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BUYING OR BROWSING: MOTIVATION BEHIND ONLINE PURCHASE INTENTION

Krithika.M* and G. Rajini**

Abstract: The purpose of this study is to understand the consumers' hedonic and utilitarian motivations, information search and purchase intentions towards online shopping. This study aims to expose the association between Hedonic and utilitarian Motivation, information Search and Purchase Intentions. To check the internal consistency and the sample adequacy, reliability and validity of the questionnaire were verified. This study uses Stepwise Regression Analysis to verify the conceptual model. The findings of this study shows that there is a strong relationship between hedonic motives, utilitarian motives, Information search and Purchase intention. Among them hedonic motive is an important predictor of purchase intentions. Hedonic and utilitarian motives are the prominent factors which affects online purchase intentions. Hence, online marketers design their websites more attractive and thus will results in consumers' will spend long time to information search which leads to purchase intentions.

Keywords: Stepwise regression, Hedonic motives, Utilitarian motives, Information Search, Purchase Intention, Online shopping.

INTRODUCTION

Due to transfiguration in lifestyles, huge growth in Internet penetration and increasing purchase power of the Indian citizens there is a tremendous scope for Indian online retail business. According to the study (Forrester 2012), India is going to be a largest online market in the Asia Pacific region and expected to grow \$8.8 billion by 2017. Although there is a sizeable growth in online shopping, there is gap in the studies related to Indian online buying behavior. Hence, this is necessary to study about the motivation behind online shopping (StatesBabin, B. J., and J. S. Attaway. 2000) that online shopping portals comprising of both hedonic and utilitarian motivation were supposed to create greater value and accordingly influenced the online purchase behavior. Analyzed various constraints like Ease of use, Usefulness and enjoyment in projecting consumers' attitude. Their results reveal that consumers' choose hedonic aspects as a reason for shopping online (Childers, T. L., C. L. Carr, J. Peck, and S. Carson. 2001). Suggest that gratification and enjoyment are considered as the most important aspect for customer satisfaction in online shopping (Mummalaneni, 2005). The higher hedonic aspects do not result in consumers' purchase would online. Online portals should have lot of information about products and easy to steer across websites. Consumers' only get utilitarian aspects if the portals are

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convenient, easy to navigate and informative (Bridges & Ruiz, 2008). Recognized that apart from these opportunities, convenience, consumers' capability to buy anything from anytime and anywhere are considered as more utilitarian values. Generally utilitarian values are interrelated to quality, information, ease of use and transaction convenience (Bigne, et.al, 2008).

Information Search

Author⁷ posits that information availability raises the consumers' conception regarding to the shopping websites. The perceived ease of use enhances the consumers' motivation to shop online. The consumers' often tends to search for better price, product and promotional information in shopping portals. Information availability in the particular websites leads to purchase intention and followed by price of the product So, Wong & Sculli, 2005).

The purchase intentions of the consumers' were directly influenced by consumers' online search behavior. Information search facilitates comparison of products, prices and services in order to reduce the search cost (Ajzen, 2001).

Purchase Intention

Purchase intention is hypothetical to take the motivational aspects which influence the online buying behavior (Ajzen, 1991). Purchase intentions are predecessors of online buying behavior. Substantial purchase intentions play a crucial role in assisting consumers' buying behavior (Goldsmith, Flynn & Clark, 2011). Hence, various factors which influence online buying behavior, this study intends to study about the relationship between hedonic, utilitarian motivations, Information search with online purchase intentions (Rajini & Madhumita, 2016).

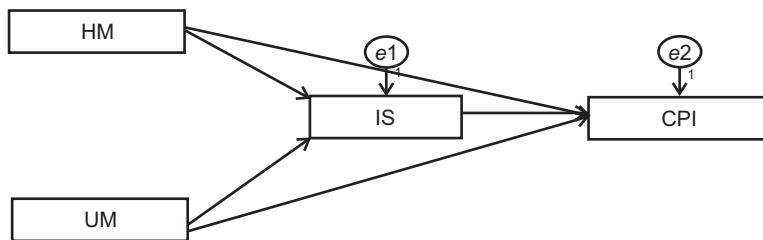


Figure 1: Conceptual Model, Source: Author's own model

Hypotheses : (Figure-1)

H₁. There is a strong relationship between consumers' hedonic motivations and purchase intentions.

H₂. There is a strong relationship between consumers' utilitarian motivations and purchase intentions.

H₃. There is a strong relationship between consumers' information search and purchase intentions.

MATERIALS AND METHODS

This study adopted the mall intercept method of survey for collecting data from consumers'. The mall intercepts method is one of the most widely used for consumers' research (Hornikk & Ellis, 1988). This survey method is quite popular because of low cost and convenience (Burns & Bush, 2003). The respondents intercepted were frequent online buyers and can give valuable shopping information. Two hundred data collected from respondents across the various exhibition venues, shopping malls and Chennai Trade centre of the Chennai city in South India.

Data was collected through structured questionnaire. The questionnaire consists of various items related to Hedonic, Utilitarian Motivations, Information Search and Purchase Intention which was taken from existing literature. Demographic characteristics of the consumers' comprises of age, gender, educational qualification, income, internet usage, previous shopping experience were included in the questionnaire.

