] capacity to react to stimuli in a certain fashion” (p. 61).

The importance of studying hedonic consumption was highlighted by Hirschman and Holbrook (1982) who set forth a new, experiential framework to complement existing marketing theory. This new experiential paradigm shifted attention from the more traditional aspects of consumer behavior to consumption experiences that are subjective (Lacher and Mizerski 1994) and for which a wide array of "symbolic meanings, hedonic responses and esthetic criteria" are present (Holbrook and Hirschman 1982, p. 132).

Hedonic experiences are laden with symbolic meaning and emotional arousal (Holbrook et al. 1984) they involve consistent flows of fantasy, feelings and fun (Holbrook and Hirschman 1982) regardless of their connection to product purchase (Holbrook et al. 1984). Hedonic responses to stimuli can provoke a loss of self and subsequent gaining of control over self, which ultimately act as inputs to self-enhancement (Babin, Darden and Griffin 1994) or to the creation of one's identity (Hopkinson and Pujari 1999). The fantasy aspects of hedonic consumption (Lacher and Mizerski 1994) relate to multisensory imagery borne from the imagination of the consumer (Hirschman and Holbrook 1982). It is the imaginings of the consumer that create the possibility of consumption magic and enchantment (Hopkinson and Pujari 1999).

Consumers appreciate hedonic goods and services for their own sake apart from any utilitarian value they may offer (Hightower, Brady, and Baker 2002; Lacher and Mizerski 1994). Ripe fields of investigation include leisure, the arts (visual, performing, musical), and entertainment as these goods and services are consumed primarily for the purpose of

“affective gratification” (Hightower, Brady, and Baker 2002). As Table 1 illustrates, the majority of past research has defined and operationalized hedonic consumption along these themes.

Table 1 - Review of Definitions and Operationalizations of Hedonic Consumption

<i>Article</i>	<i>Definition of Hedonic Consumption</i>	<i>Operationalizations</i>
Holbrook and Lehmann (1981)	"Discretionary time – time spent either on leisure activities or on other non-routine pursuits" (p. 395)	Grouped 50 discretionary activities into 7 a priori sets: Audience activities; outdoor activities; games; family and social activities; hobbies; eating activities; literary activities.
Hirschman (1982)	"Hedonic consumption represents the multisensory, fantasy and emotive aspects of consumer behavior." (p. 225)	Novels, stories, plays, television shows, religious services, nature, musical performances/concerts, sporting/athletic events, performing music, dancing, athletics Physical activities: bike riding, tennis, jogging, walking, making love, general athletics, swimming and skiing.
Hirschman and Holbrook (1982)	"Hedonic consumption designates those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one's <i>experience</i> with products." (p. 92)	Performing Arts: opera, ballet, modern dance, theater Plastic Arts: painting, photography, sculpture, crafts Popular Culture Products: movies, rock concerts, fashion apparel Audio records and tapes, Novels, Plays, Sporting events / games, Physical activities, Television programs
Holbrook and Hirschman (1982)	Hedonic consumption is best studied using an "experiential view" of consumption. "Consumption has begun to be seen as involving a steady flow of fantasies, feelings, and fun encompassed by what we call the 'experiential view'." (p. 132)	Musical recordings, singers, fashion designs, architectural styles, paintings, museum exhibitions, novels, converts, performing arts, leisure activities, movies, eating at a restaurant, playing tennis, chatting with friends, eating, sleeping, making love, watching television
Hirschman (1983)	"The study of the emotional, imaginal, and multisensory aspects of consumer behavior has been termed hedonic behavior research." (p. 63)	Movies, plays, books, television shows, religious services, nature, dancing, playing sports, observing sports, attending concerts, watching dancing, eating, driving a car.
Holbrook, Chestnut, Oliiva and Greenleaf (1984)	Consumption experiences that have hedonic elements involve "fantasies, feelings, and fun." (p. 728)	Leisure activities, hobbies, creativity, games, sports, esthetic appreciation, video games
Celsi, Rose, and Leigh (1993)		High risk leisure sport: skydiving
Arnould and Price (1993)	"Extraordinary Experience": "special class of hedonic consumption activities-intense, positive, intrinsically enjoyable experiences." (p. 25)	River rafting

Table 1 (cont'd) - Review of Definitions / Operationalizations of Hedonic Consumption

<i>Article</i>	<i>Definition of Hedonic Consumption</i>	<i>Operationalizations</i>
Lacher and Mizerski (1994)	<p>Hedonic consumption products are "appreciated by consumers primarily for their own sake, as objects in themselves, apart from any utilitarian functions performed or tangible benefits gained through product use." (p. 367)</p> <p>"Hedonic consumption explores the consumption experience not as an information-processing event but from a phenomenological or "experiential" view, which is a primarily subjective state." (p. 367)</p>	<p>Rock music Literature Visual Arts Drama Music</p>
Babin, Darden and Griffin (1994)	<p>"Hedonic value is more subjective and personal...and it results more from fun and playfulness than from task completion." (p. 646)</p>	<p>Shopping</p>
Wakefield and Barnes (1996)	<p>Hedonic consumption is primarily carried out for the purposes of "fun, satisfaction and enjoyment." (p. 409)</p>	<p>Leisure services: minor league baseball</p>
Li and Hung (1997)	<p>Hedonism as a cultural value defined as "pleasure, enjoying life." (p. 543)</p>	<p>Eating, drinking, enjoying life, going to bars, drinking alcoholic beverages</p>
Spangenberg, Voss and Crowley (1997)	<p>"...Those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one's experience with products." (quoted directly from Hirschman and Holbrook, 1982) (p. 235)</p>	<p>Hilton Vacation Resorts / Vacation Resorts</p>
Kahn, Ratner and Kahneman (1997)		<p>Music (ie. song)</p>
Shoham, Rose and Kahle (1998)	<p>"Hedonic consumption as 'those facets of consumer behavior that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products.'" Quote directly from Hirschman and Holbrook (1982) (p. 308)</p>	<p>Risky sports: rock climbing, mountain climbing, deep-sea diving, hang gliding and skydiving</p>
Kempf (1999)	<p>"...Hedonic products are those consumed primarily for affective or sensory gratification purposes...Major consumption goal for these products is fun and enjoyment." (p. 38)</p>	<p>Games, entertainment events Computer game</p>

Table 1 (cont'd) - Review of Definitions / Operationalizations of Hedonic Consumption

<i>Article</i>	<i>Definition of Hedonic Consumption</i>	<i>Operationalizations</i>
Hopkinson and Pujari (1999)	Hedonism is defined as the “doctrine that pleasure is the highest good; the pursuit of pleasure; a life-style devoted to pleasure seeking” (The Chambers Dictionary, 1993). Hedonic experience is associated with pleasure, arousal, fantasies, feelings, fun.” (p. 273)	Arts (spectator/participant), leisure (travel, bingo), entertainment, spectator sports, education, sport participation Kayak sport, white water kayaking
Dhar and Wertenbroch (2000)	“...define hedonic goods as ones whose consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy and fun.” (p. 61)	Designer clothes, sports cars, luxury watches, M&Ms, CD gift certificate, apartment view, fun to work with co-worker, lunch plan with a dessert menu, shampoo that leaves hair soft and silky, cars
Rose and Mori (2001)	“Hedonic consumption stems from the belief that ‘people buy products not only for what they can do, but for also what they mean to the consumer.’” (p. 249)	Fashion, leisure travel and wine
Caldwell (2001)		Performing Arts: Symphony Concert
O’Curry and Strahilevitz (2001)	“Hedonic consumption is motivated by the desire for fantasy, fun, and sensual pleasure and typically involves products or services that might be considered frivolous or even decadent...” (p. 37)	Chocolate fudge, chocolate, chocolate cake, luxury cruise, tickets for outdoor concert, gift certificate for restaurant, vacation, massage, tickets for pop concert, membership at posh health-club, credit voucher for music store
Hightower, Brady and Baker (2002)	“...Hedonic services are consumed primarily for the purpose of “affective gratification”, the outcome of the service experience may not only be evaluated in terms of utility, but also from an experiential perspective.” (p. 697)	Minor league baseball stadium
LaTour, Henthorne and Braun-LaTour (2003)		Cigar smoking

Table 1 (cont'd) - Review of Definitions / Operationalizations of Hedonic Consumption

<i>Article</i>	<i>Definition of Hedonic Consumption</i>	<i>Operationalizations</i>
Arnold and Reynolds (2003)	"Hedonic consumption has been defined as those facets of behavior that relate to the multisensory, fantasy and emotive aspects of consumptions." (p. 78)	Shopping
Chernev (2004)	"Hedonic products... are often defined as 'frivolous' and associated with pleasure-oriented, fun, and experiential consumption." (p. 143)	Sports cars, designer clothes, luxury items, ice-cream, lunch plan with dessert menu, co-worker that is fun to work with, toothpaste that whitens teeth, shampoo that makes hair soft and silky, vacation and apartment Hobbies, triathlons, marathons
LaBarge and Dacin (2004)		Cheesecake
Okada (2005)		Digital Camera Restaurant certificate Sony Diskman PDA University sweatshirt

Despite consistent operational definitions of hedonic consumption found in the literature, Table 1 demonstrates that some researchers focus on hedonic consumption's association with luxury. This focus describes hedonic consumption as frivolous, impractical, and unnecessary for the functioning of life (Chernev 2004). Luxury in modern times, as Campbell (1987) suggests, has two distinct meanings. In the first instance luxury has the connotation of that which is desired but not necessary for survival (Campbell 1987). In a second instance luxury refers to “sensuous or pleasurable experience” (Campbell 1987, p. 59). While both connotations of luxury appear appropriate descriptors of hedonic consumption, authors who describe hedonic consumption as luxury have used operationalizations such as designer clothing, sports cars, and luxury watches (Chernev 2004; Dhar and Wertenbroch 2000). While these goods may be considered by some as possessing hedonic attributes, it seems important to distinguish between the hedonic attributes of goods and services and the hedonic value that consumers’ derive from them.

Hedonic value arises from the individual’s capacity to produce hedonic responses such as “increased arousal, heightened involvement, perceived freedom, fantasy fulfillment and escapism” (Babin, Darden and Griffin 1994, p. 646). Hedonic value can be felt directly, for example when one purchases a product, but it may also be vicarious, in that it can be produced despite a failure to purchase (Babin, Darden and Griffin 1994). Pleasure is not necessarily derived from an object per se, but rather the “object’s pleasurable significance” as understood by the consumer (Campbell 1987, p. 61). In this sense, hedonic value is created subjectively by each individual.

Hedonic consumption is not necessarily about economic exchange. Rather, value is placed upon experience above and beyond acquiring possessions (Hopkinson and Pujari 1999). Therefore, hedonic consumption is not limited to the consumption of luxury goods, such as sports cars or designer clothing that require large monetary outlays. One example of the distinction between hedonic consumption and monetary value is found in the context of thrift shopping. In their market oriented ethnographic research, Bardhi and Arnould (2005) found that “the pursuit of hedonic pleasures [was] a key motivation in thrift shopping” (p. 231) despite prior conclusions in marketing that suggest economic shopping motives, such as thrift, be distinct from hedonic shopping motives. Thrift shopping elucidates the relationship between money and hedonic consumption, such that the thrill of the bargain hunt or the surprise of unexpectedly coming across “treasure” elicits hedonic value regardless of how much the consumer spends on the item.

2.1.2 Hedonic Consumption and Individual Differences

Holbrook and Hirschman (1982) propose that the study of experiential consumption offers potential for the “revival of personality and allied variables” (p. 136). Constructs purported to be relevant to the study of hedonic consumption include: sensation seeking, creativity, religious world view, Type A versus Type B personality, use of imagery, and a desire to escape reality (Holbrook and Hirschman 1982). In addition, ethnicity, social class and gender might be important in that they affect “the emotions and fantasies they inspire in a consumer” (Hirschman and Holbrook 1982, p. 99).

Other research suggests that experience seeking (Hirschman 1984), variety seeking (Wakefield and Barnes 1996), and self-regulatory focus (Chernev 2004) are underlying individual difference variables that augment our understanding of hedonic consumption. Table 2 is a summary of research on the impact of individual difference variables on hedonic consumption.

More recently, researchers have begun to turn their attention to the relationships between hedonic consumption and self-control, and hedonic consumption and impulsiveness (Baumeister 2002). As previously described, hedonic consumption has also been categorized as luxury consumption. Kivetz and Simonson (2002) and others (Kivetz and Zen 2005; Lascu 1991; Okada 2005) have argued that consumers may underindulge in hedonically pleasurable goods and services as this type of consumer behavior leads to guilt. While these assumptions permeate the literature, relatively little empirical research has tested these relationships. Thus, a number of gaps exist in current knowledge about hedonic consumption, and specifically in regards to its relationship with self-control, impulsiveness, guilt and luxury. Moreover, while much research has examined the impact of consumer characteristics on hedonic pursuits, the marketing literature lacks a measure to assess a consumer's likelihood of engaging in pleasurable activities.

In addition to an overview of how hedonic consumption has been conceptualized and operationalized in the marketing literature, it is appropriate to consider a conceptually related construct in the field of psychology, namely, hedonic capacity. Due to the subjective nature of hedonic consumption, the construct of hedonic capacity can provide insight into the psychological underpinnings of consumers who engage in pleasurable

pursuits. The following section discusses hedonic capacity and its relevance to the field of marketing.

Table 2 - Summary of Prior Research on Individual Differences in Hedonic Consumption

<i>Author(s)</i>	<i>Variables Studied</i>	<i>Findings</i>
Hirschman (1982)	<p>Dependent Variables: Projective behavior Imagery Favorite physical activity Enthusiasm for physical activities Consumption motives for physical activities</p> <p>Correlates: Religious group ethnicity National ethnicity</p>	<p>Religion:</p> <ul style="list-style-type: none"> - Protestant higher in Projective Behavior than Catholics ($p < .05$) - Jewish higher in Imagery than Protestants ($p < .10$) - Jewish most enthusiastic for engaging in preferred physical activities - Protestants and Jews cited fun/pleasure motive more often than Catholics ($p < .01$) - Jews reported more motivation for physical activity due to escapism than Catholics ($p < .01$) - Protestants cited more general athletics as favorite physical activity than Jews ($p < .06$) - Jews cited love making as favorite physical activity than did Catholics or Protestants ($p < .01$) and skiing ($p < .03$) <p>Nationality:</p> <ul style="list-style-type: none"> - English had highest incidence of Projective behavior than Chinese ($p < .05$) - Ability and desire to engage in imagery highest among Jewish - Motivation of fun/pleasure in favorite activity was stronger among English and Jewish than Italians ($p < .05$) - Pursuit of physical activities to perfect performance motivation highest among Chinese - Competition as motive for engaging in preferred physical activity was highest among Italian, lowest among Jewish - Adventure as motive for engaging in preferred physical activity highest among English than Greek, Chinese and Irish ($p < .05$) - English, Chinese more likely to cite bicycle riding as favorite activity, Jewish more likely to cite making love, swimming most cited by Irish, tennis most cited by Greeks as favorite physical activity.

Table 2 (cont'd) - Summary of Prior Research on Individual Differences in Hedonic Consumption

<i>Author(s)</i>	<i>Variables Studied</i>	<i>Findings</i>
Hirschman (1983)	<p>Dependent Variables: Problem Projection Role Projection Fantasy Fulfillment Purchasing Escapism</p> <p>Independent Variables: Age Education Occupational Status Birth Order Ethnicity Imagery Social Isolation Novelty Seeking Sensation seeking Adult information exposure Childhood stimulation exposure</p>	<p>Problem Projection:</p> <ul style="list-style-type: none"> - negatively related to age, father's occupational status, Italian nationality, Jewish nationality, sensation seeking, childhood stimulation exposure ($p < .0001$), Chinese nationality ($p < .001$), Protestant religion ($p < .05$) - positively related to imagery, social isolation ($p < .0001$), religious Judaism ($p < .001$) - unrelated to birth order, adult mass media usage, personal occupational status, educational attainment <p>Role Projection:</p> <ul style="list-style-type: none"> - negatively related to Catholic religion, Jewish nationality, sensation seeking, childhood stimulation exposure ($p < .0001$) age, father's occupational status, personal occupational status, English nationality ($p < .001$) - positively related to imagery, novelty seeking ($p < .001$) educational attainment - unrelated to Protestant religion, Judaism, adult media exposure, birth order and social isolation <p>Fantasy Fulfillment Purchasing:</p> <ul style="list-style-type: none"> - negatively related to age ($p < .0001$), Irish, Spanish and Jewish nationality, novelty seeking - unrelated to educational attainment, occupational status, imagery and social isolation - positively related to Judaism, sensation seeking, childhood stimulation exposure ($p < .0001$), Catholicism ($p < .05$) <p>Escapism:</p> <ul style="list-style-type: none"> - negatively related to novelty seeking ($p < .05$), occupational status ($p < .10$) - positively related to sensation seeking ($p < .0001$) age, Catholic or Jewish religion, Chinese or Jewish nationality, imagery, ($p < .001$), social isolation ($p < .01$), educational attainment ($p < .05$),

Table 2 (cont'd) - Summary of Prior Research on Individual Differences in Hedonic Consumption

<i>Article</i>	<i>Variables Studied</i>	<i>Findings</i>
Hirschman (1984)	<p>Dependent Variables Cognition seeking Sensation seeking Novelty seeking Experience seeking</p> <p>Correlates Age Education Occupational status Birth order Ethnicity Imagery Social isolation Mass media exposure Childhood stimulation exposure</p>	<p>Cognition Seeking:</p> <ul style="list-style-type: none"> - positively related to being above average in age and educational attainment ($p < .0001$) - unrelated to occupational status - positively related to childhood stimulation exposure and adult mass media exposure - negatively related to birth order ($p < .10$) - positively associated with Jewish nationality ($p = .10$) - imagery positive correlate of cognition seeking ($p < .0001$) - positively related to Irish ethnicity ($p < .001$) - negatively related to social isolation ($p < .001$) <p>Sensation Seeking:</p> <ul style="list-style-type: none"> - related negatively to age ($p < .001$) and birth order ($p = .10$) - unrelated to education, occupational status, imagery - negatively related to mass media exposure ($p < .001$) - positively related to childhood stimulation exposure, national Jewish ethnicity, national English ethnicity ($p < .001$) - negatively related to religious Judaism, Chinese nationality ($p < .001$) and Irish nationality ($p < .01$) <p>Novelty Seeking:</p> <ul style="list-style-type: none"> - positively related to occupational status ($p < .05$), childhood stimulation exposure and adult mass media exposure ($p < .001$), Catholic, Jewish and Protestant religious affiliations ($p < .001$) - unrelated to educational attainment, Italian national ethnicity, imagery - negatively related to birth order and social isolation ($p < .001$), Spanish, Chinese, English and Irish national ethnicity ($p < .001$) <p>Experience Seeking:</p> <ul style="list-style-type: none"> - negatively associated with age, birth order, Chinese nationality ($p < .001$) - positively associated with education, adult media exposure, childhood stimulation exposure ($p < .001$), Jewish nationality ($p < .05$) - unrelated to occupational status, imagery, religious affiliations, Hispanic, Italian, English and Irish nationalities, social isolation

Table 2 (cont'd) - Summary of Prior Research on Individual Differences in Hedonic Consumption

<i>Authors</i>	<i>Variables Studied</i>	<i>Findings</i>
Wakefield and Barnes (1996)	<p>Dependent Variables: Variety seeking tendency Loyalty to service provision Perceived quality of service environment</p> <p>Correlates: Promotion Proneness Perceived value of service provision Repatronage intention</p>	<p>Variety Seeking:</p> <ul style="list-style-type: none"> - positively related to promotion proneness - weak negative effect on repatronage intentions <p>Loyalty:</p> <ul style="list-style-type: none"> - positively related to repatronage intentions - negative influence on promotion proneness - positive influence on perceived value of service provision <p>Perceived Value:</p> <ul style="list-style-type: none"> - influenced positively by perceived quality - positively related to repatronage intentions - negative influence on promotion proneness
Chernev (2004)	<p>Dependent Variables: Preference for hedonic or utilitarian attributes Preference for performance- or reliability-related attributes</p> <p>Independent Variables: Self-regulatory focus (promotion or prevention)</p>	<p>Individuals in promotion-focus condition more likely to overweight hedonic attributes than prevention-focused individuals.</p> <p>Promotion-focused individuals are more likely to overweight performance attributes than are prevention-focused.</p>

2.2) Hedonic Capacity: A Psychological Perspective

Psychologists and psychiatrists have long advanced that individual differences exist in how individuals experience pleasure. In one of the earlier writings on the subject, Paul E. Meehl (1975) conjectured that some individuals may be genetically deficient in their ability to experience pleasure and that others, born with a heightened ability, can derive gratification even from ordinary, everyday experiences. Hedonic capacity was suspected to be an individual difference variable for both normal and clinical populations (Meehl 1975) and in subsequent research this suspicion was confirmed (Chapman et al. 1976; Dworkin and Saczynski 1984; Fawcett et al. 1983).

