



## A STUDY ON THE UTILITARIAN AND HEDONIC VALUES OF ONLINE SHOPPING AMONG WOMEN CUSTOMERS

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### **Abstract**

*The process of online shopping especially among women is increasing day by day. The research was made to study the Utilitarian and Hedonic values of online shopping among women customers. A survey was conducted among 41 women customers who shop online. The data collected was analyzed using Simple Percentage Analysis, Mean Rating, Mean Score and Anova. The findings of the result revealed that the level of agreement falls between neutral and agree for most of the utilitarian and Hedonic factors. The Anova conducted showed that the Utilitarian and Hedonic value scores did not differ significantly among the women customers with various personal factors except for the Hedonic values such as frequency of online purchase and average amount spent.*

**Keywords:** *Online shopping, Women Customers, Utilitarian values, Hedonic values.*

### **Introduction**

Hedonic values are those which represent the pleasant aspects involved while shopping. The term hedonistic value has been recognized as separation of consumers' behaviour based on mental criterions like multisensory, fanciful and exciting aspects of a product that has been experienced. Utilitarian values include the dimensional factors like Endurability, Novelty, Time saving, etc. Customers believe utility-driven value is related to reasonable and task-related shopping behaviour and informed results of that intended shopping. People with stronger utilitarian values have more intention towards a simpler life style and also they pay more attention to consumer necessities. This study focuses on women customers' opinion about the various Utilitarian and Hedonic values of online shopping such as Endurability, Novelty, Adventure, Gratification, etc.

### **Statement of the Problem**

Online shopping is a growing area of technology and it has become very popular among women. Women are not only concerned about the availability of information and products online but also the service quality of online shopping. This study has been made to determine the opinion about various aspects of Utilitarian and Hedonic values of online shopping among women customers and also to compare their personal factors with them.

### **Objectives of the Study**

1. To know the Socio economic background of women customers who shop Online.
2. To determine the opinion of women customers about the hedonic and utilitarian values of online shopping.

### **Review of Related Literature**

“The Moderating Effects of Perceived Use and Perceived Risk in Online Shopping” was a research done by **Ebru, Yagmur and Ipek (2014)** to empirically test the simultaneous effect of both utilitarian and hedonic motivation on search and purchase intentions along with the roles of perceived risk and perceived ease of use as moderators. 352 valid questionnaires were collected using convenient sampling method. Confirmatory factor analysis was used to evaluate the reliability and validity of six constructs namely Utilitarian motivation, Hedonic motivation, and Perceived ease of use, Perceived risk, Search intentions and Purchase intentions. The results of the study revealed that Utilitarian and hedonic motivations have positive impact on purchase intention. Perceived ease of use moderates the relationship between Search intention and hedonic motivation and Perceived risk had only a moderator role in the relationship between hedonic motivation and purchase intention.



**Muhammad Sabbir Rahman And Zainal Bin Abu Zarim(2014)** has done a research on “Service Quality And Students’ Satisfaction Towards Purchasing Online Educational Resources”. The aim of this research was to explore the degree of influence of the variables namely reliability, responsiveness, ease of use and security on student satisfaction in purchasing online educational resources. A total of 250 samples were collected from Malaysian and foreign students of different levels using convenience sampling method. The research have applied descriptive statistics, structural equation modeling and exploratory factor analysis to test the proposed hypothesis. The outcome of the study has indicated that security perceived by the respondents had highest influence on the students’ satisfaction in purchasing online educational materials. It was concluded that the online sellers of educational materials should concern their effort in providing secure services on the web for the accomplishment of student satisfaction.

“The Influence Of E-Service Quality On Customer Perceived Value, Customer Satisfaction And Loyalty In South Africa” was a research undertaken by **Richard Chinomona, Godrey Masinge and Maxwell Sandada (2014)**. The researchers have made an attempt to examine the influence of three antecedents of customer loyalty namely e-service quality, customer satisfaction and customer perceived value on consumer online shopping behaviour. The population for the study was targeted in South Africa in Gauteng who purchased any consumer goods online. A total of 150 questionnaires were distributed for the final data analysis. Five point Likert type scale was adopted for the study. The study used smart PLS software for Structural Equation Modelling(SEM) technique. The findings of the study stated that e-service quality had the strongest influence on customer perceived value and customer satisfaction. There was a positive relation between customer perceived value and customer satisfaction as well as customer satisfaction and customer loyalty.

