

## **Identification of Items Used in Scales to Measure Hedonism**

### *Identificación de los Artículos Usados en Escalas para Medir el Hedonismo*

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#### **ABSTRACT**

In marketing, hedonism is a consumer behavior issue that is the pleasure and the fun experienced in a consumption experience. Both pleasure and fun are cited by many authors. However, it is unknown if those attributes that appear in explanatory concepts on the subject, are also considered in seeking scales for measuring hedonism. More than that, they do not provide a broad view of what actually is being taken into account to measure the hedonism. Seeking to meet this gap, this paper aims to verify what attributes that have been used in hedonism measurement scales. To get the results, a documentary survey was made on three search bases. 21 representative measurement attributes were found for hedonism, where adventure, escape and a taste for experience are the most cited attributes in hedonism measuring scales. Pleasure and fun, although they have considerable participation in the theoretical conceptualization of hedonism, do not emerge as the most prominent items in the surveyed scales. It was also found that the scale proposed by Sarkar (2011) is that have most of attributes surveyed for hedonism measurement. Finally, it was found that most of the searched scales come from empirical studies that have occurred in the United States and, in smaller volume, in Asian, Oceania and European countries.

**Keywords:** Hedonism; Measurement Scale; Attributes; Fun; Pleasure.

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## RESUMEN

En el marketing, el hedonismo es un tema que se relaciona con el comportamiento del consumidor, que representa el placer y la diversión con experiencia en una experiencia de consumo. Tanto placer y diversión, son citados por muchos autores. Sin embargo, se desconoce si estos elementos aparecen en conceptos explicativos sobre el tema, sino que también son considerados en la búsqueda de escalas para medir el hedonismo. Más que eso, que no proporcionan una visión completa de lo que realmente está siendo tomada en cuenta para medir el hedonismo. Tratando de llenar este vacío, este estudio tiene como objetivo determinar qué atributos se han utilizado en el hedonismo de las escalas de medición. Por los resultados, una investigación documental se realizó en tres bases de investigación. 21 atributos de medición representativas fueron encontrados al hedonismo, donde la aventura, escapar y disfrutar de la experiencia son los atributos más citados en el hedonismo de las escalas de medición. El placer y la diversión, a pesar de una considerable participación en la conceptualización teórica del hedonismo, no emerge como los elementos más destacados en las escalas investigadas. También se encontró que la escala propuesta por Sarkar (2011) es tener la mayoría de los atributos encuestados para la medición de hedonismo. Por último, se encontró que la mayoría de los rangos de búsqueda es a partir de estudios empíricos que se han producido en los Estados Unidos y a un menor volumen en el océano de Asia y los países europeos.

**Palabras clave:** hedonismo; Escala de medición; atributos; Entretenimiento; Placer.

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## 1. INTRODUCTION

The individual's rationality is a widely accepted approach in studies of consumers' behavior. From this perspective, satisfaction is equated by two variables: the disposable income and the price of desired goods and services (Bennett & Kassarian, 1975). In contrast to this approach, there are research proposals that study the consumer from more subjective, sensory and emotional criteria (Hirschman, 1985).

Getting to know and understanding the variables that influence consumers' experiences enables their management, favoring positive results both for consumers and for organizations (Barbosa, 2013). What happens is that "more and more consumers operate on the principle of hedonism, or the pursuit of pleasure, looking for goods, services and experiences that simply make them feel good [...]" (Hoyer & MacInnis, 2011, p. 315).

Hedonism is a debated subject in marketing that has as its basis the belief that people

seek pleasurable feelings. This need has been added to shopping moments, since purchasing is a human need in capitalist markets (O'Shaughnessy & O'Shaughnessy, 2002). In the 80s hedonism began to have considerable input in marketing studies, specifically on consumers' behavior theories arising from the behavioral and cognitive psychology (Jantzen, Fitchett, Østergaard, & Vetner, 2012).