Hedonic capacity has been defined as “an individual’s ability to experience pleasurable affect” (Dworkin and Saczynski 1984, p. 620). A conceptually similar construct is anhedonia, defined as either the “the lowered ability to experience pleasure” (Chapman et al. 1976, p. 374) or as the intensity of pleasurable response (Fawcett et al. 1983). Pleasure as delineated by Chapman et al. (1976) was grouped into three categories: physical pleasures, interpersonal (social) pleasures and other pleasures (such as intellectual pleasures or the pleasure of achievement). Pleasure, was operationalized by Fawcett et al. (1983) as representing “gratifying situations for virtually any person, regardless of sex, age, or life circumstance” (p. 80).

Researchers have suggested that hedonic capacity is influenced by both genetic and environmental factors (e.g., Dworkin and Saczynski 1984; Meehl 1975). It has been found that among identical and fraternal twins, sets of identical twins had significantly

more similar hedonic capacity scores than did sets of fraternal twins (Dworkin and Saczynski 1984), thereby suggestive of a genetic basis for hedonic capacity.

Environmental factors, such as inducing a depressive mood on research participants via experimental manipulation, have been found to result in significant decreases in an individual's capacity to experience pleasure (Willner and Healy 1994).

Empirical evidence also suggests that the ability to experience pleasure has an impact on individuals' well-being. Dworkin and Saczynski (1984) asked subjects to describe the most significant events in their lives (on a weekly basis) over the span of three weeks. Respondents who had higher hedonic capacity scores were more likely to characterize their feelings towards the reported events as carefree, playful, friendly, pleasurable, and leisurely (Dworkin and Saczynski 1984). Gustavsson et al. (2003) were unable to find strong evidence for the proposition that hedonic capacity "may explain differences among individual's patterns of reactions and adaptations in the face of illness" (p. 73). These researchers did find, however, that hedonic capacity has a direct relationship with positive emotions. Moreover, positive relationships have been found between hedonic capacity and adaptive personality traits such as sociability, social presence, self-acceptance, a sense of well-being, self-control, and tolerance (Dworkin and Saczynski 1984).

As much as the ability to experience pleasure is related to an individual's positive outlook on events, a lack of this ability has been related to negative outcomes. Individuals with lower scores on the hedonic capacity scale are more likely to describe feeling

anger/frustration, fearful/jittery, sad/regretful, or annoyance with respect to reported weekly events (Dworkin and Saczynski 1984). Other research has demonstrated that on average, individuals who obtain lower scores on Chapman et al.'s (1976) anhedonia scales (particularly the Social Anhedonia scale) are more likely to suffer from alexithymia, a personality disorder whereby individuals are unable to identify and/or communicate their feelings (Prince and Berenbaum 1993). Furthermore, lowered hedonic capacity has been found to be associated with hopelessness (Fawcett et al. 1983), depression (Dworkin and Saczynski 1984; Fawcett et al. 1983), anxiety, social introversion, dependency and schizophrenia (Dworkin and Saczynski 1984). Table 3 summarizes prior research on hedonic capacity.

Table 3 - Summary of Research Findings on Hedonic Capacity

Study	Scale Used	Positive (significant) correlations	Negative (Significant) Correlations	Studied but no significant correlations
Fawcett, Clark, Siefert and Gibbons (1983)	The Fawcett-Clark Pleasure Scale	Extraversion ($r = .28, p < .001$)	<p>Hopelessness ($r = -.27, p < .009$)</p> <p>Subjectively experienced social impairment ($r = -.39, p < .001$)</p> <p>Depression ($r = -.46, p < .001$)</p> <p>Subjectively experienced social impairment ($r = -.44, p < .001$)</p> <p>Chapman Anhedonia ($r = -.42, p < .001$)</p> <p>Hopelessness ($r = -.39, p < .001$)</p>	<p>Gender</p> <p>Age ($r = .00$)</p> <p>IQ ($r = .19$)</p> <p>Decreased capacity for problem solving ($r = .16$)</p> <p># of suicide gestures during current episode of depression</p> <p>Self-esteem</p> <p>Neuroticism</p> <p>Extraversion</p> <p>Clinician-rated functional impairment</p>
Dworkin and Saczynski (1984)	Hedonic Capacity as measured by items from the CPI and MMPI together	<p>Ego Strength ($r = .56, p < .001$)</p> <p>Dominance ($r = .44, p < .001$)</p> <p>Capacity for status ($r = .33, p < .01$)</p> <p>Sociability ($r = .49, p < .001$)</p> <p>Social Presence ($r = .43, p < .001$)</p> <p>Self-Acceptance ($r = .27, p < .05$)</p> <p>Sense of Well-Being ($r = .60, p < .001$)</p> <p>Responsibility ($r = .27, p < .05$)</p> <p>Socialization ($r = .47, p < .001$)</p> <p>Self-Control ($r = .34, p < .01$)</p> <p>Tolerance ($r = .45, p < .001$)</p> <p>Good Impression ($r = .45, p < .001$)</p> <p>Achievement via conformance ($r = .64, p < .001$)</p> <p>Intellectual Efficiency ($r = .58, p < .001$)</p> <p>Psychological Mindedness ($r = .30, p < .01$)</p> <p>Ratings of Daily Events (over past 15 days)</p> <p>Carefree/Playful ($r = .33, p < .05$)</p> <p>Elated/Pleased ($r = .39, p < .01$)</p> <p>Friendly ($r = .35, p < .01$)</p> <p>Talkative ($r = .29, p < .05$)</p> <p>Leisurely/Nonchalant ($r = .39, p < .01$)</p>	<p>Physical Anhedonia ($r = -.37, p < .05$)</p> <p>Social Anhedonia ($r = -.57, p < .001$)</p> <p>Hypochoondriasis ($r = -.28, p < .05$)</p> <p>Depression ($r = -.65, p < .001$)</p> <p>Psychopathic Deviate ($r = -.38, p < .001$)</p> <p>Psychasthenia ($r = -.66, p < .001$)</p> <p>Schizophrenia ($r = -.49, p < .001$)</p> <p>Social Introversion ($r = -.62, p < .001$)</p> <p>Anxiety ($r = -.81, p < .001$)</p> <p>Dependency ($r = -.64, p < .001$)</p> <p>Ratings of Daily Events (over past 15 days)</p> <p>Angry/Defiant ($r = -.53, p < .001$)</p> <p>Fearful/Jittery ($r = -.46, p < .001$)</p> <p>Sad/Regretful ($r = -.49, p < .001$)</p> <p>Annoyed ($r = -.47, p < .001$)</p>	<p>Hysteria</p> <p>Masculinity-Femininity</p> <p>Paranoia</p> <p>Hypomania</p> <p>Repression</p> <p>Communality</p> <p>Achievement via independence</p> <p>Flexibility</p> <p>Ratings of Daily Events (over past 15 days)</p> <p>Attentive</p> <p>Self-centered</p> <p>Active/Energetic</p>

Table 3 (cont'd) - Summary of Research Findings on Hedonic Capacity

<i>Study</i>	<i>Scale Used</i>	<i>Positive (Significant) correlations</i>	<i>Negative (Significant) Correlations</i>	<i>Studied but no significant correlations</i>
Prince and Berenbaum (1993)	Physical Anhedonia First reported $r =$ student sample, Second reported $r =$ married adult sample	Alexithymia Communication ($r = .25$, $p < .01$ and $r = .29$, $p < .05$)		Alexithymia Identification
	Social Anhedonia First reported $r =$ student sample, Second reported $r =$ married adult sample	Alexithymia Identification ($r = .21$ and $r = .28$, $p < .05$) Alexithymia Communication ($r = .30$ and $r = .58$, $p < .001$)		
Willner and Healy (1994)	The Fawcett-Clark Pleasure Capacity Scale	Depressive mood induction caused a significant decrease in hedonic capacity		
Gustavsson et al. (2003)	Hedonic Capacity as a facet of Extraversion (4 items)	Positive Emotions subscale ($r = .25$)	Alexithymia – TAS20 ($r = -.279$, $p < .05$)	

The literature on hedonic capacity brings to light the relative importance attributed to interpersonal pleasure and related sociability variables. For example, extraversion relates positively to the Fawcett-Clark Pleasure Scale (Fawcett et al. 1983), sociability and social presence relate positively to hedonic capacity, while social anhedonia and social introversion are negatively related to the construct (Dworkin and Saczynski 1984). Hedonic capacity is related to the interpersonal dimension of personality (Dworkin and Saczynski 1984). The lowered ability to experience pleasure leads to a loss of social interest and manifests itself as social inertia and withdrawal (Peterson and Knudson 1983). That interpersonal pleasure is important to the study of hedonic capacity is evidenced when one considers that social pleasure forms an entire scale for the Chapman et al. (1976) measure of anhedonia, and social-interaction related items make up nearly half of both the Fawcett-Clark Pleasure Scale (Fawcett et al. 1983) and the Hedonic Capacity scale (Dworkin and Saczynski 1984).

The ability to experience pleasurable affect holds a number of psychological implications for individuals. As suggested by the research findings previously discussed, one such implication is that individuals high on hedonic capacity also appear to score higher on measures of sociability and extraversion (Dworkin and Saczynski 1984). In fact some authors have questioned whether measures of anhedonia provide additional information beyond that of measures of introversion and affiliation (Peterson and Knudson 1983). While this interpersonal aspect of pleasure has particular relevance for understanding the hedonic capacity of individuals, it is relatively absent from the literature on hedonic consumption found in marketing. The following section seeks to examine the

components of hedonic consumption found in marketing and attempts to fill a gap in the marketing literature by elaborating on the social facet of hedonic consumption.

2.3) Hedonic Orientation

2.3.1 Delineating the Domain

Delineating a construct's domain involves a thorough literature review (Churchill 1979; DeVellis 2003) and the definition of the construct of interest (Churchill 1979). In the determination of the specificity of the measure (e.g., does the measure assess global tendencies or specific behaviors), the content domain, the population to be studied, and the setting have to be assessed (DeVellis 2003). After the creation of an exhaustive and extensive list of facets, a detailed explanation of the reasons and corresponding evidence as to why the newly proposed construct is more effective than past attempts should be provided (Churchill 1979). It is also important to elucidate how the proposed construct differs from other constructs in the field of study (DeVellis 2003).

To date, no scale exists in the marketing literature to measure a consumer's orientation toward hedonic pursuits. While there appears to be a gap with regards to the measurement of a consumer's likelihood of engaging in hedonic pursuits, theory in marketing and psychology exists to guide the scale development process. In psychology there are three existing measures related to an individual's capacity to experience pleasure, however, not one of these scales is related to consumer behavior. Moreover, the theoretical development of these existing scales is not quite consistent with the knowledge of hedonic consumption in the marketing literature, although it would appear that each body of literature provides complementary insights into the phenomenon.

Considering extant theory from these two bodies of research it seems appropriate to develop a measure to assess a consumer's orientation toward hedonic consumption specific to marketing contexts.

Past research on hedonic capacity in psychology has demonstrated that individuals differ in their ability to experience pleasure (Chapman et al.1976; Dworkin and Saczynski 1984; Fawcett et al.1983). The marketing literature acknowledges that consumers differ in their seeking of different types of stimulation (Hirschman and Holbrook 1982) and that personality variables might be relevant to this line of study (Holbrook and Hirschman 1982). While the literature provides evidence that individuals vary in their ability to experience pleasure and that this affects the way in which they consume pleasurable goods, services and experiences, no measurement tool currently exists to empirically assess these differences.

Hedonic orientation is defined as a consumer's propensity to engage in hedonic forms of consumption. Consistent with prior work, hedonic consumption is operationally defined as relating to any activity, experience, product or service that is consumed primarily for the goal of pleasure, regardless of the utilitarian value that it may confer (Hightower, Brady and Baker, 2002; Lacher and Mizerski, 1994). Meehl (1975) suspected that hedonic capacity lay on a continuum, such that some people find themselves low in their ability to experience pleasure whereas others are "born with more cerebral 'joy juice' " (p. 299). Consistent with Meehl, the hedonic orientation of an individual is suggested to rest on a continuum. Hedonic orientation is thus viewed as existing within a range of

possible behaviors, the premise being that some consumers have an underlying tendency to engage more in hedonic consumption episodes than others. Hedonic orientation does not purport to measure any personality or lifestyle trait apart from general tendencies toward pleasurable consumption within the realm of consumer behavior. It is viewed as an inclination toward the way one may utilize one's time and resources.

Marketing theory explicitly states the existence of three hedonic consumption dimensions: multi-sensory, emotive and imaginal (Hirschman and Holbrook 1982). Prior measures of anhedonia and hedonic capacity in psychology relate the ability to experience pleasure to interpersonal, physical, and intellectual facets (Chapman et al. 1976), as well as attitudes towards generally pleasurable situations (Fawcett et al. 1983). Dubé and LeBel (2001) proposed a differentiated typology of pleasure based upon four categories: sensorial, emotional, social and intellectual. Consistent with the work of Hirschman and Holbrook (1982) and Dubé and LeBel (2001), the domain of hedonic orientation is believed to include a sensory component, a cognitive (intellectual and imaginal) component, an emotive component, and a social (interpersonal) component.

Many pleasurable consumption alternatives must be experienced via the body through taste, touch, smell, sight, and sound (Hirschman and Holbrook 1982). In some cases, pleasurable consumption may take the form of trying to deduce cause and effect, referred to as "cognitive experience seeking" (Hirschman 1984) and in other cases cognitive resources may be engaged for the creation of fantasy imagery (Hirschman and Holbrook

1982). Furthermore, emotions are fundamental to hedonic experiences and thus permeate all hedonically oriented endeavors.

Beyond the receipt of pleasurable experience through the senses, the mind and emotions, hedonic orientation must also tap into the social aspects of hedonic consumption as qualitative research on hedonic consumption (Arnould and Price 1993; Celsi et al. 1993; Hopkinson and Pujari 1999) often identifies a theme of *communitas*, or the “evolving feeling of communion with friends, family and strangers” (Arnould and Price 1993, p. 34). Furthermore, empirical evidence suggests that hedonic capacity is associated with the “interpersonal dimension of personality” (Dworkin and Saczynski 1984, p. 624).

Hedonic orientation is therefore defined as a consumer’s propensity to engage in hedonic forms of consumption. Based upon extant literature from marketing and psychology, the initial item pool of the Hedonic Orientation Scale (HOS) was designed to tap into each of the four proposed dimensions: (1) sensory, (2) cognitive (both cognition seeking and imaginal cognitions), (3) emotional and (4) social (interpersonal).

2.3.2 Existing Measurement Tools

Before proceeding with scale development, it is important to review existing measures related to the focal construct. Whitley (2002) suggests that existing measures should be evaluated on four criteria: the theoretical background, the quality of the development of the measure, the measure’s reliability and validity, as well as its freedom from response bias. When assessing the theoretical background, importance is placed on the content of

the construct and on whether the content of the measure is appropriate for the purpose of the researcher (Whitley 2002). A second criterion on which to evaluate a measure is the quality of its development, including types of samples used and available norms for comparison across studies (Whitley 2002). It is also important to consider the reliability and validity of the measure (Whitley 2002). Finally, the measure should be assessed for response bias, including social desirability and acquiescence response bias (Whitley 2002).

In the marketing literature, no scale exists to specifically measure an individual's likelihood of engaging in hedonic consumption. While Voss, Spangenberg and Grohmann (2003) developed a measure of the hedonic and utilitarian (HED/UT) dimensions of consumers' attitude toward brands and product categories, the HED/UT scale is not useful in the measurement of an individual's orientation toward hedonic consumption.

In the psychology literature, three measurement tools found in psychology purport to measure hedonic capacity or some variant thereof. The Physical and Social Anhedonia scales (Chapman et al. 1976) were designed to assess the lowered ability of an individual to experience pleasure. The Hedonic Capacity scale (Dworkin and Saczynski 1984) sought to measure an individual's ability to experience pleasurable affect and the Fawcett-Clark Pleasure Scale was developed to measure how intense "subjects' pleasurable responses were to normally enjoyable situations" (Fawcett et al. 1983, p. 79).

The Physical and Social Anhedonia scales (Chapman et al. 1976) were the measures of individual differences in hedonic capacity. Largely inspired by the writings of Paul E. Meehl, these two measures sought to assess the lowered ability of an individual to experience pleasure in the category of physical and interpersonal pleasures. Although Chapman et al. (1976) conceptualized pleasures as being of three types (e.g., physical, interpersonal, and other pleasures, such as intellectual pleasures), they developed scales only for the physical and interpersonal aspects of pleasure.

The Physical Anhedonia scale consists of 40 items (e.g., “The beauty of sunsets is greatly overrated,” “I have always had a number of favorite foods;” Chapman et al. 1976). The Social Anhedonia scale includes 48 items (e.g., “I have enjoyed flirting with a woman,” “I have often enjoyed long discussions with other people;” Chapman et al. 1976).

Respondents rate each statement as either being “true” or “false”. Average coefficient alphas were .70 for the Physical Anhedonia scale (.74 for male subjects and .66 for female subjects), and .84 for the Social Anhedonia scale (.85 for male subjects and .82 for female subjects) (Chapman et al. 1976). The scales were found to be reliable in both clinical (e.g., schizophrenic) and non-clinical (e.g., undergraduate) samples. Social desirability was found to have an average negative correlation of -.24 (-.23 for male subjects and -.25 for female subjects) with the Physical Anhedonia scale and an average negative correlation of -.35 (-.36 for male subjects and -.33 for female subjects) with the Social Anhedonia scale (Chapman et al. 1976). Chapman et al. (1976) found little variance attributable to response acquiescence for the Physical Anhedonia scale, but did not investigate response acquiescence for the Social Anhedonia scale.

Subsequent research conducted by Peterson and Knudson (1983) tested the construct validity of the Physical and Social Anhedonia scales. As both scales lack significant correlations with self- and peer-reported anhedonia (Peterson and Knudson 1983), construct validity might be questionable. It has also been suggested that the Social Anhedonia scale offers relatively little additional information beyond established measures of affiliation and introversion (Peterson and Knudson 1983).

The Hedonic Capacity Scale, developed by Dworkin and Saczynski (1984), measures an individual's ability to experience pleasurable affect. These researchers produced three versions of the Hedonic Capacity scale: one based on items from the California Psychological Inventory (CPI), the second using items from the Minnesota Multiphasic Personality Inventory (MMPI), and a third consisting of items from both the CPI and MMPI. The benefit of these scales is that data that had already been collected in prior studies could be used to analyze hedonic capacity (Dworkin and Saczynski 1984). The authors reported coefficient alphas of .89 for the combined scale, .85 for the MMPI version of the scale and .80 for the CPI version of the hedonic capacity scale. Dworkin and Saczynski (1984) also reported test-retest reliability for the three scales: .85 for the MMPI version, .88 for the CPI version and .89 for the combined version of the scale.

The MMPI scale contains 33 items; the CPI scale contains 24 items and the combined version of the hedonic capacity scale totals 48 items (Dworkin and Saczynski 1984). For each of the scales respondents indicate whether each statement is true or false for

themselves. Sample items from the scales include statements such as “My daily life is full of things that keep me interested”, “I very seldom have spells of the blues” and “I enjoy social gatherings just to be with people”. The authors demonstrate the validity of the scales (although they only report results for the MMPI/CPI combined version of the scale) using a wide variety of constructs including the Social and Physical Anhedonia scales (Dworkin and Saczynski 1984).

