

The effects of hedonic and utilitarian shopping motivations on online purchasing intentions: A Turkish case study

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ABSTRACT

This paper was structured to examine the effects of shopping motivations that are classified as hedonic and utilitarian on the online buying intentions of consumers. In this context, one of the three aims of the study was to reveal traditional shopping motivations for online shopping, and the second aim was to test whether traditional shopping motivations are also valid for online shopping, whereas the last aim was to examine the effects of traditional shopping motivations on purchasing intention. The population of the study was consumers who are shopping online and older than 18 years. The sample was chosen via the convenience sampling method among consumers, and accordingly, 460 participants were included examined. The survey method was used as a data-gathering technique, and the data were analyzed with the Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) methods. The findings showed that the motivations of traditional shopping are also valid for online shopping and have an effect on purchasing intentions. Primarily, it was found that the relative effect of utilitarian motivation is high.

Keywords: Hedonic Shopping Motivations, Utilitarian Shopping Motivations, Online Purchase Intention, Online Shopping

INTRODUCTION

Since the first day technology entered our lives, many of our habits have experienced a change process. One of these changes is online shopping. The environment of online shopping has become the main and strongest opponent of the conventional understanding of shopping with its characteristics (interactivity, universality, low cost, geographical limitlessness, infinite capacity, flexible time, etc.), and consumers have started to meet their wants and needs in this way (Akar, 2008). One of the reasons why online shopping has grown so much through the years is related to the shopping experience provided by firms for their customers. To increase this experience, firms constantly add new features and services for consumers who shop online with the purpose of providing them with the support, ease and comfort they have while they are shopping face to face (Mohsin, 2020). These include finding online retailers, searching for product information, selecting payment options, purchasing products or services, achieving time and money savings and communicating with other consumers and retailers (Lin, 2007; Cai and Cude, 2008). At the same time, online shopping presents the comfort of finding several options without being dependent on time and location by providing the opportunity of rich information and comparison regarding goods and services (Saydan, 2008).

It was determined that without regard to where consumers end up shopping (online/offline), 63% of the journey of shopping starts online (www.thinkwithgoogle, 2018). That is, researchers investigated where consumers made a

search by ignoring where they complete their shopping. Google and Amazon are prominent among places where consumers mostly conduct searches.

Findings on online shopping show that approximately 1.8 billion individuals worldwide purchased goods online in 2018. Additionally, while the global e-retail sales in 2018 were 2.8 trillion dollars, estimations indicate that this value will reach up to 4.8 trillion until 2021 (Statista, 2019, 2020).

According to the Household Information and Communication Technologies (ICT) Usage Survey (2019) by the Turkish Statistical Institute (TUIK), the rate of online shopping in Turkey is 34.1%. This rate was 29.3% in the same period of the previous year (2018). Products purchased by online shopping included food items or daily necessities by 27.4%, furniture (except consumer electronics) by 26.9%, electronics by 20.3% and books, magazines, newspapers (including e-books) by 20.2% (TUIK, 2019).

The COVID-19 pandemic which started at the end of 2019 has led to the largest changes in shopping behaviors. As countries all around the world have applied strict precautions to limit the spread of the virus, this has led to panic buying at individual locations such as supermarkets and pharmacies and e-commerce stores. This is why the number of consumers who shop online regarding especially basic need products such as food and cleaning and medical products has increased fast (Mohsin, 2020). "According to a recent study conducted by Adobe, it was revealed that the sales of products such as hand sanitizers, gloves and facemasks increased by more than 800% in the first ten weeks of the year due to COVID-19. The sales of personal hygiene products and over-the-counter drugs sold for flu/cold and painkillers increased respectively by 231% and 217%. As gyms were closed down, and outside activity was severely restricted, the demand for fitness equipment increased by 55% just in the first two weeks of March" (Mohsin, 2020, Statista, 2020).

Considering the significant increase in online shopping throughout the years, it is a necessity for firm managers to understand the reasons for consumers to prefer online shopping. This will provide benefits especially for firms providing online shopping opportunities to understand the magnitude of the competition in the market and determine their position in the market. This is why it is important to determine the motivations underlying the online shopping preferences of consumers in making managerial decisions (Rohm and Swaminathan, 2004).

When the growth in online retailing is considered, determining motivations unique to this channel of shopping will be guiding for managers also in terms of defining different consumer segments. This will allow the managers of firms providing an experience of online shopping to effectively adapt their offers to utilitarian and hedonic consumer types and provide a basis for consumers to perform purchasing behaviors.

Utilitarian motivation involves the cognitive aspects of attitude such as economy (Zeithaml, 1988), ease and time savings (Jarvenpaa and Todd, 1996; Teo, 2001). As it refers to non-routine experiences where people rather shop for entertainment which allow them to "escape everything" while shopping, hedonic motivation usually involves the affective aspects of attitude (Kim, 2002; Mathwick, Malhotra and Rigdon, 2001).

Considering that individuals with utilitarian motivation have a tendency to seek diversity in their shopping, it is seen that their online shopping intentions would be positive due to the easiness of the internet and a shopping experience providing alternatives based on various features, as well as provision of characteristics such as savings from location and prices. On the other hand, as individuals with hedonic motivation focus on the entertainment, escape, social and adventure aspects of shopping, due to the characteristics such as pleasure and satisfaction they will obtain from shopping, it was revealed that their online shopping intentions are positively affected (Arnold and Reynolds, 2003; To, Liao and Lin, 2007; Topaloğlu, 2012). For this reason, knowing about with which types of motivation consumers shop will provide benefits for increasing the effectiveness of marketing efforts to be offered in direction of a large part of customer segments such as offline (conventional) shoppers towards online shopping by marketing managers and increasing these individuals' intentions of purchasing.

In reality, many consumers who shop online do not conclude their experience by purchasing. One of the fundamental reasons for this is the failure of online retailers in finding a way to create value for consumers that visit their websites (Overby and Lee, 2006). Online retailers' understanding of the main values sought by e-customers is dependent on determining the factors that motivate them for shopping. Therefore, considering the issue in terms of managers and

marketing practitioners, determination of hedonic and utilitarian motivations that motivate consumers towards online shopping appears as a potential power in shaping the purchasing intentions and behaviors of consumers. Moreover, determining whether consumers who shop online obtain more of a utilitarian or hedonic value will be guiding in terms of understanding the functions provided by online shopping for consumers and determining which marketing mix components should be paid more importance to by management.

Retailers that provide the opportunity of online shopping naturally prefer to attract as many customers as possible towards their websites. In addition to providing a good online shopping experience for their potential customers, they may also want to offer entertaining activities that encourage their existing customers to shop again. Furthermore, while providing the highest amount of information possible in online shopping, optimizing hierarchical levels as much as possible during shopping may be seen as a factor that increases the online purchasing intentions of consumers. Thus, consideration of shopping motivations by managers and implementers is important for the online shopping process to be satisfactory (Bridges and Florsheim, 2008).

This study provides a construct for motivations that Turkish consumers may have in terms of online shopping. For this reason, this study also provides valuable information for businesses and marketers that aim to discover the market developing in Turkey and pay importance to online shopping. Based on these motivations, marketing managers may understand what the expectations of consumers from online shopping are, gain consumers' trust by offering them a purpose- and entertainment-oriented online shopping experience and comprehend the purchasing intentions and behaviors of potential visitors. Additionally, the results obtained in this study may also be useful for offline (conventional) retailers who would like to offer their goods and services online. In this context, the results of this study may provide benefits for retail and marketing managers in their decisions towards the future based on online shopping.