Seeking a behavioral approach, it appears that hedonism is a bonus from the user experience (Zhang & Zhang, 2013), emphasizes the pleasures of consumption (Moore & Lee, 2012) and is used to provide enjoyable experiences. The hedonic consumption provides an uncommon experience to the consumer, as opposed to utility purchasing, determined by cognitive reasoning based on attributes and utility of the product (Yim, Yoo, Seo & Sauer, 2014).

The value perceived by consumers when buying is influenced by symbolic and multi-sensorial attributes that provide fun and enjoyment (Hirschman & Holbrook, 1982). Conceptually, pleasure (Holbrook & Hirschman, 1982; O'Shaughnessy & O'Shaughnessy, 2002; Kunzmann, Stange & Jordan, 2005; Tamir, Mitchell & Gross, 2008; Haines, 2010; Alvarez-Son & Lennon, 2011; Hoyer & MacInnis, 2011; Arnold & Reynolds, 2012; Jantzen et al, 2012;. & Leagues Chaudhuri, 2012; Moore & Lee, 2012; Yaakop & Hemsley-Brown, 2012; Allam & Shoib, 2013; Chang and Liu, Chen, 2013 ; Clarke & Mortimer, 2013; Dhurup, 2014) and fun (Holbrook & Hirschman, 1982; Kunzmann et al, 2005;. Hoyer & MacInnis, 2011; Oliver & Raney, 2011; Sarkar, 2011; Arnold & Reynolds, 2012; Dhurup, 2014; Wu & Holsapple, 2014) are quite cited to represent hedonism.

From a practical perspective, several studies have shown scales to measure hedonism (Hirschman, 1982; Babin et al., 1994; Childers et al., 2001; Arnold & Reynolds, 2003; Echo, 2008; Carpenter & Moore, 2009; Grappi & Montanari, 2011; Murray & Bellman, 2011; Sarkar, 2011; Olsen & Skallerud, 2011; Bernard et al, 2012;. Moore & Lee, 2012; Zhang & Zhang, 2013; Clarke & Mortimer, 2013; Davis, Lang & San Diego, 2014; Stock & Oliveira; Hippel, 2014; Yim et al, 2014; Guido, Peluso, Capestro, & Miglietta, 2015). What is not known is whether the pleasure and the fun are being taken into account in empirical measurement scales. This is the main shortcoming of the study, since there is no knowledge of previous studies that have shown whether the attributes present in theoretical understandings are the same contemplated in empirically tested scales.

To fill this gap, the attributes used to measure the hedonism in the empirical scales will be analyzed. From this perspective, this article aims to answer the following research question: what are the attributes used in scales to represent hedonism?

Thus, the purpose of this article is to identify the attributes most mentioned in hedonism measurement scales. Theoretically, as pictured, hedonism is explained by the fun and enjoyment, however, what is not known is whether those attributes are included in the scales. The discovery of this inquiry is the first secondary objective of this article. Other secondary objectives are to identify the scales that contain the key attributes representing hedonism and the places where the studies took place.

The theoretical framework (next item) will present the concepts of hedonism and the most used scales for its measurement. Then, the adopted methodology will be demonstrated, and finally, results and conclusions.

## **2. THEORETICAL FRAMEWORK**

This step will expose the theoretical perspectives related to hedonism. In addition, the scales used in empirical research on the subject will be presented, raised from Scopus databases, Direct Science and Capes journals portal.

### **2.1 Hedonism**

Shopping experiences give consumers a combination of utilitarian and hedonistic values (Babin & Darden, 1995). Utilitarian values refer to the benefit cost of acquisition. There is a rational and focused on task orientation. In contrast, the hedonic value turns to the enjoyment of the experience, the fun and escape from everyday activities, reflecting the emotional or psychological value of the purchase (Holbrook & Hirschman, 1982). For Schembri, Merrilees and Kristiansen (2010) even behind the rationally planned acquisitions, there are hedonic and symbolic references aroused by consumed products and the lived experiences.

