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# Development and Validation of Female Hedonic Orientation Scale

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## Abstract

This paper seeks to develop and validate a Female Hedonic Orientation Scale (FHOS). Methodology utilized mixed method to elicit women's perception and opinions towards hedonic orientation. Initial item generation involved two focus group sessions on female respondents. Findings from focus groups revealed that hedonism is a personal value with extraversion characteristics such as female's propensity to be sociable, active, pursuit of challenge and excitement-seeking. The 8-item FHOS was purified using survey questionnaire approach on 444 female samples. Structural Equation Modelling using exploratory and confirmatory factor analyses were employed to evaluate goodness-of-fit of the measurement construct. Reliability and validity tests were undertaken to test robustness of the scale.

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*Keywords:* develop; validate; scale; hedonic orientation; female

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## 1. Introduction

The culture of consumption where consumers seek pleasures from consumption is often associated with hedonism. It is argued that hedonism has become the hallmark of today's consumer society. Hedonic products are demanded because of their capacity to generate hedonic and symbolic benefits to users. Hedonic consumption has been apparent in products such as apparels, mobile phones, cosmetics and even in body art where the consumer becomes the hedonic object. Hedonic experiences are encountered in service experiences such as vacation, shopping, entertainment and web use.

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While marketing literature in the past associate hedonistic pleasures as negative such as impulsive, guilt or lack of self control, few researches has shown that hedonic pursuits can be positive out of the need for self-gratification spur on by self-motivation, personal growth and even to promote healthy lifestyle. There is generally a lack of appreciation by many authors on hedonic capacity of individuals. Thus it is important to explore variables and characteristics that researchers have implicitly assumed were related to an individual's hedonic orientation. Individual hedonic orientation is defined as a consumer's capacity to behave hedonically and propensity to engage in hedonic consumption" (Frigan, 2007, p. 27)

One area that marketing research has largely ignored is to recognise the female consumers' capacity for feeling pleasure and enjoyment. Marketing has been accused of being responsible for propagating a materialistic consumer society and its hedonistic lifestyle. However, critics argued that marketing merely facilitates rather than creates these hedonistic desires. This need of emotional arousal is an intrinsic part of human desire even in the absence of advertisement. Marketing academicians call for empirical inquiry into this controversy (O'Shaughnessy and O'Shaughnessy, 2002). Hedonic values in consumption experiences have been largely ignored in traditional consumer research (Hirschman and Holbrook, 1982). There are also suggestions to put more emotion into consumer research by integrating hedonic experiences into traditional attitude models (Allen, 1993).

Previous studies showed women to be more hedonistic than men (Brusdal and Lavik, 2005) particularly among young females (Chang, 2001), hence this study focuses on women as the unit of analysis as there has been no study to measure hedonism as a personal value orientation. The main scope of this study is to examine female hedonic orientation as a form of affective behaviour at the individual level. Hence this study attempts to develop and validate a scale to measure individual hedonic orientation.

This study is of significance as it attempts to extend the hedonic construct by developing a female hedonic orientation scale. It offers the original approach of examining hedonism from an individual difference perspective. This study further enhances the understanding of the role of hedonism by igniting the discussion of hedonic characteristics of female consumers toward pleasure-seeking. Studies found endemic evidence of consumers' hedonic responses in consumption of products (Voss et al., 2003; Miranda, 2009; Johnstone and Conroy, 2005); in shopping behavior (Kaul, 2007; Kim and Kim, 2008), in price cues (Jin et al., 2003), in retail sales promotions (Wakefield and Barnes, 1996), and in service encounters (Jiang and Wang, 2006). Despite its mounting evidence, little is known about how women's emotional arousal and individual differences toward hedonism that may impact their lifestyle and daily activities. This study provides an insight into the elements that characterise hedonic orientation at the individual level as a personal value. The main contribution is the development and validation of a female individual hedonic orientation scale to measure inclination to pursue hedonism in everyday life. Since the majority of previous research were mainly on hedonic consumption that focused on Western, Mexican and Chinese subjects, this study provides valuable and new insights into hedonistic phenomenon by investigating the process and behavior from an Asian perspective and more specifically in Malaysia's multi-ethnic setting.

