

Examining Utilitarian and Hedonic Motivations in Online Shopping in India: Moderating Effect of Product Browsing Behavior

Supernova Chakraborty, Vishal Soodan

ABSTRACT--- *Abstract: This study examined the connections between utilitarian as well as hedonic motives, leading to actual shopping intention. This investigation tried to build up an association of motives and was carried out to understand the role of product browsing behavior as a moderator in intention development towards online shopping. It explored an immediate connection between actual shopping intention and utilitarian motivations, and a partial association between intention and hedonic motivations. The outcomes show utilitarian motivations are not moderated by product browsing behavior of consumers. Whereas, hedonic motivations have a moderating impact of product browsing behavior. The study findings can be useful to marketers, policymakers and academic researchers to gain insights into the unexplored constructs related to online shopping in Indian context.*

Index Terms-- *Intention, Motivations, Online Shopping, Product Browsing.*

I. INTRODUCTION

In the 21st century electronic promotions has brought an extraordinary change into our everyday life. Since the start of the century, the greater part of the consumer associations have been encountering significant change in each element of business. Two decades ago the term "web based shopping" was a forbidden idea for the world, however in present days, it has moved toward becoming an inseparable part of our lives. Rapid development in the field of web based systems made the marketers to reconsider the different systems utilizing to pull in recent years. There are a few factors that impact the intention of consumers and the point of this investigation is to reveal insight into the client's motivation towards internet shopping in Indian setting.

Since the mid-1990s, the Internet has had a positive effect on culture and business, the ascent of moment correspondence by electronic mail, texting, two-way intelligent video calls, and the World Wide Web, informal communication stages and web based shopping webpage. Acknowledgment of globalization over the world economies have made a great deal of chances for advertisers. In the meantime, this has additionally heightened the challenge among organizations with the goal that numerous organizations are looking towards whimsical types of promoting.

Web had changed our life radically for as long as quite a while. In comparison to the past, the conventional media has melted away since the developing utilization of online networking, for example, sites, Twitter and Facebook. By utilizing these online networking stages, everybody is currently ready to contribute, offer and access data broadly on the web. Given these attributes, the new Internet shapes shoppers' recognitions as well as engages purchasers in Internet promoting, building up another adjustment in customer Behavior throughout the years. Web and advances, for example: online life, cell phones, and applications have likewise helped buyer basic leadership by diminishing inquiry costs and possibly expanding the quantity of choices for the shoppers to pick. The Internet has made it difficult for the customers to stow away. A large portion of the innovations uncover the individual data and characters including their area, exercises and purchasing conduct to promoters and others. Presently utilization has turned into an open action. Going past just gaining and utilizing, customers are currently sharing data about their buys via web-based networking media.

II. ONLINE SHOPPING IN INDIA

The Indian online business has been growing quickly. India has many web clients out of which a significant number of individuals select internet shopping and the amount of adoption is expanding radically. The development rate of online purchasers is more noteworthy than the development rate in Internet clients, which shows that more Internet clients are picking web based shopping over ordinary shopping. It is pertinent to mention that not only the e- business enable the shoppers to provide an enormous amount of convenience, it also brings in some additional changes in the shopping pattern. Besides, online shopping is also characterized by the value addition and is supplemented by a range of benefits like: reduced costs, convenience, choices and other related benefits. It is always at the helm of the center of marketers to attract online users as they make up a significant contribution to retail purchases in India.

III. RATIONALE OF THE STUDY

In an exceedingly competitive market condition, just

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those web based shopping sites who surpass the desires for their clients can survive in future. Previous studies have attempted to discuss the significance of customer's inclination towards internet shopping in various nations including India. Given the expanding number of web based shopping which is essentially identified with the number of studies, a study with factors like customer motivations and impact of product browsing attitude is need of the hour in context of a developing nation. Adding to a hypothetical base of customer's intention towards web based shopping will give a base to E-business organizations, promoters, advertisers, and even purchasers about which factors impact customer's ultimate decision to purchase on the web. Online business sites may use the findings of the study to improve their business conduct. Sponsors and advertisers can likewise be benefited by the discussions of the study by understanding the effect of customer's intentions and can enhance their understanding of the consumer black box.

