

Hedonic Motivation's Effects on Customer Satisfaction and Customer Loyalty with Regard to Online Shopping: Evidence from Indian Cities

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Abstract:

With a focus on data from significant Indian cities, this study examines the effects of hedonistic drive on consumer happiness and loyalty in the context of online purchasing. Hedonistic motivation, which is defined as the need for pleasure and sensory satisfaction, is a major influence on how people behave when they shop online. Given the explosive growth of e-commerce in India, it is critical for firms looking to improve customer experience. An extensive survey of internet consumers in major cities including Hyderabad, Bangalore, Delhi, Mumbai, and Pune was carried out. The results show that hedonistic motivation and customer satisfaction are strongly positively correlated. Pleasure-seeking shoppers expressed greater levels of satisfaction because they had interesting and fun purchasing experiences.

Keywords: Hedonistic Motivation, Customer Satisfaction, Customer Loyalty, Online Shopping, E-commerce, Indian Cities, Consumer Behaviour.

Research gap:

The connection between hedonistic motivation and consumer behaviour in the context of online purchasing has been the subject of many research, but there is still a sizable vacuum in the body of knowledge that particularly addresses Indian cities. The majority of research that is now available focusses on Western markets, where consumer trends, cultural influences, and adoption of technology are very different from those found in India. Focused research is required because of the special online purchasing environment created by India's distinctive socio-cultural and economic context and the country's rapid rise in e-commerce.

LITERATURE REVIEW: MOTIVATIONS FOR SHOPPING

Marketing literature attests that numerous theories have been documented that explicate the behaviour of consumers and the process they take when conducting decisions. Some of the prominent theories include the diffusion of innovations by Rogers (1995), the theory of reasoned action by Hale et al. (2002), the theory of planned behaviour by Ajzen (1991), the decomposed version of the theory of planned behaviour by Taylor and Todd (1995), the technology acceptance model by Bagozzi et al. (1992) and the extended version of technology acceptance model by Venkatesh and Davis (2000). The focus of this paper is not to apply or interrogate such theories or models.

This paper focuses on what motivates consumers to engage in online shopping and how satisfaction is achieved or derived from online shopping experience. Consumer psychology is an important factor when it comes to consumption-related decisions. There could be various motivations as to why certain consumers engage in a certain manner when it comes to the consumption of goods and services. The material world does give consumers satisfaction and consumers are frequently observed purchasing things to improve their emotions, communicate their uniqueness to people around them, or just amuse themselves, meet a certain need, or solve a specific problem.

A consumer may engage in the consumption of goods and services either for psychological needs or functional needs. Empirical literature indicates that utilitarian and hedonic shopping motivations have a profound effect on customer satisfaction in physical brick-and-mortar shopping environments such as shopping malls, boutiques and restaurants (Kertasunjaya et al., 2020). As indicated earlier, the focus of this study is on utilitarian and hedonic motivations of customer satisfaction in the case of online shopping.

The literature below will focus on these two typologies of consumer motivations as documented in the literature (Anand et al., 2019; Vasi et al., 2019; Evelina et al., 2020; Jaiswal and Singh, 2020; Anitha and Krishnan, 2021). The factors or elements discussed under each typology are presented. The differences and similarities between these two typologies of consumer motivations can be explained as follows: while utilitarian motivation refers to the “utility or functional value of an object”, hedonic motivation refers to the “emotional or sensory experiences of the shopping experience itself”. More descriptions are presented in the ensuing sections.

Hedonic motivations:

Hedonic attributes include sensory experiences such as emotion, satisfaction and fantasy (Arnold and Reynolds, 2003; To et al., 2007). As a result, emotional or sensory shopping experiences are the driving factors of hedonic consumption incentives (To et al., 2007; Davis et al., 2013; Haq et al., 2014; Arul Rajan, 2020; Redda, 2020). In hedonic shopping, consumers place an emphasis on the shopping process (To et al., 2007). The selection of hedonic consumption motivations investigated in this study are based on the literature record, which showed wider use among marketing research scholars and these include adventure/explore (Kim, 2006; Arnold and Reynolds, 2012); gratification shopping (To et al., 2007); social shopping (Kim, 2006; Arnold and Reynolds, 2012; Chiu et al., 2014); idea shopping (Arnold and Reynolds, 2003, 2012); as well as authority and status (To et al., 2007).

These dimensions have been identified as crucial in explaining consumers' hedonic motivation for purchasing decisions. The following operational definitions and descriptions are provided for these factors:

- Adventure/explore shopping is a “type of shopping consumer engages for stimulation, adventure, and the feeling of being in another world; the shopping trip is made for the sheer excitement and adventure”.
- In a traditional setting, social shopping refers to the enjoyment of shopping with family and friends and socialising while shopping, and interacting with others; in a digital setting, it refers to shopping experiences with individuals who share similar interests via online platforms such as social media.
- Idea shopping refers to the need to keep up with trends, fashion, and innovation in today’s fast-paced digital environment. Consumers are eager to learn about new items and market breakthroughs and innovations.
- Gratification buying is defined as purchasing done to relieve stress, improve one’s mood, or treat oneself.
- Authority and status refer to the control and prestige consumers enjoy when they do online shopping. Consumers have full control over their shopping activity in terms of what to see, order, and when to receive the delivery because they control their online platform.