## **2. Concept of Hedonic Orientation**

Individual hedonic orientation is based on the framework of hedonic consumption obtained from the seminal work of Hirschman and Holbrook, (1982). Their concept of hedonic consumption focused on individual's product usage and experiential aspects of consumption. The authors defined hedonic consumption as facets of consumer behavior that relate to multisensory, fantasy and emotive aspects of one's experience with products (p.92). More recent definition of hedonic consumption take on the theme of individuals being motivated by the desire for fantasy, fun and sensual pleasure and involves frivolous and even decadent products and services (O'Curry and Strahilevitz, 2001, p.37).

In this hedonic consumption paradigm by Hirschman and Holbrook (1982), hedonic responses in the from multisensory stimuli arising from tastes or scents such as product taste or efferent stimuli such as impulse experience and emotional arousal such as feelings of joy, thrill, excitement, fear, jealousy, pleasure, and anger. From these responses, four dimensions emanating from hedonic consumption are mental constructs, product classes, product usage and individual differences. This study is build on individual differences in hedonic responses.

The seeking of emotional arousal is maintained to be the major motivation for consumption of product classes such as selection of products and the actual act of product consumption e.g. music, sports activities and television shows and this dimension has been extended to include symbolic and aesthetic products such as fashion apparel, leisure activities, eating out at restaurant, entertainment and vacations (Holbrook and Hirschman, 1982). Today,

marketing researchers are awakening to the hedonic and experiential aspects of consumption. Holbrook (2000, 2001) labels it the three F's – fantasies, feelings and fun in four E's of experience, entertainment, exhibitionism and even in evangelizing. This is in association of sensation seeking desires that are imaginary-emotive owing to the dynamic changes in the consumer's degree of hedonic effort and capacity.

Consumers that react to differences in emotional and imaginary response to products appear to closely tie to sub cultural differences. In other words, sub cultures in terms of ethnicity background, gender, social class and values shared by members of a given social class differ in their perception of hedonic consumption (Hirschman and Holbrook, 1982). Several studies have proven hedonic consumption based on cultural conditioning such as advertisement and brand (Lim and Ang, 2008, Tse et al., 1989); choice of travel destination (Litvin and Goh, 2003); hotel services (Mattila, 1999); shopping behavior (Kaul, 2007) and consumer identities (Brusdal and Lavik, 2005).

Modern marketing practices are immersed in promoting hedonism-consumerism and hedonic orientation as an individual indifference attitude has transcended the consumer society (O'Shaughnessey and O'Shaughnessey, 2002). Hedonic orientation is defined as consumer's propensity to engage in hedonic consumption. While marketing theory has associated hedonic seeking as negative with impact from the perspective of time and money spent, it has been demonstrated that orientation towards hedonic consumption does not necessarily mean impulsiveness or excessiveness or decline in family values but lead to greater well-being and wealth (Frigan, 2007). There is a clear distinction between hedonic properties of products and hedonic capacity of individuals. Individual hedonic pursuits could be undertaken to achieve individual goals and consequently affect one's daily life.

### 3. Methodology

The study utilized mixed method approach in its methodology. Qualitative and quantitative studies were conducted to elicit women's perception and opinions towards hedonic orientation. Since the unit of analysis is women, the target group comprises women as the main respondents of the study. The field study of this research entails two phases.

#### 3.1 Phase 1: Item Generation using Focus Group Study

The first task of Phase 1 in the construction of the scale was the elicitation process on the general view of content. Phase 1 is a qualitative approach using focus group discussion to elicit various points of views on an individual's proneness to hedonistic pursuits. It explores the participants' lived experiences and their hedonic perceptions. The main contribution in Phase 2 is the elicitation of potential pleasures in the form of emotional appeals or arousal derived from consumption of status products and individuals' proneness to consume hedonically. These items generated were subsequently used to formulate the scale that would measure female hedonic orientation.

Two focus group sessions with eight women in each group were recruited as participants. Participants were carefully selected to ensure some sample representativeness from different segments of Malaysian females based on age, ethnicity, income and job background. The sessions were held at a hotel and averaged two hours in length. The focus group discussions for this study were developed and conducted using the ten steps of how to conduct focus group discussion recommended by Simon (2003).