The hedonic motivation acts as a potential force to encourage or discourage consumption (Yim et al., 2014) and encourage impulse purchases. Hedonic purchases are associated with the adventure, in which the shopping experiences often become more significant than the actual purchase (Davis et al., 2014). Consumers look for this type of purchase for its stimulant qualities (Wakefield & Baker, 1998), to escape the routine, forget the usual problems (Babin et al., 1994) or satisfy their hedonic need

(Hoyer & MacInnis, 2011).

Hedonic needs refer to the "needs related to sensory pleasure" (Hoyer & MacInnis, 2011, p. 46). Allam and Shoib (2013) reinforce that pleasure is a subjective feeling related to hedonism. Pleasure is an inner effect, only measurable by the individual that experiences it, and the mere desire for pleasure is not in itself a sufficient condition to really experience the joy (Jantzen et al., 2012), it is a simpler form of feeling (Haines, 2010).

Hedonic feelings in pleasurable shopping experiences increase the perception of the product / service value and the propensity to spend more on the acquisition (Clubs & Chaudhuri, 2012). When hedonism is high, consumers tend to buy for pleasure, regardless the perceived product capabilities (Arruda-Son & Lennon, 2011).

Hedonism is the gratification from the use experience (Zhang & Zhang, 2013), emphasizes the consumption pleasure (Moore & Lee, 2012; Chang et al., 2013) and is used to provide the most enjoyable experiences. The hedonistic consumption is a choice in which consumers evaluate the effects based on the search for their pleasure needs (O'Shaughnessy & O'Shaughnessy, 2002; Tamir, Mitchell & Gross, 2008).

In the pursuit of pleasurable experiences, people also tend to seek moments with the absence of negative stimuli (Arnold & Reynolds, 2012; Clarke & Mortimer, 2013). Bad experiences tend to keep themselves vivid in memory and are often remembered in similar situations (Babin & Darden, 1996).

It is noticed that hedonism refers to an emotional desire (Haylett, Stephenson & Lefever, 2004). For some authors, beyond pleasure, the fun is also part of the hedonism understanding (Holbrook & Hirschman, 1982; Kunzmann et al, 2005; Hoyer & MacInnis, 2011; Oliver & Raney, 2011; Sarkar, 2011; Arnold & Reynolds 2012; Dhurup, 2014; Wu & Holsapple, 2014). For Oliver and Raney (2011), hedonism is a reflexive form of pleasure and fun.

In a consensual way, there is a tendency, in literature on hedonism, to especially associate it with pleasure and fun attributes.

## **2.2 Hedonism scales**

Several studies have attempted to measure the hedonism for a better understanding of the issue and its possible relation with diverse experiences, such as those occurred in physical stores, web environments, related to tourism, advertising appeals and so on. To study these relationships, studies have adopted different measurement scales. Some of them will be described below, in chronological order of publication.

More consistent discussions on the measurement of hedonism come from Hirschman's studies (1982). The author explored the variation in the patterns of hedonic consumption among members of ethnic and religious groups and based on New York students' nationality. For that purpose, she measured hedonism with a five-item scale: escape, fondness for the experience, adventure, fun and excitement.

Subsequently, a study was carried out with consumer experiences with an emphasis on the purchase price for the consumer in the United States. Hedonism was assessed using seven items: pleasant feeling, fondness for the experience, joy, interest in buying, adventure, demand for products / services (hunting) and quick / pleasant way to spend time during purchase (Babin et al., 1994)

Further up, Childers et al. (2001) checked the importance of hedonic aspects in new media, studying consumers in American supermarkets who purchased through the web. For the measurement, three variables were used: fondness for the experience, fun and excitement.

Still in the United States, Arnold and Reynolds (2003) validated a hedonism scale after observing consumers' behavior in US malls and stores. They used a scale with six dimensions, with the following themes: adventure, enthusiasm, environment belonging, increased self-esteem, stress relief, escape, see others well, seize an opportunity, fondness for the experience and product and service demand (hunting). Later, the same authors revalidated their scale while maintaining its originality (Arnold & Reynolds, 2012).

