

IMPACT OF HEDONIC AND UTILITARIAN SHOPPING MOTIVE ON ONLINE PURCHASE DECISION

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Abstract

The change in technological area all over the world has changed the concept of information and communication. The use of internet for commercial purposes gave rise to the existence of the electronic commerce (e-commerce) phenomenon. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. The study focuses on the impact of hedonic and utilitarian motives on the consumers buying behaviour towards online shopping. Questionnaire was used to collect the primary data. The sample size of the study was 125 and the sample design adopted was convenience sampling. This paper tried to find out the impact of hedonic and utilitarian motive on the consumer buying behaviour towards online shopping and gives suggestions to improve the same.

Keywords: online shopping, consumers, hedonic, utilitarian, motive.

1. Introduction

The development of telecommunication over the past few decades has brought out tremendous change in the consumers purchase process. Consumers often turn their attention towards online shopping, where private customers can order various products through online and receive their products through courier or postal mail.

Online shopping is a mode of electronic commerce which allows consumers to directly buy goods or services from a seller through the internet using a web browser. Alternative names are e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online store, online storefront, and virtual store. A consumer may be motivated to purchase for online shopping. Motives are the internal factors that arouse and direct a person towards action. Motives can a driver that arouses stimulus generation and guides people to act. Consumers may go through a purchase behavior process intentionally or incidentally in a conscious or subconscious process of evaluation towards the benefits of buying versus involved costs. Motives and values will lead to a conscious buying process.

Consumer Behavior that is task related and rational is termed as utilitarian behavior and Hedonic behavior refers to multi-sensory images, fantasies, and emotional arousal in using products. When a consumer shops with benefits in mind it is termed as utilitarian

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motive and it is the functional, practical, extrinsic or practical benefit derived by the consumers. The hedonic motive is related to the emotional or experiential shopping experience that makes shopping enjoyable and pleasant.

2. Objective of the study

- To identify the impact of hedonic motive on online shopping behaviour of consumers.
- To identify the impact of utilitarian motive on online shopping behaviour of consumers.
- To suggest measures to improve the consumer behaviour towards online purchase.

3. Review of literature

Han Yu , Rong Zhang and Bin Liu (2018) states that there are two dimensions namely, utilitarian shopping value and hedonic shopping value, that influences the online shopping behavior of consumers. Utilitarian shopping value is influenced by three concepts, namely, monetary saving, selection, and convenience. Hedonic shopping value is influenced by two concepts, namely, social interaction and entertainment.

Sunil Hazari, Blaise J. Bergiel & Beheruz N. Sethna (2016) identified in the study that impact of four dimensions namely hedonic use, utilitarian use, intention to purchase, and trust, on the consumer's purchase behavior and found that it is positively associated with each of them. They state that while designing websites and browsing experience both the utilitarian and hedonic aspects should be kept in mind. Consumers will have an enjoyable experience while reading user generated content and web design should also reflect that.

Mutlu Yüksel Avcilar & Tufan Ozsoy (2015) states that online retailers take measures to influence consumers' shopping attitude and behavior by enhancing shopping experience, providing an opportunity to shop without any constraints of time and space. It was found in the study that the perceived ease of use and perceived usefulness beliefs about websites in online shopping are the significant determinants of consumers' attitude towards online shopping.

Karina Adomaviciute (2013) in the study on relationship between utilitarian and hedonic consumer behavior and ethical consumption identified that consumers with egoistic hedonic consumer behavior may lead to the purchase of ethical products due to the impact of negative self-conscious emotion, called guilt, and consumers with ethical hedonic consumer behavior may have direct impact on ethical consumption.

Fu- Ling Hu and Chao Chao Chuang (2012) say that utilitarian value and trust are more important than hedonic value in terms of influencing consumers' loyalty intention for online shopping. A comparison of utilitarian value with hedonic value revealed that utilitarian value has more influence on loyalty intention than hedonic value.