During the focus group session, the participants were encouraged and enticed to reveal and express their propensity to engage in hedonic pursuits. Thus hedonism was examined from an individual's first-hand perspective and experiences on the basis of an unstructured description of salient experiences into their involvement in hedonic activities. Such evidences of hedonic pursuits at the individual level are rarely documented in prior research. The greater the tendency of individuals in exhibiting hedonic orientations, the higher their engagement in hedonic pursuits (Frigan, 2007). The participants were asked to relay any account of their personal experiences of hedonic pursuits in their daily life or even when making purchases. A series of questions were posed about their social life and relationship with friends such as seeking adventure, excitement, and new people. Other hedonic values probed are extroverted behavior such as sociable, assertive, talkative and active. Emotional attachment to money and products purchased and other excitement seeking facets that they are likely to experience were also probed such as sensation-seeking behavior; thrilling activities such as dancing, fashion conscious, eating spicy food, extreme sports

including more extreme facet of the pleasurable experience such as engaging in voyeurism and exhibitionism. Discussions were audio taped for transcribing purposes.

### 3.2 Results of Focus Group Discussion

Data was analyzed using thematic analysis based on interview transcripts. The outcome of the focus group on characteristics of individual hedonic pursuits was item generation that led to development of a female hedonic orientation scale. Findings from focus groups revealed that hedonism is a personal value with extraversion characteristics such as female's propensity to be sociable, active, pursuit of challenge and excitement-seeking. Extraversion values such as outgoing, sociable and excitement seeking were similar to earlier studies by few researchers as such scale items were adapted from past literature to capture individual differences in hedonic pursuits.

Items 1 and 2 were adopted adapted from Frigan's (2007) work on hedonic orientation. Item 3 which measures the need for uniqueness as a way females express their personal or self-identity and social image could promote hedonism and this study is the first to attempt to include it as a hedonic pursuit was adopted from Tian et al.,'s (2001) uniqueness scale. Items 4 and 5 reflect the emotional attachment with products and hedonic interactions with service consumption and were taken from the work of Maenpaa et al.,'s (2006). Items 7 and 8 were new items generated based on Holbrook's (2001) extension of hedonism to include exhibitionism and voyeurism. This study is the first study to probe the two extreme elements of voyeurism and exhibitionism as hedonistic pursuits and whether such phenomenon existed in female consumption experience. Holbrook and Hirschman (1982) attempted to portray a tendency of a modern female towards seeking excitement and adventures in their everyday was similar to focus group findings in this study, thus Item 8 was taken from this source. The final outcome of Phase 1 study was an 8-item Female Hedonic Orientation Scale as shown in Table 1. All items were anchored on a 5-point Likert scale with 1 as 'strongly disagree' and 5 as 'strongly agree'.

Table 1: Female hedonic orientation scale items

Item No.	Statement	Item Source
1	I seek out exciting new people.	Frigan's (2007) hedonic orientation scale
2	I am an outgoing person.	
3	I seek to do different things to show people my personal uniqueness.	New item from Tian, Bearden & Hunter's (2001) uniqueness scale
4	I look for strong experiences in my free time; it helps me relax from everyday life.	Maenpaa et al.,'s (2006) hedonism towards services
5	I want to emphasize certain qualities of my personality from the product/service I buy.	
6	I enjoy looking at people.	New items generated based on Holbrook (2001)
7	I enjoy being watched by others.	
8	I think there has to be excitement and adventures in life.	Holbrook and Hirschman's (1982) individual hedonism

### 3.3 Phase 2: Purification of Scale

Phase 2 is a quantitative study to purify the scale. The task involved a pilot study followed by survey using quota sampling method. The samples of the study comprise 500 women working in the Klang Valley and Kuala Lumpur. The samples represent the ethnic urban composition of Malaysian women. The scope of data analysis used descriptive statistics, exploratory factor analysis (EFA), and confirmatory factor analysis (CFA) to develop the scale. The scale was tested for its robustness using reliability and validity tests.