In the Taiwan, Echo (2008) studied the web hedonic experience by undergraduate and graduate students from three different universities in that country. In order to measure hedonism, a scale containing three items was used: satisfaction, interest in buying, fun.

In order to verify the hedonic perception of supermarket customers in the United States, Carpenter and Moore (2009) measured the hedonic shopping experience through six items: joy, escape, pleasant way to spend time during purchase, pleasant feeling, enthusiasm and adventure.

In Italy, Grappi and Montanari (2011) studied tourists' hedonic perception in an event in Italy. They used a scale with four items: pleasant feeling, escape, fondness for the experience, satisfaction.

In the Australia, Murray and Bellman (2011) studied how the practice, the previous

knowledge and the complexity involved in the activity affect the demand for hedonic experiences by video game consumers. Hedonism in this study was measured by three items: demand (fondness for the product / service), positive affect (pleasant feeling) and prior knowledge (fondness for the experience).

In the Normay, Olsen and Skallerud (2011) compared the utilitarian and hedonistic benefits in three retail stores. They used three items to measure hedonism: pleasant feeling, escape, stress relief.

Already in India, still in 2011, Sarkar (2011) investigated hedonic and utilitarian benefits obtained from shopping online by consumers of electronic games in Internet cafes in India. To measure hedonism he used a scale with ten items: pleasant feeling, escape, fondness for the experience, joy, interest in buying, adventure, demand for products / services (hunting), fast / pleasant way to spend time during purchase, product or service news and enthusiasm.

In 2012 two studies were found. One of them tried to measure the quality of services in travel agencies in Spain. To measure hedonism they used a scale with four items: satisfaction, fondness for the product / service, fun and comment sharing (Bernardo et al., 2012). The other study chose to investigate how the advertising appeals awaken the pleasures of the hedonic consumption in US consumers. To measure the hedonism they used three dimensions: image display (fondness for the experience), anticipated emotions (excitement, fun and excitement to consume the product) and hedonic rationalization (interest in buying) (Moore and Lee, 2012).

In 2013, a study was carried out to studied the post-purchase motivations with consumers who give presents to themselves in Australia. To measure hedonism they used a scale with four items: fondness for the experience, adventure, demand for products / services (hunting) and quick / pleasant way to spend time during purchase (Clarke, & Mortimer, 2013).

Still in the same year, Zhang and Zhang (2013) studied the gratefulness for the Internet use experience presented by users from a University in Asia and hedonism was measured by means of a four-item scale: escape, stress relief, adventure and fun.

In 2014 three papers were found. First, Davis et al. (2014) analyzed the commercial value, the hedonic motivations and purchase intent of five categories of products by consumers in New Zealand. They measured the hedonic motivations using nine items: pleasant feeling, escape, satisfaction, joy, interest in buying, adventure, demand for

products / services (hunting), fast / pleasant way to spend time during purchase and new products or services.

In Germany, Stock et al. (2014) studied the influence of utilitarian and hedonic motives on innovation in consumer perceptions. . They used four items to represent hedonism: fun, enthusiasm, pleasant feeling and enchantment.

In South Korea, Yim et al. (2014) combined field research and observational studies to analyze the motivation for hedonic shopping of predominantly utilitarian products in a supermarket in Seoul. In order to measure hedonism a scale with four items were used: fondness for novelty, curiosity satisfaction, new experiences and sense of adventure (explore new worlds).

Lastly, Guido et al. (2015) sought to validate a scale of utilitarian perception and others for hedonic perception in an Italian version. Consumers who purchased products online and directly in stores participated in the study. They came to a conclusion that a hedonism scale should have eight items: escape, joy, interest in buying, adventure, demand for products / services (hunting), fast / pleasant way to spend time during purchase, fondness for the product / service and new products or services.