Sample Characteristics

Demographic profile of respondents is as follows. Table 1 shows the males were 56.1% and females were 43.9%. Age of the respondents were those in their 21 to 34 took up 70.6%, followed by those in their 35-49 (25.9%), under 20 age group contributes 3.4%, those in their 50- 64(0.1%). In educational qualification of the respondents, under graduates took up the largest part 45.3%, followed by post graduates 32.9%. Professionals were 19%.

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

<i>Variable</i>		<i>Percent (%)</i>
Gender	Male	56.1
	Female	43.9
Age	Under 20	3.4
	21 – 34	70.6
	35 – 49	25.9
	50 – 64	0.1
	65 – 74	0.1
Qualification	SSLC	0.1
	HSC	2.7
	Ug	45.3
	Pg	32.9
	Professionals	19.0

<i>Variable</i>		<i>Percent (%)</i>
Occupation	Business Owner	3.3
	Manager/Administrator	8.7
	School Teacher	2.9
	Professional Like Doctors	40.2
	Government Employees	8.8
	Sales Clerical Or Service	7.9
	Home Maker	4.6
	Students	11.0
	College Teacher	5.1
	Others	7.6

Statistical Analysis

To test the internal consistency of all the constructs, reliability test were conducted. Table 2, since all the alpha coefficient values are above 0.7 and usually indicate the satisfactory internal consistency reliability (Nunnally, 1978). Table – 3, KMO Bartlett's test conducted to check the sample adequacy. The KMO value 80.6% shows the good sample adequacy.

TABLE 2: RELIABILITY

<i>Construct</i>	<i>Indicators</i>	<i>Reliability (A)</i>
Hedonic Motives	10	0.829
Utilitarian Motives	4	0.786
Information Search	7	0.750
Purchase Intention	5	0.779

TABLE 3: KMO BARTLETT'S TEST

<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		.806
	Approx. Chi-Square	7106.592
Bartlett's Test of Sphericity	<i>df</i>	276
	Sig.	.000

RESULTS AND DISCUSSION

To analyze the impact of hedonic, utilitarian motivations, information search and purchase intention stepwise regression analysis was conducted.

TABLE 4: STEPWISE REGRESSION

<i>Model</i>	<i>Variable</i>	β	R^2	<i>Adjusted R²</i>	<i>Significance</i>
1.	Hedonic Motivations. (Dependent Variable: Purchase Intention)	.300	.090	.089	.000**
2.	Utilitarian Motivations Hedonic Motivations (Dependent Variable: Purchase Intention.)	.260 .142	.109	.107	.000**
3.	Utilitarian Motivations, Hedonic Motivations, Information Search (Dependent Variable: Purchase Intention.)	.188 .108 .212	.146	.143	.000**

**Significance at 0.001 level

In the first model hedonic motivation as an independent variable and the dependent variable was purchase intention was entered. The hedonic values reported 9% of the variance, ($R^2 = 0.090, p < .001$) and it shows to be a significant antecedent of purchase intention. This $\beta = .300$ shows that hedonic motivations exhibits its part to this model. Thus, hedonic motivations extensively predict purchase intention. The second model reveals that predictive value of hedonic motives along with utilitarian motives for purchase intention. ($R^2 = .109, p = < .001$). The utilitarian motivation along with hedonic motivation shows statistically significant. ($\beta = .260$).

The third model disclosed that the hedonic, utilitarian motivation along with information search as an Independent variable. This model shows ($R^2 = .146, P < .001$) 14.6% variance of the purchase intention.

The ANOVA table shows the regression by purchase intention is statistically significant. The results exhibits that the hypothesis H_1, H_2, H_3, H_4 and H_5 is rejected. This study explores that hedonic, utilitarian and information search positively influences purchase intention.

TABLE 5: ANOVA

<i>ANOVA^a</i>					
<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	517.519	1	517.519	81.809	.000 ^b
1. Residual	5225.210	826	6.326		
Total	5742.728	827			

<i>ANOVA^a</i>						
	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
	Regression	624.659	2	312.329	50.345	.000 ^c
2.	Residual	5118.070	825	6.204		
	Total	5742.728	827			
	Regression	838.217	3	279.406	46.943	.000 ^d
3.	Residual	4904.511	824	5.952		
	Total	5742.728	827			

Managerial Implications

The results of this study reveal that online consumers' are hedonic oriented shoppers. The online retailers will target hedonic consumers by providing entertaining, adventurous and fun filled purchase experiences. The online shopping portal should be pleasant, appealing, colorful and motivating consumers' to browse and expend extra time at the shopping portal. The browsing pattern of men and women may differ and online retailers should keep in mind while modeling the website.

CONCLUSIONS

The huge surge in Internet penetration plays a vital role in consumers' buying behavior like India. Attitude towards online shopping is positively impact the Internet acceptance (Shih, 2004).

The findings of this study show that hedonic and utilitarian motivations positively influences purchase intention. The stepwise regression results reveal that hedonic motivation contributes more variance than information search and Utilitarian motivation. Hedonic motivation emerges as a strong antecedent for online purchase intention while there are other predictors like utilitarian motivation and information search.

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