“Impacts of Utilitarian and Hedonistic Values of Online Shopping on Preferences and Intentions of Consumers” was an analysis made by **Dr. Majid Nili, Davood Delavari, Nafiseh Tavassoli And Rajesh Barati (2013)**. The objective of the study was to know the impact on preferences by online retailers through hedonistic and utilitarian values. The research was conducted using survey – correlational method. Stratified random sampling technique was implied with a sample size of 370 students from Islamic Azad University, Tehran. CVR coefficient was used to measure the validity of collected data. The results of the study revealed that the utilitarian and hedonistic value judgements have a direct impact on preferences for online retailers. Also preferences in online retailers have a direct impact on future shopping intentions. It was concluded that rapid development of e-commerce and number of internet users in recent years have created suitable opportunities for online shopping among the consumers.

**Mei-Hui chen, Kune-Muh Tsai, Ying-Chiech Hsu(2013)** made a study on “E-Service Quality Impact On Online Customer’s Perceived Value And Loyalty”. The study attempts to serve as a basis for internet marketing by employing a holistic model to conceptualize e-service quality. Data were collected from 444 students of four universities in Taiwan. A total number of 32 items were employed to capture the latent constructs. All the items were measured using a 7 point Likert-type scale. The study used the partial least squares(PLS) method of structural equation modeling. The results of the study indicated that e-service quality plays an important role in affecting online shoppers’ perceived value and each dimension of e-service quality had different influences. Further it was found that among the three dimensions of e-service quality, outcome quality deserved more attention of e-tailers as it was positively related to utilitarian and hedonic values of online customers.

**Abhigyan Sarkar (2011)** in his study on “Impact of Utilitarian and Hedonic Shopping Values on Individual’s Perceived Benefits and Risks in Online Shopping” has made an investigation on how the individual buyer’s perceived benefits and risks in e-shopping are influenced by his or her perceived utilitarian and hedonic shopping values. A convenient sampling method was undertaken in various cities across India. A total of 525 respondents were considered for the study. Principal component factor analysis with various rotations has been done to examine the discriminating validity of the constructs. Regression analysis was also done taking the mean score of each construct of each respondent. The findings of the above study showed that consumers with high hedonic shopping values tend to avoid online shopping. They perceive more risks and lesser benefits in online shopping. The results of the study reinforced that the customers with high utilitarian shopping values perceive greater



benefits in online shopping. The author concluded that fun and security were the two key benefits that were desired by online consumers.

### Research Methodology

The present study is based on both primary and secondary data. Primary data were collected from women who purchase online. Secondary data were collected from various journals, magazines, reports and newspapers. 41 women customers who shop online have been chosen in Coimbatore city by using convenient sampling and a questionnaire was prepared and administered in person to all the respondents. Simple Percentage Analysis, Mean Rating, Mean Score and Anova was used to analyze the data collected. Respondents were asked to give their opinion on a 5 point rating scale with ratings starting from Strongly disagree(1) to Strongly agree (5) for the Utilitarian and Hedonic value scales".

### Data Analysis and Interpretation

**Table No. 1: Percentage Analysis on Personal Factors of Women Shopping Online**

Variable	Group	Number	Percentage
<b>Education</b>	Graduate	25	61.0
	P.G	5	12.2
	Professional	11	26.8
	<b>Total</b>	41	100.0
<b>Family monthly income</b>	Below 25000	22	53.7
	25000-50000	15	36.6
	Above 50000	4	9.8
	<b>Total</b>	41	100.0
<b>Duration of online shopping</b>	< 1 yr	11	26.8
	1-5 yrs	26	63.4
	> 5 yrs	4	9.8
	<b>Total</b>	41	100.0
<b>Frequency of online purchase</b>	Weekly	7	17.1
	Monthly	6	14.6
	Quarterly	6	14.6
	Half yearly	3	7.3
	Occasionally	19	46.3
	<b>Total</b>	41	100.0
<b>Average amount spent</b>	Below 5000	34	82.9
	5000-10000	7	17.1
	<b>Total</b>	41	100.0
<b>Show room visit</b>	Yes	11	26.8
	No	30	73.2
	<b>Total</b>	41	100.0