### **3. METHOD**

The study consists of a documentary survey conducted in three search bases for articles. The first step was to select the articles for researches that tested scales for hedonism measurement. Scopus, Science Direct and Portal Periódicos Capes bases were used. The articles were collected by filters containing four capturing ways, "hedonic scale," "hedonism scale", "measurement of hedonic" and "measurement of hedonism." The survey took place between January and March 2015.

The second part was the analysis of the listed articles. Studies that did not show any scale were excluded, culminating in a sample of 18 articles.

Finally, a categorization of the items in the scales was held. This categorization took into account the central component of each investigative item. For example, the statement "buying in stores is like an escape from daily routine", from Olsen and Skallerud's scale (2011), was categorized as "escape". The same was done for all questions / statements. In all, 87 categories were defined.



#### 4. RESULT PRESENTATION AND DISCUSSION

The 18 investigated items were first analyzed according to the places where studies had been carried out.

**Table 1** - location where studies were conducted

Country/Region	Frequency	Percentage
USA	5	33.3
Australia	2	11.1
Italy	2	11.1
Germany	1	5.6
Asia	1	5.6
South Korea	1	5.6
Spain	1	5.6
India	1	5.6
Norway	1	5.6
New Zealand	1	5.6
Taiwan	1	5.6
<b>Total</b>	<b>18</b>	<b>100.0</b>

**Source:** research data

In Table 1 it can be observed that most hedonism scales studied have been developed / tested in the United States. There is also an important impact of studies in European, Oceania and Asian countries, however, with no concentration in a single country, as occurred in North America. There were no studies of creation or adaptation of hedonism scales in African countries or countries located in Central and South America.

The following board presents the categorization of hedonism measurement items. Board 1 shows the items taken into consideration in order to represent hedonism in each scale.

**Board 1 - Categorization of hedonism measurement items.**

Variables	Authors																		Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Adventure	X	X	-	X		X	-	-	-	X	-	-	X	X	X	X	-	X	10
Escape	X	X	-	X	-	X	X	-	X	X	-	-	X	-	-	X	-	X	10
Fondness for the experience	X	X	X	X		-	X	X	-	X	X	-		X	X	-	-	-	10
Fun	X	-	X	-	X	-	-	-	-	-	X	X	X	-		-	X	-	7
Enjoyable feeling (pleasure)	-	-	-	-	-	X	X	X	X	X	-	-	-	-	-	X	X	-	7
Interest in buying	-	-	-	-	X	-	-	-	-	X	X	-	-	-	X	X	-	X	6
Search for products / service (hunting)	-	X	-	X	-	-	-	-	-	X	-	-	-	X	-	X	-	X	6
Pleasant way to spend time during purchase	-	X	-	-	-	X	-	-	-	X	-	-	-	X	-	X	-	X	6
Joy	-	X	-	-		X	-	-	-	X	-	-	-	-	-	X	-	X	5
New products or services	-	X	-	-	-	-	-	-	-	X	-	-	-	-	X	X	-	X	5
Enthusiasm	X	-		X		X	-	-	-	X		-		-		-	X	-	5
Satisfaction	-	-	-		X	-	X	-	-	-	-	X		-	-	X	-	-	4
Stress relief	-	-	-	X		-	-	-	X	-	-	-	X	-	-	-	-	-	3
Fondness for product/service	-	-	-	-	-	-	-	X	-	-	-	X	-	-	-	-	-	X	3
Comment sharing	-	-	-	-	-	-	-	-	-	-	-	X	-	-	-	-	-	-	1
Forgetting problems	-	X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Belonging to environment	-	-	-	X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Raising self-esteem	-	-	-	X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Seeing others feeling well	-	-	-	X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Seizing an opportunity	-	-	-	X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Enchantment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	X	-	1

**References:** (1) Hirschman (1982), (2) Babin et al. (1994), (3) Childers et al. (2001), (4) Arnold e Reynolds (2003), (5) Echo (2008), (6) Carpenter e Moore (2009), (7) Grappi e Montanari (2011), (8) Murray e Bellman (2011), (9) Olsen e Skallerud (2011), (10) Sarkar (2011), (11) Moore e Lee (2012), (12) Bernardo et al. (2012), (13) Zhang e Zhang (2013), (14) Clarke e Mortimer (2013), (15) Yim e Yoo (2014), (16) Davis et al. (2014), (17) Stock et al. (2014) e (18) Guido et al (2015).

