



Faculty of Commerce
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**The Effect of Hedonic and Utilitarian Shopping
Motivations on Purchasing Intention of Egyptian
Consumers
(An Applied Study on Shopping Malls in Cairo)**

تأثير دوافع التسوق للمتعة و التسوق المنفعي على نية
الشراء للمستهلك المصري
(دراسة تطبيقية على مراكز التسوق في القاهرة)

Thesis

**Submitted for the fulfillment of the Master's
Degree in Business Administration**

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Acknowledgment

I would like to express my deep and sincere gratitude to my Supervisor,

Professor Dr. Am Kheir El Din for his endless patience, help, guidance, contribution and support throughout this crucial period which enabled me to complete this work; I am extremely grateful for having this precious opportunity to work with him and learn from his endless knowledge and experience.

I would like to thank Dr. Reham El Seidi, Assistant Professor of Business Administration for her care and support throughout the journey of my thesis completion and for her guidance and assistance that had a huge impact on my performance.

I would like to express my deepest appreciation to my Doctors and Colleagues at the Future University in Egypt for their endless support and encouragement.

Last but not least, I must express my very profound gratitude to my parents and my brother for their continuous support and for always providing me with the perfect environment to work and complete my thesis. I would also like to express my gratitude to all my friends for their support as this accomplishment would not have been possible without them. Thank you

Abstract:

The purpose of this study is to investigate the effect of hedonic and utilitarian shopping motivations on the Egyptian consumers purchase intention at shopping malls in Cairo with Gender and Regulatory Focus Theory as moderating variables. The research used quantitative approach to collect the data; 500 questionnaires were distributed to a Non-Proportional Quota sample at three shopping malls in Cairo “City Stars Mall, Cairo Festival City Mall and Sun City Mall”. The data collected from the questionnaires were statistically analyzed using SPSS and AMOS 22 programs to conduct a Structured Equation Model, Confirmatory Factor Analysis and a Path Analysis. The results showed that Hedonic Shopping Motivations had a significant effect on the purchase intention of Egyptian consumers at shopping malls in Cairo; however, Utilitarian shopping motivations didn’t have a significant effect on the purchase intention. Moreover, females had a significant effect as moderating variable on the relation between hedonic shopping motivations and the purchase intention, while, Males acting as a moderating variable had a significant effect on the relation between utilitarian shopping motivations and the purchase intention. Besides, Promotion focused orientation had a significant effect as a moderating variable on the relation between hedonic shopping motivations and purchase intention while prevention focused orientation had a significant effect as a moderating variable on the relation between utilitarian shopping motivations and purchase intention. The results of this research can be used by marketers at shopping malls to provide them with a full understanding of the consumers’ shopping motivations, gender and regulatory focus characteristics and their effect on their purchase intention. As a result, they can adjust the stores setup to match the needs of consumers with different shopping motivations and characteristics that will increase their purchase

intention. Besides, they can provide extra activities and services at the shopping malls to attract different consumers with different shopping motivations and characteristics.

Keywords: Hedonic shopping, Utilitarian shopping, Hedonic and utilitarian shopping motivation variables, Shopping motivations, Regulatory focus theory, Purchase intention

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