

SEVEN DIMENSIONS OF CONSUMPTION

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Göteborgs universitet, 2017

Avhandling för avläggande av filosofie doktorsexamen i psykologi, som med vederbörligt tillstånd av Samhällsvetenskapliga fakulteten vid Göteborgs universitet kommer att offentligen försvaras den 24 maj 2017, kl. 10.00, sal F1, Psykologiska institutionen, Haraldsgatan 1, Göteborg

Opponent:

Dr. Goda Perlaviciute, Faculty of Behavioural and Social Sciences, University of Groningen, Netherlands

Ordförande vid disputationen:

Professor Trevor Archer

Avhandlingen består av följande delarbeten:

- I. Barbopoulos, I., & Johansson, L.-O. (2016). A multi-dimensional approach to consumer motivation: Exploring economic, hedonic, and normative consumption goals. *Journal of Consumer Marketing*, 33(1), 75–84.
- II. Barbopoulos, I., & Johansson, L.-O. (2017). The Consumer Motivation Scale: Development of a multi-dimensional and context-sensitive measure of consumption goals. *Journal of Business Research*, 76, 118-126.
- III. Barbopoulos, I., & Johansson, L.-O. (2017). *The situational activation of consumption goals*. Manuscript submitted for publication.



Abstract

Barbopoulos, I. (2017). *Seven dimensions of consumption*. Department of Psychology, University of Gothenburg, Sweden.

This thesis presents the development of the integrative, context-sensitive, and multi-dimensional Consumer Motivation Scale (CMS). The CMS is based on the three higher-order master goals of goal-framing theory: the *gain goal* (“to guard or improve one’s resources”), the *hedonic goal* (“to feel better right now”), and the *normative goal* (“to act appropriately”). Across three articles, nine empirical studies, and various product categories and consumption contexts, the dimensionality and situational variability of the master goals are examined. The emergent goal structure—consisting of the three gain sub-goals *Value for Money*, *Quality*, and *Safety*, the two hedonic goals *Stimulation* and *Comfort*, and the two normative goals *Ethics* and *Social Acceptance*—is demonstrated to be linked to corresponding consumption behaviors and preferences. The resulting 34-item measure draws on a broad range of research, from economics and marketing to social and environmental psychology, and takes the cognitive, context-dependent, and multi-dimensional nature of motivation into account, providing consumer researchers and practitioners with a more nuanced and psychologically accurate measure of consumer motivation. It should prove useful in standard marketing research, as well as in the development of tailored marketing strategies and the segmentation of consumer groups, settings, brands, and products.

Keywords: Consumer Motivation Scale; consumption goals; multi-dimensionality; context-dependence; scale development

ISBN: 978-91-629-0183-7 (Print); ISBN: 978-91-629-0184-4 (PDF);

ISSN: 1101-718X; ISRN: GU/PSYK/AVH—360—SE;

Available online: <http://hdl.handle.net/2077/52156>

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