



Understanding The Role of Hedonic Shopping Value in Determining Repurchase intention And Customer Satisfaction in Online Shopping Scenario

KEYWORDS

Hedonic Shopping Value, Customer Satisfaction, Repurchase Intention, Online Shopping

R. Vasudha

Research Scholar, Department of Management Studies
University of Madras, Chennai

*** Dr. K. Sathyanarayan**

Assistant Professor, Department of Management
Studies University of Madras, Chennai *
CORRESPONDENCE Author

ABSTRACT *The adoption of the Internet as a way to shop goods and services has seen a massive growth over the past two decades universally. The proliferation of online shopping has inspired widespread research focused at attracting and retaining consumers. In this present scenario this conceptual study attempts to understand the importance of hedonic shopping value in determining the post-purchase behaviour in online shopping, namely, customer satisfaction and repurchase intention.*

Introduction

Traditional research in the field of consumer behaviour have been carried on by drawing concepts from the field of cognitive psychology and the concepts of utilitarian shopping value, which came from the research conducted mainly in the field of micro-economics and classical decision theory (Holbrook and Hirschman, 1982 a). The utilitarian standpoint assumes the buyer as a logical problem solver. Yet, a group of researchers have investigated shopping from a different perspective. They concentrated on the emotional aspects of individual buying behaviour. Ernest Dichter (1947) initiated this research tradition, which is known as motivation research (Sheth et al., 1988). The basic assumption underlying this research tradition is that consumers make product or brand choices for emotional reasons deeply rooted in their psychology.

Online shopping is used as a medium for communication and electronic commerce, and is used to increase or improve value, quality and attractiveness of delivering customer benefits and better satisfaction. That is why online shopping is more convenient and is gaining popularity. E-commerce has been growing very fast because of many advantages linked to internet shopping because of lower transaction and search cost as compared to other types of shopping. Through online shopping, consumers can buy faster, more alternatives and can order product and services with comparative lowest price. (Cuneyt and Gautam 2004). Therefore Marketers have carefully analyzed the consumers' attitude and behavior towards the online. The purpose of this study is to propose a framework that incorporates the interrelationships of hedonic values, customer satisfaction, and consumer repurchase in an online shopping context.

Review of Literature

Internet has experienced an exponential growth in the number of users and has generated enormous increases in its marketing and communication applications during a considerably short period of time (Ko et al., 2005). It is acknowledged that the Internet is used for varying reasons, including, a source of information, a method of communication, a marketplace medium, and a social system (Maignan & Lukas, 1997).

According to Jere and Davis (2011), the Internet has dis-

tinctive features that sets it apart from traditional media. It is highly interactive (Rafaeli & Sudweeks, 1997) and it has global reach (Berthon et al., 1996). Berthon et al. (1996) further added that establishing a presence on the Internet consumes relatively lesser amount of resources that allows for more sophisticated audience segmentation. In turn, these characteristics have turned the Internet into a 'virtual marketplace' where interactive tools can be used to enable businesses with online presence to build and strengthen relationships with their target customers (Ko et al., 2005).

Internet shopping value, a sturdy determinant of a consumer's motivation to shop online (Gupta and Kim 2010, To et al. 2007), can be classified into two broad psychological categories: utilitarian shopping value, the degree to which consumers feel their shopping goals have been accomplished, and hedonic shopping value, the fun and excitement of the shopping experience (Bridges and Florsheim 2008, Overby and Lee 2006, To et al. 2007). Hedonic shopping value may be the most important factor in online customer satisfaction (Gupta and Kim 2009, Shang et al. 2005).

Hedonic shoppers look for websites that provide not only transaction security, privacy, interactive control, and quick access to a large amount of information (Sorce et al. 2005), but also intrinsic experiences based on sensual stimulation, emotional value, and aesthetics, enhancing the pleasure and entertainment of online shopping (To et al. 2007). These shoppers are often motivated to purchase merely because they are involved with a certain product or a hobby-related site (Bridges and Florsheim 2008, Overby and Lee 2006). As the number of hedonic shoppers increases, the delivery of hedonic value has become an imperative source of revenue for online businesses (Sorce et al. 2005).