It is important for managers and marketing practitioners who want to increase the online purchasing tendencies of consumers to pay attention to whether they should focus on motivating the utilitarian or hedonic urges of consumers in their messages towards consumers, product and brand diversity they will offer, campaigns and prices, for their success. Moreover, determining which campaigns and sales development activities to be developed by managers will motivate what type of value perceptions of consumers will be the main factor increasing their online purchasing tendencies.

Finally, the advantageous features of the internet motivate e-commerce marketers towards attracting their customers to their websites and selling various goods and services worldwide (Kuhlmeier & Knight, 2005). Hence, as the internet has become an important tool for the internationalization of firms, factors such as hedonism and utilitarianism that motivate online shopping are effective on the success of internet-based international marketing.

RESEARCH OBJECTIVES

Although there are some noticeable differences between online shopping behavior and conventional shopping behavior, it is seen that there are similarities between shopping motivations. This is why hedonic and utilitarian shopping motivations are also valid in online shopping.

In this context, utilitarian and hedonic motivations in both conventional shopping (Ertekin, 2014; Irani and Hanzaee, 2011; Arnold and Reynolds, 2012; Dholakia, 1999; Olsen and Skallerud, 2011; Babin, Darden and Griffin, 1994; Hirschman and Holbrook 1982) and online shopping (Ahmed, 2015; Childers, Carr, Peck and Carson, 2001; Van Slyke, Comunale and Belanger, 2002; Kim, 2006; To et al., 2007; Bridges and Florsheim, 2008; Chiu, Wang, Fang and Huang 2014; Davis, Lang and Diego, 2014; Martínez-López, Pla-García, Gázquez-Abad and Rodríguez-Ardura, 2014; Chang and Chen, 2015) are concepts that have been examined for a long time to understand why people shop.

Studies on motivations in online shopping from approximately 20 years ago (To et al., 2007; Ghosh, 1998; Keeney, 1999; Morganosky and Cude, 2000; Verhoef and Langerak, 2001) rather emphasized utilitarian motivations and argued that these motivations are the primary factor of purchasing intentions. However, today, the changed consumer profiles and preferences prioritize pleasure elements in online shopping. Recent studies on online shopping motivations in the context of purchasing intentions (Chiu et al., 2014; Davis et al., 2014; Martínez-López et al., 2014; Chang and

Chen, 2015) are highly limited. In the rapidly changing conditions of today, online shopping is increasingly gaining significance, and knowing about consumer motivations on this platform becomes even more critical for firms.

In this sense, this study has two objectives. The first aim is to test online motivation factors via confirmatory factor analysis to reveal validity and reliability findings. At this stage, the aim is to evaluate scales that have been developed to measure online traditional shopping motivations in previously published papers. The second aim of this paper is to determine the effects of online motivation factors on online purchasing intentions. This aim will be accomplished by utilizing Structural Equation Modelling (SEM).

THEORETICAL BACKGROUND

The foundation of purchasing behavior models consists of the effects of motivations expressed as a part of the attitude component by the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) (Pearce and Coughlan, 2012). There are many studies on consumer motivations and purchasing behaviors including those by Howard and Sheth (1969), Fishbein and Ajzen (1975) and Ajzen (1991). Studies on consumers' online shopping behaviors (George, 2004; Limayem, Khalifa and Frini, 2000; Hansen, 2008) and online travel shopping behaviors (Lee, Qu and Kim, 2007) and mobile conversation services (Nysveen, Pedersen and Thorbjornsen, 2005) are related to the preliminary studies of Fishbein and Ajzen (1975) on TRA and Ajzen (1991) on TPB. These models (TRA and TPB) proposed that attitudes towards subjective norms, perceived behavioral control and behavior will affect purchasing intent, and purchasing intent will affect purchasing behavior (Fishbein and Ajzen, 1975; Ajzen, 1991).

The Technology Acceptance Model (TAM) (Davis, 1989) refers to two significant studies which empirically tested two theories that may set a foundation to explain the behaviors of consumers regarding internet shopping based on TPB (Taylor and Todd, 1995). In such studies, it has been aimed to determine and empirically test the technological, social and psychological factors that determine the intention and behavior of consumers for shopping on the internet by using an elaborated version of TAM.

TAM is a theory based on TRA that was developed by Davis (1989) to especially determine the factors that affect the intentions of individuals to shop on the internet. TRA, on the other hand, is a sociopsychology-based behavioral theory that was developed by Fishbein and Ajzen (1975). TRA argues that social behaviors are dependent on the attitudes of individuals, and the behavior of using or not using information technologies is affected by the behavior of the individual. TRA is the most frequently used theoretical framework which was developed with the purpose of explaining the behaviors of individuals that are intentional and deliberate (Olson and Zanna, 1993). Ajzen (1991) revealed the TPB model by elaborating on TRA and argued that individual behavior does not only take place by the will of the individual, but some other factors are also effective in shaping the individual behavior.

TAM suggests that perceived usefulness and perceived ease of use determine the individual's behavioral intention. In the Extended Technology Acceptance Model (E-TAM), in addition to the variable of Perceived Ease of Use, it is argued that the Compatibility variable affects Perceived Usefulness and Perceived Ease of Use. It states that these variables affect the attitude of the person, and the attitude of the person affects their behavioral intention. Finally, it suggests that this variable triggers the actual usage activity. It has also been discussed in the literature that the perceived usefulness idea of the individual is effective in the formation of behavioral intention (Lin, 2007).

TAM is a model that was developed to explain and estimate the acceptance of information technologies at the workplace (Davis, 1989). Studies such as those by Yang and Jolly (2008), Nysveen et al. (2005), Bruner II and Kumar (2005), Dabholkar and Bagozzi (2002) and Vankatesh and Davis (2000) performed the implementation of the model for services, technological products and other innovations from different fields and adopted the model outside the workplace, that is, daily life.

Bruner II and Kumar (2005) defended the idea that adaptation of TAM for the consumer sector could be only possible by including both hedonic and cognitive elements. From there, the Consumer Technology Acceptance Model was developed. The main difference of the Consumer Technology Acceptance Model is the hedonic aspect (Childers et al., 2001; Dabholkar and Bagozzi, 2002). The emotional statuses of consumers were also included in the model in studies on this model. In the study by Childers et al. (2001) on online shopping, the existence of both emotional

and cognitive motivations was discussed, and “entertainment” was included among the most important determinants in shopping. In this context, in the study by Childers et al. (2001) which examined online shopping behaviors on the basis of hedonic and utilitarian motivations, the authors took TAM as the basis. As this study also discusses utilitarian motivations emphasizing the cognitive aspect of attitudes and hedonic motivations emphasizing the affective aspect of attitudes, TAM was accepted as the theoretical framework.

LITERATURE REVIEW AND DEVELOPMENT OF HYPOTHESES

Consumer Motivations in Shopping

Hirschman (1984) points out two situations related to the basic structure of shopping: “reflection” and “sensation.” In this context, shopping might be regarded as a process that provides cognitive (reflection) and active (sensation) experiences for individuals. Cognitive shopping involves basic physiological needs that fulfill utilitarian functions and tangible benefits that satisfy intentional purchase performance, while useful (sensational) shopping involves intangible benefits related to the hedonic and utilitarian aspects of experiences.