### 3.4 Pretest Analyses of Scale

A pretest was initially conducted in a pilot survey on a convenient sample of 57 female subjects to check on suitability of questions. The questions were refined based on constructive comments from the respondents during the pretest and items were checked for its reliability. The results of the initial reliability analysis found items to be reliable at 0.729 with Cronbach's alpha greater than 0.7 based on Nunnally's (1978) criteria. Subsequently pre-

analyses of data were conducted. The initial data collected was subjected to consistency and reliability of measurement, normality test and (3) linearity and multicollinearity between latent variables.

Purification of measurement scale involves identifying items that do not fair well in comparison with items in the scale According to Churchill (1979), prior to use of measurement scale, scale purification is necessary to ensure a reliable and valid measure. To test for psychometric properties of the measurement scale in this study, preliminary purification of the composite scale is undertaken in accordance to procedures as suggested by Churchill (1979). The procedures include examining correlation and item-total correlation, coefficient alpha, reliability and validity. Results of test of internal consistency and validity are discussed in the later section.

Test of normality was also conducted. Data for non-normality was first examined to determine the appropriate estimator to use in the analyses. Normality of variables was assessed by examining skewness and kurtosis of the data. Skewness tests for all variables revealed that the data were normally distributed within acceptable range of  $\pm 3$  according to rule of thumb by George and Mallery (2003). Assessment of normality of current data indicated skewness values ranged from .12 to .7 and kurtosis values from .06 to .57. Normality assessment of data is as shown in Table 2. Further analysis using Variance Inflation Factor (VIF) and Tolerance in collinearity diagnostic showed that tolerance value for the scale was 0.557 (more than 0.10 which indicates multicollinearity assumption is not violated). This is further supported by the VIF value of 1.795 which was less than 10.

Table 2: Assessment of normality of data

Variable	Item	Skewness	Kurtosis
Individual Hedonic Orientation	Excitement	-.702	.385
	Personality	-.356	.214
	Watch	.147	-.572
	LookPeople	-.396	-.223
	ExcitingPeople	-.099	-.328
	Experiences	-.091	-.300
	Unique	-.137	-.063
	Outgoing	-.121	-.443
Multivariate		23.144	19.277

### 3.5 Characteristics of Sample Respondents and Descriptive Analysis of Scale

A total of 444 samples were obtained from the survey for analysis. The female respondents were mainly aged 25 to 30 years old (43.9%) and working in the private sector (75.9%) as executives (29.2%). Ethnic composition was typical of an urban female population distribution in Malaysia. Most of them were in the income range of RM2000 to RM4000 (33.3%) and had a degree qualification (40.5%).

The individual hedonic orientation scale was designed as a unidimensional instrument to understand proneness to behave hedonically among females. Scale items HED1 to HED6 were adopted from various scales from past studies that measured hedonic pursuits towards products and services and other personal values to capture the individual hedonic differences. Table 5.18 displays the mean and standard deviation scores. Item HED4 “*I seek to do different things to show people my personal uniqueness*” was a new value added in the measurement of hedonic orientation. Two new items, HED7 “*I enjoy looking at people*” and HED8 “*I enjoy being watched by others*” were formulated based on Holbrook’s (2001) extension of hedonism to include voyeurism and exhibitionism. This study is the first study to probe the two extreme elements of voyeurism and exhibitionism as part of hedonistic pursuits among women and whether such phenomenon exists in female status consumption experience.

Descriptive statistics indicate existence of excitement behavior in relation to personality and life (HED1,  $M=4.09$ ,  $SD=.823$ ) and products sought (HED2,  $M=3.64$ ,  $SD=.844$ ). Quite outstanding and conflicting hedonic characteristics of females were also observed such as outgoing behavior ( $M=3.60$ ,  $SD=.922$ ), seeking strong experiences and voyeuristic pleasure -gazing at others ( $M=3.45$ ,  $SD=1.00$ ). While women feel there has to be excitement and adventures in life (HED 1,  $M=4.09$ ,  $SD=.823$ ), on the other hand, the pleasures derived from being watched or admired by others ( $M=2.62$ ,  $SD=1.01$ ) was less obvious. Refer to Table 3.