To address this current situation, the present investigation proposes to examine diverse utilitarian and Hedonic motivations that lead a person to shop on the web. The investigation endeavors to depict how the utilitarian or hedonic thought processes of purchasers give inspiration to look for certain shopping advantages, and how this craving for kinds of advantages makes clients assess specific characteristics of an online store in developing intentions. Many researches in the past have identified customer's inspiration towards web based shopping in the western nations as well as significant number of studies can be accessed in developing countries' context. However, a combination of product browsing behavior and motivations of consumers have not been validated before. Therefore, this study tries to bridge the existing gap in this context by carrying out a study in northern India.

IV. UTILITARIAN MOTIVATION

According to (Griffin et al, 2000; Kourouthanassis et al., 2008) utilitarian shopping motivation is task-oriented and objectives or work assignment for instance: durability, quality or convenience. The studies indicate that (Overby& Lee, 2006; To et al., 2007; Lee et al., 2009) utilitarian or functional shopping value is created when consumer gets the desirable product, and the value gets increased as the person gets the product with a less amount of effort and irritation. The same study characterizes the utilitarian motivation of online shopping based on convenience, information availability, cost saving and product selection.

Convenience in shopping is considered as one of the significant drivers in consumers' learning to adopt online shopping. Studies (Girard et al, 2003; Beauchamp and Ponder, 2010) indicate that convenience is rated as one of the highest and main factor to shop online. (Eastlick and Feinberg's, 1999; Rohm and Swaminathan, 2004) stated that convenience of customers need to put at center while measuring consumer's motivations. As it considers both less efforts and time. Availability of information is essential for consumers since the time of "selection of resources that it offers to the impact it has on influencing purchase decision" (Childers et al., 2001; Bakos 1997). To et al., (2007) underlined the importance of online shopping in saving money as customers save a significant amount of money in

the form of offers. Comparing with traditional stores, online shopping allow individual can be benefited from price promotion (Miller, 2000 and Rox, 2007). Zeithaml (1988) gives us a clear picture about how consumers perceive value in terms of quality of products. Shoppers' perceived value also tend to vary across buying scenarios (Pan and Zinkhan, 2006).

Online shopping has become as a means of discovering the latest trends and choices for consumers. Online shopping has given them enough power not only in terms of latest trends and offers, but also in terms of an assessment of volume they can buy. In comparison to the traditional shoppers, online consumers can easily find a lot of products to satisfy their needs and wants (Lim and Dubinski, 2004). In terms of product availability, e-commerce platform offer the consumers with the possibility of to find product or services which might available only online across the world. There are an array of researchers who supported the argument like Katawetawaraks and Cheng (2011), large number of conventional retailers sell certain products only through e-commerce platform so as to curtail the inventory cost and to offer more purchasing option to their consumers in terms specification and customization. Based on discussed studies, this research hypothesizes the following in relation to Utilitarian Motivations:

H1: Information Accessibility has a significant positive impact on utilitarian motivation of online shopping.

H2: Convenience has a significant positive impact on utilitarian motivation of online shopping.

H3: Cost Saving has a significant positive impact on utilitarian motivation of online shopping.

H4: Product Selection has a significant positive impact on utilitarian motivation of online shopping.

V. HEDONIC MOTIVATION

Hedonism is backed by pleasure. Babin et al., (1994) in their work explained value derived out of hedonic shopping as apparent entertaining and emotive achieved through purchasing activities. Arnold and Reynolds (2003) elucidated a typology of hedonic value significantly related to shopping motivations Also, hedonic value of motivation is a total valuation of experiential reimbursements and costs. (Overby& Lee, 2006). Hedonic motivations have also been elaborated as the festive or even pleasure-seeking side of shopping by Scarpi (2006).

Social Interactions are inseparable part of shopping as explained by the groundbreaking scholarly research of Tauber (1972), who suggests that there are some social motives involved which further influences shopping behavior of a consumer. The same concept of social interaction in shopping is equally applicable to online shopping. With the arrival of social media websites and applications, users could share their common experiences and info about the latest trends of the market. According to Wolfenbarger et al., (2001) interactions of consumers through internet during the buying process becomes advantageous. (Korgaonkar and Wolin, 1999;



Subrahmanyam et al., 2001; Svennevig, 2000) indicates that online social motivation is the extent to which a consumer is driven to go for online shopping under the influence of interpersonal communication with others.

