

## EXTENDED ABSTRACT

# BUYING MOTIVES VALUES AND CUSTOMER SATISFACTION: A CASE OF ONLINE SHOPPING FOR CLOTHES IN SRI LANKA

Kasunthika R.K.\*

University of Kelaniya, Sri Lanka

\* r.k.kasunthika@gmail.com

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### Abstract

Businesses can be stayed in the market only by satisfying the customers, are shopping through offline and online shopping. In this contemporary world, most of customers buy goods and services towards online shopping because they have no time to waste with their busy lives. This study purpose is to investigate the impact of buying motives values on customer satisfaction towards online shopping for clothes. The sample size of the study was 152 who were selected using the convenient sampling method in Western province in Sri Lanka and data was collected through using online platform. Measuring of scale reliability and internal consistency were used Cronbach's alpha method. Correlation analysis and regression model were used to test hypothesis. In this research study were demonstrated that, buying motives values are positively affected on customer satisfaction towards online shopping for clothes. Finally, the researcher provides some suggestions for future research towards online shopping.

**Keywords:** Customer satisfaction, hedonic value, online shopping, utilitarian value

## 1. Introduction

People can be participated both online and offline marketplaces for marketing, selling, comparing, curating, buying, and sharing of products and services, and in communities as consumers (Zhou, Zhang, & Zimmermann, 2013). Hedonistic consumption paradigm, multisensory images, fantasy, and emotive aspects are related to the product usage (Hudson & Murray, 1986). Utilitarian consumption persuaded by task oriented, rational and efficient manner and hedonic value determined by experiential effect associated with the object. Furthermore, very limited studies only focus on relationship between buying motives values on customer satisfaction towards online shopping for clothes. Furthermore, Koca, Vural and Koc (2013) noted only hedonistic determinant affected online shopping for clothes. Therefore, this research study focuses how do the buying motives values impact on customer satisfaction towards online shopping for clothes. The objectives of this research study were to investigate the relationships between buying motives values and customer satisfaction towards online shopping for clothes.

In the theoretical background, this study will provide a comprehensive idea about buying motives values. In practical view, this study will give guidelines to marketers to develop their marketing strategies to encourage to sell clothes towards online and adapt them to this modern shopping method. This research will present the hypotheses and research method. Finally results will be presented and given the conclusion.

## 2. Literature Review

### 2.1 *Buying motives: Utilitarian and hedonic value*

Generally, Perceived value is contrast between consumer's utilities obtained from goods and services and paid for that (Daştan & Geçti, 2013). Customer value is addressed "what they want and believe they get from buying and using a seller's product" which is key concept of the retail strategy and differentiation (Hanzaee & Rezaeyeh, 2013).

### 2.2 *Utilitarian Value*

Some cognitive aspects of time savings and convenience are incorporated with utilitarian value (Overby & Lee, 2003). Thus, Cognitive consumption are affected instrumentally on utilitarian value (Batra & Ahtola, 1990). This utilitarian shopping method is emphasized efficiency, planned and performed their necessities which is obtained the optimal values (Irani & Hanzaee, 2011). This utilitarian value concept is evoked task related, economical aspects of products or services (Overby & Lee, 2003).

### 2.3 *Hedonic Value*

Generally, in store have been seen more variables such as lighting, color, smell, and store layout and online platform has created new type of environment which are conceptualized by hedonic value (Romero, Borja, & Descals, 2011). Overall idea of hedonic determinant is based on consumer's evaluation of how much pleasure he/she gets (Batra & Ahtola, 1990). Hedonism means thrill and pleasure which is a philosophical notion and there has a relation between themselves and products (Koca, Vural & Koc).

### 2.4 *Customer Satisfaction*

Satisfaction is a evaluate of consumers experience and it will be changed according to the attitudes (Hanzaee & Rezaeyeh, 2013). Customer satisfaction is, customer value of received goods or services equals perceived service quality relative to price and customer acquisitions costs relative to the value expected from transactions (Hanzaee & Rezaeyeh, 2013).

### 2.5 *Conceptual Framework*

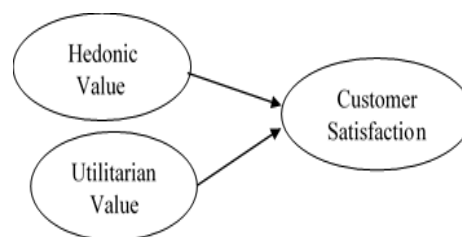


Figure 1. Theoretical model

## 3. Hypothesis

H1: Hedonic value of online shopping experiences has a positive impact on customer satisfaction for clothing.

H2: Utilitarian value of online shopping experiences has a positive impact on customer satisfaction for clothing.

#### 4. Research Methodology

The respondents of this study who were online shopping consumers in the western province. Altogether 152 questionnaires were distributed through online platform. The sample consistent of a higher proportion of male respondent (55.9%) than the female respondents (44.1%). Additionally, 82.2% of the customers were bachelor's degree qualifications, and 15.1% of the customers were diploma qualifications, 1.3% advanced level and master's degree. According to the age population, most respondents (90.1%) were aged between 21 – 30 years. Therefore, the demographic sample was enough to measure the research issue of the given content. This study's questionnaire was developed based on previous research studies. Hedonic value, utilitarian value and customer satisfaction indicators were developed by Ryu, Jang and Han (2010), was used to measure these variables in this research study. Seven Likert scale was used to measure variables. More research studies were used this seven Likert scale to validate the research questions (Ryu, Jang and Han ,2010). This seven Likert scale is ranging from 1 (strongly disagree) to 7 (strongly agree).

#### 5. Discussion of Final Results

Table 1. Reliability Test

Variable	Cronbach's Alpha	Number of items
Hedonic Value	.942	5
Utilitarian Value	.889	4
Satisfaction Value	.938	4

Cronbach's Alpha value was greater than .7 with a significance value is 0.000, therefore the internal consistency was excellent, and the research tool was reliable and will give credible results.

Table 2. Correlation Summary

Relationship	Value	Significance Level
Hedonic value with Customer satisfaction	.744	.000
Utilitarian value with Customer satisfaction	.741	.000

This shows that there has a strong positive relationship between buying motives values and customer satisfaction towards online shopping for clothes.

Table 3. Multiple Regression Model

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.570	.192		13.393	.000
Hedonic All	.276	.059	.417	4.644	.000
Utilitarian All	.281	.063	.399	4.450	.000

a. Dependent Variable: Customer Satisfaction All

Considering the above Table 3, the unstandardized coefficient, B1 for Hedonic Value is equal to.276. This means that for each one unit increase in Hedonic value, there is an increase in customer

satisfaction .276 times units. The unstandardized coefficient, B2 for Utilitarian Value is equal to .281. This means that for each one unit increase in Utilitarian value, there is an increase in customer satisfaction .281 times units. Following regression equation can be derived from the available data for predicting the customer satisfaction from Buying Motives Values.

$$Y = 2.570 + (.276)X_1 + (.281)X_2 \quad (1)$$

Y = Customer Satisfaction

X1 = Hedonic Value

X2 = Utilitarian Value

## 6. Conclusion and Recommendation

This study results provide theoretical and practical aspects which are buying motives values and customer satisfaction. This research study focused only on online shopping experience for clothes. Hedonic value and utilitarian value positively impacted on customer satisfaction towards online shopping for clothes. It was predicted by the correlation analysis and multiple regression model. Additionally, future research can use a large number of sample size for their research.

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