### 3.6 Exploratory Factor Analysis on Female Hedonic Orientation Scale

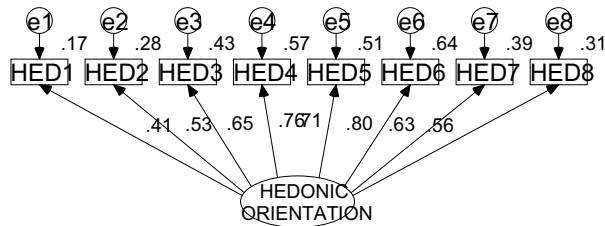
Initial EFA using Principal component analysis with varimax rotation for individual hedonic orientation yielded a unidimensional construct. All factor loadings for the eight items were above 0.50 and this single factor accounted for 48.7% of total variance. Females differ in their hedonic capacities to seek pleasurable experiences. Female hedonic pursuits reported include extraversion values such as seeking out exciting people and sociable. The need for personal uniqueness emerged as a key feature in female hedonic orientation. Females are driven by counter-conformity or to be unique to enhance one's personal and social identity and out of sheer pleasure when they different from others. Other individual hedonic dispositions are the strong personality-product attachment and seeking strong experiences for relaxation. More extreme hedonistic pursuits were also reported such as voyeuristic pleasures derived from gazing at others and enjoy being watched or admired by others i.e. exhibiting oneself. Seeking excitement and adventure appear to be the norm in their modern lifestyle of females today. Coefficient alpha for the scale items was 0.85 well above the acceptable range of 0.7 as recommended by Nunnally (1978), thus indicating internal consistency in measured items. See Table 3.

Table 3: Descriptive statistics and factor analysis results

Items	Mean	Standard Deviation	Factor Loading
I seek out exciting people	3.16	1.02	.805
I seek to do different things to show people my personal uniqueness	3.19	.945	.787
I look for strong experiences in my free time; it helps me relax from everyday life	3.48	.877	.757
I am an outgoing person	3.60	.922	.726
I enjoy looking at people	3.45	1.00	.692
I want to emphasize certain qualities of my personality from the product/service I buy	3.64	.844	.635
I enjoy being watched by others	2.52	1.06	.609
I think there has to be excitement and adventures in life	4.09	.823	.525
Eigenvalue			3.897
% Variance			48.710
Cronbach's Alpha			0.846

### 3.7 Confirmatory Factor Analysis of Female Hedonic Orientation

CFA on individual hedonic orientation was performed. The initial hypothesized model was represented by a latent variable with 8 indicators as shown in Figure 1. Initial CFA on the 8-indicator hedonic orientation model indicated most of the vital goodness-of-fit values below the minimum required threshold for a good model fit: ( $\chi^2_{(444)} = 146.049$ ,  $df=20$ ,  $\chi^2/df = 7.302$ ,  $GFI=.919$ ,  $AGFI=.855$ ,  $TLI= .856$ ;  $CFI=.897$ ;  $RMSEA=.119$ ,  $RMR=.054$ ). The graphical notations of CFA model of individual hedonic orientation is displayed in Figure 1. Low factor loadings for indicator HED1 (0.41) which was below the required minimum level of 0.50 (Hair et al., 2006) was obtained for HED1. As such, item HED1 was deleted. Default column of Table 4 shows the fit statistics for the initial CFA model.



e1 to e8 are measurement errors for the 8 indicators (HED1 to HED8) for Individual Hedonic Orientation as the latent construct.