Chances of misuse of debit and credit card is very high in online transaction due to unavailability of physical evidence. There is concern in the minds of online shoppers regarding security and privacy, and it can affect their decision regarding adoption to electronic commerce (Suki et al., 2001). Similarly, risk factor is substantially important in the development and adoption of online shopping (Miyazaki & Fernandez, 2001). (Doolin et al., 2005; Vijayasathy, 2004) elucidated that perceived risks shares a negative relationship with online buying and dissuade online shoppers from purchasing online frequently. As the cases of online fraud are increasing day by day, online shopping sites have started using advanced and variety of fraud management techniques, which ensures security and safety of transactions like requesting card verification numbers (Weitz, 2005). Adventure can be referred to the fact that purchasing a product can involve motivation, enthusiasm, with an experience of novelty in the procedure shopping (Westbrook and Black, 1985). In addition to that, Babin et al., (1994) underlined adventurous aspects of buying as an important determinant which could create hedonic shopping value.

An argument mad by Parsons (2002), says that the online shoppers have the potential to select what to purchase and how to purchase and the time of delivery. by using computer mediated tools, they can create a sense of authority and control. The authority and status on online shopping are leading by the notion of control that individual involvement over the technology which is being used (Mikalef et al., 2013) Janiszewski (1998) put forth the idea that browsing through a large variety of products is considered as being either a “goal-oriented” or an “exploration-oriented” behavior. Shim et al., (2001) suggested that browsing attitudes of consumers play an important role in predicting buying intention.

Purchase intention measures have been utilized by researchers to unearth shopping intention of products within specific time limits (Whitlark et al., 1993). According to Kim et al., (2008) consumer interactions is a significant determinant of actual engagement of consumers in an e-commerce transaction. Hausman and Siekpe (2009) contend that intentions associated with website usage are acknowledged as being repeated purchases from the site; repeated browsing of the website, recommending of website to others, and commenting positively or giving favorable remarks about the website. Hedonic shopping motivation influences online purchase intention by establishing a intermediary of active collaboration between product and the buyer (O'Brien, 2010). Hedonic motivations engage customers in a sensory sustaining process by means of aesthetics, originality, and playfulness (Overby and Lee, 2006). This study tries to test the following hypothesis.

H5: Social Interaction has a significant positive impact on hedonic motivation of online shopping.

H6: Perceived Risk has a significant positive impact on hedonic motivation of online shopping.

H7: Authority and Status has a significant positive impact on hedonic motivation of online shopping.

H8: Excitement has a significant positive impact on hedonic motivation of online shopping.

VI. MODERATING EFFECT OF PRODUCT BROWSING BEHAVIOR

In addition to the hypothesized direct relationships, it was assumed that product browsing behavior is likely to serve as a moderator of hedonic and utilitarian motivation upon purchase intentions. The rationale to add product browsing behavior is attributed to the literature available on the construct. Previous studies (Wahaba et al., 2018) deduced that hedonic motivation has significant influence on product browsing and utilitarian motivation also has a direct and significant influence on product browsing. Based on existing literature findings, it was proposed that product browsing is likely to moderate the influence of hedonic and utilitarian values on intention. Based on the previous research findings, the study proposes the following:

H9: Product Browsing Behaviour moderates the relationship between utilitarian motivations and intention to shop online.

H10: Product Browsing Behaviour moderates the relationship between hedonic motivation and intention to shop online.