A third scale measuring hedonic capacity is “The Pleasure Scale” designed to measure the intensity of individuals’ pleasurable responses to enjoyable situations (Fawcett et al. 1983). This scale consists of 36 items and requires subjects to indicate on 5-point Likert-type scales how much pleasure they would experience in a given situations (e.g., winning the lottery, and mastering a new skill). Tested among normal and clinically depressed individuals, the scale demonstrated acceptable validity. Crohnbach’s alpha in two administrations was .96 and .94, demonstrating excellent reliability (Fawcett et al. 1983).

A number of issues make the use of these scales in marketing problematic (see Table 4 for an evaluation of each of the three scales based on Whitley’s (2002) criteria). For one, hedonic capacity is defined in different ways: The ability of the individual to experience pleasurable affect (Dworkin and Saczynski 1984), the lowered ability to experience pleasure (Chapman et al. 1976), and the intensity of an individual’s pleasurable response (Fawcett et al. 1983). These variations in definition leads to the problem that “the use of different definitions makes it difficult to compare and accumulate findings and thereby develop synthesis of what is known” (Churchill 1979, p. 67).

A second theoretical issue arises from the scale dimensions included in the Anhedonia scale (e.g., social and physical pleasure). Pleasure, as delineated by Chapman et al. (1976), has three aspects: physical, interpersonal (social), and other pleasures (such as intellectual pleasure or the pleasure of achievement). While scales were developed for physical and social pleasure, Chapman et al. (1976) did not create a scale for intellectual pleasure, despite acknowledging that this category is relevant to the study of hedonic capacity. Thus, Chapman et al. (1976) provide an incomplete measure for use in marketing, as it ignores a rich tradition of cognition and information processing in marketing.

A third issue that makes application of these scales in the field of marketing quite difficult is the length of each of the scales. The combined Physical and Social Anhedonia scales (Chapman et al. 1976) total 88 items, Dworkin and Saczynski's (1984) Hedonic Capacity scale consists of 48 items (the combined, 48 item, version of this scale was used to assess convergent and discriminant validity) and the Fawcett-Clark Pleasure Scale (Fawcett et al. 1983) contains 36 items. While there are no set guidelines on scale length, DeVellis (2003, p. 97) suggests that overall, shorter scales "place less of a burden on respondents". Thus, a third weakness of these scales is their potentially fatiguing length, especially when administered with other scales in a paper and pencil questionnaire.

A final issue taken with the aforementioned scales is that they contain binary response categories. Both the Hedonic Capacity scale and the Anhedonia scales require the

respondent to provide a personal assessment of whether each question stem is true or false. While binary response formats have the advantage that respondents find them easier to answer than Likert-type scales, they limit variance (DeVellis 2003). As a result, a large number of questions need to be administered in order to uncover differences in the underlying construct (DeVellis 2003).

Considering the lack of a suitable measurement scale in marketing, and the weaknesses of existing measures found in psychology, there is a need to develop a scale to measure individual differences in orientation toward hedonic consumption. The following section proposes a framework and hypotheses delineating how hedonic orientation is related to consumer values and hedonic consumption behaviors. The methodological process undertaken for scale development is then discussed, followed by tests of the hypotheses.

Table 4 - Evaluation of Existing Psychological Measures of Hedonic Capacity

<i>Criteria for evaluating measures (Whitley 2002)</i>	<i>Physical and Social Anhedonia Scales (Chapman et al. 1976)</i>	<i>Fawcett-Clark Pleasure Scale (Fawcett et al. 1983)</i>	<i>Hedonic Capacity Scale (Dworkin and Saczynski 1984)</i>
Scale Description	Measures the lowered ability of an individual to experience pleasure. <i>Physical Anhedonia:</i> 40 items <i>Social Anhedonia:</i> 48 items	Measures intensity of subjects' pleasurable responses to normally enjoyable situations 36 items	Measures an individual's ability to experience positive affect. 3 versions of scale: MMPI version: 33 items CPI version: 24 items MMPI/CPI version: 48 items
Theoretical Background Does measure suit needs of current research?	Missing a cognitive dimension of pleasure. Hedonic Orientation is suggested as lying on a continuum, response format of this scale (True/False) might not be sensitive enough to capture this variability. Too lengthy, respondent fatigue may be issue.	Measure attempts to be comprehensive in that all people should experience pleasure in situations provided. Counter intuitive to marketing literature whereby hedonic consumption is said to be subjective to individual. Respondent fatigue a potential issue.	Hedonic Orientation is suggested as lying on a continuum, response format of this scale(True/False) might not be sensitive enough to capture this variability. Too lengthy, respondent fatigue may be issue.
Quality of Development Heterogeneous samples Availability of norms	Heterogeneous samples: - undergraduate - non-student - schizophrenic Normalizing sample used	Heterogeneous samples: - non-student - major depression - manic disorder - schizophrenic - functional psychosis Normalizing sample not reported	Heterogeneous samples: - undergraduate - Identical and fraternal twins Normalizing sample not reported
Reliability	<i>Physical Anhedonia:</i> Coefficient Alpha (average across 3 samples): .74 <i>Social Anhedonia:</i> Coefficient alpha (average across 3 samples): .84	Spearman-Brown correlation coefficient (average across 2 studies): .915 Coefficient alpha (average across 2 studies): .95	Coefficient alpha (average across 3 samples): MMPI version: .80 CPI version: .737 MMPI/CPI version: .87 Test-Retest Reliability: MMPI version: .85 CPI version: .88 MMPI/CPI version: .89

Table 4 (cont'd) - Evaluation of Existing Psychological Measures of Hedonic Capacity

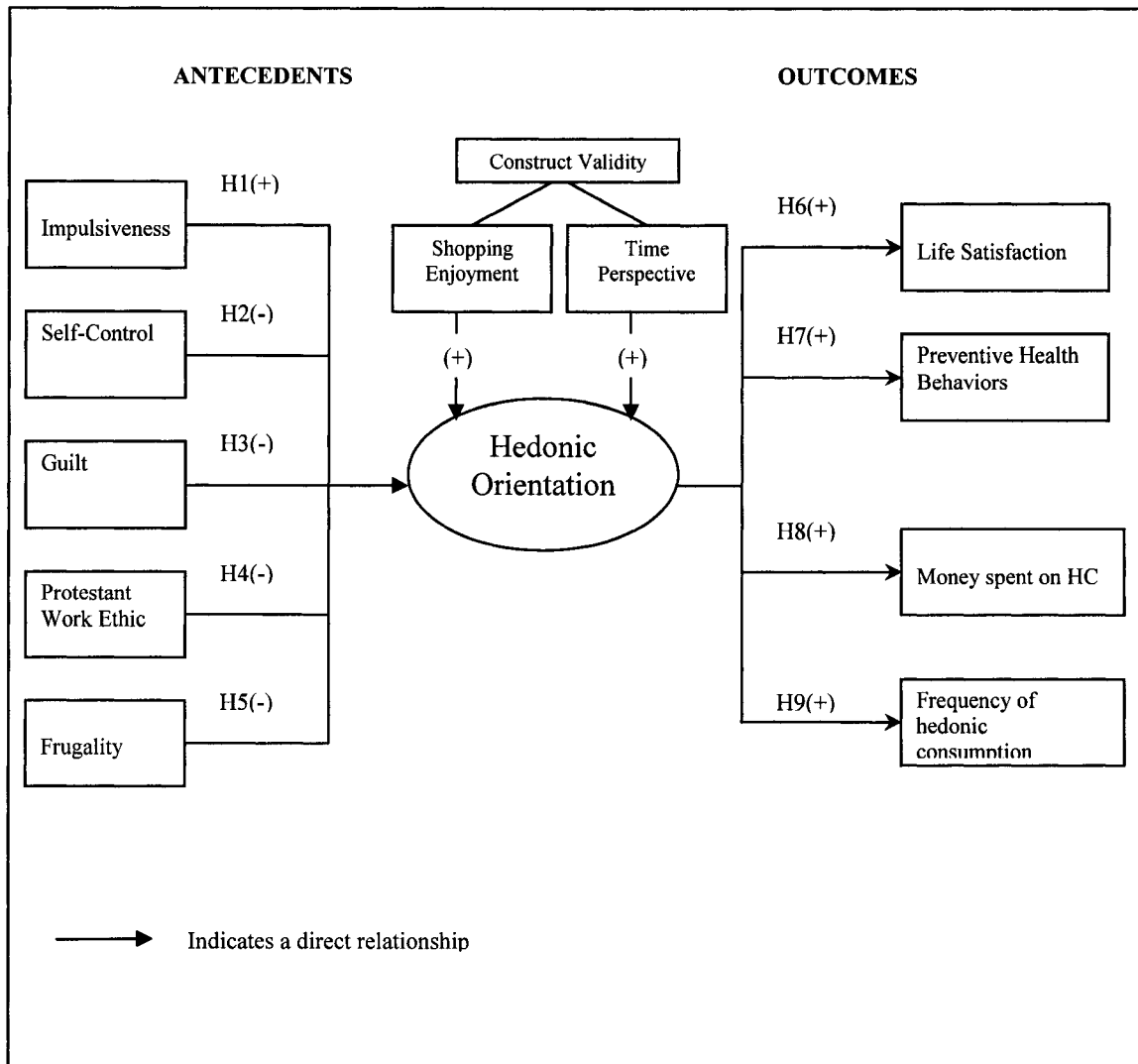
<i>Criteria for evaluating measures (Whitley 2002)</i>	<i>Physical and Social Anhedonia Scales (Chapman et al. 1976)</i>	<i>Fawcett-Clark Pleasure Scale (Fawcett et al. 1983)</i>	<i>Hedonic Capacity Scale (Dworkin and Saczynski 1984)</i>
<p>Validity</p> <p>Construct validity</p> <p>Discriminant validity</p>	<p>Neither was reported in the original development study.</p> <p>Convergent and discriminant validity tested by Peterson and Knudson (1983). According to these researchers, Physical Anhedonia appears to demonstrate a fair degree of convergent validity, but Social Anhedonia is problematic as it correlates with constructs that theoretically it should not correlate with.</p>	<p>Tested a number of variables related to convergent and discriminant validity. No formal conclusions were drawn, but patterns of correlations suggest that both construct and discriminant validity were supported.</p>	<p>Both tested, reported that correlations among key constructs were in the correct directions to support both convergent and discriminant validity.</p>
<p>Freedom from Response Bias</p> <p>Social desirability</p> <p>Acquiescence response bias</p>	<p><i>Physical Anhedonia:</i> Tested acquiescence bias, concluded the measure has little variance attributable to acquiescence. Tested social desirability, conclude that this scale shares 5% of variance with desirability.</p> <p><i>Social Anhedonia:</i> Did not test acquiescence bias. Tested social desirability bias, concluded that this measure shares 12% of its variance with social desirability.</p>	<p>Tested acquiescence bias, resulted in dropping 2 respondent questionnaires from final analysis.</p> <p>No mention of social desirability testing</p>	<p>Did not report testing for either form of response bias</p>

(3) CONCEPTUAL FRAMEWORK AND HYPOTHESES

Figure 1 presents the conceptual framework of antecedents and outcomes for the new hedonic orientation measure, and indicates the directionality of the proposed relationships between the key constructs. Proposed antecedents for hedonic orientation are impulsiveness, guilt, self-control, frugality, and the value that consumers place on the Protestant work ethic. Each of these variables is expected to directly affect a consumers' level of hedonic orientation. Moreover, hedonically oriented individuals are expected to spend more time and money on hedonic pursuits, but also to be more satisfied with life and to engage in health behaviors to a greater extent than those less hedonically oriented.

Pleasurable consumption is linked to a preference for short-term pleasures over more noble long-term goals (Puri 1996). To test the convergent validity of the Hedonic Orientation Scale (HOS) a temporal construct known as time perspective (TP) was investigated (Zimbardo and Boyd 1999). Hedonic orientation should correlate positively with time perspective. More specifically, hedonic orientation should correlate with the present-hedonist factor of the TP scale, which reflects a temporal orientation towards the present. Furthermore, to provide additional evidence of the validity of the HOS, the relationship between hedonic orientation and positive attitudes towards hedonic consumer behaviors such as shopping enjoyment (Donthu and Gilliland 1996) is examined.

Figure 1 - Conceptual Framework and Hypotheses



Hedonic consumption has often been ascribed to irresistible impulses, maybe because hedonic consumption has an important emotional facet and impulse buying has been described as “emotional as opposed to rational” (Rook 1987, p. 191). Rook (1987) defined consumer impulse buying as occurring “when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is

prone to occur with diminished regard for its consequences,” (Rook 1987, p. 191). Impulsive behavior is said to describe a consumer’s preference for immediate, small rewards over later, larger rewards (Puri 1996). In many instances, impulsive behavior is associated with hedonic benefits (Hoch and Lowenstein 1991; Puri 1996; Rook 1987) and some have referred to consumers high in impulsiveness as being “hedonic” (Puri 1996). Thus, it is hypothesized that there is a positive relationship between consumer impulsiveness and hedonic orientation, such that impulsive consumers are more likely to be hedonically oriented.

H1: Impulsiveness is positively related to hedonic orientation.

Self-control consists of “efforts on the part of the consumer to avoid or resist behaving in” time-inconsistent manners (Hoch and Lowenstein 1991, p. 493), for example by “forestalling impulsive preferences in deference to the long-term ones” (Wertenbroch 1998, p. 319). Self-control is the “ability to override or change one’s inner responses, as well as, to interrupt undesired behavioral tendencies (such as impulses) and refrain from acting on them” (Tangney, Baumeister and Boone 2004, p. 274). In essence, it relates to the individual’s capacity to resist tempting present courses of action for the sake of positive future outcomes (Giner-Sorolla 2001).

The possible relationship between self-control and pleasurable consumption has been discussed extensively in the marketing literature. Baumeister (2002) conjectured that failure of self-control increases consumption and impulsive buying behaviors. For

example, “sad or distressed shoppers may show an increase in purchases of snack foods, music CDs and flashy clothes {items with hedonic attributes}, but much less change in their purchases of light bulbs, toilet paper or oven cleaners {items with utilitarian attributes}” (Baumeister 2002, p. 675). Kivetz and Simonson (2002) found that despite having the necessary monetary resources and desire to engage in hedonic consumption, many consumers overly constrain their consumption of pleasurable goods and services to an extent that they must pre-commit to pleasurable forms of consumption to ensure they get enough of it. Finally, Wertenbroch (1998) found that consumers self-impose limits in order to exercise self-control over the amount of vice goods they purchase and consume, even when such goods are heavily reduced in price.

Hedonically oriented individuals have a propensity to engage in hedonic forms of consumption. Hedonically oriented individuals are thus unlikely to exert excessive self-control to avoid pleasurable forms of consumption, as suggested by Kivetz and Simonson (2002). Rather, as suggested by Baumeister (2002), such individuals may have difficulty exercising self-control in the face of temptation. It is hypothesized that self-control is negatively related to a consumer's hedonic orientation, such that individuals with high levels of self-control are less likely to be hedonically oriented.

H2: Self-control is negatively related to hedonic orientation.

Prior research has classified goods and services as possessing both hedonic and utilitarian attributes (Chernev 2004; Dhar and Wertenbroch 2000). Consumers characterize certain

goods as hedonic and others as utilitarian despite the presence of both types of attributes in many goods and services (Dhar and Wertenbroch 2000). Research on consumer choice between the hedonic and utilitarian attributes of goods and services tends to define hedonic goods as “ones whose consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy and fun” (Dhar and Wertenbroch 2000, p. 61) and utilitarian products as functional and instrumental, associated with life necessities (Chernev 2004).

Goods, services, experiences and activities high on hedonic attributes are often viewed as indulgences due to a tendency to explain decision making as involving tradeoffs (Kivetz and Zen 2005). For example, in spending time and money on hedonic consumption consumers forego spending time and money on more utilitarian pursuits, such as working and saving (Kivetz and Zen 2005). Kivetz and Simonson (2002) demonstrate consumers’ difficulty in allocating time and money to indulgence, despite having the money and the desire to do so. One explanation for this difficulty is that indulging in pleasurable consumption elicits guilt (Kivetz and Simonson 2002; Lascu 1991; Okada 2005).

Lascu (1991, p. 291) defines consumer guilt as “an affect triggered by the anxiety a consumer experiences upon the cognition that he is transgressing a moral, societal or ethical principle”. Guilt can occur when anticipating an act of transgression or once the act has been carried out (Lascu 1991). Guilt can arise out of the commission or omission of acts related to others, the self and societal standards (Dahl, Honea and Manchanda 2003). Hedonic consumption may evoke guilt related to transgressing personal standards in that it may represent action inconsistent with the long-term goals that the rational

consumer seeks to accomplish (Hoch and Lowenstein 1991). When consuming hedonically, guilt may be experienced in relation to others, for example, when a spouse uses money or time in pleasurable pursuits without consulting his or her better half (Dahl, Honea and Manchanda 2003).

Lascu (1991) conjectured that consumer guilt interrupts hedonic consumption episodes, replacing pleasure with pain. Guilt can therefore affect an individual's likelihood of consuming hedonically. Because guilt can emerge in anticipation of, during or following the consumption of pleasurable experiences, it may discourage consumers from anticipating pleasure, and reduce their likelihood of engaging in hedonic consumption. Moreover, as one expects not to enjoy something that one has not enjoyed in the past (Campbell 1987), post-consumption feelings of guilt may erode positive future intent to pursue pleasure.

This suggests that consumers with tendencies toward feeling guilty most likely avoid situations in which guilt will arise, as "guilt is a painful affective experience" (Lascu 1991, p. 295). Consumers prone to guilt should therefore be less inclined to engage in hedonic consumption. It is hypothesized that consumer guilt is negatively related to hedonic orientation, such that consumers more likely to experience guilt should be less hedonically oriented.

H3: Consumer guilt is negatively related to hedonic orientation.

The pursuit of pleasure has often been associated with luxury and vice. In their work on consumer precommitment to indulgence in loyalty programs, Kivetz and Simonson (2002) suggest that consumers avoid indulgence because of the negative moral connotations associated with spending money on items that are not considered necessities for life. The authors suggest that for Americans "...making money and spending it frugally (e.g., on necessities rather than on luxuries) became an ethical obligation..." one that was borne from the Protestant work ethic (Kivetz and Simonson 2002, p. 202). The fundamental tenets of the Protestant work ethic (PWE), as described by Max Weber, include individualism, asceticism and industriousness (Wayne 1989). Those who adhere to the values of the Protestant work ethic condemn "idleness, luxury and indulgence," (p. 31) on moral and ethical bases (Campbell 1987). The impact of adherence to such values, as Kivetz and Simonson (2002, p. 212) eloquently summarize it, is that "spending on hedonic luxuries is often seen as wasteful, irresponsible, and even immoral", thus contributing to the "chronic underconsumption of luxuries" (p. 212).

With such strong negative views about hedonic consumption, it is likely that consumers who adhere more strongly to the basic tenets of the Protestant work ethic are less likely to be hedonically oriented:

H4: Protestant work ethic values are negatively related to hedonic orientation.

The acquisition and resourceful use of economic goods and services is the hallmark of living frugally (Lastovicka et al. 1999). Frugal consumers delay short-term whims to

achieve long-term goals (Lastovicka et al. 1999). Frugality has been identified as a lifestyle and the frugal are known to describe themselves as less impulsive with regards to their consumer behavior (Lastovicka et al. 1999). Frugal consumers are also more value and price conscious, and are less compulsive in their buying behavior (Lastovicka et al. 1999). Consumer frugality explains certain product usage behaviors such as packing lunches for work, eating leftovers, and timing showers (Lastovicka et al. 1999). Frugal consumers are more immune to spending more money on a planned vacation when receiving a windfall gain associated with the vacation (e.g., receiving a \$60 credit from a travel agent for being a first time client) (Lastovicka et al. 1999). Living a frugal life requires the careful use of economic resources, while hedonic consumption is often viewed as luxury. It is thus hypothesized that consumer frugality is negatively related to hedonic orientation, such that frugal consumers are less likely to have a propensity for engaging in pleasurable and hedonic pursuits.

H5: Frugality is negatively related to hedonic orientation.