Fig. 1: CFA model of female hedonic orientation

Table 4: Goodness-of-fit statistics for female hedonic orientation model

Fit Indices	Model Statistic	
	Default	Modified
Chi-square ( $\chi^2$ )	146.049	18.870
Degrees of freedom (df)	20	12
p-value	.000	.082
cmin/df ( $\chi^2$ /df)	7.302	1.573
Goodness of fit index (GFI)	.919	.988
Root mean square error of approximation (RMSEA)	.119	.036
Root mean square residual (RMR)	.054	.022
Comparative fit index (CFI)	.897	.994
Tucker-Lewis index (TLI)	.856	.989

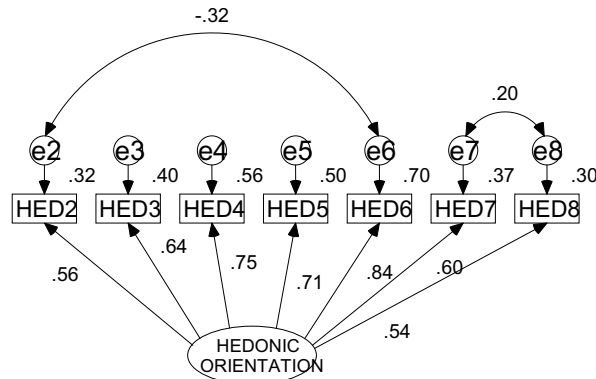
A closer examination on MI on covariances as shown in Table 5 detected high Modification Index (MI) in pairs e7 and e8 (MI=12.599) and e2 and e6 (MI=15.592) when compared to other pairs of covariances. It was found that e7 “I enjoy looking at people” and e8 “I enjoy being watched by others” were construed as identical in content and thus allowed to covary. Similarly e2 “I want to emphasize certain qualities of my personality from the product/service I buy” and e5 “I look for strong experiences in my free time; it helps me relax from everyday life” had some commonality in content. Theoretical support showed that hedonistic individuals define their personality by the goods or services they buy are likely to seek excitement and experiences in their lives (Maenpaa et al., 2006). Both items were then allowed to covary.

Table 5: Modification estimates for covariances of female hedonic orientation model

Covariance Item	Modification Index	Parameter Change
e7 <--> e8	12.599	.121
e5 <--> e8	11.690	-.097
e2 <--> e6	15.592	-.096
e2 <--> e5	4.659	.052
e2 <--> e3	4.678	.057

Thus modification of CFA resulted in an acceptable model fit with improved fit statistics ( $\chi^2_{(444)} = 18.870$ ,  $df=12$ ,  $\chi^2/df = 1.573$ ,  $GFI=.988$ ,  $AGFI=.973$ ,  $TLI=.989$ ;  $CFI=.994$ ;  $RMSEA=.036$ ,  $RMR=.022$ ). The goodness-of-fit statistics of the respecified CFA model of individual hedonic orientation is shown in the modified column in Table 3. The final modified individual hedonic orientation is measured by 7 indicators as shown in Figure 2. In sum, female hedonic orientation is measured by the need to emphasize personality to product/service bought, outgoing personality, doing different things to express personal uniqueness, seeking strong experiences during leisure time for relaxation, seeking out exciting new people and even enjoying looking at people and being watched by others.





*e2 to e8 are measurement errors for the modified 7 indicators (HED2 to HED8) of Individual Hedonic Orientation as the latent construct.*

Fig. 2: Modified CFA model of female hedonic orientation

### 3.8 Test of Internal Consistency, Reliability and Validity

After CFA of the full measurement model was performed, the construct was tested for reliability and validity. To determine the accuracy of a measurement, four components that form construct validity are established: (1) reliability, (2) variance extracted, (3) convergent validity and (4) discriminant validity. According to Hair et al. (2006), construct validity measures the extent to which a set of measured items actually reflects the theoretical latent construct those items are intended to measure.

Table 6 presents test results generated for the construct. Coefficient alpha revealed a score of 0.84 demonstrating internal consistency of the construct based on reliability of 0.70 or above as acceptable limits as recommended by Nunnally (1978). Construct reliability (CR) for the construct generated was 0.84. CR is the degree to which the scale indicators reflect an underlying factor is based on the Hair et al.’s (2006) threshold above 0.70. Using Fornell & Larcker’s (1981) criteria, CR is computed as:  $(\text{sum of standardized loading})^2$  divided by  $[(\text{sum of standardized loading})^2 + \text{sum of indicator measurement error (the sum of the variance due to random measurement error for each loading i.e.1 minus the square of each loading)}]$ .