The term “motivation” may be described as intrinsic motivators that direct consumers to a specific behavior, and motivations are accepted as the priority of buying behavior (Mahato, 1989). Consumers look for two types of benefit during buying behaviors. The first benefit is hedonic factors that motivate buying behavior, and the second benefit is utilitarian shopping motivations.

According to Campbell (2002), rationality involves an attempt to satisfy needs arising from shortness, while hedonism is a search for joy or pleasure. According to Hu and Jasper (2004), rational shopping involves a range of conscious searches and efforts for a planned and purposeful end, while hedonic shopping is somewhat related to personal and emotional reactions. In this context, studies in the literature (Hirschman and Holbrook, 1982; Batra and Ahtola, 1990; Babin et al., 1994; Babin and Attaway, 2000; Wang, Gomez-Insausti, Biasiotto, Barbiero and Mcnall, 2000; Kim, 2001; Haanpää, 2005; Jiang and Wang, 2006; Fiore and Kim, 2007; Michon, Yu, Smith and Chebat, 2007) often emphasize that emotional aspects provide a better understanding of experiential features, and this shopping emotion might be the basis of purchasing behavior.

Zaichkowsky (1985) agrees with Hirschman and Holbrook’s (1982) views, suggesting that consumers today are more interested in consumption and purchase processes than before as their purchase motivation is based on pleasure in addition to utility. Therefore, the shopping and purchase process today involves both utilitarian (rational) and hedonic motivations.

The shopping motivations of consumers had long been dealt with by utilizing a rational and information processing approach. However, several researchers began to question the information processing approach in the late 1970s and explored some shopping concepts that had previously gone unnoticed. Since then, many studies (Tauber, 1972; Bellenger and Korgaonkar, 1980; Hirschman and Holbrook, 1982; Dawson, Bloch and Ridgway 1990; Babin et al., 1994; Jarrat, 1996; Swinyard, 1998; Wakefield and Baker, 1998; Babin and Attaway, 2000; Gilly and Wolfenbarger, 2000; Dhar and Wertenbroch, 2000; Mathwick et al., 2001; Moye and Kincade, 2002; İbrahim and Wee, 2002; Nicholls, Kranendonk, Li and Roslow, 2002; Arnold and Reynolds, 2003; Novak, Hoffman and Duhachek, 2003; Parsons, 2003; Khan, Dhar and Wertenbroch, 2004; Haanpää, 2005; Rintamaki, Kanto, Kuusela and Spence, 2006; Millan and Howard, 2007; Chen, Lee, Tsai and Lin, 2008; Bridges and Florsheim, 2008; Ozen and Kodaz, 2012; Topaloğlu, 2012; Martínez-López et al., 2014; Ahmed, 2015; Chakraborty and Soodan, 2019; Varadaraj and Charumathi, 2019) have revealed that consumer motivation in shopping has both utilitarian (rational) and hedonic aspects which influence consumers to certain extents as a situation which has almost gained a de facto quality in the literature.

Factors that motivate consumers to be hedonic and utilitarian in shopping have been a topic of some studies (Kim, 2006; Overby and Lee, 2006; To et al., 2007; O’Brein, 2010). Consumers not only respond to external stimuli but also create many images related to the product in their minds. Therefore, they take part in a shopping process that provides them with emotional pleasure and joy. Therefore, views based on hedonic shopping fail to explain shopping

motivations fully. Studies show that consumers do not always act as intelligent beings while they are shopping, revealing that their emotional patterns also influence the purchase decision process, and they are influenced by both hedonic and utilitarian motivations.

Consequently, shopping motivation might be interpreted as a holistic experience. In other words, hedonic and utilitarian shopping motivations are not two different fronts, and shopping conditions involve both to a certain extent (Kim, Sullivan and Forney, 2007). According to Holbrook and Hirschman (1982), consumer behaviors may seem quite complicated as a result of the multi-dimensional interaction between the organism and the environment. Therefore, neither the practical nor the hedonic aspect can be neglected. Thinking that consumers are only smart thinkers, problem solvers or individuals who are motivated with emotional aspects of shopping will take us to a limited point of view. On the contrary, consumers might differ regarding their hedonic or utilitarian shopping motivations, and holistic shopping motivation might be hedonic, utilitarian or balanced based on the relative weight of the objective and subjective components (Berry, Carbone, Haeckel, 2002; Seo and Lee, 2008).

Utilitarian Shopping Motivations

The majority of traditional studies on consumer behaviors are focused on the utilitarian aspect of shopping. Utilitarian shopping is considered as the principle of rational and practical consumer behavior for realizing a particular purpose and finding solutions to problems. Utilitarian shopping motivations are defined as motivations that cause people to purchase “only the goods, services and information they need” based on their rational expectations (Babin et al., 1994; Hae-Sook, 2005).

Utilitarian shopping motivation is based on the idea of consumers to maximize total utility by purchasing products in an efficient and time-saving manner with the minimum effort and trouble. Consumers attempt to maximize tangible utilities and minimize costs of the shopping activity, including money, time and energy (Kim et al., 2007). Consumers experience utilitarian or rational motivation when they meet their needs and fulfill a task or job related to their purposes—thinking that consumers are only interested in planned purchase and considering shopping just as a practical experience will end up in neglecting many intangible and emotional situations and probable consumer experiences (Danziger, 2004). Therefore, shopping must be considered as a holistic experience (Kim et al., 2007).

As utilitarian shopping is not related to the emotional aspects of products or services, consumers obtain favor with the functional and objective qualities of products and treat “price, quality and value” as determinant factors in selection of goods or services. Consumers who perform shopping and consumption activities with the influence of these determinants act with the idea of economy and success under the effect of utilitarian factors (Antonides and Raaij, 1998; Chen et al., 2008).

According to Chen et al. (2008), utilitarian shoppers act with the idea of ending their shopping trip successfully by creating a shopping trip plan, tending towards only goods and services they need and buying what they want at the best price. In this context, shopping is related to saving time and resources. Consumers are motivated to buy what they want or need with less time, effort and window-shopping. In other words, consumers are motivated to purchase what they need in the shortest time and with the least effort and benefit from the freedom and controlling utilities of the internet to perform efficient, rational shopping according to their purposes (Chen et al., 2008).

As consumers define consumption as a task in utilitarian shopping, the purchase activity is carried out as “completion of a task,” and consumers display a rational consumption attitude (Arnold and Reynolds, 2003:80). Shopping is seen as a “task” in utilitarian shopping and related to purchasing goods or services effectively under appropriate conditions such as considering the product, service and price features before the actual purchase (Hoffman and Novak, 1996), value for the money (Zeithaml, 1988) and judgments of convenience and time savings (Jarvenpaa and Todd, 1997; Teo, 2001). The task is accepted as completed, and shopping comes to an end when they find what they need or look for. Each utilitarian shopping trip does not have to end in a purchase, whereas trips to have information on prices and payment conditions of products are also regarded as outcomes of utilitarian shopping motivation. It is determined that studies deal with utilitarian motivation in the frame of utilitarian values such as effectiveness, goal achieving, saving costs, selection, convenience and weak socialization (Babin et al., 1994; To et al., 2007).

Hedonic Shopping Motivations

The view of hedonic shopping was first dealt with in Hirschman and Holbrook's paper (1982), and focuses on factors that motivate consumers towards hedonic shopping reveal that consumers might see the shopping experience as a pleasure and joy and seek for pleasure for various reasons (Holbrook and Hirschman, 1982; Batra and Ahtola, 1990; Sheth, Newman and Gross, 1991; Babin et al., 1994; Spangenberg, Voss and Crowley, 1997; Childers et al., 2001).