Source: Computed from primary data

The above table shows that out of the total respondents taken for the study majority (61%) of them are graduates, 53.7% of them have their monthly family income below Rs.25000 , 63.4% of the respondents have been shopping online from 1-5 years, (46%) of them shop online only occasionally, 82% of them spend below Rs.5000 on an average and majority (73%) of the respondents do not visit showroom before purchasing the products online.



**Table 2: Utilitarian Value of Women Respondents Who Shop Online**

Dimension	Items	Numbers	Minimum	Maximum	Mean	Std.Deviation
<b>Endurability</b>	My shopping experience was rewarding	41	2.00	5.00	3.7561	.94288
	Satisfactory level of prices of products	41	3.00	5.00	4.0244	.68876
	Time saving	41	3.00	5.00	4.4878	.67535
<b>Novelty</b>	I felt interested in my shopping task	41	2.00	5.00	3.7317	.67173
	I continued to shop online out of curiosity	41	1.00	5.00	3.3415	.99020
	Online shopping websites are attractive	41	1.00	5.00	3.3659	1.11257

Source: Computed from primary data

The above table shows that the level of agreement for the endurability factors such as satisfactory level of prices of products and Time saving falls between agree and strongly. The level of agreement for the other endurability factors such as ‘My shopping experience was rewarding’ and for those Novelty factors such as ‘I felt interested in my shopping task, I continued to shop online out of curiosity and Online shopping websites are attractive falls - between neutral and agree.

**Table 3: Hedonic Value of Women Respondents Who Shop Online**

Dimension	Items	Numbers	Minimum	Maximum	Mean	Std.Deviation
<b>Adventure</b>	I find online shopping stimulating	41	3.00	5.00	3.9268	.68521
	Online shopping is an adventure	41	2.00	5.00	3.6341	.79863
	Online shopping makes me feel like I’m in my own universe	41	2.00	5.00	4.0244	1.01212
<b>Gratification</b>	When I’m down in mood I do shopping to make myself feel better	41	2.00	5.00	3.3415	.93834
	Online Shopping is a way to relieve stress	41	1.00	5.00	3.5122	1.02767
	Online shopping is entertaining	41	2.00	5.00	3.7805	.85183
<b>Idea</b>	I do online shopping to keep up with trends/ fashions	41	1.00	5.00	3.9024	.94353
	I do online shopping when new products are available	41	1.00	5.00	3.8780	.97967

Source: Computed from primary data

From the above table it is clear that the level of agreement falls between agree and strongly agree for the factor ‘Online shopping makes me feel like I’m in my own Universe. The level of agreement for the remaining factors ,



'I find online shopping stimulating, Online shopping is an adventure, When I'm down in mood I do online shopping to make myself feel better, Online shopping is a way to relieve stress, Online shopping is entertaining, I do online shopping to keep up with trends/fashions and I do online shopping when new products are available' falls between neutral and agree.