Research in psychology demonstrates that the ability to experience pleasurable affect is associated with enjoyment of the fruits of life, enthusiasm and engagement in goal directed behavior (Gustavsson et al. 2003). Conversely, individuals who are unable to experience pleasure are plagued by anger and sadness (Dworkin and Saczynski 1984), are more depression prone, disengaged from life and express feelings of hopelessness when faced with demanding and stressful tasks (Gustavsson et al. 2003). Meehl (1975) suggests that those on the low end of the hedonic capacity continuum are more likely to describe

life as troublesome and stressful, as these individuals may not receive adequate pleasurable affect from life to attenuate negative events. Moreover, lowered hedonic capacity is suspected to play a role in mental illnesses such as schizophrenia and depression (Chapman et al. 1976; Dworkin and Saczynski 1984; Gustavsson et al. 2003; Meehl 1975).

Consumers capable of enjoying the fruits of life should find their lives to be more satisfying. Activity level and social contact positively influence life satisfaction in studies of the elderly, such that the elderly who had more social contact and participated in more activities tended to report significantly higher levels of life satisfaction (Meadow, Mentzer, Rahtz and Sirgy 1992). Thus, individuals who engage in hedonic consumption reap the benefits of pursuits that inspire fun, fantasy and the potential for temporarily escaping life's little hassles. It is therefore hypothesized that one of the health benefits of greater hedonic orientation is greater life satisfaction:

H6: Hedonic orientation is positively related to life satisfaction.

Similarly, well-adjusted and active consumers are probably more proactive in taking better care of their health. One of the most important domains of hedonic consumption is leisure activities. Research suggests that individuals who engage in more physically active leisure activities also tend to report healthier eating, feeling less hassled and higher levels of positive mood (Pagano et al. 2006). Strongly hedonically oriented individuals have a higher propensity to engage in hedonic forms of consumption, and therefore live more active lifestyles. Such individuals may be more likely to engage in what Health

Canada refers to as “healthy living,” (e.g., “making positive choices that enhance ... physical, mental and spiritual health,” Health Canada website accessed November 25, 2006). This includes nutritious eating habits, engaging in physical activity, developing social support systems and making the choice to not engage in unhealthy lifestyle behaviors such as smoking and excessive alcohol consumption (Health Canada 2006). Therefore, it is hypothesized that individuals high in hedonic orientation are more likely to engage in health promoting behaviors.

H7: Hedonic orientation is positively related to engaging in health behaviors.

Consumers who are hedonically oriented should report spending more time and money on hedonic pursuits. Therefore, it is hypothesized that:

H8: Hedonic orientation is positively related to the amount of money spent on hedonic consumption.

H9: Hedonic orientation is positively related to the frequency with which a consumer engages in hedonic consumption.

The next section describes the development of a scale to measure hedonic orientation, which will then be applied to test the proposed hypotheses.

(4) SCALE DEVELOPMENT

4.1) Item Generation

Exploratory research techniques ensure that the items generated for a new marketing measure tap into the construct domain (Churchill 1979). Exploratory research was conducted with a convenience sample of seven consumers and nine graduate students to assess whether the conceptualization of the domain of hedonic orientation was accurate. The task was a listing exercise and the goal was to verify if the activities people engaged in were generally consistent with the proposed conceptualization of the components of hedonic consumption (e.g., as emotive, social, sensory and intellectual). Furthermore, these lists were subsequently used in the operationalization of hedonic consumption behaviors in hypothesis testing. This procedure is similar to that used in the development of the Consumer Vanity Scale (Netemeyer et al. 1995) and the Material Values Scale (Richins and Dawson 1992).

Respondents were given a definition of hedonic consumption based upon the work of Hirschman and Holbrook (1982) and were asked in an open-ended format about which hedonic consumption activities they or their family and friends engaged in. Respondents were encouraged to list as many examples as possible. Respondents reported a wide variety of hedonic endeavors, the majority of which could be classified as sensorial pursuits (e.g., eating, exercising, shopping), social pursuits (e.g., chatting/spending time with friends and family, attending social events and venues), intellectual pursuits (e.g., taking classes and tours, visiting museums, reading books) and emotive pursuits (e.g., watching movies based on true stories, riding roller coasters). Two focus groups were

then conducted among graduate students. Using the verbal reports from these groups along with a review of the marketing and psychology literature, and brainstorming a long list of Likert scale items were developed.

4.2) Item Refinement

Previous scale development initiatives (e.g., Netemeyer et al. 1995; Obermiller and Spangenberg 1998; Puri 1996) used expert judgments as an initial means of reducing the number of scale items. The initial list of Likert statements for the HOS was given to a panel of experts including one marketing professor and two graduate students in marketing. Experts were given the operational definition of hedonic orientation and rated each item in terms of its fit with the construct definition, its uniqueness, and its clarity on a scale of 1 (good) to 5 (poor). Only items with a consistent expert rating of 3 or less were retained. This resulted in 147 initial scale items, which were then administered to a sample of 117 undergraduate students (Study 1). Results of an initial exploratory factor analysis indicated a four factor solution. Sixty-five items with factor loadings greater than .4 were retained and administered to a second sample of 99 undergraduate students (Study 2). In this second administration, due to time constraints on the participants, complete data was only obtained for 19 of the items included in the first administration. These 19 items thus formed the basis for scale development (with data from the first administration) and refinement (with data from the second administration).

In a principal components analysis, the 19 items from the first administration resulted in a five factor solution. All of the factors had eigenvalues greater than unity. Table 5 shows the factor loadings.

Table 5 - Factor Loading Matrix for HOS First Administration

<i>Item Number</i>	<i>Item</i>	<i>Component</i>				
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
HO51	Tasting new foods and flavors is a thrill for me.	.377	.548	.054	.328	-.043
HO167	I love my life.	.480	-.250	.459	.258	-.166
HO155	I seek out exciting new people.	.579	.315	.034	-.330	.251
HO101	I love to dance.	.608	.053	-.117	-.182	-.153
HO100	Enjoying life is a priority for me.	.496	.101	-.159	.300	.295
HO59	It's exciting to be in a place with lots of other people.	.723	.002	-.150	-.283	-.104
HO176	I am not a stay at home type – I need to be out enjoying myself.	.589	-.272	-.117	-.236	.317
HO73	I am a very outgoing person.	.700	-.160	.292	-.157	-.026
HO84	I always make time for social events.	.596	-.125	-.274	.225	.202
HO136	I enjoy being physically active.	.396	.064	.434	.263	.483
HO142	I like to be moving around.	.495	-.182	.465	-.080	.046
HO151	I love to chat with others.	.566	.062	.388	-.324	-.110
RHO161	If given the choice, I would prefer to rent a video on a Saturday night than go out with friends. (r)	.508	-.220	-.374	.071	.319
HO156	My appetite is aroused when I smell food cooking.	.314	.723	.078	.223	-.039
HO130	I get the most out of every weekend.	.562	-.201	-.204	.233	-.099
HO106	I have a good time at loud parties with a lot of people.	.670	.079	-.205	-.114	-.287
HO169	I feel very close to my friends.	.568	-.170	.026	.319	-.477
HO118	I hate it when the fun has to end.	.387	.355	-.235	-.283	-.082
HO82	I really like having friends over to my place.	.463	-.159	-.221	.241	-.144

Four items cross loaded on more than one factor (HO167, HO136, HO142, HO169), and were therefore deleted from further analysis. Of the remaining 15 items, those with an item-to-total correlation of less than .50 were removed. The seven remaining items loaded on a single factor, explained 46.96% of the variance and had a Cronbach's alpha of .81. The final version of the HOS scale is shown in Table 6.

Table 6 - Final Scale Items for Hedonic Orientation Scale, Means and Standard Deviation First Administration

<i>Item Number</i>	<i>Item</i>	<i>Mean</i>	<i>SD</i>
HO1	I seek out exciting new people.	5.06	1.43
HO2	I love to dance.	5.29	1.85
HO3	It's exciting to be in places with lots of other people.	5.29	1.39
HO4	I'm not a stay-at-home type, I need to be out enjoying myself.	4.89	1.62
HO5	I am a very outgoing person.	5.44	1.52
HO6	I always make time for social events	5.09	1.39
HO7	I have a good time at loud parties with a lot of people.	5.30	1.66

A confirmatory factor analysis (CFA) was conducted to assess the psychometric properties of this seven-item Hedonic Orientation Scale (HOS). In a Lisrel 8.52 measurement model, all factor loadings exceeded .52. The model fit statistics suggest that the psychometric properties of the HOS scale are adequate: $\chi^2(14) = 21.17$ ($p < .10$), NFI = .97, CFI = .99, GFI = .97, and RMSEA = .05.

Table 7 - CFA Factor Loadings First Administration

<i>Item Number</i>	<i>Item</i>	<i>CFA Factor Loadings</i>
HO1	I seek out exciting new people.	.58
HO2	I love to dance.	.61
HO3	It's exciting to be in places with lots of other people.	.81
HO4	I'm not a stay-at-home type, I need to be out enjoying myself.	.59
HO5	I am a very outgoing person.	.68
HO6	I always make time for social events	.53
HO7	I have a good time at loud parties with a lot of people.	.68

The psychometric properties of the HOS scale were then validated with the data collected in the second administration. In the second administration the 7 item scale explained 55.33% of the variance and Cronbach's alpha was .84. Table 8 shows the means and standard deviations of the HOS in the second administration.

Table 8 - Final Scale Items for Hedonic Orientation Scale, Means and Standard Deviation Second Administration

<i>Item Number</i>	<i>Item</i>	<i>Mean</i>	<i>SD</i>
HO1	I seek out exciting new people.	4.82	1.42
HO2	I love to dance.	4.81	1.93
HO3	It's exciting to be in places with lots of other people.	4.98	1.51
HO4	I'm not a stay-at-home type, I need to be out enjoying myself.	4.52	1.57
HO5	I am a very outgoing person.	5.00	1.43
HO6	I always make time for social events	4.95	1.40
HO7	I have a good time at loud parties with a lot of people.	4.85	1.88

Again a confirmatory factor analysis (CFA) was conducted to assess the psychometric properties of the seven-item scale based on the second administration. In a Lisrel 8.52 measurement model, all factor loadings exceeded .57. The model fit statistics suggest that the psychometric properties of the HOS scale were adequate: $\chi^2(14) = 32.74$ ($p < .01$), NFI = .93, CFI = .95, GFI = .90, and RMSEA = .12

Table 9 - CFA Factor Loadings Second Administration

<i>Item Number</i>	<i>Item</i>	<i>CFA Factor Loadings</i>
HO1	I seek out exciting new people.	.58
HO2	I love to dance.	.61
HO3	It's exciting to be in places with lots of other people.	.85
HO4	I'm not a stay-at-home type, I need to be out enjoying myself.	.69
HO5	I am a very outgoing person.	.75
HO6	I always make time for social events	.77
HO7	I have a good time at loud parties with a lot of people.	.76

4.3) Convergent Validity

As a test of the convergent validity of the newly developed Hedonic Orientation scale, two conceptually related measures were examined in the second administration: the

Present Hedonist subscale from the Zimbardo Time Perspective Inventory (Zimbardo and Boyd 1999) and the Shopping Enjoyment scale (Donthu and Gilliland 1996).

The Zimbardo Time Perspective Inventory (ZTPI; Zimbardo and Boyd 1999) measures individual differences in time perspective. Time perspective is “the often nonconscious process whereby the continual flows of personal and social experiences are assigned to temporal categories or time frames, that help to give order, coherence and meaning to those events” (Zimbardo and Boyd 1999, p. 1271). Respondents indicate how characteristic a statement is of them on a 5-point Likert scale anchored (1) very uncharacteristic to (5) very characteristic. The ZTPI consists of five dimensions: past-negative, present hedonistic, future, past-positive, and present-fatalistic. In examining hedonic orientation, the present hedonistic factor - representing “an orientation toward present enjoyment, pleasure and excitement, without sacrifices today for rewards tomorrow” (Zimbardo and Boyd 1999, p. 1275) - is of particular interest. Zimbardo and Boyd (1999) found significant negative correlations between the Present Hedonistic factor and age, hours spent studying per week, shyness and preference for consistency. The present hedonistic factor was positively correlated with creativity, happiness, undercontrol of ego, novelty and sensation seeking. In a sample of university students, those scoring highly on the Present-Hedonistic factor “also tended to be highly energetic, engaging in many activities and a wide variety of sports,” (Zimbardo and Boyd 1999, p. 1281). The 15 items relating to the present hedonistic factor include “I believe that getting together with one’s friends to party is one of life’s important pleasures”, “Taking risks keeps my life from becoming boring”, and “I make decisions on the spur of the

moment.” Zimbardo and Boyd (1999) reported a Cronbach’s alpha of .79 for this factor. A positive correlation between hedonic orientation and present hedonistic time orientation is expected.

A three-item measure of shopping enjoyment was also used to examine construct validity. Items (“Buying things makes me happy”, “Shopping is fun” and “I get a real ‘high’ from shopping”) were scored on 5- point Likert-type scales anchored “strongly disagree,” “strongly agree.” Donthu and Garcia (1999), as well as, Donthu and Gilliland (1996) reported a Cronbach’s alpha of .88 and .88 respectively. Because research points to the hedonic value of shopping (Babin et al. 1994), individuals high in hedonic orientation should find shopping experiences to be more enjoyable. A positive correlation between hedonic orientation and shopping enjoyment is expected.

To establish the convergent validity of the Hedonic Orientation Scale, independent group t-tests and bivariate correlation analyses were conducted on data collected in the second administration (n = 99). An independent group t-test conducted after a median split on the HOS (median = 4.70) supported the convergent validity of the new scale and the ZTPI's Present Hedonistic subscale: Respondents high in hedonic orientation scored significantly higher on the Present Hedonistic subscale than did those low in hedonic orientation ($\text{mean}_{\text{high_HO}}=4.33$ $\text{mean}_{\text{low_HO}}=3.49$; $p<.001$ one-sided t-test). One-sided independent group t-tests using high and low hedonic orientation (after median split) as the grouping variable also supported the convergent validity of the HOS and Shopping Enjoyment Scale: Respondents high in hedonic orientation scored higher on shopping

enjoyment than did those low on hedonic orientation ($\text{mean}_{\text{high_HO}}=3.72$ $\text{mean}_{\text{low_HO}}=3.07$; $p<.01$). Results of a bivariate correlation analysis (see Table 10) show that hedonic orientation is significantly and positively related to both the present hedonistic time orientation and shopping enjoyment. In sum, there is convincing evidence of convergent validity for the HOS scale.

Table 10 – Correlation between Hedonic Orientation and Convergent Validity Items

	<i>Hedonic Orientation</i>
Time Perspective – Present Hedonist Factor	.275**
Shopping Enjoyment	.305**

** Correlation is significant at the .01 level

(5) STUDY 1

The objectives of Study 1 included (1) first administration of the initial HOS item pool, (2) empirical test of H1 (positive relationship between impulsiveness and hedonic orientation), H5 (negative relationship between frugality and hedonic orientation), H8 (positive relationship between hedonic orientation and money spent on hedonic consumption) and H9 (positive relationship between hedonic orientation and frequency with which individuals' engage in hedonic activities).

5.1) Survey Instrument and Measures

Consumer Impulsiveness. Puri's (1996) Consumer Impulsiveness Scale (CIS) asks individuals to read a list of 12-adjectives and then indicate how well each describes them on a seven-point Likert scale, anchored "usually would describe me," "seldom would describe me." The CIS measures (1) the importance an individual places on non-impulsiveness (entitled Prudents) and (2) the importance an individual places on impulsiveness (entitled Hedonics). Of the 12-adjectives (Cronbach's alpha = .82), five loaded on the hedonics factor (e.g., impulsive, extravagant, easily tempted) and seven adjectives loaded on the prudent factor (adjectives included self-controlled, responsible, farsighted).

Consumer Frugality. Lastovicka et al.'s (1999) 8-item measure of frugality (Cronbach's alpha=.85) was used to examine the relationship between hedonic consumption and frugality. Frugality is unidimensional and a lifestyle trait that characterizes the degree of restraint consumers use in "acquiring and in resourcefully

using economic goods and services to achieve longer-term goals” (Lastovicka et al. 1999, p. 88). The Frugality scale includes items such as “Making better use of my resources makes me feel good” and “If you take good care of your possessions, you will definitely save money in the long run.” All items are scored on a six-point Likert scale anchored “definitely disagree,” “definitely agree.”

Frequency of hedonic consumption. In order to assess the frequency with which respondents engaged in hedonic consumption, respondents indicated how many times they engaged in a variety of activities that were chosen based on a listing exercise as well as prior operationalizations of hedonic consumption found in the literature. Specifically, respondents indicated how many times a week they engaged in listening to music, eating dessert, eating chocolate, playing video games, working out, or playing sports. They also indicated how many times a month they engaged in having dinner at a restaurant with table service, going to see a movie, spending time with family, drinking alcoholic beverages, renting videos, attending musical concerts, spending time with friends, attending sporting events, shopping for clothing, having dinner at a fast food restaurant, spending time with friends in a café. Finally, respondents indicated the number of books (fiction and non-fiction) they read per year, as well as how many weeks a year they went away on vacation.

Amount of money spent on hedonic consumption. The amount of money spent on hedonic consumption was assessed by asking respondents to indicate how much money they spent on a monthly basis on pleasurable endeavors.

Demographic and other measures. Respondents reported age, gender, language use, ethnic origins, marital status, and whether they had any children.

5.2) Sample and Procedure

Respondents were undergraduate students who were given course credit for their participation in the research. Respondents were given an information letter stating that the research was about recreation and leisure in the realm of consumer behavior before the questionnaires were distributed, and were informed that they could take as much time as they needed to complete the questionnaire which was designed to take about 30 minutes. Research participation was voluntary and anonymous, and participants were told both verbally and in writing that they could choose to discontinue the research at any given time without penalty.

One-hundred and seventeen (n=117) students completed the questionnaire. The majority of respondents belonged to the 18-23 year old age group (82.1%), followed by the 24-29 year old age group (12.8%). Of the respondents 59% were male and 41% were female. Age distribution is summarized in Table 11.

Table 11 – Frequencies and Sample Statistics Based on Age Group

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
18-23	96	82.1	82.1	82.1
24-29	15	12.8	12.8	94.9
30-35	4	3.4	3.4	98.3
36-41	2	1.7	1.7	100.0
Total	117	100.0	100.0	

5.3) Data Preparation

5.3.1 Data Coding and Scoring

The Consumer Impulsiveness (Puri 1996) and the Frugality scales (Lastovicka et al. 1999) were measured using multiple items. Data collected using the Consumer Impulsiveness Scale (Puri 1996) required some preparation prior to being used in the data analysis. While Puri (1996) reverse scored the items on the prudent subscale and then divided respondents into three groups (Prudents, Hedonics, and Moderates) based on the median scores on each of the two scales, Wertenbroch (1998) used a more intuitive approach. Consistent with Wertenbroch (1998), the five adjectives relating to the hedonic subscale of the CIS (impulsive, careless, extravagant, easily tempted, and enjoy spending) were reverse scored, so that higher scores reflected greater impulsiveness. A median split was then performed on the summed CIS scores (mean = 3.63, median = 3.58). A median split was also performed on the Frugality Scale (mean = 4.51, median = 4.50), and the Hedonic Orientation Scale (mean = 5.19, median = 5.29).

The dependent variables of interest under investigation were the frequency with which respondents engaged in hedonic activities and the amount of money spent on hedonic consumption pursuits. Summed measures were created for the frequency variables based on the unit of time in which the behavior occurred. A summed measure for hedonic activities undertaken per week (Activities_Week) was created by adding up the total number of times per week each activity was engaged in. A sum measure (Activities_Month) was created by adding up the total number of times per month the respondent engaged in each monthly activity. The same was done for activities that

respondents were asked to indicate their participation on a yearly basis (Activities_Year). Table 12 provides a listing of the individual items that were used in calculating these three summary scores. The summary scores for each of the hedonic activity timeframes (week, month, year) were then added to form an overall hedonic activity score (Activity_Overall).