Tauber (1972) pointed out that shopping motivations are related to the psychological and social needs of consumers, as well as their motivations for merely owning a product. They classified these motives in two main categories of personal motives such as role-playing, diversion, self-gratification, learning about new trends, physical activity and sensory stimulation and social motives such as social experiences outside the home, communication with others with similar interests, peer group attraction, status and authority and pleasure of bargaining.

Emotional reactions, emotional pleasure, dreaming and aesthetic expectations are prominent features of hedonic shopping. A strong desire, extensive involvement, fantasies and escaping from the pain of reality are all indicators of hedonic shopping. Hedonic shopping allows consumers both to escape from their daily routine and acquire information on new trends and products. Taking hedonic shopping as a subject of study is equivalent to studying pleasure-oriented shopping as this situation defined above is not related to achieving a physical aim or fulfilling a physical task (Chang, Burns and Francis, 2004)

Many studies on the factors that drive people towards hedonic shopping (Batra and Ahtola, 1990; Sheth et al., 1991; Babin et al. 1994; Spangenberg et al., 1997; Childers et al. 2001) have revealed that hedonic shopping is carried out due to several expectations, and therefore, consumers do not act only to have pleasure but seek pleasure for various reasons. In the most comprehensive work on this issue, Arnold and Reynolds (2003) suggest that consumers do shopping for various reasons and experience intense feelings during their shopping activity. They developed a "hedonic shopping motivations" scale and concluded that people do shopping due to six primary motivations, including adventure, idea, socialization, value (to feel the competition, gain value), role (to please others) and gratification. This study is based on the "hedonic shopping motivations" scale developed by Arnold and Reynolds (2003).

Utilitarian and Hedonic Motivations of Online Shopping

Online shopping studies focus on adaptation of physical or traditional shopping theories, models and strategies to online shopping, which is a new marketing channel, and investigation of the reasons why consumers prefer and abstain from an online purchase. This situation is expected to help companies find appropriate strategies to attract consumers' interest and encourage online shopping (Teo, 2006).

Despite apparent differences between online and traditional shopping behaviors, it is apparent that there are similarities between shopping motivations. Therefore, hedonic and utilitarian shopping motivations are also valid for online shopping. Beyond buying products or services, online shopping is also defined as the activity of finding online retailers, searching for product information, selecting payment options and communicating with other consumers and retailers. Therefore, online shopping is one of the most popular online activities (Cai and Cude, 2008).

Studies (Childers et al., 2001; Eroglu, Machleit and Davis, 2003) that are particularly emphasizing online shopping environment design point out that, while the utilitarian aspects of online shopping (such as convenience and comfort) are significantly helpful in estimating consumer attitudes and shopping intentions, hedonic features (such as pleasure, enjoyment and gratification) of online shopping play an equally significant role in shaping these behaviors.

Childers et al. (2001) emphasize that an online shopping environment must be made more attractive and entertaining to motivate utilitarian shoppers with useful and interactive components to motivate hedonic shoppers such as various images, videos, colors, music, games and animations (Childers et al., 2001). Shopping means more than a utilitarian experience of meeting the need for a particular service/product. It may be used for several other purposes such as overcoming loneliness, relieving stress, realizing fantasies and escaping one's daily routine. Shopping might turn into internal fun, and the joy of the shopping experience might become a significant determinant of shopping motivation

(Koufaris, Kambil and LaBarbera, 2002).

Hedonic shoppers who add symbolic meanings to shopping and act with pleasure motivation often skim through hobby and auction websites to find products about which they are enthusiastic. Liebermann and Stashevsky (2009) observed that hedonic shoppers who enjoy online shopping turn into more eager shoppers who are more likely to take part in unplanned shopping.

Kim and Shim (2002) suggest that consumers not only gather information or purchase products while shopping but also try to satisfy their experiential and emotional needs.

Keeney (1999) ranked ten fundamental shopping values for electronic shopping and concluded that all of them except “increasing the joy of shopping” involved utilitarian values.

In a study by To et al. (2007) about the effects of utilitarian and hedonic motivations on online purchase and purchase intention, the authors observed that motivations which formed shopping intention and motivated purchasing carried utilitarian qualities.

In addition to hedonic and utilitarian motivation, which are primary motivations in specifying online shopping purchases, other factors must be investigated as well as including cultural features, shopping canal and service/product qualities, price and risk perceptions related to the product. Chiang and Dholakia (2003) studied consumers' online shopping intentions throughout the information-gathering stage, suggesting that acceptable price and product type influenced online shopping intention. It was observed that consumers were more likely to take part in electronic shopping in cases where they thought traditional (physical: offline) shopping was not convenient. In this context, in this paper, descriptive and inferencing statistics will be used to reach information about whether hedonic and utilitarian motivations emerge during online shopping. Hence, to reveal the factors of online shopping motivations and reach the main aims of the paper, the research model will be developed, sampling will be defined, and analysis and the results will be discussed.

Behavioral Intention in Online Shopping

The online purchase intention of consumers raises their willingness to go shopping on the internet. This factor is often measured by the willingness of consumers to purchase, do shopping and make a new purchase. The intention of someone to revisit a website and purchase is seen as an outcome of their attitude towards technology usage. Behavioral intentions related to internet usage and internet shopping are determined by a repetition of purchase, revisit to the relevant website, recommendation of the website to others, positive opinions and comments on the web (Hausman and Siekpe, 2009). Li and Zhang (2002) put forward ideas that support Hausman and Siekpe (2009), emphasizing that the online purchase intention of consumers indicates their willingness to purchase from an internet shop. This factor is generally measured with new purchase/shopping behaviors of consumers or their willingness to purchase/do shopping again. Moreover, online purchase is found strongly related to personal features, seller/service features, website quality, online shopping attitude, online shopping intention and decision-making (Li and Zhang, 2002).

As mentioned above, studies (Hirschman and Holbrook, 1982; Babin et al., 1994; Spangenberg et al., 1997; Jones, Reynolds and Arnold, 2006; Guido, 2006) show that consumers are under the influence of both hedonic and utilitarian motivations while shopping. Therefore, the following hypotheses are proposed to reveal the impact of hedonic and utilitarian shopping motivation on online shopping intentions. The research model is given in Figure 1.

To et al. (2007) compared utilitarian motivation and hedonic motivation and revealed that utilitarian motivation has a higher effect on searching aim and purchasing intention than hedonic motivation. Their results were in line with those of Ghosh (1998), Keeney (1999), Morganosky and Cude (2000) and Verhoef and Langerak (2001) who reported that internet shopping is mostly directed by utilitarian motivations. Topaloğlu (2012) showed that, in online shopping, hedonic and utilitarian values affect purchasing intention positively.

