

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

**Dr M Saygılı\***

*Assistant Professor*

*Department of International Trade and Finance*

*Faculty of Applied Sciences*

*Sakarya University of Applied Sciences, Turkey*

msaygili@subu.edu.tr



<https://orcid.org/0000-0001-6920-822X>

\*Corresponding author

**Assoc Prof N Sütütemiz**

*Department of Management Information Systems*

*Sakarya Business School*

*Sakarya University, Turkey*

nihals@sakarya.edu.tr



<https://orcid.org/0000-0002-8964-7198>

## 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



























**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*					
<b>Fit Indices</b>						
	$\chi^2/df$	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	$\chi^2$	df
Model Restricted with $\rho = 1$	860,507	268
Unrestricted Model	702,609	265
$\Delta \chi^2$	157,898	
$\Delta df$		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					
	$\chi^2/df$	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 <sub>1</sub> Accepted
Utilitarian	→	P. Intention	,394	7,020	***	H <sub>2</sub> 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