Online shopping satisfaction:

The concept of “satisfaction” may refer to the pleasure one feels after receiving goods or services that make them happy or feel good (Buttle, 1996). Delight may result from satisfaction with services that pleasantly surprise the customer (Gupta and Bansal, 2012). From a disconfirmation point of view, satisfaction is viewed as a comparison between customer expectations and experience of the actual delivery of a product or a service.

(Bloemer and de Ruyter, 1998; Ekiz and Bavik, 2008). Anand et al. (2019) documented several studies that indicate the positive impact of utilitarian and hedonic motivation on online shopping satisfaction. This study seeks to determine the influence of utilitarian dimensions such as wider/diversified selection (Alba et al., 1997; Arnold and Reynolds, 2003; Kim, 2006); information availability (Wolfenbarger and Gilly, 2001); efficiency (Babin et al., 1994; Kim, 2006); achievement (Babin et al., 1994; Kim, 2006); convenience (Burke, 1997); and cost saving/better deals (To et al., 2007) on online shopping satisfaction. Similarly, it also aims to determine the influence of hedonic variables, namely adventure/explore (Kim, 2006; Arnold and Reynolds, 2012); gratification shopping (To et al., 2007); social shopping (Kim, 2006; Arnold and Reynolds, 2012; Chiu et al., 2014); idea shopping (Arnold and Reynolds, 2003, 2012); as well as authority and status (Parsons, 2002; To et al., 2007) on online shopping satisfaction.

Model of the study

Independent Variables:

1. Perceived Enjoyment
2. Visual Appeal of the Website
3. Interactivity of the Shopping Platform
4. Personalization of Recommendations
5. Variety of Products Offered
6. Ease of Navigation

Dependent Variable:

- Customer Satisfaction

Methodology

In addition to qualitative insights, this study will use a quantitative research design. Focus group talks and structured questionnaires will be used to gather the primary data. The goal of the study is to present a thorough understanding of how hedonistic motives affect consumer loyalty and satisfaction in the context of internet purchasing in Indian cities. E-commerce companies looking to improve user experiences and refine their strategies can find great value in the insights acquired.

Findings:

Rotated Component Matrix^a							
	Component						
	1	2	3	4	5	6	7
Per Enjoyment1	0.824						
Per Enjoyment2	0.812						
Per Enjoyment3	0.763						
Per Enjoyment4	0.721						
Per Enjoyment5	0.713						
Per Enjoyment6	0.695						
Visual Appeal1						0.858	
Visual Appeal2						0.848	
Visual Appeal3						0.750	
Visual Appeal4						0.521	
Interactivity1					0.857		
Interactivity2					0.842		
Interactivity3					0.763		
Interactivity4					0.752		
Variety of Products1				0.808			

Variety of Products2				0.765			
Variety of Products3				0.797			
Variety of Products4				0.692			
Variety of Products5				0.698			
Customer Satisfaction1							0.797
Customer Satisfaction2							0.753
Customer Satisfaction3							0.711
Customer Satisfaction4							0.605
Ease of Navigation1			0.794				
Ease of Navigation2			0.747				
Ease of Navigation3			0.800				
Ease of Navigation4			0.784				
Ease of Navigation5			0.773				
Ease of Navigation6			0.736				
Customer Loyalty 1		0.810					
Customer Loyalty 2		0.786					
Customer Loyalty 3		0.757					
Customer Loyalty 4		0.783					
Customer Loyalty 5		0.744					
Customer Loyalty 6		0.711					

The results indicate that online retailers ought to make investments to improve the hedonistic features of their websites. To increase consumer pleasure and loyalty, this entails enhancing visual appeal, stepping up engagement, providing personalised experiences, and making sure navigation is simple. These findings offer insightful information for e-commerce companies hoping to use hedonistic incentive to boost client loyalty and happiness, especially in the cutthroat and quickly expanding Indian city online buying industry.

The findings demonstrate how important hedonistic drive is in determining consumer loyalty and satisfaction in Indian cities' online marketplaces. E-commerce platforms may create enduring consumer loyalty, increase customer happiness, and encourage repeat purchases by concentrating on producing enjoyable and engaging shopping experiences. Using hedonistic motivation as a competitive advantage might help businesses succeed in the ever-changing and dynamic digital marketplace as the e-commerce industry grows.

Conclusion:

This study was to investigate how hedonistic drive affects consumer loyalty and happiness in the setting of internet purchasing in significant Indian cities. The findings highlight the critical role that hedonistic drive plays

in determining the behaviours and consequences of online buying, providing insightful information for e-commerce companies looking to improve consumer satisfaction and loyalty.

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