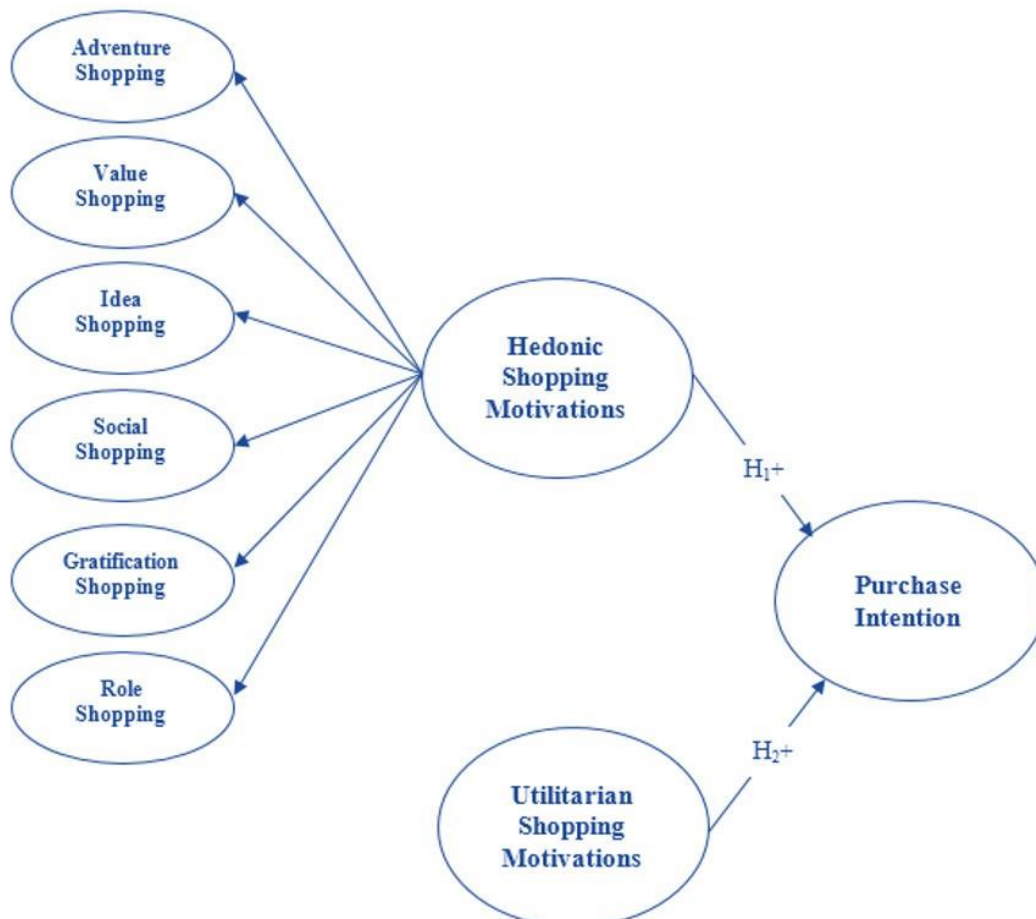
Motivations towards online shopping include both utilitarian and hedonic aspects (Childers et al., 2001). Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer and Wood, (1997) showed that diversified options may be the main

motivation that could be provided to consumers by internet shopping. Ghosh (1998) stated that ease, information, customization and interaction are primary motivations in internet shopping. Morganosky and Cude (2000) reported ease and time efficiency to be the main factors of online shopping. Keeney (1999) compiled a list of internet shopping values by interviews and discussions. The 10 shopping values presented by the author were utilitarian values except for “increasing the joy of shopping”. Blake et al. (2005) reported on some features that are important for the internet customers of commercial websites. Almost all features that were reported were associated with utilitarian people. Previous researchers believed that utilitarian values are important factors for people who shop online. In terms of hedonic motivation, Falk (1997) stated that, for store shopping or internet shopping, passionate stimulation and freedom to search are primary shopping motivations for consumers, and therefore, hedonic motivation is also very important. Mathwick et al. (2001) investigated the experiential value of online shopping where intrinsic experiential value included pleasure and aesthetics. This experiential value should be accepted as hedonic value. Kim and Shim (2002) argued that consumers who get online for shopping do not do this for only collecting information and purchasing products. Additionally, as online shoppers follow utilitarian and hedonic values, they also meet their experience and emotional needs which show that they are like shopping lovers in real life. Parsons (2002) proposed multiple non-functional shopping motivations for those who shop online, and these non-functional motivations referred to hedonic values. In this context, it is seen that there is also hedonic shopping value and motivations in online shopping. Therefore, the following hypotheses were formulated:

H1: Hedonic Shopping Motivations have a positive impact on Purchase Intention.

H2: Utilitarian Shopping Motivations have a positive impact on Purchase Intention.

FIGURE 1
BIPILOT FOR A CASUAL BLOUSE/TOP



METHOD

Sampling procedure and Data Collection

This is in-depth research, which is one of the specific research types. Its population consisted of consumers who do online shopping in Turkey. Due to the uncertainty of the population and lack of a sampling frame, participants who volunteered to take part in the study with non-probability, convenience sampling were chosen as the sample. In the study, the multiple analysis method of Structural Equation Modelling (SEM) was utilized. For the analysis in question, an important requirement is the sample size. There is not an absolute standard regarding sample size in SEM applications. "It was shown in the literature that larger samples generally produce more stable solutions with a higher probability of repeatability, but decisions on sample size should be taken based on a set of factors. For example, there are various minimum sample sizes recommended based on the complexity of the model, missing data and the presence of construct with fewer than three indicators. Our model had a total of nine latent constructs and a structure with fewer than three indicators. In this case, the minimum sample size of 500 is recommended (Hair, Anderson, Babin and Black, 2014). Additionally, Kline (1998:112) stated that, to produce consistent results, the ratio of the number of subjects to the model parameters should at least be 5:1, and if this ratio is smaller than 5:1, one should approach the statistical consistency of the results with suspicion. The measurements in our model contained 33 indicators. There were 17 parameters (variance and path coefficients) that needed to be calculated over latent constructs. This way, considering all regression weights and variances that need to be estimated, the total number of parameters becomes 60. If we considered the ratio of 5:1, we would need to have a minimum of 300 participants. In this study, for the consistency of the results, 560 participants were reached. However, after cancellation of surveys for 100 participants with missing or incorrect data, 460 participants constituted the sample. Such a sample size is suitable for the criteria in the literature.

The sample consisted of 460 participants. 51.7% of the respondents were female, and 48.3% were male. The majority of the respondents were between the ages of 15 and 35. The number of the single correspondents was higher than that of the married correspondents, while 52% had a bachelor's degree or higher educational status. More than half (55.7%) had 2000 TL or lower monthly income, and 31.1% were academicians. The rates of the civil servants and workers were similar, and they constituted approximately 20% of the entire sample.

MEASURES

As mentioned above, the survey method was used as a data collection tool for the study. The survey included the Online Hedonic Shopping Motivations scale of 18 statements adapted from the studies by Hirschman and Holbrook (1982) and Arnold and Reynolds (2003), the Online Utilitarian Shopping Motivations scale of 10 statements adapted from Babin et al. (1994), Deveraj et al. (2002), Overby and Lee (2006), Kim (2006) and Jamal et al. (2006) and the Purchase Intention scale of 5 statements developed with the support of Lin's (2007) study. The scales are the 5-point Likert-type scales (1: Strongly Disagree, 2: Disagree 3: Neither Agree Nor Disagree, 4: Agree, 5: Strongly Agree). The "Translation-Back Translation" technique was used in the translation of all scales. The scales were first translated from English to Turkish by experts and then translated from Turkish to English by another expert. As a result of the comparison between the original expressions in the scale and the Turkish text, expressions were edited, and they took their final form. Questions on demographic features were used to evaluate the gender, marital status, age, income level, professional and educational status of the participants. The data were collected through online surveys.