4. Research methodology

The Researcher used Descriptive Research Design in this research. Primary Data's were collected using questionnaire and Secondary data's were collected from journals, books and websites. The collected data were edited, coded, classified and tabulated for analysis. The sampling technique used by the researcher is convenience sampling. Sample size taken for the study is 125.

5. Data analysis and interpretation

Table 1. Anova for significant difference between hedonic motive and age of the respondents

HYPOTHESIS-I

Null Hypothesis: There is no significant difference between hedonic motives and age of the respondents

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|----------------|-----|-------------|--------|--------|
| I am curious and excited to know about shopping through online | Between Groups | 28.090 | 3 | 9.363 | 8.349 | .000** |
| | Within Groups | 275.894 | 246 | 1.122 | | |
| | Total | 303.984 | 249 | | | |
| It is practicable, simple and easy to find good when shopping through online | Between Groups | 37.076 | 3 | 12.359 | 13.492 | .000** |
| | Within Groups | 225.340 | 246 | .916 | | |
| | Total | 262.416 | 249 | | | |
| It makes me more secure and confident in making a decision to buy or consume a product/brand name | Between Groups | 53.243 | 3 | 17.748 | 13.430 | .000** |
| | Within Groups | 325.093 | 246 | 1.322 | | |
| | Total | 378.336 | 249 | | | |
| It provides me with a joyful moment to meet my personal needs | Between Groups | 104.473 | 3 | 34.824 | 25.489 | .000** |
| | Within Groups | 336.091 | 246 | 1.366 | | |
| | Total | 440.564 | 249 | | | |
| I like the increased buying power when shopping online | Between Groups | 55.286 | 3 | 18.429 | 13.547 | .000** |
| | Within Groups | 334.638 | 246 | 1.360 | | |
| | Total | 389.924 | 249 | | | |
| Accessing information about price is an important reason to shop online | Between Groups | 42.447 | 3 | 14.149 | 11.523 | .000** |
| | Within Groups | 302.053 | 246 | 1.228 | | |
| | Total | 344.500 | 249 | | | |
| I feel the Internet is an exciting technology | Between Groups | 22.824 | 3 | 7.608 | 4.546 | .004* |
| | Within Groups | 411.672 | 246 | 1.673 | | |
| | Total | 434.496 | 249 | | | |
| Shopping online can provide a fun experience | Between Groups | 75.120 | 3 | 25.040 | 16.505 | .000** |
| | Within Groups | 373.216 | 246 | 1.517 | | |
| | Total | 448.336 | 249 | | | |

Source: From Primary data

** denotes significant at 1%

* denotes significant at 5%

Result: The ANOVA table reveals that there is significant difference between hedonic motives and age of respondents in online market. The null hypothesis is rejected since the p value is less than 0.01 with reference to curiosity and excitement in online shopping, practical, simple and easy to use, prevents from wrong buy, secure and confident mode of shopping, joyful moment of shopping, increases buying power, easy to access information about price, and fun filled experience. P value is less than 5% level and hence the null hypothesis is rejected with regard to exciting technology and age of the respondent. Hence there is significant difference between age and hedonic motives.

Table 2. Anova for significant difference between utilitarian motive and age of the respondents

HYPOTHESIS-II

Null Hypothesis: There is no significant difference between utilitarian motives and age of the respondents

