

**THE INFLUENCE OF SHOPPING PARTNERS ON SHOPPERS' JOINT-SHOPPING EXPERIENCE**

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**ABSTRACT**

This study explores when individuals shop with their partners how the shopping behaviors of partners and retail elements influence the shoppers' experiences in couples' shopping context. This study conceptually defined shopping behaviors of partners as a two-dimensional construct which consists of assisting behavior and hindering behavior and shoppers' shopping value as a three-dimensional construct - hedonic, utilitarian, and social shopping value to explore various aspects of shoppers' shopping experiences during a joint-shopping trip. This study develops a conceptual model of shoppers' joint-shopping experience and finds that shopping partners and retail elements influence shoppers' shopping experiences directly and indirectly through shopping values and the social aspect of shopping is important to individuals who shop with their partners. The final sections address a discussion of the findings, limitations and future research directions.

Keywords: *Shopping Companions, Assisting shopping behavior, Hindering Behavior, Shopping values, Joint-shopping, Retail mix/elements*