ANALYSIS AND RESULTS

Following the procedure recommended by Anderson and Gerbing (1998), first, the structural validity and reliability of the 3 constructs and six dimensions with 33 items were verified via a confirmatory factor analysis. Afterwards, the hypotheses were tested using structural equation modelling.

Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) examines the relationships between variables and enables one to reveal the variables as a summary. In this analysis, the variables that are related are combined as factors (Tabachnick and Fidell, 2001). Thus, this analysis is also known as dimension reduction and elimination of dependence (Miller, Acton, Fullerton and Maltby, 2002). EFA was used to determine whether utilitarian and hedonic motivations appeared during online shopping or not.

Internal consistency coefficients (Cronbach's alpha) were calculated for the items constituting the 18-item scale for Online Hedonic Shopping Motivations, 10-item scale for Online Utilitarian Shopping Motivations and 5-item scale for Online Purchase Intention, inter-item correlation matrices, item-total correlations and statistics showing the internal consistency of the remaining variables when a variable is deleted (Alpha if item deleted) were considered to increase the internal homogeneity of the scales, and whether or not some items could be removed was examined based on the increase in the internal consistency coefficients. Firstly, internal consistency tests were applied on the scales, and the Cronbach's alpha values were found respectively as $\alpha_1 = 0.904$, $\alpha_2 = 0.851$ and $\alpha_3 = 0.868$. Whether or not there was any item not representing the scales was investigated by utilizing the aforementioned statistics. One item (UM3: Shopping as I wish makes me feel good.) in the Online Utilitarian Shopping Motivations Scale was determined to not represent the scale, and the internal consistency analysis was repeated by removing the item from the scale. After the repeated internal consistency analysis, the Cronbach's alpha value of the Online Utilitarian Shopping Motivations Scale was found as $\alpha_2 = 0.875$. After removing the item disrupting the internal consistency of the scale, upon determining one item in each scale that did not represent the scale, "Principal Component Analysis" was carried out for the variables in the research model of the study.

Exploratory Factor Analysis (EFA) is a multi-variable analysis type that allows more meaningful and summarized presentation of data based on the relationships among the data (Kurtuluş, 1998:482). In EFA, without a certain preliminary expectation or hypothesis, the factorial structure of the data is determined based on the factor weights (Sümer, 2000:52). The KMO (Kaiser-Meyer-Olkin) values for the suitability of factor analysis were found as 0.862 for the Online Hedonic Shopping Motivations, 0.876 for the Online Utilitarian Shopping Motivations and 0.854 for the Online Purchase Intention. These values were higher than the critical value of 0.70 (Malhotra, 2004), and they show the sufficiency of the sample for factor analysis. In addition to this, for classification of the variables that would disrupt the factor analysis, "anti-image" coefficients were also examined one by one, and no statement that needed to be removed could be encountered. Based on the factor loads, 2 statements from the Online Utilitarian Shopping Motivations Scale (UM1: It is essential for me to complete a shopping trip as I planned. and UM10: Online shopping provides me an economic favor.) that had a lower factor load than 0.50 and were not completely separated, as well as 1 statement in the Online Purchase Intention Scale (PI2: I will probably suggest online shopping for my friends.), were removed from the analysis.

After removing the aforementioned statements, the factor analysis was repeated, and as the KMO (Kaiser-Meyer-Olkin) values were 0.862 for Online Hedonic Shopping Motivations, 0.851 for Online Utilitarian Shopping Motivations and 0.802 for Online Purchase Intention, these values were higher than the critical value of 0.70 and showed the suitability of the sample for factor analysis. For determination of the variables that would disrupt the factor analysis, "anti-image" coefficients were examined, and upon finding no value smaller than 0.50, it was decided that no item should be removed from the analysis. As a result of the analysis, the Online Hedonic Shopping Motivations Scale was collected under 18 items and 6 factors (dimensions), while the Online Utilitarian Shopping Motivations Scale was collected under 7 items and 1 factor.

Shopping motivations were first subjected to exploratory factor analysis (EFA) to see whether the same factor structure could be obtained. Thus, six dimensions of Hedonic Motivations were obtained, which together explained 76.578% of the total variance. Utilitarian Motivations had a one-dimensional structure, and the variance explained was 54.9%. The findings of the factor analysis are presented in Table 1.

TABLE 1
PRINCIPAL COMPONENTS FACTOR ANALYSIS FOR SHOPPING MOTIVATIONS

Factors	Item	Item Loading	Variance Extracted %
Hedonic Shopping Motivations			
Adventure Shopping	I find shopping stimulating.	,869	14,208
	To me, shopping is an adventure	,861	
	Shopping makes me feel like I am in my own universe.	,794	
Idea Shopping	I go shopping to see what new products are available.	,829	14,058
	I go shopping to keep up with the trends.	,812	
	I go shopping to keep up with the new fashions.	,800	
Role Shopping	I enjoy shopping for my friends and family.	,872	13,768
	I like shopping for others because when they feel good I feel good.	,855	
	I enjoy shopping around to find the perfect gift for someone.	,798	
Value Shopping	I enjoy looking for discounts when I shop.	,771	13,647
	For the most part, I go shopping when there are sales	,765	
	I try to get the cheapest product when I shop.	,735	
	I do shopping to take advantage of discount times.	,658	
Social Shopping	Shopping with my friends and family is a bonding experience.	,818	11,489
	I enjoy socializing with others when I shop.	,817	
	Shopping is a good opportunity to socialize.	,636	
Gratification Shopping	To me, shopping is a way to relieve stress.	,843	9,409
	When I'm in a down mood, I go shopping to make me feel better.	,822	
Utilitarian Shopping Motivations	I like to feel smart about my shopping trip.	,768	54,90
	It is important that I buy the product I really need my shopping trip.	,759	
	On a particular shopping trip, it is important to find items I am looking for.	,751	
	Online shopping is easier and more convenient than traditional shopping.	,746	
	I save time with online shopping.	,730	
	Shopping as I wish makes me feel good.	,723	
	Online shopping provides me fast shopping opportunity.	,711	

Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis is used to verify an implicit structure that is determined via EFA (Byrne, 2010). Confirmatory factor analysis (CFA) was used in this study to test the validity of the factors revealed with exploratory factor analysis and statistically find out to what extent they overlapped with the model revealed in the conceptual framework.

The fit indices of the six dimensions of Online Shopping Motivations with the available data were satisfactory ($\chi^2/df=3.143$; $GFI=.920$; $AGFI=.885$; $TLI=.928$; $CFI=.944$; $RMSEA=.068$) (Mishra and Datta, 2011; Schermelleh-Engel, Moosbrugger and Müller, 2003). As the indicator weight of each dimension obtained with the Maximum Likelihood -ML- method was 0.83-0.91 for Adventure Shopping, 0.57-0.79 for Value Shopping, 0.74-0.93 for Role Shopping, 0.76-0.91 for Idea Shopping, 0.71-0.82 for Social Shopping and 0.86-0.89 for Gratification Shopping, it is possible to state that the item factor loads represented the relevant dimensions successfully. All Coefficients were found significant on the $p<0.001$ level.

Validity and Reliability Analysis

The internal consistency of each latent construct of the model was found with the Cronbach's alpha, Composite reliability (C.R.) coefficients and Average Variance Extracted (AVE).