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|----------------|-----|-------------|--------|--------|
| It benefits me to make easier product comparison in a store. | Between Groups | 25.011 | 3 | 8.337 | 4.792 | .003* |
| | Within Groups | 428.013 | 246 | 1.740 | | |
| | Total | 453.024 | 249 | | | |
| It makes easier for me to make decisions which product/brand name to buy. | Between Groups | 26.879 | 3 | 8.960 | 7.271 | .000** |
| | Within Groups | 303.121 | 246 | 1.232 | | |
| | Total | 330.000 | 249 | | | |
| It depicts the nutritive profiles of a product. | Between Groups | 49.863 | 3 | 16.621 | 11.205 | .000** |
| | Within Groups | 364.921 | 246 | 1.483 | | |
| | Total | 414.784 | 249 | | | |
| It provides me with information about the goods and services | Between Groups | 13.180 | 3 | 4.393 | 2.219 | .086 |
| | Within Groups | 486.996 | 246 | 1.980 | | |
| | Total | 500.176 | 249 | | | |
| It gives me review of the product to be purchased | Between Groups | 17.254 | 3 | 5.751 | 3.328 | .020* |
| | Within Groups | 425.182 | 246 | 1.728 | | |
| | Total | 442.436 | 249 | | | |
| I consider price when I buy online | Between Groups | 61.344 | 3 | 20.448 | 12.209 | .000** |
| | Within Groups | 412.020 | 246 | 1.675 | | |
| | Total | 473.364 | 249 | | | |
| I use internet to buy at lower price. | Between Groups | 33.282 | 3 | 11.094 | 5.808 | .001* |
| | Within Groups | 469.922 | 246 | 1.910 | | |
| | Total | 503.204 | 249 | | | |
| I think online shopping can save time. | Between Groups | 25.225 | 3 | 8.408 | 4.396 | .005* |
| | Within Groups | 470.491 | 246 | 1.913 | | |
| | Total | 495.716 | 249 | | | |
| Convenience is main reason to buy online | Between Groups | 80.300 | 3 | 26.767 | 14.183 | .000** |
| | Within Groups | 464.276 | 246 | 1.887 | | |
| | Total | 544.576 | 249 | | | |
| I shop online when pressed for time. | Between Groups | 26.444 | 3 | 8.815 | 4.602 | .004* |
| | Within Groups | 471.156 | 246 | 1.915 | | |
| | Total | 497.600 | 249 | | | |

Source: From Primary data

** denotes significant at 1%

* denotes significant at 5%

Result: Since the p value is less than 0.01, null hypothesis is rejected with regard to easy to make decision, depicts the profile of the product, price factor known in online shopping and convenient to purchase. Hence null hypothesis is rejected with regard to the above factors. Hence there is significant difference between age and the above hedonic motives

Since the p value is less than 0.05, the null hypothesis is rejected with regard to easier product comparison, gives review of the product, helps to buy at lower price, saves time, and

time saving. Hence null hypothesis is rejected with regard to these factors. So there is significant difference between utilitarian motive and age factor on the factors.

Since the p value is more than 0.05, the null hypothesis is accepted with regard to provision information about the goods and services. Hence there is no significant difference between utilitarian motives and provision information about the goods and services in online shopping.

Table 3. Anova for significant difference between hedonic motive and gender of the respondents

HYPOTHESIS-III

Null Hypothesis: There is no significant difference between hedonic motives and Gender

| | Gender | Mean | Std. Deviation | F value | P Value |
|---|--------|------|----------------|---------|---------|
| I am curious and excited to know about shopping through online | Male | 4.13 | .994 | 24.291 | .000** |
| | Female | 3.63 | 1.324 | | |
| It is practicable, simple and easy to find good when shopping through online | Male | 3.69 | 1.058 | 1.982 | .160 |
| | Female | 3.56 | .929 | | |
| It makes me more secure and confident in making a decision to buy or consume a product/brand name | Male | 3.38 | 1.209 | .005 | .945 |
| | Female | 2.73 | 1.181 | | |
| It provides me with a joyful moment to meet my personal needs | Male | 3.61 | 1.245 | 2.434 | .120 |
| | Female | 2.83 | 1.409 | | |
| I like the increased buying power when shopping online | Male | 3.61 | 1.266 | 6.152 | .014* |
| | Female | 2.97 | 1.077 | | |
| Accessing information about price is an important reason to shop online | Male | 3.68 | 1.104 | 1.741 | .188 |
| | Female | 2.97 | 1.231 | | |
| I feel the Internet is an exciting technology | Male | 3.50 | 1.309 | .209 | .648 |
| | Female | 3.48 | 1.366 | | |
| Shopping online can provide a fun experience | Male | 3.20 | 1.299 | 3.665 | .057 |
| | Female | 3.27 | 1.472 | | |

Source: From Primary data

** denotes significant at 1%

* denotes significant at 5%

Results: Since the p value is more than 0.05, the null hypothesis is accepted with regard to practicable, more secure and confident in making a decision to buy or consume a product/brand name, provide with a joyful moment to personal needs. Accessing information about price is an important reason to shop online, the Internet is an exciting technology and Shopping online can provide a fun experience. Hence there is no significant difference between hedonic motives and gender of the respondents with regard to these factors.