Babin et al. (1994) argued that both hedonic and utilitarian values are active determinants of consumption behavior. These values have become increasingly crucial for Internet shopping because they can motivate consumers to visit Internet shopping sites and fundamentally affect repeated purchases (Babin et al. 1994, Bridges and Florsheim 2008, Hirschman and Holbrook 1982, To et al. 2007). A customer's perception of hedonic values is a central component of customer satisfaction and loyalty; satisfied customers are likely to repurchase. Improving customer satisfaction is cru-

cial for increasing customer revisits, repurchases, and recommendations of products to others (To et al. 2007).

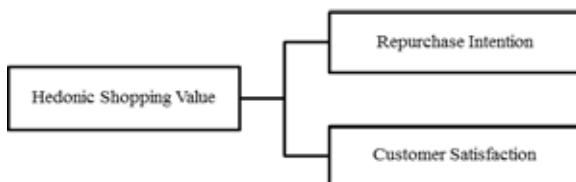
Repurchase intention specifies an individual's willingness to make another purchase from the same company, based on his or her previous experiences (Hellier et al. 2003). The competitive advantage of an online business is achieved from customer loyalty and retention for repeat purchases (Hellier et al. 2003). Thus, the identification of determinants of repurchase intention is of critical importance to both researchers and practitioners. By increasing customers' satisfaction, firms achieve higher retention rate, positive word of mouth and increased profits (Zeithaml, 2000). Based on previous studies, satisfaction affects positively customers' intention to repeat online purchase. Hsu et al. (2006) posit that satisfaction has a positive influence on customers' intention to repeat their online purchases. Also, prior studies have provided empirical support for the effects of experience on the relationship among customers' satisfaction and intention to repurchase (Khalifa and Liu, 2007).

Model Framework

This study focuses on hedonic values that have received widespread attention in recent online shopping studies, but few scholars have examined their relationships with the other factors of online shopping behaviour (Bridges and Florsheim, 2008). The above literature study answers a number of research questions like:

- How does hedonic shopping value impact customer satisfaction and repurchase intention?
- What are the interrelationships that exist between customer satisfaction affect repurchase intention?

Figure 1: Theoretical Framework of Hedonic Shopping Values



Significance of the study to Researchers and Marketers in Present Day Scenario

Online shopping has becoming a popular activity today because of the ease and large population of people using information technology tools and internet. Many cafeterias, fast food restaurants and supermarkets provide the WIFI service for customer to surf the internet in order to attract the consumer to spend longer time in their shop. With the growing number of people purchasing online, it is important to determine the Hedonic shopping value, customer repurchase intention and consumer satisfaction that influence attitude towards online purchasing behaviour.

The crux of establishing a strong relationship with the customers is to consider how customers make online purchases and what factors influence their online repurchase intentions. Repurchase intention is an important dependent variable of consumer attitude. For enduring a fiercely competitive environment it not enough for sellers to just improve the quality but also focus on relationship marketing in order to keep their customers loyal. Thus customer satisfaction, repurchase intention are considered as important outcome variables of hedonic shopping value in online shopping. The study has several implications that would beneficial to marketers, consumers and future research. From the marketer's perspec-

tive, they will more understand the attitude towards online purchasing behaviour among online consumers as well as the factors affecting the attitude towards online purchasing behaviour. In addition, they also can win the confidence of the consumers and also understand potential customer's behaviour. From the consumer's perspective, the consumers will know that there are many advantages of online purchasing.