Table 12 – Items Used to Calculate Hedonic Activity Summary Scores

<i>Hedonic Activities / Week (Activities Week)</i>	<i>Hedonic Activities / Month (Activities Month)</i>	<i>Hedonic Activities / Year (Activities Year)</i>
Listen to music	Have dinner at restaurant with table service	Books (fiction and non-fiction) read
Eat dessert	Go see a movie	Weeks away on vacation
Eat chocolate	Spend time with family	
Play video games	Drink alcoholic beverages	
Workout	Rent videos	
Play sports	Attend musical concerts	
	Spend time with friends	
	Attend sporting events	
	Go shopping for clothes	
	Have dinner at a fast food restaurant	
	Spend time in cafes with friends	

5.3.2 Construct Reliability

Cronbach's alpha and item statistics for the Consumer Impulsiveness Scale, the Frugality Scale and the Hedonic Orientation Scale are summarized in Table 13.

Table 13 – Measurement Items and Reliabilities for Scales Employed in Study 1

		<i>Mean</i>	<i>SD</i>	<i>Crohnbach's Alpha</i>
	<u>Frugality Scale</u>			.73
Frug1	If you take good care of your possessions, you will definitely save money in the long run.	5.03	.98	
Frug2	There are many things that are normally thrown away that are still quite useful.	4.45	1.34	
Frug3	Making better use of my resources makes me feel good.	4.97	1.01	
Frug4	If you can re-use an item you already have, there's no sense in buying something new.	4.47	1.41	
Frug5	I believe in being careful in how I spend my money.	4.48	1.32	
Frug6	I discipline myself to get the most from my money.	4.21	1.32	
Frug7	I am willing to wait on a purchase I want so that I can save money.	4.18	1.64	
Frug8	There are things I resist buying today so I can save for tomorrow.	4.29	1.43	
	<u>Consumer Impulsiveness Scale</u>			.56
	<i>Hedonic Subscale</i>			.52
RConImp1	Impulsive	3.58	1.57	
RConImp2	Careless	4.73	1.75	
RConImp4	Extravagant	4.21	1.86	
RConImp8	Easily Tempted	3.55	1.80	
RConImp11	Enjoy Spending	3.09	1.72	
	<i>Prudent Subscale</i>			.68
CImp3	Self-controlled	4.91	1.68	
CImp5	Farsighted	4.58	1.85	
CImp6	Responsible	5.44	1.51	
CImp7	Restrained	3.99	1.50	
CImp9	Rational	5.38	1.61	
CImp10	Methodical	4.87	1.71	
CImp12	A planner	5.01	1.70	
	<u>Hedonic Orientation Scale</u>			.81
HO1	I seek out exciting new people.	5.06	1.43	
HO2	I love to dance.	5.29	1.85	
HO3	It's exciting to be in places with lots of other people.	5.29	1.39	
HO4	I'm not a stay-at-home type, I need to be out enjoying myself.	4.89	1.62	
HO5	I am a very outgoing person.	5.44	1.52	
HO6	I always make time for social events	5.09	1.39	
HO7	I have a good time at loud parties with a lot of people.	5.30	1.66	

Because both the Frugality and Consumer Impulsiveness scales were taken from prior research, it was also possible to compare the reliabilities of each of these measures with those reported in prior studies (see Table 14).

Table 14 – Reliabilities Study 1: Past versus Present Study

<i>Construct</i>	<i>Operational Definition</i>	<i>Reference</i>	<i>Crohnbach Alpha in Past Study</i>	<i>Crohnbach Alpha in Present Study</i>
Frugality	“...degree to which consumers are restrained in acquiring and in resourcefully using economic goods and services to achieve long-term goals.”	Lastovicka et al. (1999)	.85	.73
Consumer Impulsiveness	“...people’s chronic values toward impulsiveness.”	Puri (1996)	.82	.56

Crohnbach’s alpha for the Frugality scale was .73. Although it is acceptable, it is much lower than the .85 alpha reported by Lastovicka et al. (1999) in the development of the scale. More problematic is the internal reliability of Puri’s (1996) Consumer Impulsiveness scale (CIS). Crohnbach’s alpha in the current study was estimated to be .56 and thus demonstrates poor reliability. Two published studies have used the CIS: The original scale development study (Puri 1996) reported a Crohnbach’s alpha of .82. The second published study (Wertenbroch 1998), did not report the reliability of the CIS. The Hedonic Orientation Scale had a Crohnbach’s alpha of .81.

5.4) Data Analysis and Results

To test H1 (positive relationship between consumer impulsiveness and hedonic orientation), a one-sided independent t-test was conducted. The grouping variable was (1) high impulsiveness and (2) low impulsiveness and the mean on the Hedonic Orientation Scale was compared for the two groups. No significant differences were found in the mean HOS scores of respondents high in impulsiveness and low in

impulsiveness ($\text{mean}_{\text{high_impulsive}}=5.30$, $\text{mean}_{\text{low_impulsive}}=5.04$; $p>.09$). Thus, H1 was not supported.

To test H5 (negative relationship between frugality and hedonic orientation), a one-sided independent group t-test was conducted using respondents categorized as high and low in frugality as the grouping variable. There was no significant difference in hedonic orientation between consumers high in frugality and those low in frugality ($\text{mean}_{\text{high_frugal}}=5.17$, $\text{mean}_{\text{low_frugal}}=5.20$; $p>.43$). Thus, H5 was not supported.

H8 and H9 posited a positive relationship between hedonic orientation and the frequency of engaging in hedonic consumption activities, along with the amount of money spent monthly on hedonic consumption. To test these hypotheses, one-sided independent t-tests were conducted using high and low hedonic orientation (after median split) as the grouping variable, and various individual and summed hedonic activity scores, as well as the dollar amount of money spent monthly on hedonic consumption as dependent variables. Consistent with H8, respondents high in hedonic orientation spend a higher dollar amount per month on hedonic consumption ($\text{mean}_{\text{high_HO}}=256.40$, $\text{mean}_{\text{low_HO}}=133.83$; $t_{115}=3.21$; $p<.00$) than those low in hedonic orientation. Consistent with H9, respondents high in hedonic orientation engage in more hedonic consumption activities overall than did those low in hedonic orientation ($\text{mean}_{\text{high_HO}}=93.46$, $\text{mean}_{\text{low_HO}}=77.61$; $t_{115}=2.33$; $p<.01$). Thus, H8 and H9 were supported, establishing that individuals high in hedonic orientation make more time and money available for pursuing pleasure (see Table 15).

Table 15 – Significant Differences in Hedonic Consumption between High/Low Hedonic Orientation

<i>Variable</i>	<i>Means</i>	<i>t-statistic</i>	<i>Degrees of Freedom</i>	<i>Significance (one-sided p)</i>
Eat chocolate per week	mean _{high_HO} =3.11 mean _{low_HO} =2.13	2.08	115	.02
Drink alcoholic beverages per month	mean _{high_HO} =6.39 mean _{low_HO} =3.84	2.98	115	.00
Spend time with friends per month	mean _{high_HO} =17.66 mean _{low_HO} =13.67	2.12	115	.02
Go shopping for clothes per month	mean _{high_HO} =2.64 mean _{low_HO} =1.74	1.95	100.62	.03
Spend time with friends in cafes per month	mean _{high_HO} =5.99 mean _{low_HO} =2.90	3.46	115	.00
Total monthly hedonic consumption activity	mean _{high_HO} =58.67 mean _{low_HO} =44.30	3.29	115	.00
Overall hedonic consumption activity	mean _{high_HO} =93.46 mean _{low_HO} =77.61	2.33	115	.01
Monthly expenditure on hedonic consumption	mean _{high_HO} =256.40 mean _{low_HO} =133.83	3.21	115	.00

5.5) Discussion

No positive relationship was found between consumer impulsiveness and hedonic orientation (H1). This finding highlights that while hedonic pursuits have often been characterized as impulsive, the individual engaged in hedonic consumption is not necessarily acting on their inherent impulsiveness.

There was no support for H5, which proposed a negative relationship between frugality and hedonic orientation. This confirms Lastovicka et al.'s (1999) suggestion that the frugal are by no means opposed to enjoying themselves, although they do place greater value on saving money and not giving in to short-term whims. This finding may also confirm that thrift and treat can coexist (Arnould and Bardhi 2005). Indeed, some activities, such as listening to music, playing video games, working out and playing

sports can be enjoyed fairly inexpensively once an initial monetary investment has been made or are even free of charge (e.g., sports at the neighborhood park, or working out at home).

Study 1 demonstrates that there is a positive relationship between hedonic orientation and money spent on hedonic consumption (H8). Consumers high in hedonic orientation spend significantly more money on hedonic consumption than those low in hedonic orientation. In addition, a positive relationship between hedonic orientation and the frequency with which consumers engage in hedonic consumption (H9) was found. Consumers high in hedonic orientation are more likely to engage more frequently in hedonic pursuits. Not only do these findings demonstrate the content validity of the HOS, they also demonstrate its potential use as a segmentation variable for marketers of hedonic goods and services, such as sporting events, restaurants, and museums, for example.

(6) STUDY 2

The objectives of Study 2 included (1) second administration of the HOS for the purpose of scale validation including tests of convergent validity, and (2) empirical test of the hypothesized negative relationships between self-control and hedonic orientation (H2), guilt and hedonic orientation (H3), and Protestant work ethic (H4). In addition, the hypothesized positive relationships between hedonic orientation and life satisfaction (H6), and hedonic orientation and health behaviors (H7) were examined.

6.1) Survey Instrument and Measures

Self-Control. A slightly modified version of the Tangney, Baumeister and Boone (2004) Brief Measure of Self-Control (reported Cronbach's alpha across two samples = .84) was used. This individual difference measure of self-control consists of thirteen-items measured on a five-point Likert scale. For the purposes of this research, two items were eliminated from the scale as they were repetitive. Respondents indicated how much each of the statements describes themselves on a scale anchored "not at all," "very much." Higher scores on this scale reflect higher levels of self-control. Tangney et al. (2004) found participants high in self-control had higher grade point averages, fewer impulse control problems, better interpersonal relationships, more guilt and less shame than those low in self-control.

Guilt. Five items measuring guilt were included in this study: Four items from the Guilt Inventory (Jones, Schratte and Kugler 2000), which taps into three domains of guilt: State Guilt, a temporary affective state (10-items), Moral Standards, the strength of ones

moral beliefs (15-items), and Trait Guilt, a personality disposition to feelings of guilt (20-items). One item was drawn to measure state guilt (“I have recently done something that I deeply regret”), another item was included to measure moral standards (“I feel a strong need to live up to my moral values”), and two trait guilt domain items were included (“Guilt and remorse have been a part of my life for as long as I can recall” and “Sometimes I can’t stop myself from thinking about things I have done which I consider to be wrong;” Jones, Schratte and Kugler 2000). This is consistent with the approach taken by Dahl et al. (2005) who measured guilt using three items culled from prior research, including the Guilt Inventory. An additional, fifth item, was included to measure indulgence guilt, e.g., guilt about spending time and money on hedonic consumption alternatives (Kivetz and Zen 2005). Kivetz and Zen (2005) asked respondents “to rate whether they tended to feel guilty when considering 'luxurious products and services that are pleasurable but not necessary'.” The wording of this item was slightly modified to fit into the questionnaire. Respondents in Study 2 indicated their level of agreement with the statement “I tend to feel guilty when considering luxurious products and services that are pleasurable but not necessary” on a five-point Likert scale anchored “strongly disagree,” “strongly agree.”

Protestant Ethic Work values. Nine of the 84 items of the Protestant Ethic Work (PEW) values scale (Wayne 1989) were included in the questionnaire. These nine items related to attitude toward work (“Work in the present will guarantee greater future rewards and success”, “One should constantly be busy with work”, “Work is the only proper use of one’s time”, “Work is good in and of itself regardless of the economic, material or mental

rewards obtained as a result of working”, “I like to work”, “My life revolves around work”, “Good things come to those who work hard”, “If given the opportunity or money making it possible for me not to have to work, I would continue to work anyway”, and “Individuals have a religious and moral obligation to work hard”). Respondents indicated their level of agreement with these items on a five-point Likert scale anchored “strongly disagree,” “strongly agree.”

Health Behaviors (Preventive). To evaluate the impact of consumers’ hedonic orientation on physical health, a sixteen-item measure developed by Jayanti and Burns (1998) was used. The Preventive Health Behaviors scale (Cronbach’s $\alpha = .81$) measures the extent to which individuals engage in behaviors “that will prolong one’s healthy life or practices that otherwise lessen the effects of infectious disease, chronic illness, or debilitating ailments” (Jayanti and Burns 1998, p. 6). Respondents indicate on a seven-point semantic differential scale anchored “none of the time,” and “all of the time,” how frequently they engage in sixteen preventive health-related activities (e.g., “eat a well-balanced diet”, “exercise regularly”, “try to avoid smoking” and “pay attention to the amount of alcohol you drink”).

Life Satisfaction. The Life Satisfaction scale (Sirgy et al. 1998) administered in Study 2 consists of 10 statements rated on a six-point scale anchored “very dissatisfied,” “very satisfied”. It measures a person’s satisfaction with their life using a set of comparisons between themselves and those close to them (e.g., relatives and friends). Sirgy et al. (1998) used the Life Satisfaction measure in five countries across six samples and

reported a pooled Cronbach's alpha of .92, after having deleted various items depending on the sample country.

Demographic and other measures. Respondents indicated age, gender, and the language that they used (a) most often, and (b) at home.

6.2) Sample and Procedure

Respondents were 99 undergraduate students who completed the questionnaire during scheduled class times. Respondents were informed verbally of their right to withdraw from the study without any consequences and of the fact that responses were anonymous. The survey took approximately 25 minutes to complete.

The majority of respondents were between the ages of 18 and 23 (61.6%). Forty-two percent were male, 52% were female, and 6% of respondents did not indicate their gender. Table 16 summarizes the age distribution of the respondents.

Table 16 – Frequencies and Sample Statistics by Age Group

	<i>Frequency</i>	<i>Percent</i>	<i>Cumulative Percent</i>
0	1	1.0	1.0
18-23	61	61.6	62.6
24-29	19	19.2	81.8
30-35	11	11.1	92.9
36-41	3	3.0	96.0
42-47	1	1.0	97.0
66-71	3	3.0	100.0
Total	99	100.0	

6.3) Data Preparation

6.3.1 Data Coding and Scoring

The majority of constructs were measured using multiple items. The Preventive Health Behaviors scale (Jayanti and Burns 1998), the Life Satisfaction scale (Sirgy et al.1998), the four-item Guilt scale (Jones, Schratte and Kugler 2000), the indulgence guilt item (Kivetz and Zen 2005) and finally, the nine items taken from the Protestant Ethic Work values scale required no reverse scoring. Only the Brief Self-Control scale (Tangney et al. 2004) had a number of items that needed to be reverse scored. Table 17 identifies the reverse coded items on the Brief Self-Control scale.

Table 17 - Reverse Coded Items from the Brief Self-Control Scale

<i>Item</i>
2. I have a hard time breaking bad habits.
3. I am lazy.
4. I say inappropriate things.
5. I do certain things that are bad for me, if they are fun.
6. I wish I had more self-discipline.
7. Please and fun sometimes keep me from getting work done.
8. I have trouble concentrating.
10. Sometimes I can't stop myself from doing something, even if I know it is wrong.
11. I often act without thinking through all the alternatives.

Median splits were performed on the average scores of the Brief Self-Control scale (Tangney et al. 2004; mean = 3.43, median=3.18), the average score of the five guilt items (Jones et al. 2000; Kivetz and Zen 2005; mean = 3.25, median = 2.80), the average score of the nine items drawn from the Protestant Ethic Work (Wayne 1989; mean = 3.55; median = 3.33), and the average score of the seven-item HOS (mean = 4.85; median = 4.71).

The Preventive Health Behavior scale (Jayanti and Burns 1998) was factor analysed as the items in the scale aroused suspicions that the scale might encompass groups of health related behaviors (e.g., diet-related health behaviors versus exercise-related health behaviors). In a principal components analysis, the 16 items loaded on four factors with eigenvalues in excess of unity. The variance explained by these four factors was 58.17%. Eight items related to diet (e.g., “Moderate my sugar intake” and “Avoid foods with additives and preservatives”) had factor loadings greater than .40 on factor 1, which was therefore called “diet-related health behaviors”.

Factor 2 had three item loadings above .40. These items were “Get enough sleep and rest”, “Take precautions against sexually transmitted diseases” and “Pay attention to the amount of alcohol you drink”. The factor was thus named the “everything in moderation” factor. Only one item loaded above .40 on factors 3 and 4, respectively. “Try to avoid smoking” was the item loading on factor 3, which was called “no smoking-related” health behaviors. The item loading on factor 4 was “Exercise regularly”. Factor 4 was thus called “exercise-related” health behavior factor. Due to the multi-dimensionality of the Preventive Health Behavior scale, a mean score was calculated for each factor and used in further analysis.

6.3.2 Construct Reliability

Cronbach’s alpha and item statistics were calculated for the Brief Self-Control scale, the Guilt scale, the Protestant Ethic Work values scale, the Hedonic Orientation scale, the Life Satisfaction scale and the Preventive Health Behaviors scale (see Table 18). For

some scales, it was possible to compare reliability statistics with those from prior research (see Table 19).

Table 18 – Measurement Items and Reliabilities for Study 2

		<i>Mean</i>	<i>SD</i>	<i>Cronbach's Alpha</i>
	<u>Preventive Health Behavior Scale</u>			.84
Health_Behav1	Reduce my sodium intake	2.92	1.90	
Health_Behav2	Watch the amount of fat I consume	4.02	1.98	
Health_Behav3	Get enough sleep and rest	4.68	1.63	
Health_Behav4	Moderate my sugar intake	3.81	1.80	
Health_Behav5	Reduce stress and anxiety	4.11	1.52	
Health_Behav6	Moderate my red meat consumption	3.32	2.03	
Health_Behav7	Maintain a balance between “work” and “play”	4.51	1.67	
Health_Behav8	Cut back on snacks and treats	3.60	1.81	
Health_Behav9	Avoid foods with additives and preservatives	3.39	1.94	
Health_Behav10	Eat a well-balanced diet	4.31	1.78	
Health_Behav11	See your dentist for regular check-ups	4.08	2.19	
Health_Behav12	Eat fresh fruit and vegetables	5.37	1.71	
Health_Behav13	Exercise regularly	4.34	1.84	
Health_Behav14	Take precautions against sexually transmitted diseases	5.88	1.76	
Health_Behav15	Pay attention to the amount of alcohol you drink	4.91	1.97	
Health_Behav16	Try to avoid smoking	5.79	1.95	
	<u>Life Satisfaction Scale</u>			.90
Life_Satis1	Compared to your lifetime goals, ideals and what you had ideally hoped to become, how satisfied are you?	4.18	1.13	
Life_Satis2	Compared to what you feel you deserve to have happened to you considering all that you’ve worked for, how satisfied are you?	3.88	1.27	
Life_Satis3	Compared to the accomplishments of your relatives (parents, brothers, sisters, etc...), how satisfied are you?	4.45	1.15	
Life_Satis4	Compared to the accomplishments of your friends and associates, how satisfied are you?	4.45	1.28	
Life_Satis5	Compared to the accomplishments of most people in your position, how satisfied are you?	4.52	1.37	
Life_Satis6	Compared to where you’ve been and how far you have come along (the progress made, the changes you have gone through, or the level of growth you have experienced), how satisfied are you?	4.52	1.12	
Life_Satis7	Compared to what you have expected from yourself all along considering your resources, strengths, and weaknesses, how satisfied are you?	4.03	1.13	
Life_Satis8	Compared to what you may have predicted about yourself becoming, how satisfied are you?	4.15	1.23	
Life_Satis9	Compared to what you feel you should have accomplished so far, how satisfied are you?	4.21	1.47	
Life_Satis10	Compared to what you feel is the minimum of what anyone in your position should have accomplished (and be able to accomplish), how satisfied are you?	4.06	1.20	