**Source:** research data.

Board 1 shows the overall result of the 87 performed categorizations. In all, 21 representative categorizations were found to measure hedonism: adventure, escape, fondness for the experience, fun, enjoyable feeling (pleasure), interest in buying, demand for products / services (hunting), fast / pleasant way to spend time during purchase, joy, new products or services, enthusiasm, satisfaction, stress relief, fondness for product / service, comment sharing, forgetting problems, belonging to environment, raising self-esteem, seeing others feeling well, seizing an opportunity and enchantment. It is observed that the items that better represent hedonism are: adventure, escape and fondness for the experience.

The adventure was measured by Hirschman (1982), Babin et al. (1994), Arnold and Reynolds (2003), Carpenter and Moore (2009) Sarkar (2011), Zhang and Zhang (2013), Clarke and Mortimer (2013), Yim and Yoo (2014), David et al. (2014) and (18) Guido et al (2015).

The escape was approached as a way of measuring hedonism by Hirschman (1982), Babin et al. (1994), Arnold and Reynolds (2003), Carpenter and Moore (2009), Grappi and Montanari (2011) Skallerud and Olsen (2011) Sarkar (2011), Zhang and Zhang (2013), Davis et al. (2014) and Guido et al (2015).

The fondness for experience was researched by Hirschman (1982), Babin et al. (1994), Arnold and Reynolds (2003), Carpenter and Moore (2009), Grappi and Montanari (2011) Skallerud and Olsen (2011) Sarkar (2011), Zhang and Zhang (2013), Davis et al. (2014), and Guido et al (2015).

In all of them, it is possible to observe the existence of 18 ways to measure the hedonism. Approximately 85% of the items that measured hedonism are represented by 11 categories: adventure, escape, fondness for the experience, fun, interest in buying, enjoyable feeling (pleasure), demand for products / services, quick / pleasant way to spend time during purchase, joy, new products / services and enthusiasm.

In relation to most surveyed categories, Board 1 presents a gray background indicating the four works that consider the three most representative attributes of hedonism: Hirschman (1982), Babin et al. (1994), Arnold and Reynolds (2003) and Sarkar (2011), leading us to believe that, among the surveyed scales, those are the most appropriate ones to measure hedonism. Deepening the analysis, it is evident that Sarkar's (2011) scale is the only one to include ten of the eleven most searched attributes, suggesting it is the most complete scale for measuring the main hedonism attributes.

Another important evidence is that, in theory, hedonism is widely represented by the attribute "fun" (Holbrook & Hirschman, 1982; Kunzmann et al, 2005; Hoyer & MacInnis, 2011; Oliver & Raney, 2011; Sarkar, 2011; Arnold & Reynolds 2012; Dhurup, 2014; Wu & Holsapple, 2014) and "pleasure" (Holbrook & Hirschman, 1982; O'Shaughnessy & O'Shaughnessy, 2002; Kunzmann & Stange; Jordan, 2005; Tamir et al, 2008; Haines, 2010; Alvarez-Son & Lennon, 2011; Hoyer & MacInnis, 2011; Arnold & Reynolds, 2012; Jantzen et al, 2012;. & Leagues Chaudhuri, 2012; Moore & Lee, 2012; Yaakop & Hemsley-Brown, 2012; Allam & Shoib, 2013; Chang et al, 2013; Clarke & Mortimer, 2013; Dhurup, 2014). However, those attributes do not appear among the three most discussed ones in the studied scales.

Adventure, escape and fondness for the experience are the most used measurement attributes for hedonism. Those findings suggest two possible evidences: adventure, escape and fondness for experience should appear in the concept of hedonism or some of the constructed scales clearly have not taken into account the fun and enjoyment attributes for the measurement of hedonism.