TABLE 2
VALIDITY AND RELIABILITY ANALYSIS RESULTS OF DIMENSIONS

Structures	Cronbach Alpha	C.R.*	AVE**
Hedonic Shopping Motivations			
Adventure Shopping	,890	,891	,733
Value Shopping	,782	,785	,482
Idea Shopping	,873	,876	,703
Social Shpping	,791	,797	,566
Gratification Shpping	,868	,858	,765
Role Shopping	,859	,863	,680
Utilitarian Shopping Motivaions	,855	,857	,665
Purchase Intention	,849	,854	,595

*Composite Reliability (C.R.): $(\sum \lambda)^2 / [(\sum \lambda)^2 + \sum e]$

**Average Variance Extracted (AVE): $\sum \lambda^2 / [\sum \lambda^2 + \sum e]; e=1-\lambda^2$.

According to the findings shown in Table 2, it is possible to say that each dimension had internal consistency as their Cronbach's alpha values were above the critical value of 0.70 (Cronbach, 1951). The C.R. values were above 0.70, and the AVE values (except .482) were above 0.50 (Hair et al., 2010). Nevertheless, values below 0.50 are also acceptable in cases where all other reliability values are satisfactory (Fornell and Larcker, 1981).

On the other hand, convergent and discriminant validity were evaluated for construct validity. The C.R. values must be higher than the AVE values, and the AVE values must be greater than 0.50 for convergent validity (Hair et al., 2010). This was the case in our study.

For the discriminant validity of the model, an unrestricted model with free correlations was tested against a restricted model where correlations between dimensions were equalized to 1 (Bagozzi et al., 1991).

TABLE 3
DISCRIMINANT VALIDITY ANALYSIS OF ONLINE HEDONIC SHOPPING MOTIVATIONS

Models	χ^2	df
Model Restricted with $\rho = 1$	531,928	134
Unrestricted Model	374,046	119
$\Delta \chi^2$	157,882	
Δdf		15

The hypothesis tested in this analysis was $H_0: \rho = 1$. Here, ρ shows the correlation coefficients between the dimensions. $\Delta \chi^2$ and degrees of freedom between the restricted and unrestricted models were taken to decide on Δdf according to the χ^2 distribution table.

According to the findings shown in Table 3, the Δdf hypothesis that all constructs are the same construct was rejected as the critical value was $15 \chi^2_{.05} = 24.996$, and $\Delta \chi^2 = 157.882 > 24.996$. This means that each dimension of the Online Hedonic Shopping Motivations Scale represented a different construct, enabling discriminant validity.

Moreover, the reliability criteria were also secured for "Online Utilitarian Motivations."

Second-Order Confirmatory Factor Analysis for Hedonic Motivations

The result of the Second-Order Confirmatory Factor Analysis for Hedonic Motivations and standardized regression coefficients for each construct are presented in Table 4.

TABLE 4
THE RESULTS OF SECOND-ORDER CONFIRMATORY FACTOR ANALYSIS
FOR ONLINE HEDONIC SHOPPING MOTIVATIONS

Hedonic Shopping Motivations	Standardized Regression Coefficients					
Role Shopping	.55*					
Value Shopping	.66*					
Adventure Shopping	.69*					
Social Shopping	.74*					
Gratification Shopping	.75*					
Idea Shopping	.75*					
Fit Indices						
	χ^2/df	GFI	AGFI	TLI	CFI	RMSEA
	421,664/128=3,294	.909	.878	.923	.935	.071

*p<0.001

Second-Order CFA results for Online Hedonic Shopping Motivations: $\chi^2/df=3.294$; GFI=.909; AGFI=.878; TLI=.923; CFI=.935; RMSEA=.071. The Standardized Regression Coefficients were found as .69 for Adventure Shopping, .66 for Value Shopping, .55 for Role Shopping, .75 for Idea Shopping, .74 for Social Shopping and .75 for Gratification Shopping, and the significance level of each coefficient was $p<0.001$. Thus, it is possible to say that the Online Hedonic Shopping Motivations Scale was well-represented by six dimensions.

Evaluation of Measurement Model

The measurement model was evaluated regarding the fit indices, regression weights, and modification indices (MI) before testing the constructed model. Thus, fit indices of measurement model obtained with CFA were $\chi^2/df=2.861$; GFI=.878; AGFI=.852; TLI=.908; CFI=.919; RMSEA=0.64. These results showed that the model needed to be improved. To do this, the Modification Indices (MI) of the model were evaluated, concluding that the error value of "HS1. Shopping is an excellent opportunity to socialize." observed variable that represents the Social Shopping (HS) dimension of Online Hedonic Shopping Motivations had a significant covariance with "HS2. Shopping with my friends and family is a bonding experience." and "HS3. I enjoy socializing with others when I shop." variables. On the other hand, the evaluation of modification indices on the factors that constitute Online Purchase Intention (PI) showed that the value error of the "PI2. I will probably recommend online shopping for my friends." observed variable had a significant covariance with other variables. Therefore, the HS1 and PI2 variables were removed from the analysis, and the Structural Equation Model was re-tested. After elimination of the HS1 and PI2 statements, the fit indices of the model were $\chi^2/df=2.651$; GFI=.891; AGFI=.866; TLI=.920; CFI=.930; RMSEA=.060.

The discriminant validity test results of the measurement model are presented in Table 5.

TABLE 5
MEASUREMENT MODEL DISCRIMINATION VALIDITY ANALYSIS

Models	χ^2	df
Model Restricted with $\rho = 1$	860,507	268
Unrestricted Model	702,609	265
$\Delta \chi^2$	157,898	
Δdf		3

According to findings shown in Table 5, it is possible to state that each construct was different, and the discriminant validity was confirmed as $3 \chi^2.05 = 7.815$ and $\Delta\chi^2 = 157.898 > 7.815$.

STRUCTURAL MODEL AND HYPOTHESES TESTING

The fit indices and hypothesis test results of the model are presented in Tables 6 and 7.

TABLE 6
STRUCTURAL EQUATION MODEL FIT INDEXES

Structural Equation Model	Fit Indexes					
	χ^2/df	GFI	AGFI	TLI	CFI	RMSEA
	629,673/243=2,591	,901	,877	,925	,934	,059

R^2 (Online Purchase Intention) = ,18

TABLE 7
RESULTS FOR THE HYPOTHESES TESTS

			Std. Reg. Weight	C.R.*	p	Hypothesis Results
Hedonic	→	P. Intention	,157	2,925	,003	H ₁ Accepted
Utilitarian	→	P. Intention	,394	7,020	***	H ₂ Accepted

*C.R.: Critic Ratio

*** $p < 0,001$

The fit indices indicated that the model fit the available data well. The hypotheses of the study were accepted as the model fit was satisfactory, and the estimated structural coefficients were significant. In this context, as seen in the first hypothesis of the study (H1), Online Hedonic Shopping Motivations had a positive impact on Online Purchase Intention (.016; $p < 0.001$). Furthermore, the second hypothesis (H2) was accepted as well: Online Utilitarian Shopping Motivations had a positive impact on Online Purchase Intention (.039; $p < 0.001$). As seen here, Online Utilitarian Shopping Motivations had a relatively more substantial impact on Online Purchase Intention than Online Hedonic Shopping Motivations. According to the R^2 value, Online Purchase Intention was explained by Online Hedonic and Utilitarian Shopping Motivations on a level of 0.18.

DISCUSSION AND IMPLICATIONS

Theories, models and strategies that are valid for conventional or physical shopping must be adapted to online shopping as an alternative marketing channel, and factors that influence consumers' online purchasing intention must be investigated in studies on online shopping. In this context, the goal of this study was to investigate the effects of hedonic and utilitarian shopping motivations on online purchase intention.