Table 18 (cont'd) – Measurement Items and Reliabilities Data Collection Round 2

		<i>Mean</i>	<i>SD</i>	<i>Cronbach's Alpha</i>
	<u>Hedonic Orientation Scale</u>			.84
HO1	I seek out exciting new people.	4.82	1.42	
HO2	I love to dance.	4.81	1.93	
HO3	It's exciting to be in places with lots of other people.	4.98	1.51	
HO4	I'm not a stay-at-home type, I need to be out enjoying myself.	4.52	1.57	
HO5	I am a very outgoing person.	5.00	1.43	
HO6	I always make time for social events	4.95	1.40	
HO7	I have a good time at loud parties with a lot of people.	4.85	1.88	
	<u>Brief Self-Control Scale</u>			.94
Self_Con1	I am good at resisting temptation.	3.45	1.72	
R_Self_Con2	I have a hard time breaking bad habits.	3.05	1.63	
R_Self_Con3	I am lazy.	3.57	1.80	
R_Self_Con4	I say inappropriate things.	3.72	1.51	
R_Self_Con5	I do certain things that are bad for me, if they are fun.	3.23	1.72	
R_Self_Con6	I wish I had more self-discipline.	3.21	1.88	
R_Self_Con7	Pleasure and fun sometimes keep me from getting work done.	3.08	1.95	
R_Self_Con8	I have trouble concentrating.	3.48	1.83	
Self_Con9	I am able to work effectively toward long-term goals.	3.96	1.65	
R_Self_Con10	Sometimes I can't stop myself from doing something, even if I know it is wrong.	3.25	1.91	
R_Self_Con11	I often act without thinking through all the alternatives.	3.73	1.68	
	<u>Guilt</u>			.90
Guilt1	I have recently done something that I deeply regret.	2.85	1.91	
Guilt2	Guilt and remorse have been a part of my life for as long as I can recall.	2.85	2.07	
Guilt3	I feel a strong need to live up to my moral values.	4.03	1.75	
Guilt4	Sometimes I can't stop myself from thinking about things I have done which I consider to be wrong.	3.66	2.07	
Guilt5	I tend to feel guilty when considering luxurious products that are pleasurable but not necessary.	2.87	2.04	
	<u>Protestant Ethic Work Values</u>			.96
Work_Ethic1	Work in the present will guarantee greater future rewards and success.	4.33	1.68	
Work_Ethic2	One should constantly be busy with work.	3.30	1.98	
Work_Ethic3	Work is the only proper use of one's time.	2.78	2.13	
Work_Ethic4	Work is good in and of itself regardless of the economic, material or mental rewards obtained as a result of working.	3.46	1.84	
Work_Ethic5	I like to work.	3.80	1.71	
Work_Ethic6	My life revolves around work.	3.03	2.02	
Work_Ethic7	Good things come to those who work hard.	4.25	1.69	
Work_Ethic8	If given the opportunity or money making it possible for me not to have to work, I would continue to work anyway.	3.71	1.90	
Work_Ethic9	Individuals have a religious and moral obligation to work hard.	3.24	1.95	

Table 19 – Reliabilities Study 2: Past versus Present Study

<i>Construct</i>	<i>Operational Definition</i>	<i>Reference</i>	<i>Crohnbach Alpha in Past Study</i>	<i>Crohnbach Alpha in Present Study</i>
Self-Control	"...the ability to override or change one's inner responses, as well as to interrupt undesired behavioral tendencies (such as impulses) and refrain from acting on them."	Tangney et al. (2004)	.84	.94
Life Satisfaction	"...a function of a comparison between perceived life accomplishments and a set of evoked standards."	Sirgy et al. (1998)	.92	.90
Preventive Health Behaviors	"...behaviours that will prolong one's healthy life or practices that otherwise lessen the effects of infectious disease, chronic illness, or debilitating ailments."	Jayanti and Burns (1998)	.81	.84

All of the scales demonstrated high levels of reliability. Moreover, the Hedonic Orientation measure showed an improved reliability of Crohnbach's alpha of .84 as (compared to .81 in Study 1).

6.4) Data Analysis and Results

Self-Control. H2 proposes a negative relationship between self-control and hedonic orientation. In a one-sided independent t-test with high and low in self-control (after median split) as the grouping variable, no significant differences emerged for hedonic orientation ($\text{mean}_{\text{high_self_control}} = 4.97$, $\text{mean}_{\text{low_self_control}} = 4.71$; $p > .13$). H2 was not supported.

Guilt. H3 proposed a negative relationship between guilt and hedonic orientation. In a one-sided independent t-test, no significant difference in hedonic orientation was found

between those high in guilt and those low in guilt ($\text{mean}_{\text{high_guilt}}=4.80$, $\text{mean}_{\text{low_guilt}}=4.92$; $p>.30$). H3 was not supported.

Protestant Ethic Work Values (PEW). H4 proposed a negative relationship between Protestant work ethic and hedonic orientation. In one-sided independent t-tests, no significant differences in hedonic orientation emerged for those high in PEW and those low in PEW ($\text{mean}_{\text{high_PEW}}=4.85$ $\text{mean}_{\text{low_PEW}}=4.84$; $p>.47$). H4 was not supported.

Hedonic Orientation. H6 posited that individuals high in hedonic orientation are more likely to report higher life satisfaction. A one-sided independent t-test using the median split Hedonic Orientation Scale as the grouping variable, showed a significant positive relationship between hedonic orientation and life satisfaction: Respondents high in hedonic orientation reported greater life satisfaction ($\text{mean}_{\text{high_HO}}=4.54$, $\text{mean}_{\text{low_HO}}=3.97$; $t_{31} = 1.89$; $p<.04$). Thus, H6 was supported.

H7 suggested a positive relationship between hedonic orientation and preventive health behaviors. In one-sided independent t-tests using high and low hedonic orientation (after median split) as the grouping variable, respondents high in hedonic orientation had significantly higher mean scores on diet-related health behaviors ($\text{mean}_{\text{high_HO}}=4.27$, $\text{mean}_{\text{low_HO}}=3.65$; $t_{97}=2.32$; $p<.01$) and exercise-related health behaviors ($\text{mean}_{\text{high_HO}}=4.83$, $\text{mean}_{\text{low_HO}}=3.76$; $t_{97}=3.04$; $p<.001$) than did respondents low in hedonic orientation. No significant differences emerged for moderation and smoking related health behaviors. Therefore, there was some support for H7.

6.5) Discussion

Study 2 suggests that hedonic orientation is not influenced by consumers' self-control, guilt, and Protestant work ethic. There was no support for a negative impact of these consumer values on hedonic orientation. The study convincingly demonstrates, however, that hedonic orientation as individual's propensity to engage in hedonic consumption does in fact significantly affect consumers' life satisfaction and the degree to which they engage in preventive health behaviors. More specifically, consumers high in hedonic orientation are more satisfied with their life, and engage in more diet- and exercise-related health behaviors.

(7) SUMMARY AND CONCLUSION

7.1) Summary

The first goal of this thesis research was to develop a scale to measure a consumer's propensity to engage in hedonic forms of consumption. To achieve this goal the Hedonic Orientation Scale (HOS) was developed using two samples of undergraduate students and accepted scale development procedures. The final HOS is a unidimensional seven-item scale, with acceptable reliability (Cronbach's alpha of .83 across two samples).

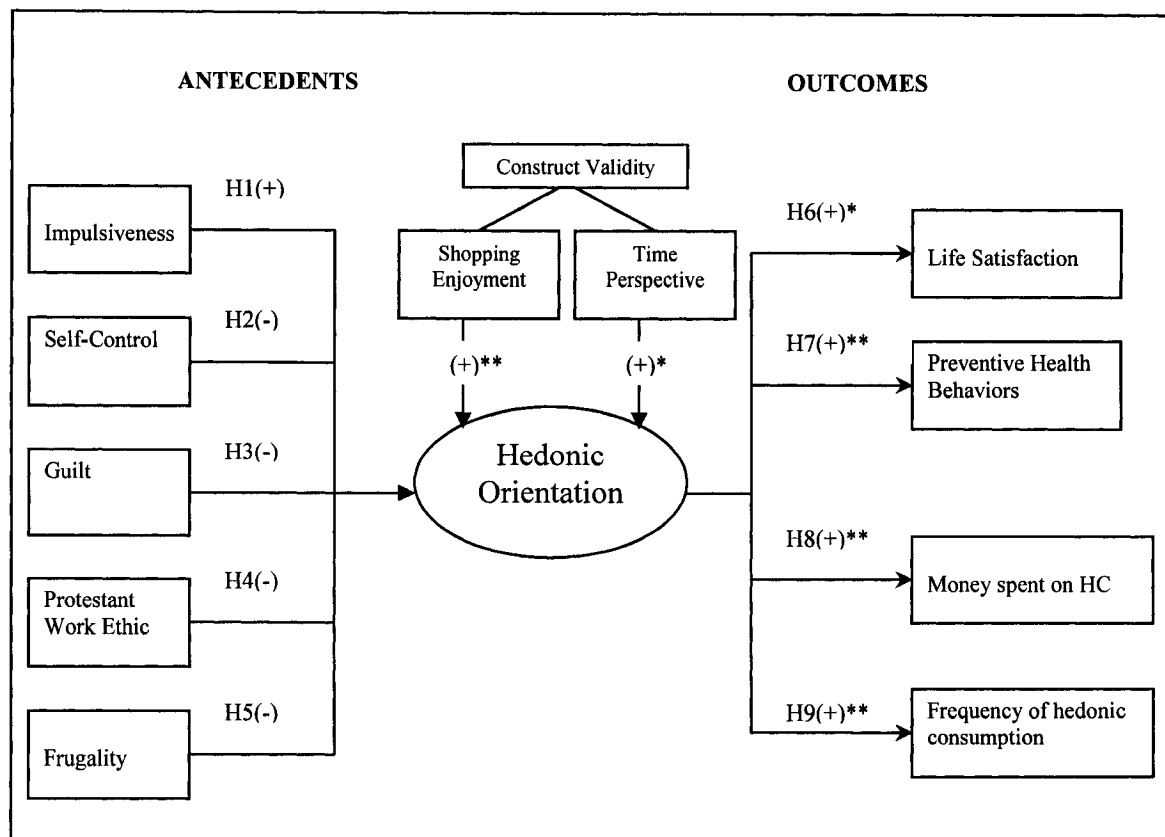
As a test of the convergent validity of the HOS it was hypothesized that hedonic orientation would relate positively to Donthu and Gilliland's (1996) measure of Shopping Enjoyment. The reasoning for this was that individuals with a propensity to engage in hedonic forms of consumption would most likely express enjoying shopping experiences. The results of the analysis demonstrated that individuals with a high hedonic orientation

were more likely to have higher scores on the Shopping Enjoyment scale than those with a low hedonic orientation. Thus, a first test of the convergent validity of the HOS found support.

As an additional test of the convergent validity of the HOS a positive relationship was proposed between the temporal construct of Time Perspective (Zimbardo and Boyd 1999), specifically the Present-Hedonistic factor of this scale, and hedonic orientation. According to Zimbardo and Boyd (1999) the Present-Hedonist is one who enjoys the present without making sacrifices for future rewards. It was suggested that if the conceptualization of hedonic orientation was accurate, it should relate positively to this scale, and results of the analysis confirmed the hypothesized relationship. Respondents with a high hedonic orientation were more likely to have higher scores on the Present-Hedonistic factor of the Zimbardo Time Perspective Inventory (Zimbardo and Boyd 1999), thus once again showing support for the convergent validity of the HOS.

A second goal of the present research was to examine the nomological network in which the HOS is situated. So often in the marketing literature, hedonistic pleasures are associated with rather negative consumer characteristics: impulsiveness, lack of self-control, and guilt, for example. Figure 2 summarizes the results for the proposed nomological network and related hypotheses and demonstrates that some of these assumptions may not actually be as explicit as many researchers have suggested. Of the various antecedents proposed in the nomological network based on the marketing literature, none were found to relate significantly to hedonic orientation.

Figure 2 - Summary of Results



* significant at $p < .05$
 ** significant at $p < .01$

Impulsive behavior has been reported to describe a consumer's preference for immediate rewards over larger future rewards (Puri 1996). It has been suggested that impulsive behavior is emotionally driven (Rook 1987) and hedonic consumption has been characterized as having an important emotional facet (Hirschman and Holbrook 1982). Consistent with this rationale, it was hypothesized that impulsiveness would be positively related to hedonic orientation. Results of the present research suggest that this may not be accurate. The analysis of data collected in Study 1 demonstrates that respondents high and low in impulsiveness do not differ significantly in their hedonic orientation scores.

While it is somewhat surprising that individuals who value impulsiveness were not found to have higher hedonic orientation scores, a potential explanation is that authors often overlook the distinction between the hedonic attributes of goods and services and the hedonic capacity of individuals. Many products with hedonic attributes, for example alcohol and cigarettes, are potentially consumed by those with deficient self-control or irresistible impulses. However, there is a clear distinction between hedonic properties of products and the hedonic capacity of individuals, which does not seem to have been appreciated by many authors.

Interestingly, whereas impulsiveness did not impact hedonic orientation, it was significantly and positively related to the amount of money spent on pleasurable pursuits. While there is evidence that consumers are more tempted by those things that they anticipate will give them pleasure, the assumption that hedonic consumption is motivated by uncontrollable urges and irresistible impulses leaves little room for understanding the inventory of hedonic alternatives that require consumer resources beyond those of just time and money. An alternate explanation could be that money is simply the means by which individuals are able to experience pleasure and that pleasure in and of itself is undertaken for a myriad of different reasons. Instead of simply pursuing hedonic activities for the sake of present gratification, it is possible that hedonic pursuits may also be undertaken to achieve longer term goals. When one considers the benefits to individuals of taking vacations from their jobs, it becomes apparent that engaging in pleasure helps people recharge their energy, allowing them to consequently become more productive upon return to their daily life demands.

Past research has found that hedonic capacity was significantly and positively related to self-control (Dworkin and Saczynski 1984), however, much of the literature in marketing suggests that consumers with self-control problems may find resisting the temptation of pleasurable hedonic goods and services too difficult to overcome (Baumeister 2002, Wertenbroch 1998). Consistent with the writings in marketing, it was hypothesized that a negative relationship would exist between self-control and hedonic orientation. Surprisingly however, there was not a significant relationship between those high and/or low in self-control and mean hedonic orientation scores.

Despite inconclusive evidence for the relationship between self-control and hedonic orientation, there is the possibility that hedonically oriented consumers may exert self-control when needed, but are nonetheless inclined to take time (and money) out to enjoy themselves when appropriate. This conceptualization is consistent with propositions from Tangney et al. (2004) who suggested that “individuals genuinely high in self-control [to] have the ability to exert self-control when it is required....and to suspend self-control when it is not...” (p. 314). It appears possible that consumers with a propensity to engage in hedonic consumption do not necessarily do so solely because they are unable to control themselves. Rather, consumers high in hedonic orientation may be able to engage in pleasurable pursuits when it is appropriate and to refrain when it is not.

Guilt has been conceptualized as a negative affective state that individuals seek to avoid (Lascu 1991). Research has suggested that consumers may not engage in pleasurable

endeavors because of the potential for arousing guilt before, during and/or after consumption (Lascu 1991). It was hypothesized that guilt would be negatively related to having a high hedonic orientation. Surprisingly, no support was found for the proposed relationship. While some authors have found a relationship between guilt and pleasurable consumption (Kivetz and Zen 2005) many qualitative investigations of hedonic consumption have not reported themes of guilt in the accounts of research participants. For example, spending time and money to participate in a hedonically oriented endeavor, such as river rafting (Arnould and Price 1993) or white water kayaking (Hopkinson and Pujari 1999) has been associated with personal growth, *communitas* and harmony with nature (Arnould and Price 1993; Hopkinson and Pujari 1999).

In their study on self-gifts, Mick and DeMoss (1990) found little mention of guilt and regret in respondents answers to their unstructured survey. Evidence suggests that regret about self-gifting was minimal such that “self-gifts are seldom second-guessed” (Mick and DeMoss 1990, p. 328). Moreover, one of the primary motivations behind self-gifts was to reward oneself for accomplishments and effort. Such might equally be the case for the consumption of pleasure. Consumers with a propensity to engage in hedonic forms of consumption may engage in such consumption because they feel that it is deserved or has been earned.

Hedonic consumption has oft been likened to vice and luxury. North American consumers have been said to avoid engaging in pleasurable pursuits because of society's adherence to the values of the Protestant work ethic (Kivetz and Simonson 2002). It was

hypothesized that placing a high value on the tenets of the Protestant work ethic would be negatively related to an individual's hedonic orientation, primarily because the tenets of the PWE promote hard work, frugal spending and condone luxury, idleness and indulgence (Campbell 1987). Surprisingly, the present research did not find support for the negative relationship posited between PWE values and hedonic orientation.

Support was also not found for the posited negative relationship between frugality and hedonic orientation. It may be argued that authors who have conceptualized hedonic consumption as luxury, have focused only on one part of the complex phenomenon that underlies why individuals choose to engage in hedonic pursuits. For instance Bardhi and Arnould (2005) found “the pursuit of hedonic pleasures (to be) a key motivation in thrift shopping” (p. 231). Using a market-oriented ethnographic methodology, Bardhi and Arnould (2005) relied on participant observation and ethnographic interviews with 12 thrift shoppers. These researchers found evidence that “the pursuit of thrift *per se* can be part of a hedonic shopping experience” (p. 232). Thrift shoppers were found to use the moral value of thrift to justify indulgence, thereby challenging traditional views of hedonics and frugality as being diametrically opposed (Bardhi and Arnould 2005). Thus, it would appear that consumers who are frugal and thrift are not necessarily unable to enjoy hedonic pursuits rather they may choose hedonic consumption alternatives that provide a fit with their frugal lifestyles.

Lastovicka et al. (1999) suggested that the frugal may derive pleasure from leisure and their interpersonal relationships. Frugal consumers may achieve idiosyncratic goals,

including those that are pleasurable, by denying short-term whims (Lastovicka et al. 1999). For example, instead of seeing movies in the theatre when they come out, the frugal may prefer to borrow VCR tapes from the public library (Lastovicka et al. 1999). The results of the present research seem to confirm this assertion. Individuals high on frugality tended to engage in hedonic activities that required less monetary outlays, for example working out or playing sports, whereas individuals low on frugality were more likely to engage in hedonic pursuits such as eating out at a restaurant on a monthly basis.

With regards to the antecedent variables in the proposed hedonic orientation nomological network, no relationships were in the posited direction and significant. While these antecedents were chosen based on recent writings in marketing on the subject of hedonic consumption, this is the first time that these constructs have actually been tested with regards to consumers of hedonic pursuits. That individuals who engage in hedonic pursuits are impulsive, lacking in self-control, guilt-ridden, not oriented towards work and who are heavy consumers of extravagant luxuries is a description of hedonically oriented consumers that the current research does not support. Whereas a number of individual differences have been found to relate to individuals hedonic consumption, it was thought of importance to explore personality variables and traits that researchers have implicitly assumed were related to individual's pursuit of pleasure. Therefore, in testing the implicit assumptions authors have made about those who consume hedonically, the present research has found that these assumptions are perhaps not as overarching as has been made to believe.

In terms of the relationship of the newly developed HOS with the dependent variables in the proposed nomological network, Figure 2 demonstrates that the HOS is significantly related to higher life satisfaction, engaging in preventive health behaviors, and spending time and money on hedonic consumption.

In relation to hedonic capacity Meehl (1975) conjectured that individuals at the low end of the hedonic capacity continuum may not experience enough of the pleasures of life to attenuate life's daily stressors and hassles. Consistent with this suggestion, the present research found that individuals with higher scores on the HOS were significantly more likely to report greater life satisfaction. This evidence also corroborates the findings of Meadow et al. (1992) namely that elderly individuals who have more social contact and who engage more in activities also report being more satisfied with life.

Individuals who pursue pleasure have often been said to do so because they are not able to resist tempting courses of action for long term future rewards (Puri 1996). One area that appeared appropriate for testing this assumption was that of health behaviors. While marketing literature suggests that people who engage in hedonic consumption may be propelled to do so because of faulty self-control and irresistible urges, writings in psychology suggest that the capacity for individuals to experience pleasurable affect, is a part of normal and healthy functioning. It was therefore hypothesized that a positive relationship would exist between an individual's Hedonic Orientation and their likelihood of engaging in health behaviors. Consistent with predictions, individuals with higher

scores on the HOS also reported engaging in more preventive health-related behaviors, particularly those related to diet and exercise.

This finding has important public policy contributions. As western governments become more concerned about obesity and inactivity it is of value to know that encouraging people to take the time to enjoy the fruits of life may promote more healthy behaviors. This is consistent with Health Canada's "Healthy Living" program which encourages citizens to engage in a lifestyle that promotes physical, mental and spiritual health by eating nutritiously, engaging in physical activities and developing social networks (Health Canada website accessed November 25, 2006). The results of the present research indicate that individuals with a propensity to consume hedonically may indeed be making lifestyle choices that promote long-term health. Conversely, those consumers with low hedonic orientation may be of value in targeting more specifically with public health efforts.