**Table 4: Utilitarian Value Score And Anova**

Variable	Group	Mean	S.D	No.	F	T	Sig.
Education	Graduate	22.48	3.28	25	1.113	-	NS
	P.G	24.80	3.03	5			
	Professional	22.27	3.69	11			
	<b>Total</b>	22.71	3.38	41			
Family monthly income	Below 25000	22.59	3.65	22	.052	-	NS
	25000-50000	22.93	3.26	15			
	Above 50000	22.50	3.00	4			
	<b>Total</b>	22.71	3.38	41			
Duration of online shopping	< 1 yr	22.00	2.65	11	.533	-	NS
	1-5 yrs	22.81	3.51	26			
	> 5 yrs	24.00	4.69	4			
	<b>Total</b>	22.71	3.38	41			
Frequency of online purchase	Weekly	24.43	4.24	7	1.125	-	NS
	Monthly	21.67	3.20	6			
	Quarterly	21.33	4.13	6			
	Half yearly	24.67	2.89	3			
	Occasionally	22.53	2.84	19			
	<b>Total</b>	22.71	3.38	41			
Average amount spent	Below 5000	22.74	3.49	34	-	0.115	NS
	5000-10000	22.57	2.99	7			
	<b>Total</b>	22.71	3.38	41			
Show room visit	Yes	22.73	4.43	11	-	0.023	NS
	No	22.70	3.00	30			
	<b>Total</b>	22.71	3.38	41			

Source: Computed from primary data

Utilitarian value score was found by adding the ratings of all the statements in the scale. Higher the score, more the level of agreement.

Comparing the educational qualifications of the respondents, it was found that the average Utilitarian value score is highest (24.80) for Post graduates and respondents with professional qualification have the lowest mean score of (22.27). The ANOVA conducted showed that the calculated F ratio value to be 1.113 which was found to be not significant and it can be inferred that the perceived benefit scores do not differ significantly among the Graduates, Post graduates and Professionals.

By comparing the various level of monthly family income of the respondents it was found that the average Utilitarian value score is highest (59.25) for respondents with monthly family income between Rs.25,000 and Rs. 50000 and the family having monthly income above Rs.50000 has the lowest score (22.50). The ANOVA conducted showed that the calculated F ratio value is 0.052 which was found to be not significant and it can be inferred that the Utilitarian value scores do not differ significantly among the respondents with different monthly family income.

The duration of online shopping made by the respondents was compared and was found that the average Utilitarian value score was highest (22.81) for those respondents who are shopping online from 1-5 years and it



was lowest (24) for respondents who are shopping online for more than 5 years. The ANOVA conducted showed that the calculated F ratio value was 0.533 which was found to be not significant and it can be inferred that the Utilitarian value scores do not differ significantly among the respondents shopping online with different time duration.

After comparing the frequency of online purchase made by the respondents it was found that the average Utilitarian value score was highest (24.67) for respondents who purchase half yearly and the score was lowest (21.33) for those who purchase quarterly. The ANOVA conducted showed that the calculated F ratio value was 1.125 which was found to be not significant and it can be inferred that the Utilitarian value scores do not differ significantly among those respondents whose frequency of online shopping differs.

Comparing the average amount spent by the respondents for online shopping it was found that the average Utilitarian value score was highest (22.74) for respondents who spend below Rs.5000 on an average for online shopping and the score was lowest (22.57) for those who spent on an average of Rs.5000-Rs.10000. The t test conducted showed that the t value was 0.115 which was found to be not significant and it can be inferred that the Utilitarian value scores do not differ significantly among those respondents who spend different amount for shopping online.

Comparing the showroom visit done by the respondents before purchasing the products online it was found that the average Utilitarian value score was highest (22.73) for those who visit the showroom and the score is lowest (22.70) for those respondents who do not visit showroom. The t test conducted showed that the calculated t value was 0.023 which was found to be not significant and it can be inferred that the Utilitarian value scores do not differ significantly among those respondents who visit and those who do not visit the showroom.

