

**The relationship between consumer's shopping motivation,
experience and leisure benefits - an example of Costco.**

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ABSTRACT

According to researches, shopping has become a leisure activity. With changing of living style people's shopping behaviors also changed. Research shows that shopping in department store has become a leisure activity. However, it is uncertain that if grocery shopping is also a leisure activity. This study intent to know the relationship among consumer's shopping motivations, consumption experiences and leisure benefits in the warehouse style hypermarket shopping.

The results show that consumers have different experiences of leisure benefits for their different shopping motivations. The stronger of consumer's perceptions of shopping motivation, consumption experience such as socialization, the more obvious of their perceptions of leisure benefits. That sample's perceptions of experiences are stronger, and then their perceptions of leisure benefits will be stronger. And then grocery shopping is no longer only a responsibility and depressing behavior. Many people derive leisure benefit from the grocery shopping. The study investigates the relation among shopping motivations, consumption experiences and leisure benefits. It finds that no matter degrees of shopping motivations, most of people can get leisure benefits by the shopping process.

Key Words: shopping motivations, consumption experiences, leisure benefits