Hedonic orientation was conceptualized as an individual's propensity to engage in hedonic forms of consumption. It was hypothesized that hedonically oriented consumers should engage more frequently in hedonic consumption and should report spending more money on hedonic pursuits. The present research found a significant positive relationship between hedonic orientation and money and time spent on hedonic consumption. This finding not only confirms the conceptualization of the new hedonic orientation construct, but also demonstrates the practical utility of such a measure in identifying consumers who may be more inclined to purchase hedonic goods, services and experiences. Such

information may be particularly useful to marketers of hedonic products and services in determining who to target advertising initiatives towards.

7.2) Contributions

First, a new measure is developed to allow identification of market segments with a greater likelihood of engaging in hedonic pursuits. The HOS may assist researchers in testing hypotheses that would otherwise not be easily tested, such as the relationship between individual's hedonic orientation and their attitude toward different advertising or marketing initiatives.

Practitioners may find this measure of interest as it demonstrates some success in identifying individuals who spend more time and money on pleasurable goods, services and experiences. For example, the hedonic orientation construct could be employed by market researchers at the firm-level for identifying groups of individuals that would be good participants for focus groups, concept testing or usage studies that involve goods and services that are pleasurable. For example, if a packaged vacation retailer was interested in testing new vacation package concepts, the hedonic orientation scale could be employed to identify those individuals that are more likely to purchase such a hedonically oriented service, thereby allowing the researcher to recruit the type of individual that he or she would eventually be marketing the vacation package to.

The second contribution is the examination of implicit assumptions regarding the relationship between hedonic consumption and individual values and traits, such as

impulsiveness, self-control, guilt, Protestant work ethic values, and consumer frugality. Moreover, the relationships between these constructs, as well as the relationship between these constructs and actual hedonic consumption alternatives, were examined for the first time. The present research suggests that engaging in hedonic pursuits does not necessarily indicate a lack of self-control or high levels of impulsiveness.

The third contribution of this research is to demonstrate that the propensity to engage in hedonic forms of consumption is associated with greater well-being and health. This has important implications for public policy makers. For one, social marketers may find hedonically oriented messages of use in promoting better eating and activity habits. For example, health marketers can broaden the scope of their messages by appealing to the pleasure involved with living an active lifestyle. Social marketers might find that messages that appeal to the pleasure of eating a well-balanced meal may have an impact on individuals who have a propensity to engage in pleasurable pursuits.

Finally, this research contributes to research on hedonic consumption by highlighting the importance of interpersonal pleasure. This is one of the few studies to consider the social aspect of hedonic consumption. Hedonic consumption is social when it “involves activities in which *others participate*, which (may) also require the *presence of others*,” (Iso-Ahola 1980, p. 236). “Others” differ in the degree of personal proximity they have to the individual and this can impact hedonic consumption experiences (Caldwell 2001). For instance, white water kayaking focus group participants revealed their increased enjoyment when the activity was pursued with friends (Hopkinson and Pujari 1999). In

hedonic consumption settings “others” can also be unfamiliar consumers or customer service personnel. Almost 56% of Grove and Fisk’s (1997) research participants indicated that the presence of other customers in the servicescape influenced their level of satisfaction with a tourist attraction. Some have likened employees to actors and have insisted that their on-stage performances impact a consumer’s impressions of the business and of the business offering (Pine and Gilmore 1999). For example, river rafting guides were instrumental to the memorable personal growth and development experienced by river rafters (Arnould and Price 1993). The interpersonal facet of hedonic consumption is thus of value to the study of hedonic consumption, with particularly salient implications for marketing practitioners who manage employee and consumer interactions in hedonic servicescapes.

7.3) Limitations and Future Research Directions

The first limitation of the present research is that although hedonic consumption reportedly contains 4 facets (emotive, sensory, cognitive, and social), the final scale did not reflect this dimensionality in hedonic orientation. The primary reason for this limitation is that the researcher had limited time in which to administer the data collection instrument and was unable to collect data for all 65 items in the final study. In Study 2 the researcher was allotted approximately 20 to 25 minutes of class time to collect data, however, due to the large number of scale items to be tested in addition to many other constructs and variables administered to test hypotheses, the majority of the time the survey could not be completed within this time frame. As a result of this, complete data could only be obtained for 19 items, thereby limiting the possibility of creating a

multidimensional scale. Future research might consider developing and testing a multi-dimensional scale to measure a consumer's propensity to engage in hedonic pursuits.

A second limitation is the use of undergraduate samples in this research. Differences in hedonic orientation among consumers in varying age groups is possible, as university aged students do not often face the same life circumstances as do the middle aged or the elderly. Moreover, such differences may also impact the types of hedonic pursuits that individuals engage in. To increase the generalizability of the Hedonic Orientation Scale and to examine how age and life cycle stage affect hedonic consumption behaviors, future research should test the HOS among consumers of various age groups (e.g., the middle-aged and elderly).

Meehl (1975) suggested that "hedonic bookkeeping" may be an important activity for those who lie at the low end of the hedonic capacity continuum. Future research could examine the impact of mental accounting on hedonic orientation. This stream of research would be fruitful in understanding how individuals consume hedonically over time and across hedonic consumption episodes. For example, if one engages in an activity that requires sensorial stimulation on one occasion, does one choose the same form of stimulation or a different form on the next occasion?

Another direction for future research is to examine the role of effort in hedonic consumption activities and whether individuals with high hedonic orientations tend to engage in more effortful hedonic pursuits. Gibbs and Drolet (2003) found that consumers

take into consideration the level of effort consumption alternatives require, and that when consumers have higher energy levels (in their experiment energy level was manipulated by giving subjects caffeinated beverages) they tend to choose more ambitious consumption alternatives. Prior research finds that investing time and energy into leisure-time pursuits provide individuals with greater enjoyment possibly because such effort makes the pursuits more intrinsically enjoyable (Graef et al. 1981). It would be interesting to see if individuals with high hedonic orientation are more inclined to engage in active hedonic pursuits, and those low on hedonic orientation in more sedentary hedonic pursuits.

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APPENDIX A: Survey Instrument Study 1

Healthy Hedonic Consumption

UH2005-038

This research project has been undertaken by Zelina Frigan with the supervision of Dr. MV Thakor, Professor of Marketing at Concordia University.

The purpose of this research is to explore consumer behavior in the area of leisure and recreation. Your participation in this project is voluntary and there are no penalties should you decide not to participate or to withdraw from the study. You are free to withdraw from this research at any time.

You will be asked a series of questions about your leisure and recreation choices and about your lifestyle. Please do not skip any questions and please answer each question to the best of your ability. It should take between 15 to 20 minutes to complete the attached survey.

The data from this study may be published, however, this questionnaire is entirely confidential so there will be no way of identifying that you have been a participant.

If at any time you have questions about your rights as a research participant, please contact Adela Reid, Research Ethics and Compliance Officer, Concordia University, at (514) 848-7481 or by e-mail at adela.reid@concordia.ca.

Thank you very much for taking the time to participate in this research project.

I). YOUR LEISURE AND RECREATION CHOICES

1). Please tell us how frequently you engage in the following activities.

How many times a week do you:

- a). Listen to music _____ times per week
- b). Eat dessert (eg. ice-cream, cake, cookies) _____ times per week
- c). Eat chocolate (eg. chocolate bars, candies) _____ times per week
- d). Play video games (eg. computer and console games) _____ times per week
- e). Work out (eg. exercise, cardio, weightlifting) _____ times per week
- f). Play sports (eg. swim, ski, tennis) _____ times per week

How many times a month do you:

- a). Have dinner at a restaurant with table service _____ times per month
- b). Go to see a movie _____ times per month

- c). Spend time with family _____ times per month
- d). Drink alcoholic beverages (eg. beer, wine) _____ times per month
- e). Rent videos _____ times per month
- f). Attend musical concerts _____ times per month
- g). Spend time with friends _____ times per month
- h). Attend sporting events _____ times per month
- i). Go shopping for clothes _____ times per month
- j). Have dinner at a fast food restaurant _____ times per month
- k). Spend time in a café with friends _____ times per month
- 2). *How many weeks per year do you go away on vacation?* _____ weeks per year
- 3). *How many books (fiction or non-fiction) do you read each year?* _____ books per year
- 4). *Are you a member of any clubs, organizations or associations?* Yes
 No

If yes, how many clubs, organizations or associations do you belong to? _____

- 5). *Please list two leisure activities that you enjoy not already mentioned in questions 1, 2 and 3:*

Activity 1: _____

How often do you do this activity?
 _____ times per _____ (eg. day, week, month, year)

Activity 2: _____

How often do you do this activity?
 _____ times per _____ (eg. day, week, month, year)

- 6). *How much physical activity do you do on a weekly basis in the winter (e.g., November to March)?*

- 0-2 hour per week 2.1- 4 hours per week 4.1 - 6 hours per week More than 6 hours per week

- 7). *How much physical activity do you do on a weekly basis in the spring/summer/fall (e.g., April to October)?*

- 0-2 hour per week 2.1- 4 hours per week 4.1 - 6 hours per week More than 6 hours per week

- 8). *I enjoy life the most in:* Winter Spring/Summer/Fall Equally in both

9). Please rate the following statement by circling the number that best corresponds to your level of agreement.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Sports are a big part of my life.	1	2	3	4	5
I consider myself to be a health-conscious person.	1	2	3	4	5
I exercise regularly to stay physically fit.	1	2	3	4	5
I watch what I eat.	1	2	3	4	5

10). About how much money do you spend per month on leisure, entertainment or goods?
For example: movies, renting videos, skiing, buying CDs, etc....

I spend _____ \$ per month.

II). YOUR ATTITUDE TO LEISURE AND RECREATION

For each of the following statements, please circle the number from 1 to 7 that best indicates your level of agreement or disagreement. Please answer ALL the questions even if some of them appear similar to others – this is important for our analysis.

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

In life, one can never have enough fun.	1	2	3	4	5	6	7
I prefer to watch subtitled foreign films rather than North American remakes of the same movies.	1	2	3	4	5	6	7
There are a number of people that I could call if I wanted to have a good time.	1	2	3	4	5	6	7
The smell of fresh baked goods is not something I find pleasant.	1	2	3	4	5	6	7
I like to give and receive hugs.	1	2	3	4	5	6	7
The fun of playing sports is highly overrated.	1	2	3	4	5	6	7
I prefer watching documentaries on television to watching comedies.	1	2	3	4	5	6	7
I prefer to play team sports rather than individual ones.	1	2	3	4	5	6	7
There are weeks or months when I have trouble coping with life.	1	2	3	4	5	6	7
I prefer leisure activities that give my brain a rest.	1	2	3	4	5	6	7
I prefer experiences that allow me to contemplate them well after consumption.	1	2	3	4	5	6	7
Activities that allow me to interact with others are the ones I really enjoy.	1	2	3	4	5	6	7
The feel of fur or silk is very pleasing.	1	2	3	4	5	6	7
The activities that give me the greatest enjoyment are those that make me think.	1	2	3	4	5	6	7
Tasting new foods and flavors is a thrill for me.	1	2	3	4	5	6	7
Sexual experiences are pleasurable to me.	1	2	3	4	5	6	7

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

Pleasure is the essence of life.	1	2	3	4	5	6	7
Physical activities give me the greatest sensation of relaxation.	1	2	3	4	5	6	7
Often, in my free time, I just want to left alone.	1	2	3	4	5	6	7
People annoy me.	1	2	3	4	5	6	7
Leisure activities that require thought are boring.	1	2	3	4	5	6	7
I lose touch with friends because keeping in touch takes a great deal of effort.	1	2	3	4	5	6	7
It's exciting to be in a place with lots of other people.	1	2	3	4	5	6	7
The activities that give me the greatest enjoyment are those that require physical effort.	1	2	3	4	5	6	7
It gives me pleasure to think about how things work.	1	2	3	4	5	6	7
Compared to other activities, those that require physical effort are most enjoyable.	1	2	3	4	5	6	7
I enjoy being part of groups that do fun things.	1	2	3	4	5	6	7
I don't lead a rich, fulfilling life.	1	2	3	4	5	6	7
I always make sure that I take the time to treat myself.	1	2	3	4	5	6	7
I often find myself fantasizing and daydreaming.	1	2	3	4	5	6	7
Having time for pleasure is important to me.	1	2	3	4	5	6	7
I like experiences that arouse my senses.	1	2	3	4	5	6	7
I enjoy being outdoors.	1	2	3	4	5	6	7
I don't understand people that like to sit and watch television for fun.	1	2	3	4	5	6	7
I am not shy.	1	2	3	4	5	6	7
Going out alone is never as much fun as going out with a group of friends.	1	2	3	4	5	6	7
I am a very outgoing person.	1	2	3	4	5	6	7
Given the choice, I would prefer to play a sport rather than watch it on television.	1	2	3	4	5	6	7
I avoid movies that make you think.	1	2	3	4	5	6	7
I always make time for my friends.	1	2	3	4	5	6	7
Given the choice, I prefer to exert mental effort rather than physical effort in my free time.	1	2	3	4	5	6	7
I like to savor my favorite foods.	1	2	3	4	5	6	7
Activities that require physical effort are more enjoyable than those that do not require physical effort.	1	2	3	4	5	6	7
I like to be around people.	1	2	3	4	5	6	7
I don't eat in restaurants unless I am with someone.	1	2	3	4	5	6	7
I really like having friends over to my place.	1	2	3	4	5	6	7
I can't resist running my hand through the fur of a puppy or kitten.	1	2	3	4	5	6	7
I always make time for social events.	1	2	3	4	5	6	7
I belong to a club or association.	1	2	3	4	5	6	7
I am a very energetic person.	1	2	3	4	5	6	7
I don't feel comfortable when people touch me.	1	2	3	4	5	6	7
A good time is one that doesn't require me to think.	1	2	3	4	5	6	7
I like to read the dictionary for fun.	1	2	3	4	5	6	7
Finding ways to have fun is important.	1	2	3	4	5	6	7
I like to experience new places.	1	2	3	4	5	6	7
I have many recreational interests.	1	2	3	4	5	6	7
I love taking vacations.	1	2	3	4	5	6	7
I have made bad choices in my life.	1	2	3	4	5	6	7
Doing pleasurable things is important to me.	1	2	3	4	5	6	7
I am comfortable spending time alone.	1	2	3	4	5	6	7
I like leisure activities that allow you to learn new things.	1	2	3	4	5	6	7
Dinner parties are a great way to spend time with close friends.	1	2	3	4	5	6	7

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

I don't have any close friends.	1	2	3	4	5	6	7
Enjoying life is a priority for me.	1	2	3	4	5	6	7
I love to dance.	1	2	3	4	5	6	7
I enjoy exciting activities.	1	2	3	4	5	6	7
Close friends are important to me.	1	2	3	4	5	6	7
I enjoy activities that require a great deal of physical stamina.	1	2	3	4	5	6	7
I have enough thinking to do at work, why not give my head a rest at home.	1	2	3	4	5	6	7
I have a good time at loud parties with a lot of people.	1	2	3	4	5	6	7
I like to share my happiness with others.	1	2	3	4	5	6	7
Getting fresh air is a must for me.	1	2	3	4	5	6	7
I dislike listening to other people's problems.	1	2	3	4	5	6	7
I don't see how reading books can be pleasant.	1	2	3	4	5	6	7
I do not hesitate to spend money on things that give me pleasure.	1	2	3	4	5	6	7
I dislike crowded places.	1	2	3	4	5	6	7
I could spend hours thinking about how something is made.	1	2	3	4	5	6	7
I don't enjoy dancing.	1	2	3	4	5	6	7
I often go to the movies alone.	1	2	3	4	5	6	7
I love the challenge of interpreting abstract poetry.	1	2	3	4	5	6	7
Friends are an important part of my life.	1	2	3	4	5	6	7
I hate it when the fun has to end.	1	2	3	4	5	6	7
I enjoy do-it-yourself projects as they challenge my mental abilities.	1	2	3	4	5	6	7
Family get-togethers are always a thrill.	1	2	3	4	5	6	7
I like to spend my leisure time in active pursuits.	1	2	3	4	5	6	7
Everyday life is interesting and stimulating.	1	2	3	4	5	6	7
I enjoy exerting physical effort, not because I have to, but because I want to.	1	2	3	4	5	6	7
I like to communicate with others.	1	2	3	4	5	6	7
I like meeting new people.	1	2	3	4	5	6	7
I have a real zest for life.	1	2	3	4	5	6	7
I hate spending my free time alone.	1	2	3	4	5	6	7
I go through periods when I feel low.	1	2	3	4	5	6	7
I enjoy losing myself in thought.	1	2	3	4	5	6	7
I get the most out of every weekend.	1	2	3	4	5	6	7
I cherish activities that require my undivided attention.	1	2	3	4	5	6	7
I don't enjoy physical activity.	1	2	3	4	5	6	7
I am active in community organizations.	1	2	3	4	5	6	7
I enjoy learning new things in my free time.	1	2	3	4	5	6	7
I feel secure knowing that I have friends I can turn to.	1	2	3	4	5	6	7
I enjoy being physically active.	1	2	3	4	5	6	7
Being happy in life is more important than having a great job.	1	2	3	4	5	6	7
I don't understand why people like to debate politics for fun.	1	2	3	4	5	6	7
Given the choice, I prefer leisure activities that challenge my physical abilities.	1	2	3	4	5	6	7
I find physical activities, like sports, boring.	1	2	3	4	5	6	7
I find life to be boring.	1	2	3	4	5	6	7
I like to be moving around.	1	2	3	4	5	6	7

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

I get a kick out of solving crossword or number puzzles.	1	2	3	4	5	6	7
When I see people eating in a restaurant alone, I feel sorry for them.	1	2	3	4	5	6	7
Traveling to new and offbeat destinations is fun.	1	2	3	4	5	6	7
I wish I did not have any neighbors.	1	2	3	4	5	6	7
I never know what to do with my free time.	1	2	3	4	5	6	7
I make sure nothing cuts into time that is reserved for my hobbies and leisure	1	2	3	4	5	6	7
There's nothing like speaking with a friend when I am bored.	1	2	3	4	5	6	7
My favourite thing to do in my free time is to relax at home.	1	2	3	4	5	6	7
I love to chat with others.	1	2	3	4	5	6	7
Being successful in my job/career is not the most important thing in life.	1	2	3	4	5	6	7
I enjoy watching comedies because I don't have to think.	1	2	3	4	5	6	7
Life is a struggle for me most of the time.	1	2	3	4	5	6	7
I seek out exciting new people.	1	2	3	4	5	6	7
My appetite is aroused when I smell food cooking.	1	2	3	4	5	6	7
I often sing along with my favorite songs.	1	2	3	4	5	6	7
Interpreting the meaning behind art is a passion for me.	1	2	3	4	5	6	7
I work hard to develop my physical attributes.	1	2	3	4	5	6	7
In my opinion people spend too much time working and not enough time having fun.	1	2	3	4	5	6	7
If given the choice, I would prefer to rent a video on a Saturday night than go out with friends.	1	2	3	4	5	6	7
You would never catch me at home on a sunny day.	1	2	3	4	5	6	7
I only value money to the extent that it lets me enjoy my life the way I want to.	1	2	3	4	5	6	7
When passing by flowers, I always take the time to stop and smell them.	1	2	3	4	5	6	7
I often invite friends over for dinner.	1	2	3	4	5	6	7
There is nothing like the release that physical exhaustion provides.	1	2	3	4	5	6	7
I love my life.	1	2	3	4	5	6	7
It bothers me when people call me just to chat.	1	2	3	4	5	6	7
I feel very close to my friends.	1	2	3	4	5	6	7
I seek out recreational activities that challenge my intelligence.	1	2	3	4	5	6	7
You really can't expect much from others.	1	2	3	4	5	6	7
If given the choice I prefer to be alone than with others.	1	2	3	4	5	6	7
When it comes to having a good time the more the merrier.	1	2	3	4	5	6	7
I love to walk barefoot in the grass.	1	2	3	4	5	6	7
Thinking about how things work is a waste of time.	1	2	3	4	5	6	7
I'm not a stay-at-home type - I need to be out enjoying myself.	1	2	3	4	5	6	7
I wish people would leave me alone.	1	2	3	4	5	6	7
I try to avoid pursuits that don't challenge my mind.	1	2	3	4	5	6	7
I think that having fun is a priority.	1	2	3	4	5	6	7
I take pleasure in doing things that stimulate my senses.	1	2	3	4	5	6	7
There is nothing like a good back massage.	1	2	3	4	5	6	7

III). YOUR LIFESTYLE AND HABITS

1). Read each of the following adjectives carefully and indicate how well they would describe you. Circle the number on the scale next to each adjective. Numbers near 1 indicate that the adjective would usually describe you, numbers near 4 indicate that it would sometimes describe you, and numbers near 7 indicate it would seldom describe you.

