

# The A study for hedonic consumption of city female, hedonic motive, shopping value and consumer satisfaction on word-of-

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## ABSTRACT

This study empirically examines the relationship between hedonic motives, utilitarian value and overall customer satisfaction to word-of-mouth intentions in the hedonic consumption, and to provide data summaries and recommendations of this newly risen hedonic consumption that could be used by department store proprietors. The study focuses on the female consumer of the Taiwan and Japanese joint venture department store from the north, midland and south of Taiwan as the study subjects. And study findings show that: When female consumer shopping in the department store, three sub-constructs of hedonic motives – “ escapism and novelty ”, “ experience society ”, “ family and shopping ” - have a positive influence on utilitarian value. But just only one sub-construct of hedonic motive- “ escapism and novelty ” has a positive influence on hedonic value. The more shopping value consumer could perceived, the more satisfaction consumer could feel. Moreover, it could help department store proprietors build the good word-of-mouth image.

Keywords : hedonic consumption ; shopping value ; customer satisfaction

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