Since P value is less than .001 the null hypothesis is rejected with regard to the hedonic motive curious and excited to know about shopping through online. Hence at 1% significant level there is significant difference between gender and hedonic motive curious and excited to know about shopping through online.

At 5% significant level hedonic motive (i.e) increased buying power when shopping online and age null hypothesis is rejected. Hence there is significant difference between buying power when shopping online and gender of the respondents.

Table 4. Anova for significant difference between utilitarian motive and gender of the respondents

HYPOTHESIS-IV

Null Hypothesis: There is no significant difference between utilitarian motives and Gender

| | Gender | Mean | Std. Deviation | F-Value | P-Value |
|---|--------|------|----------------|---------|---------|
| It benefits me to make easier product comparison in a store. | Male | 3.62 | 1.356 | .145 | .703 |
| | Female | 3.73 | 1.334 | | |
| It makes easier for me to make decisions which product/brand name to buy. | Male | 3.61 | 1.054 | 2.612 | .107 |
| | Female | 2.78 | 1.211 | | |
| It depicts the nutritive profiles of a product. | Male | 3.29 | 1.293 | .191 | .662 |
| | Female | 2.89 | 1.246 | | |
| It provides me with information about the goods and services | Male | 3.73 | 1.393 | .061 | .805 |
| | Female | 2.97 | 1.344 | | |
| It gives me review of the product to be purchased | Male | 3.59 | 1.268 | 4.393 | .037* |
| | Female | 3.16 | 1.472 | | |
| I consider price when I buy online | Male | 3.60 | 1.301 | .303 | .583 |
| | Female | 2.75 | 1.414 | | |
| I use internet to buy at lower price. | Male | 3.44 | 1.463 | 1.679 | .196 |
| | Female | 3.38 | 1.300 | | |
| I think online shopping can save time. | Male | 3.61 | 1.333 | 3.587 | .059 |
| | Female | 2.95 | 1.529 | | |
| Convenience is main reason to buy online | Male | 3.32 | 1.493 | .210 | .647 |
| | Female | 3.11 | 1.438 | | |
| I shop online when pressed for time. | Male | 3.44 | 1.399 | .217 | .642 |
| | Female | 3.11 | 1.438 | | |

Source: From Primary data

* denotes significant at 5%

Results: Since the p value is less than 0.05 null hypothesis is rejected with regard to the utilitarian motive increased buying power when shopping online and gender. Hence there is significant difference between gender and increased buying power when shopping online.

Since P value is more than 5% significant level null hypothesis is accepted with regard to benefits me to make easier product comparison in a store, makes easier to make decisions which product/brand name to buy, depicts the nutritive profiles of a product, provides information about the goods and services, gives review of the product to be purchased, consider price when I buy online, use internet to buy at lower price, online shopping can save time, Convenience is main reason to buy online and shop online when pressed for time. Hence there is no significant difference between gender and utilitarian motive in this regard.