	Usually Describes Me		Sometimes Describes Me			Seldom Describes Me	
	1	2	3	4	5	6	7
Impulsive	1	2	3	4	5	6	7
Careless	1	2	3	4	5	6	7
Self-Controlled	1	2	3	4	5	6	7
Extravagant	1	2	3	4	5	6	7
Farsighted	1	2	3	4	5	6	7
Responsible	1	2	3	4	5	6	7
Restrained	1	2	3	4	5	6	7
Easily tempted	1	2	3	4	5	6	7
Rational	1	2	3	4	5	6	7
Methodical	1	2	3	4	5	6	7
Enjoy Spending	1	2	3	4	5	6	7
A planner	1	2	3	4	5	6	7

2). Please read the following statements and indicate your level of agreement by circling the number on the scale below. Numbers closest to 6 indicate that you definitely agree, and numbers near 1 indicate that you definitely do not agree with the statement

	Definitely Do not agree					Definitely Agree
	1	2	3	4	5	6
If you take good care of your possessions, you will definitely save money in the long run.	1	2	3	4	5	6
There are many things that are normally thrown away that are still quite useful.	1	2	3	4	5	6
Making better use of my resources makes me feel good.	1	2	3	4	5	6
If you can re-use an item you already have, there's no sense in buying something new.	1	2	3	4	5	6
I believe in being careful in how I spend my money.	1	2	3	4	5	6
I discipline myself to get the most from my money.	1	2	3	4	5	6
I am willing to wait on a purchase I want so that I can save money.	1	2	3	4	5	6
There are things I resist buying today so I can save for tomorrow.	1	2	3	4	5	6

IV). GENERAL INFORMATION

Finally, a few questions about you. All information provided is strictly confidential.

1). To which age group do you belong?

- 18-23 years old
- 24-29 years old
- 30-35 years old
- 36-41 years old
- 42-47 years old
- 48-53 years old
- 54-59 years old
- 60-65 years old
- 66-71 years old
- 71 years old or older

2). Please indicate your gender: Male Female

3). Which language do you use at home? (Please select only one)

- English
- French
- Other: _____
- I speak English and French equally
- I speak several languages equally

4). Which language do you speak most often? (Please select only one)

- English
- French
- Other: _____
- I speak English and French equally
- I speak several languages equally

5). Canadians are proud of their ethnic origins. Please make a check mark in the box that best describes your ethnic roots (please note that the listing is in alphabetical order):

<input type="checkbox"/>	American (USA)	<input type="checkbox"/>	Italian
<input type="checkbox"/>	Arab	<input type="checkbox"/>	Jamaican
<input type="checkbox"/>	Canadian	<input type="checkbox"/>	Jewish
<input type="checkbox"/>	Chinese	<input type="checkbox"/>	Lebanese
<input type="checkbox"/>	Croatian	<input type="checkbox"/>	Métis
<input type="checkbox"/>	Danish	<input type="checkbox"/>	North American Indian
<input type="checkbox"/>	Dutch (Netherlands)	<input type="checkbox"/>	Norwegian
<input type="checkbox"/>	East Indian (from India)	<input type="checkbox"/>	Polish
<input type="checkbox"/>	English	<input type="checkbox"/>	Portuguese
<input type="checkbox"/>	Filipino	<input type="checkbox"/>	Quebecois(e)
<input type="checkbox"/>	Finnish	<input type="checkbox"/>	Russian
<input type="checkbox"/>	French	<input type="checkbox"/>	Scottish
<input type="checkbox"/>	German	<input type="checkbox"/>	Spanish
<input type="checkbox"/>	Greek	<input type="checkbox"/>	Swedish
<input type="checkbox"/>	Haitian	<input type="checkbox"/>	Ukrainian
<input type="checkbox"/>	Hungarian (Magyar)	<input type="checkbox"/>	Vietnamese
<input type="checkbox"/>	Irish	<input type="checkbox"/>	Welsh
<input type="checkbox"/>	Other: _____		

6). Please indicate your marital status: Single Married Separated Divorced

7). Do you have any children? Yes No

If yes, how many children do you have? _____ children

APPENDIX B: Survey Instrument Study 2

Healthy Hedonic Consumption

UH2005-038

This research project has been undertaken by Zelina Frigan with the supervision of Dr. MV Thakor, Professor of Marketing at Concordia University.

The purpose of this research is to explore consumer behavior in the area of leisure and recreation. Your participation in this project is voluntary and there are no penalties should you decide not to participate or to withdraw from the study. You are free to withdraw from this research at any time.

You will be asked a series of questions about your leisure and recreation choices and about your lifestyle. Please do not skip any questions and please answer each question to the best of your ability. It should take between 15 to 20 minutes to complete the attached survey.

The data from this study may be published, however, this questionnaire is entirely confidential so there will be no way of identifying that you have been a participant.

If at any time you have questions about your rights as a research participant, please contact Adela Reid, Research Ethics and Compliance Officer, Concordia University, at (514) 848-7481 or by e-mail at adela.reid@concordia.ca.

I). LEISURE AND RECREATION CHOICES

1). Please tell us how frequently you engage in the following activities:

How many times a week do you:

- a). Listen to music _____ times per week
- b). Eat dessert (eg. ice-cream, cake, cookies) _____ times per week
- c). Work out (eg. exercise, cardio, weightlifting) _____ times per week
- d). Play sports (eg. swim, ski, tennis) _____ times per week

How many times a month do you:

- a). Have dinner at a restaurant with table service _____ times per month
- b). Go to see a movie at the movie theater _____ times per month
- c). Spend time with family _____ times per month
- d). Drink alcoholic beverages (eg. beer, wine) _____ times per month
- e). Rent videos to watch at home _____ times per month
- f). Attend live music concerts _____ times per month
- g). Visit a beauty salon _____ times per month

- h). Attend sporting events _____ times per month
- i). Go shopping for clothes _____ times per month
- j). Eat at a fast food restaurant _____ times per month
- k). Spend time in a café with friends _____ times per month
- l). Go dancing in clubs _____ times per month
- m). Visit a museum _____ times per month
- n). Get a massage _____ times per month
- o). Go to bars and/or pubs _____ times per month

3). *How many weeks per year do you go away on vacation?* _____ weeks per year

4). *How many books (fiction or non-fiction) do you read each year?* _____ books per year

5). *About how much money do you spend per month on leisure, entertainment or goods?*
For example: movies, renting videos, skiing, buying CDs, etc....

About _____ \$ per month.

6). *Please indicate your level of agreement or disagreement with the following statements.*

	Strongly Disagree				Strongly Agree
I get a real "high" from shopping.	1	2	3	4	5
Shopping is fun.	1	2	3	4	5
Buying things makes me happy.	1	2	3	4	5

7). *Please rate the following statement by circling the number that best corresponds to your level of agreement.*

	Strongly Disagree				Strongly Agree
Sports are a big part of my life.	1	2	3	4	5
I exercise regularly to stay physically fit.	1	2	3	4	5
I watch what I eat.	1	2	3	4	5
I consider myself to be a health-conscious person.	1	2	3	4	5

8). On the scale below please indicate how much you engage in the following activities.

- a) Reduce my sodium intake None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- b) Watch the amount of fat None of : : : : : : : : All of
consume the time 1 2 3 4 5 6 7 the time
- c) Get enough sleep and rest None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- d) Moderate my sugar intake None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- e) Reduce stress and anxiety None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- f) Moderate my red meat None of : : : : : : : : All of
consumption the time 1 2 3 4 5 6 7 the time
- g) Maintain a balance between None of : : : : : : : : All of
“work” and “play” the time 1 2 3 4 5 6 7 the time
- h) Cut back on snacks and treats None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- i) Avoid foods with additives None of : : : : : : : : All of
and preservatives the time 1 2 3 4 5 6 7 the time
- j) Eat a well-balanced diet None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- k) See your dentist for regular None of : : : : : : : : All of
check-ups the time 1 2 3 4 5 6 7 the time
- l) Eat fresh fruit and vegetables None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- m) Exercise regularly None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time
- n) Take precautions against None of : : : : : : : : All of
sexually transmitted diseases the time 1 2 3 4 5 6 7 the time
- o) Pay attention to the amount None of : : : : : : : : All of
of alcohol you drink the time 1 2 3 4 5 6 7 the time
- p) Try to avoid smoking None of : : : : : : : : All of
the time 1 2 3 4 5 6 7 the time

9). Please read and answer the questions below by circling the number that best corresponds to how you feel about your life.

1	2	3	4	5	6
Very Dissatisfied					Very Satisfied

Compared to your lifetime goals, ideals and what you had ideally hoped to become, how satisfied are you?	1	2	3	4	5	6
Compared to what you feel you deserve to have happened to you considering all that you've worked for, how satisfied are you?	1	2	3	4	5	6
Compared to the accomplishments of your relatives (parents, brothers, sisters, etc...), how satisfied are you?	1	2	3	4	5	6
Compared to the accomplishments of your friends and associates, how satisfied are you?	1	2	3	4	5	6
Compared to the accomplishments of most people in your position, how satisfied are you?	1	2	3	4	5	6
Compared to where you've been and how far you have come along (the progress made, the changes you have gone through, or the level of growth you have experienced), how satisfied are you?	1	2	3	4	5	6
Compared to what you have expected from yourself all along considering your resources, strengths, and weaknesses, how satisfied are you?	1	2	3	4	5	6
Compared to what you may have predicted about yourself becoming, how satisfied are you?	1	2	3	4	5	6
Compared to what you feel you should have accomplished so far, how satisfied are you?	1	2	3	4	5	6
Compared to what you feel is the minimum of what anyone in your position should have accomplished (and be able to accomplish), how satisfied are you?	1	2	3	4	5	6

II). ATTITUDES TO LEISURE AND RECREATION

For each statement, please circle the number from 1 to 7 that best indicates your level of agreement or disagreement:

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

Tasting new foods and flavors is a thrill for me.	1	2	3	4	5	6	7
When I am in the mood to have a good time, there are a lot of different people that I can call.	1	2	3	4	5	6	7
Having fun is a priority for me.	1	2	3	4	5	6	7
My heart races when I hear my favorite song.	1	2	3	4	5	6	7
Activities that allow me to interact with others are by far the most enjoyable.	1	2	3	4	5	6	7
I find the contrast of black and white photographs very beautiful.	1	2	3	4	5	6	7
I love the sensation of the sun warming my skin when I'm outdoors.	1	2	3	4	5	6	7
Being part of groups that do fun things is important to me.	1	2	3	4	5	6	7
I can't resist the smell of freshly baked cookies.	1	2	3	4	5	6	7
Experiences that arouse my senses are the most enjoyable.	1	2	3	4	5	6	7
Nothing compares to the joy I feel when I am outdoors.	1	2	3	4	5	6	7
There is no greater pleasure than to run my hands through the fur of a puppy or kitten.	1	2	3	4	5	6	7

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

Making time for my friends is a top priority.	1	2	3	4	5	6	7
I love the experience of restaurant dining.	1	2	3	4	5	6	7
My energy level is extremely high.	1	2	3	4	5	6	7
I love to be around people.	1	2	3	4	5	6	7
I put a lot of effort into finding ways to have fun.	1	2	3	4	5	6	7
There is nothing like the sound of fellow spectators to make an event even more exciting.	1	2	3	4	5	6	7
I'm not a stay-at-home type, I need to be out enjoying myself.	1	2	3	4	5	6	7
Experiencing new places is stimulating.	1	2	3	4	5	6	7
If given the choice, I would prefer to rent a video on a Saturday night than go out with friends.	1	2	3	4	5	6	7
The sights and sounds of a new city are very exciting.	1	2	3	4	5	6	7
Nothing beats the thrill of taking a vacation.	1	2	3	4	5	6	7
I love my life.	1	2	3	4	5	6	7
I have definitely been tempted to touch the art I see when visiting a museum.	1	2	3	4	5	6	7
Nothing compares to live musical performances.	1	2	3	4	5	6	7
I seek out exciting new people.	1	2	3	4	5	6	7
I enjoy the way my mouth tingles when I taste a new spice or flavor.	1	2	3	4	5	6	7
Doing pleasurable things is of the utmost importance to me.	1	2	3	4	5	6	7
The smell of freshly cut grass is the best smell.	1	2	3	4	5	6	7
Activities that provide a lot of excitement are the ones that I enjoy the most.	1	2	3	4	5	6	7
Having close friends is very important to me.	1	2	3	4	5	6	7
Bold patterns are the most interesting to look at.	1	2	3	4	5	6	7
When I am happy I always share it with those around me.	1	2	3	4	5	6	7
Being outdoors, getting fresh air is vital to me.	1	2	3	4	5	6	7
I feel very close to my friends.	1	2	3	4	5	6	7
I really enjoy the fragrance of freshly cut flowers.	1	2	3	4	5	6	7
I am strongly attracted to bright colors.	1	2	3	4	5	6	7
I like to be moving around.	1	2	3	4	5	6	7
Friends are an essential part of my life.	1	2	3	4	5	6	7
I hate it when the fun has to end.	1	2	3	4	5	6	7
I love the sights, sounds and smells of an outdoor market.	1	2	3	4	5	6	7
I really love to communicate with others.	1	2	3	4	5	6	7
I enjoy listening to the rain fall outside my window.	1	2	3	4	5	6	7
I delight in meeting new people.	1	2	3	4	5	6	7
I have more zest for life than most people I know.	1	2	3	4	5	6	7
Knowing I have friends to turn to makes me feel very secure.	1	2	3	4	5	6	7
I love to chat with others.	1	2	3	4	5	6	7
The activities I get the most pleasure from are those that stimulate all of my senses.	1	2	3	4	5	6	7
I get the most out of every weekend.	1	2	3	4	5	6	7
I place great importance on having time for pleasure.	1	2	3	4	5	6	7
I am a very outgoing person.	1	2	3	4	5	6	7
The smells and sounds of the ocean are enthralling.	1	2	3	4	5	6	7
I enjoy being physically active.	1	2	3	4	5	6	7
My appetite is aroused when I smell food cooking.	1	2	3	4	5	6	7

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

I really like having friends over to my place.	1	2	3	4	5	6	7
Being in nature on a nice day is my idea of heaven.	1	2	3	4	5	6	7
I have a good time at loud parties with a lot of people.	1	2	3	4	5	6	7
Listening to a beautiful song fills my heart with joy.	1	2	3	4	5	6	7
It's exciting to be in places with lots of other people.	1	2	3	4	5	6	7
Walking along the beach barefoot is one of life's greatest pleasures.	1	2	3	4	5	6	7
I always make time for social events.	1	2	3	4	5	6	7
When eating my favorite food, I always eat slowly to savor the taste.	1	2	3	4	5	6	7
Enjoying life is a priority for me.	1	2	3	4	5	6	7
I love to dance.	1	2	3	4	5	6	7

III). YOUR LIFESTYLE AND HABITS

1). Please indicate how much each of the following statements describes.

	Not at all			Very much	
I am good at resisting temptation.	1	2	3	4	5
I have a hard time breaking bad habits.	1	2	3	4	5
I am lazy.	1	2	3	4	5
I say inappropriate things.	1	2	3	4	5
I do certain things that are bad for me, if they are fun.	1	2	3	4	5
I refuse things that are bad for me.	1	2	3	4	5
I wish I had more self-discipline.	1	2	3	4	5
People would say that I have iron self-discipline.	1	2	3	4	5
Pleasure and fun sometimes keep me from getting work done.	1	2	3	4	5
I have trouble concentrating.	1	2	3	4	5
I am able to work effectively toward long-term goals.	1	2	3	4	5
Sometimes I can't stop myself from doing something, even if I know it is wrong.	1	2	3	4	5
I often act without thinking through all the alternatives.	1	2	3	4	5

2). Please tell us how much you agree or disagree with the following statements:

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
I have recently done something that I deeply regret.	1	2	3	4	5
Guilt and remorse have been a part of my life for as long as I can recall.	1	2	3	4	5
I feel a strong need to live up to my moral values.	1	2	3	4	5
Sometimes I can't stop myself from thinking about things I have done which I consider to be wrong.	1	2	3	4	5
I tend to feel guilty when considering luxurious products that are pleasurable but not necessary.	1	2	3	4	5
Work in the present will guarantee greater future rewards and success.	1	2	3	4	5
One should constantly be busy with work.	1	2	3	4	5
Work is the only proper use of one's time.	1	2	3	4	5
Work is good in and of itself regardless of the economic, material or mental rewards obtained as a result of working.	1	2	3	4	5
I like to work.	1	2	3	4	5
My life revolves around work.	1	2	3	4	5
Good things come to those who work hard.	1	2	3	4	5
If given the opportunity or money making it possible for me not to have to work, I would continue to work anyway.	1	2	3	4	5
Individuals have a religious and moral obligation to work hard.	1	2	3	4	5

3). Please read each of the following items carefully and answer the following question: How characteristic or true is this of you?

1	2	3	4	5
Very Uncharacteristic	Uncharacteristic	Neutral	Characteristic	Very Characteristic

I believe that getting together with one's friends to party is one of life's important pleasures.	1	2	3	4	5
I do things impulsively.	1	2	3	4	5
When listening to my favorite music, I often lose all track of time.	1	2	3	4	5
I try to live my life as fully as possible, one day at a time.	1	2	3	4	5
Ideally, I would live each day as if it were my last.	1	2	3	4	5
I make decisions on the spur of the moment.	1	2	3	4	5
It is important to put excitement in my life.	1	2	3	4	5
I feel that it's more important to enjoy what you're doing than to get work done on time.	1	2	3	4	5
Taking risks keeps my life from becoming boring.	1	2	3	4	5
It is more important for me to enjoy life's journey than to focus only on the destination	1	2	3	4	5
I take risks to put excitement in my life.	1	2	3	4	5
I often follow my heart more than my head.	1	2	3	4	5
I find myself getting swept up in the excitement of the moment.	1	2	3	4	5
I prefer friends who are spontaneous rather than predictable.	1	2	3	4	5
I like my close relationships to be passionate.	1	2	3	4	5

5). How important are the following to you?

	Not At All Important					Extremely Important	
	1	2	3	4	5	6	7
Self-respect	1	2	3	4	5	6	7
Sense of accomplishment	1	2	3	4	5	6	7
Self-fulfillment	1	2	3	4	5	6	7
Security	1	2	3	4	5	6	7
Being well respected	1	2	3	4	5	6	7
Sense of belonging	1	2	3	4	5	6	7
Friendly relationships with others	1	2	3	4	5	6	7
Excitement	1	2	3	4	5	6	7

IV). GENERAL INFORMATION

Finally, a few questions about you. Again, all information provided is strictly confidential.

1). To which age group do you belong?

- | | | |
|--|--|--|
| <input type="checkbox"/> 18-23 years old | <input type="checkbox"/> 42-47 years old | <input type="checkbox"/> 66-71 years old |
| <input type="checkbox"/> 24-29 years old | <input type="checkbox"/> 48-53 years old | <input type="checkbox"/> 71 and over |
| <input type="checkbox"/> 30-35 years old | <input type="checkbox"/> 54-59 years old | |
| <input type="checkbox"/> 36-41 years old | <input type="checkbox"/> 60-65 years old | |

2). Please indicate your gender: Male Female

3). Which language do you speak most often? Please select only one

- English
- French
- Other: _____
- I speak several languages equally

4). Which language do you use at home? Please select only one

- English
- French
- Other: _____
- I speak several languages equally

5). Are you a member of any clubs, organizations or associations? Yes No

If yes, how many clubs, organizations or associations do you belong to? _____