## **5. FINAL CONSIDERATIONS**

This paper aims to identify the most mentioned attributes in scales of hedonism measurement. In all, 21 representative measurement attributes were found for hedonism: adventure, escape, fondness for the experience, fun, enjoyable feeling (pleasure), interest in buying, demand for products / services (hunting), fast / pleasant way to spend time during purchase, joy, new products or services, enthusiasm, satisfaction, stress relief, fondness for the product / service, comment sharing, forgetting problems, belonging to environment, raising self-esteem, seeing others feeling well, seizing an opportunity and enchantment.

It was noticed that the adventure, escape and fondness for the experience attributes were the most representative ones to measure hedonism. Those findings do not meet the theoretical description of hedonism, which shows it is conceptualized as fun and enjoyment in several studies. It was hoped that the attributes pleasure and fun, so privileged in theory, were the most used in the empirical measurement of hedonism scales.

Thus, it is believed that there is a gap between theory and practice. This can occur

because the practical studies (created scales) do not reflect what the theory suggests, or the theory, lacking a practical research of hedonism in relation to consumption behavior, is not taking into account all the appropriate criteria for conceptualizing hedonism.

The second secondary objective was to identify the scales to understand the key attributes that represent hedonism. It was noticed that the scale proposed by Hirschman (1982) is the one that includes the four most searched measurement attributes for hedonism. However, Sarkar's (2011) scale is the only one to present ten of the eleven most searched attributes to measure hedonism. In sequence, the scales of Babin et al. (1994) and Arnold and Reynolds (2003) include three of the four most surveyed items, suggesting that the four aforementioned scales seem to be the most interesting ones among the surveyed scales to measure hedonism.

The third and last secondary objective refers to the place where empirical studies occurred. It was found that most of the scales created / tested come from field work in the United States. Attention is drawn to the lack of scales tested in African countries and countries located in Central or South America. That fact brings the idea that hedonism seems not to be very tested in those continents, or researchers in those regions have not developed scales to measure hedonism.

Finally, there were 87 attributes representing hedonism in the studied scales, and the oldest scales are still efficient to measure hedonism. It was found that a lot of items appear in various scales, although there seems not to be a logical sequence for the development of scales, since there is not an increase of attributes from a base scale to a new one, but the emergence of new scales based on more exploratory evidence than on previous scores. Those new scales, however, have not taken into account some attributes of the previous scales neither attributes traditionally identified by theory (fun and enjoyment).

This article presents two important scientific contributions. First, that the main hedonism representation attributes are adventure, escape and fondness for the experience and the main theoretical hedonism attributes are fun and enjoyment. This gap between theory and practice evokes the second scientific contribution, since a difference was found between theory and practice, which suggests future studies.

In terms of practical contribution, the article indicates the existence of four prominent scales to measure hedonism: Hirschman (1982), Babin et al. (1994), Arnold and Reynolds (2003) and Sarkar (2011), and the Sarkar (2011), the only further comprise

ten of the eleven attributes surveyed. These findings contribute to the choice of scales, along with future researchers.

### 5.1 Limitations of the study

The main limitation of this study refers to the databases, the search filters and research date. The results presented here are merely limited to searched databases and there may be other works accessed by other search databases. The results are also limited to those adopted filters. Certainly, there may be other works that measured hedonism on the same databases, accessed through other filters. Finally, the last limitation is by date research, as there will probably be other subsequent scales at the time of data collection, which are not here included.

### 5.2 Suggestions for future research

It is suggested that future studies promote new researches taking into account other scales to increase the understanding of how hedonism is being measured. More than that, it is proposed a comparison between found results and those here presented, to confront the key attributes of hedonism measurement. Another suggestion, deriving from the gap here pointed out, is the conduction of studies to unravel why this gap between theory and practice exists. Is the concept of hedonism philosophical, not fully reflecting the main means of hedonism measurement? Do the authors that create hedonism scales disregard pleasure and fun, traditionally present in concepts that explain hedonism?

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