Table 5. Anova for significant difference between hedonic motive and marital status of the respondents

HYPOTHESIS-V

Null Hypothesis: There is no significant difference between hedonic motives and Marital status

| | Marital Status | Mean | Std. Deviation | F-Value | P-Value |
|---|----------------|------|----------------|---------|---------|
| I am curious and excited to know about shopping through online | Married | 3.98 | 1.251 | 25.257 | .000** |
| | Single | 4.05 | .886 | | |
| It is practicable, simple and easy to find good when shopping through online | Married | 3.67 | 1.079 | 1.691 | .195 |
| | Single | 3.63 | .959 | | |
| It makes me more secure and confident in making a decision to buy or consume a product/brand name | Married | 3.25 | 1.277 | 4.972 | .027* |
| | Single | 3.17 | 1.177 | | |
| It provides me with a joyful moment to meet my personal needs | Married | 3.09 | 1.292 | .116 | .734 |
| | Single | 3.83 | 1.268 | | |
| I like the increased buying power when shopping online | Married | 3.42 | 1.337 | 8.397 | .004* |
| | Single | 3.50 | 1.135 | | |
| Accessing information about price is an important reason to shop online | Married | 3.47 | 1.187 | .410 | .523 |
| | Single | 3.54 | 1.167 | | |
| I feel the Internet is an exciting technology | Married | 3.40 | 1.336 | .886 | .348 |
| | Single | 3.61 | 1.297 | | |
| Shopping online can provide a fun experience | Married | 3.04 | 1.396 | 2.439 | .120 |
| | Single | 3.45 | 1.236 | | |

Source: From Primary data

** denotes significant at 1%

* denotes significant at 5%

Results: Since P value is less than .001 the null hypothesis is rejected with regard to the hedonic motive curious and excited to know about shopping through online. Hence at 1% significant level there is significant difference between marital status and hedonic motive, curious and excited to know about shopping through online

At 5% significant level hedonic motive (i.e) more secure and confident in making a decision to buy or consume a product/brand name and increased buying power when shopping online and marital status of the respondents, null hypothesis is rejected. Hence there is significant difference between more secure and confident in making a decision to buy or consume a product/brand name and buying power when shopping online and marital status of the respondents.

Since the p value is more than 0.05, the null hypothesis is accepted with regard to practicable, provide with a joyful moment to personal needs, accessing information about price is an important reason to shop online, the Internet is an exciting technology and shopping online can provide a fun experience. Hence there is no significant difference between hedonic motives and marital of the respondents with regard to these factors.

Table 6. Anova for significant difference between utilitarian motive and marital status of the respondents

HYPOTHESIS-VI

Null Hypothesis: There is no significant difference between utilitarian motives and marital status

| | Gender | Mean | Std. Deviation | F-Value | P-Value |
|---|---------|------|----------------|---------|---------|
| It benefits me to make easier product comparison in a store. | Married | 3.67 | 1.412 | 4.770 | .030* |
| | Single | 3.61 | 1.269 | | |
| It makes easier for me to make decisions which product/brand name to buy. | Married | 3.47 | 1.144 | .143 | .706 |
| | Single | 3.31 | 1.160 | | |
| It depicts the nutritive profiles of a product. | Married | 3.13 | 1.292 | .039 | .843 |
| | Single | 3.28 | 1.290 | | |
| It provides me with information about the goods and services | Married | 3.76 | 1.383 | .448 | .504 |
| | Single | 3.25 | 1.415 | | |
| It gives me review of the product to be purchased | Married | 3.58 | 1.299 | .592 | .443 |
| | Single | 3.36 | 1.371 | | |
| I consider price when I buy online | Married | 3.30 | 1.408 | .342 | .559 |
| | Single | 3.50 | 1.338 | | |
| I use internet to buy at lower price. | Married | 3.35 | 1.430 | .370 | .544 |
| | Single | 3.52 | 1.412 | | |
| I think online shopping can save time. | Married | 3.55 | 1.456 | 2.333 | .128 |
| | Single | 3.30 | 1.344 | | |
| Convenience is main reason to buy online | Married | 3.22 | 1.604 | 17.186 | .000** |
| | Single | 3.32 | 1.304 | | |
| I shop online when pressed for time. | Married | 3.40 | 1.473 | 2.789 | .096 |
| | Single | 3.31 | 1.338 | | |

Source: From Primary data

** denotes significant at 1%

* denotes significant at 5%

Results: Since P value is less than .001 the null hypothesis is rejected with regard to the utilitarian motive Convenience is main reason to buy online and marital status of the respondent. Hence there is significant difference between marital status and the utilitarian motive convenience to buy online.