References:

1. Babin, B.J., Darden, W.R., Griffin, M., 1994. Work and/or fun: measuring hedonic and utilitarian shopping value. *J. Consum. Res.* 20, 644–656.
2. Berthon, P., Pitt, L.F. and Watson, R.T. 1996a. The World-Wide Web as an advertising medium: toward an understanding of conversion efficiency. *Journal Of Advertising Research* 36(1): 43–54.
3. Berthon, P., Pitt, L.F. and Watson, R.T. 1996b. Marketing communications and the WorldWide Web. *Business Horizons* 40(5): 24–32.
4. Bridges, Eileen and Florsheim, Renée, (2008), Hedonic and utilitarian shopping goals: The online experience, *Journal of Business Research*, 61, issue 4, p. 309-314.
5. Cuneyt K, Gautam B, (2004), The impacts of quickness, price, payment risk, and delivery issues on on-line shopping, *Journal of Socio-Economics*, 33, 241–251.
6. Ernest Dichter, (1947) "Psychology in Market Research", *Harvard Business Review*; Summer47, Vol. 25 Issue 4, p432-443, 12p
7. Gupta, S. and Kim, H.-W. (2010), Value-driven Internet shopping: The mental accounting theory perspective. *Psychol. Mark.*, 27: 13–35.
8. Hellier, P.K., Geursen, G.M., Carr, R.A., Rickard, J.A. (2003), "Customer repurchase intention, a general structural equation model", *European Journal of Marketing*, Vol. 37 No.11/12, pp.1762-800.
9. Holbrook, M. B., & Hirschman, E. C. (1982 b). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing*, 46(summer), 92-101.
10. Hsu, M.-H., Yen, C.-H., Chiu, C.-M., & Chang, C.-M. (2006). A longitudinal investigation of continued online shopping behavior: An extension of the theory of planned behavior. *International Journal of Human-Computer Studies*, 64, 889- 904.
11. Jere, M. G., & Davis, S. V. (2011). An application of uses & gratifications theory to compare consumer motivations for magazine & Internet usage among South African women's magazine readers. *South African Business Review*, 15(1), 1-27.
12. Khalifa, M. and Liu, V., "Online consumer retention: contingent effects of online shopping habit and online shopping experience," *European Journal of Information Systems* (16), 2007, 780-792.
13. Ko, H., Cho, C. H., & Roberts, M. S. (2005). Internet uses & gratifications: a structural equation model of interactive advertising. *Journal of Advertising*, 34(2), 57-70.
14. Maignan, I. and B. A. Lukas (1997), "The Nature and Social Uses of the Internet: A Qualitative Investigation," *Journal of Consumer Affairs*, 31 (2), 346-371.
15. Overby, J. W., & Lee, E. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10/11), 1160- 1166.
16. Rafaeli, S. and Sudweeks, F. (1997). Interactivity on the Nets, in Sudweeks, F., McLaughlin, M. and Rafaeli, S., *Network and Netplay: Virtual Groups on the Internet*, AAAI/MIT Press (in press).
17. Shang, R.-A., Chen, Y.-C., Shen, L., 2005. Extrinsic versus intrinsic motivations for consumers to shop on-line. *Inf. Manage.* 42, 401–413.
18. Sheth, J. N., Gardner, D. M. and Garrett, D. E. (1988) *Marketing Theory: Evolution and Evaluation*. John Wiley & Sons, Inc, New York.
19. Sorce, P.; Perotti, V.; Widrick, S. (2005). "Attitude and age differences in online buying", *International Journal of Retail & Distribution Management*, Vol. 33, No. 2/3, pp. 122-132.
20. To, P.L., Liao, C. and Lin, T.H. (2007), "Shopping motivations on internet: a study based on utilitarian and hedonic value", *Technovation: The International Journal of Technological Innovation, Entrepreneurship and Technology Management*, Vol. 27 No. 12, pp. 774-787.
21. Zeithaml, Valerie A, and Arvind Malhotra. 2000. "e-service Quality: Definition, Dimensions and Conceptual Model." Working Paper. Marketing Science Institute, Cambridge, MA.