**Table 5: Hedonic Value Score And Anova**

Variable	Group	Mean	S.D	No.	F	T	Sig.
Education	Graduate	29.68	3.90	25	.250	-	NS
	P.G	30.80	3.63	5			
	Professional	30.36	3.61	11			
	<b>Total</b>	<b>30.00</b>	<b>3.73</b>	<b>41</b>			
Family monthly income	Below 25000	31.00	3.19	22	1.776	-	NS
	25000-50000	28.87	4.55	15			
	Above 50000	28.75	1.26	4			
	<b>Total</b>	<b>30.00</b>	<b>3.73</b>	<b>41</b>			
Duration of online shopping	< 1 yr	30.45	3.93	11	.124	-	NS
	1-5 yrs	29.88	3.22	26			
	> 5 yrs	29.50	6.81	4			
	<b>Total</b>	<b>30.00</b>	<b>3.73</b>	<b>41</b>			
Frequency of online purchase	Weekly	31.14	5.90	7	2.689	-	*
	Monthly	29.17	2.40	6			
	Quarterly	28.67	1.75	6			
	Half yearly	35.67	.58	3			
	Occasionally	29.37	3.11	19			
	<b>Total</b>	<b>30.00</b>	<b>3.73</b>	<b>41</b>			
Average amount spent	Below 5000	30.59	3.57	34	-	2.349	*
	5000-10000	27.14	3.34	7			
	<b>Total</b>	<b>30.00</b>	<b>3.73</b>	<b>41</b>			
Show room visit	Yes	31.00	4.22	11	-	1.041	NS
	No	29.63	3.54	30			
	<b>Total</b>	<b>30.00</b>	<b>3.73</b>	<b>41</b>			

Source: Computed from primary data



Comparing the educational qualifications of the respondents, it was found that the average Hedonic value score was highest (30.80) for Post Graduates. Graduates have the lowest mean score of (20.68). The ANOVA conducted showed that the calculated F ratio value to be 0.250 which was found to be not significant and it can be inferred that the Hedonic value scores do not differ significantly among the Graduates, Post graduates and others.

By comparing the various level of monthly family income of the respondents it was found that the average Hedonic value score was highest (31) for respondents whose family income is below Rs. 25000 and the families having monthly income above Rs.50000 has the lowest score (28.75). The ANOVA conducted showed that the calculated F ratio value as 1.776 which was found to be not significant and it can be inferred that the Hedonic value score do not differ significantly among the respondents with different monthly family income.

The duration of online shopping made by the respondents was compared and was found that the average Hedonic value was highest (30.45) for those respondents who are shopping online for less than 1 year and it was lowest (29.50) for respondents who are shopping online for more than 5 years. The ANOVA conducted showed that the calculated F ratio value was 0.124 which was found to be not significant and it can be inferred that the Hedonic value score do not differ significantly among the respondents shopping online with different time duration.

After comparing the frequency of online purchase made by the respondents it was found that the average Hedonic value score was highest (35.67) for respondents who purchase half yearly and the score was lowest (28.67) for those who purchase quarterly. The ANOVA conducted showed that the calculated F ratio value was 2.689 which was found to be significant at 5% level and it can be inferred that the perceived risk score differ significantly among those respondents whose frequency of online shopping is different.

Comparing the average amount spent by the respondents for online shopping it was found that the average Hedonic value score was highest (30.59) for respondents who spent below Rs.5000 on an average for online shopping and the score was lowest (27.14) for those who spent Rs.5000-Rs.10000 on an average every month. The t test conducted showed that the t value was 2.349 which was found to be significant at 5% level and it can be inferred that the Hedonic value score differ significantly among those respondents who spend different amount for online shopping.

The showroom visit done by the respondents before purchasing the products online was compared and it was found that the average Hedonic value score is highest (31) for those who visit the showroom and the score is lowest (29.63) for those respondents who do not visit the showroom. The t test conducted showed that the calculated t value was 1.041 which was found to be not significant and it can be inferred that the Hedonic value score do not differ significantly among those respondents who visit and those who do not visit the showroom.

### **Conclusion**

Rapid development of e- commerce and number of internet users in recent years have created suitable opportunities for online shopping among the women consumers. The study revealed that women respondents who are post graduates, having monthly family income between Rs.25,000 and Rs.50,000, who are shopping online for about 1-5 years, who purchase half yearly and spend below Rs.5,000 and those respondents who visit the showroom before making an online purchase have the highest score for Utilitarian values. Also the average Hedonic value score was highest for the women respondents who are post graduates with monthly family income below Rs.25,000, shopping online for less than a year, making online purchase every half year, who spend below Rs.5000 and also for those who visit the showroom before purchasing the products online.



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