Though classified in different ways in the literature, it is claimed that the consumption phenomenon is based on two main motivations: utilitarian (product or goal-oriented) and hedonic (pleasure-oriented) (Doğrul, 2012). Many studies (Spangenberg et al., 1997; Overby and Lee, 2006; Kim, 2006; Guido, 2006; To et al., 2007) confuse "hedonic and utilitarian motivations" with "hedonic and utilitarian values" and use these concepts without a clear distinction and scale. The detailed findings of this study on hedonic and utilitarian shopping will help reveal a clear distinction

between the concepts of “hedonic and utilitarian motivations” and “hedonic and utilitarian values.”

Kim and Shim (2002) suggested that consumers who prefer online shopping do not only gather product information or purchase products but also try to meet their experiential and emotional needs (To et al., 2007). Studies are particularly emphasizing online shopping environment design point out that while the practical aspects of online shopping are significantly helpful in estimating consumer attitudes and shopping intentions, the hedonic features of online shopping play a key role in shaping these behaviors (Childers et al., 2001). In this context, this study tested and accepted two hypotheses that utilitarian and hedonic shopping motivations influence online purchasing intentions.

To et al. (2007) studied the effects of utilitarian and hedonic motivations on online research intentions, purchasing intentions and purchasing behavior, and they observed the factors that create research intention and motivate purchasing to carry utilitarian and hedonic features. The researchers mentioned above studied the effects of utilitarian and hedonic motivations on research intention and the effects of research intention on purchasing intention. Utilitarian and hedonic shopping motivations were measured with utilitarian and hedonic values in the aforementioned study. In this context, our study is different from that study as the concepts of utilitarian and hedonic value were used there instead of utilitarian and hedonic shopping motivations here, and the direct impact of hedonic motivations on online purchasing intention was not dealt with in their study. On the other hand, their findings overlap with ours as they detected the direct and positive impact of utilitarian motivations on purchasing intentions in online shopping.

As mentioned before, Arnold and Reynolds' (2003) “Hedonic Shopping Motivations” scale for conventional shopping was adapted to online shopping to find out online hedonic shopping motivations that influence online purchasing intentions. Arnold and Reynolds (2003) determined six factors in their study. These six factors developed by the researchers (adventure shopping, gratification shopping, idea shopping, social shopping, role shopping and value shopping) were also verified for online shopping as the common factors with our study. This scale developed by Arnold and Reynolds (2003) was adapted well to online shopping, as well. Moreover, the Adventure Shopping factor explained 14.206% of the extracted variance, taking the first rank. These conclusions indicated that consumers do not only meet their needs but are also motivated when their shopping activity relaxes them, and is approved and admired by others.

The active role of the internet in our lives has encouraged people of all ages to use this significant technological advancement. The internet has become a part of the lives of both end-users and businesses. The online shopping behavior of consumers causes both researchers and businesses on online shopping platforms to take specific actions.

RECOMMENDATIONS FOR BUSINESS

Essential utilities offered to consumers with online shopping such as saving time and money, purchasing products with lower prices and being capable of buying the product at any time have become quite well-known methods used by companies to be different. Knowing about the online shopping motivations of consumers and the utilitarian and hedonic factors underlying these motivations is becoming increasingly important for businesses to reach consumers and specify goods and service qualities. Therefore, businesses operating on the internet must master online shopping motivations and the utilitarian and hedonic aspects of these motivations.

It is becoming inevitable for businesses to know about the advantages of online shopping over conventional shopping, become aware of advantageous factors in online shopping and understand frequently encountered problems. It is also clear that people's attitudes, opinions and prejudices on using technology will guide many administrative and technological strategic decisions of companies operating online on several issues, including website design, online advertising, product differentiation and distribution strategies. Businesses that are aware of what influence and motivate consumers towards online shopping will have the chance to see and meet consumers' needs and demands.

Businesses operating online need to focus on consumers without online shopping experience and become aware of why consumers do not take part in online shopping.

RECOMMENDATIONS FOR RESEARCHERS

This study aimed to explain the impact of hedonic and utilitarian motivations on purchasing intentions in an interdisciplinary framework from the perspective of information systems and with a focus on the concept of shopping changed by technological advancements and the internet. Conventional shopping motivations were tested and verified for online shopping. The review of the literature and previous studies showed that studies have not yet made a clear distinction between utilitarian and hedonic shopping motivations and utilitarian and hedonic values, although these concepts are different to each other. Therefore, researchers would instead study this point in a particular way in their future studies.

As the number of studies in Turkey on the concept of utilitarian and hedonic shopping motivations is lower than international studies, the findings of our study are expected to shed light on future studies that deal with hedonic and utilitarian motivations influencing online purchasing intentions. Our study concluded that utilitarian and hedonic shopping motivations have positive effects on online purchasing intentions. However, future studies that consider the probable effects of other variables on purchasing intentions and deal with the concept of online shopping must be supported by quantitative methods considering several variables such as the personal characteristics of consumers, perceived utility and risks perceived towards goods or services. In addition to these, it is needed to also investigate cultural characteristics, features of shopping channels and the properties of the product or service that is aimed to be obtained.

LIMITATIONS

Instantaneous collection of study data at one time focuses on the consumer expectation formation stage and prevents precise definition of changing consumer perceptions. The convenience sampling method of the study does not allow generalization of the results of the study. Therefore, future studies would preferably be carried out in consideration of these limitations.

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APPENDIX

STATEMENT CODES

Codes	Statements
HM1	To me, shopping is an adventure.
HM2	I find shopping stimulating.
HM3	Shopping makes me feel like I am in my universe.
HD1	For the most part, I go shopping when there are sales.
HD2	I enjoy looking for discounts when I shop.
HD3	I try to get the cheapest product when I shop.
HD4	I do shopping to take advantage of discount times.
HF1	I go shopping to keep up with the new fashions.
HF2	I go shopping to see what new products are available.
HF3	I go shopping to keep up with the new trends.
HS1	Shopping is an excellent opportunity to socialize.
HS2	Shopping with my friends and family is a bonding experience.
HS3	I enjoy socializing with others when I shop..
HR1	When I'm in a down mood, I go shopping to make me feel better.
HR2	To me, shopping is a way to relieve stress.
HB1	I like shopping for others; because when they feel right I f.
HB2	I enjoy shopping for my friends and family.
HB3	I enjoy shopping around to find the perfect gift for someone.
UM1	It is essential for me to complete a shopping trip as I planned.
UM2	On a particular shopping trip, it is essential to find the items I'm looking for.
UM3	Shopping as I wish makes me feel good.
UM4	I like to feel smart about my shopping trip.
UM5	Visiting other online shops to end shopping upsets me.
UM6	Online shopping provides me fast shopping opportunity.
UM7	I save time with online shopping.
UM8	It is essential that I buy the product I need for my shopping trip.
UM9	Online shopping is more comfortable and more convenient than traditional shopping.
UM10	Online shopping provides me an economic favor.
PI1	I will keep shopping online in the future.
PI2	I will probably suggest online shopping for my friends.
PI3	I will buy my needs online in the future.
PI4	I feel I am doing something right with online shopping.
PI5	I believe that online shopping is better than traditional shopping.

HM: Hedonic Shopping Motivations, UM: Utilitarian Shopping Motivations, PI: Purchase Intention