Since the p value is less than 0.05 null hypothesis is rejected with regard to the utilitarian motive benefits me to make easier product comparison in a store and marital status of the respondents. Hence there is significant difference between marital status of the respondents and utilitarian motive benefits me to make easier product comparison in a store.

Since P value is more than 5% significant level null hypothesis is accepted with regard to makes easier to make decisions which product/brand name to buy, depicts the nutritive profiles of a product, provides information about the goods and services, consider price when I buy online, use internet to buy at lower price, increased buying power when shopping online, gives review of the product to be purchased online shopping can save time, and shop online when pressed for time. Hence there is no significant difference between marital and hedonic motive in this regard.

7. Findings of the study

- There is significant difference between hedonic motives and age of respondents in online shopping with regard to curiosity and excitement in online shopping, practical, simple and easy to use, prevents from wrong buy, secure and confident mode of shopping, joyful moment of shopping, increases buying power, easy to access information about price, fun filled experience and exciting technology
- There is no significant difference between age and utilitarian motive with regard to easy to make decision, depicts the profile of the product, price factor known in online shopping and convenient to purchase.
- There is significant difference between utilitarian motive and age of the respondents with regard to easier product comparison, gives review of the product, helps to buy at lower price, saves time, and time saving.
- There is no significant difference between utilitarian motives and provision information about the goods and services in online shopping.
- There is no significant difference between hedonic motives and age of the respondents with regard to practicable, more secure and confident in making a decision to buy or consume a product/brand name, provide with a joyful moment to personal needs, Accessing information about price is an important reason to shop online, the Internet is an exciting technology and Shopping online can provide a fun experience.
- There is significant difference between age and hedonic motive curious and excited to know about shopping through online and there is association between buying power when shopping online and age of the respondent.
- There is no significant difference between gender and hedonic motive with regard to benefits me to make easier product comparison in a store, makes easier to make decisions which product/brand name to buy, depicts the nutritive profiles of a product, provides information about the goods and services, gives review of the product to be purchased, consider price when I buy online, use internet to buy at lower price, online shopping can save time, Convenience is main reason to buy online and shop online when pressed for time.
- There is significant difference between marital status and hedonic motive curious and excited to know about shopping through online. There is significant difference between gender and increased buying power when shopping online.
- There is significant difference between more secure and confident in making a decision to buy or consume a product/brand name and buying power when shopping online and marital status of the respondents.
- There is no significant difference between hedonic motives and marital of the respondents with regard to practicable, provide with a joyful moment to personal needs, accessing information about price is an important reason to shop online, the Internet is an exciting technology and shopping online can provide a fun experience. There is significant difference between marital status and the utilitarian motive convenience to buy online.
- There is significant difference between marital status of the respondents and utilitarian motive benefits me to make easier product comparison in a store. Hence there is no significant difference between marital status and hedonic motive with regard to makes easier to make decisions which product/brand name to buy, depicts the nutritive profiles of a product, provides information about the goods and services, consider price when I buy online, use internet to buy at lower price, increased buying power when shopping online, gives review of

the product to be purchased online shopping can save time, and shop online when pressed for time.

8. Implications and discussions

The research reveals that hedonic and utilitarian motives substantially affect online purchase decision. Marketers can target hedonic motive of the consumers by offers delivering fun, enjoyment and mood alleviating consumption experiences. Hedonic motive might have emerged due to enjoyment attained by browsing and shopping on the internet. Hence marketers should design the website to satisfy the goals of the consumers by making it adventurous and enjoyable and fun-filled. Website should be appealing, colourful and stimulating the consumers to shop online. As far as the utilitarian motive of the consumers the marketers must ensure that website provides adequate and clear information of the product and services and it should be easy to access information pertaining to price, product features, payment option, and delivery option. Online marketers should also ensure that convenience, website with fast speed and easy to navigate. Online shopping is influenced by both utilitarian and hedonic shopping motives in the consumers purchase decision process.

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