In assessing model measurement validity, both discriminant and convergent validity were examined. Discriminant validity measures the extent to which a construct is truly distinct from other constructs. Discriminant validity is established when squared correlations are less than the average VE between the two constructs. Convergent validity tests the extent in which items as indicators of a construct share a high proportion of variance in common (Hair et al., 2006). CFA measurement model of the construct achieved convergent validity with AVEs at 0.5 and CR greater than 0.7. Standardized factor loading estimates range from 0.56 to 0.84 was all statistically significant and fairly strong and exceeded 0.5 (the rule-of-thumb set at 0.5).

## 4. Discussion of Findings

The study generated a Female Hedonic Orientation Scale to measure hedonic experiences at the individual level. The scale was a unidimensional scale with seven indicators. CFA model of female hedonic orientation resulted in an acceptable goodness-of-fit statistics ( $\chi^2_{(444)} = 18.870$ ,  $df=12$ ,  $\chi^2/df = 1.573$ ,  $GFI=.988$ ,  $AGFI=.973$ ,  $TLI=.989$ ;  $CFI=.994$ ;  $RMSEA=.036$ ,  $RMR=.022$ ). Test and retest of the scale demonstrated soundness in terms of internal consistency, reliability and validity.

Findings exposed hedonic orientations at the individual level, an emerging female phenomenon that few studies explore. The typical urban Malaysian working women reported high propensity in their hedonistic orientations. Findings indicate that extrovert behaviors such as outgoing, assertive, talkative, excitement- and adventure seeking are hedonic values and appear to be prominent in today’s basic values of women. These values were similar to studies that have documented personal value meanings (Schwartz, 1992; Struch et al., 2002).

Other more extreme hedonic feelings that emerged from the study are individual’s pursuit for uniqueness, gazing at others and being watched or admired by others. Findings complement past studies that unearth ‘new’ consumers

need for personal uniqueness called counter conformity (Tian et al., 2001) and the need for someone to watch called exhibitionism (Holbrook, 2001). However, findings are in contrast to Schwartz's (1992) values in which conformity is one of the main personal values. Findings suggest such traits have become prominent among consumers today and these hedonic pursuits form part of individual motivations due to socialization process and media exposure.

Table 6: Summary of standardized loading, reliability and validity score

Scale Item	Standardized Loading	Reliability & Validity
I seek out exciting new people.	Deleted item	
I seek to do different things to show people my personal uniqueness.	.56	Construct reliability = 0.84
I look for strong experiences in my free time; it helps me relax from everyday life.	.64	Variance Extracted = 0.50
I am an outgoing person.	.75	Cronbach's Alpha = 0.84
I enjoy looking at people.	.71	
I want to emphasize certain qualities of my personality from the product/service I buy.	.84	
I enjoy being watched by others.	.60	

## 5. Implications and Future Research

In particular, this study established the empirical findings of individual hedonic orientation among women. The study developed and established an individual hedonic orientation scale to measure women's inclination towards hedonic pursuits in consumption and everyday life. Excitement- and adventure-seeking, sociable, strong personal attachment to product and need for strong experiences for relaxation were identified as observable traits of hedonistic personality of women. Additionally, this study extended knowledge by including new characteristics of hedonic predispositions exhibited by women such as need for uniqueness, voyeurism and exhibitionism as part their daily hedonic pursuits. This scale supplements with the hedonic orientation scale by Frigan (2007). In other words, this study has contributed to consumer psychology research by enhancing the understanding of individual differences in hedonic capacity in relation to basic personal values as well as consumption of products.

Numerous past studies found endemic evidence of consumers' hedonic responses in consumption of products and focused mainly on hedonic motivations in relation to shopping activities (for example, Arnold and Reynolds, (2003); Scarpi, (2005); Wang et al., 2000). Hence, this study has provided significant insights by focusing on hedonic and experiential responses into understanding female behavior. Few have explored hedonic orientation at the individual level as a personal value. Such hedonic orientation could impact one's desire in consumption activities. Future research should explore the role of individual hedonic orientation in mediating other behaviors.

Finally the validation of the scale could be further tested by using other female samples in different context. It is hoped that findings will contribute a significant step towards understanding hedonic orientation from an individual and female perspective.

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