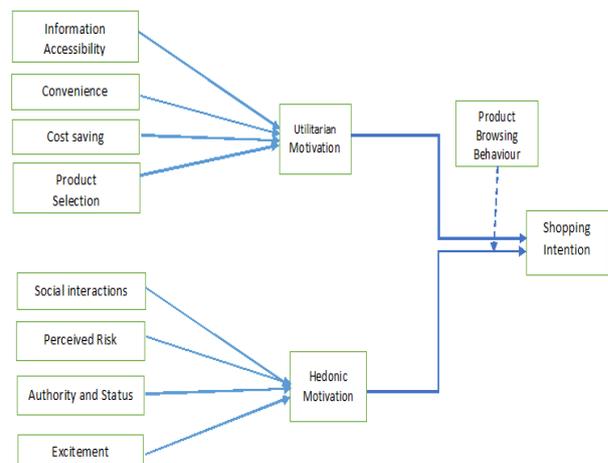


Figure1: Research Framework

VII. METHODOLOGY

To achieve the stated aim of the study, the underlying constructs were adopted from the scholarly works related to hedonic and utilitarian values. Present study used survey method of collecting data, as it was found relevant considering the previous research conducted on the subject (Wahaba, et al. 2018; Babin & Darden, 1995; Unger & Kernan, 1983). As per the suggestions of Zaichowsky (1985), face validity of the questionnaire was ensured by conversing the questionnaire items with three experts to establish appropriateness of the questionnaire being administered. Before starting data collection, a pilot study was conducted with 45 questionnaires distributed among the

students and working professionals to seek improvements. As per the recommendations, changes were made before finalizing the final questionnaires to make it easier to understand to respondents.

To get response for the study, mall intercept sampling technique was used, as it is a vital tool for conducting timely and effective process for monitoring research (Rice and Hancock, 2005). The respondents were approached at various locations which were identified carefully. Respondents were approached at: Universities, Colleges and Shopping Malls located in these three cities. Primarily, a consent was taken from respondents before their participation in the survey and only those who were ready to give responses were then asked further questions. At the outset, the potential respondents were asked a qualifying question that whether they shop online or not? Respondents agreeing to the statement were then asked to respond further.

A. Area of study and sample size

The survey was conducted in cities of Jalandhar, Ludhiana and Amritsar cities of Punjab state in India. Hence, it was assumed to get more appropriate responses from these three cities due to considerable number of students, corporate employees and shoppers which use internet for shopping. Before selecting the final number of respondents for the study, sample size was selected on the basis of suggestions of Krejcie and Morgan (1970). A total of 415 respondents were approached with questionnaires in each of the three selected cities thus amounting to total 1245 potential respondents. Out of these, 837 respondents correctly filled the responses hence aggregating the total response rate to questionnaire 67%.

Table 1: Respondents’ Demographic Profile

	N=837	%
Gender		
Male	529	63.2
Female	308	36.8
Education Background		
Intermediate	161	19.2
Graduate	334	39.9
Post Graduate	229	27.3
Doctorate	32	3.8
Others	81	9.6
Occupation		
Student	295	31.9
Private sector employee	176	20.3
Government sector employee	163	15.9
Businessman	74	13.7
Homemaker	129	17.7

The study employed factor analysis to reduce dimensions of thirty-six items and to make the information more precise to fit in a reduced set of variables. A KMO statistic was analyzed for each variable, which constituted the KMO overall statistic. In order to proceed with factor analysis, KMO overall should be .60 or higher (Stewart, 1981). The Kaiser-Meyer-Olkin (KMO) measure was 0.866 and the Bartlett test of sphericity was significant at $p < .05$, which made data fit for analysis. Further, the factors were extracted to identify and hold/retain those with eigen values more than one (Zwick and Velicer 1986). The analysis

gave cumulative percentage of variance 76.14% which satisfied the variance criterion (Hair, J.F., Anderson, R.E. and Tatham, R.L, 1998). The resulting factors were subjected to *varimax* rotation to provide a simpler column structure for interpretation. The result show that out of thirty-six items, two items didn’t load on their respective factors. It was observed that from first run of EFA, one item each from Perceived Risk (PR_4) and Authority and Status (AS_3) didn’t load on respective factors. After the initial run of EFA, analysis was repeated again on remaining items. The second run of EFA finally resulted out a ten factor solution with 74.36% of variance with KMO value = 0.742 which is satisfactory as the variables loaded in factor analysis exceed 0.70 (Hair et al. 2010).

Table 2: CR, AVE, and Factor Loading

Factors	Items	λ	CR	AVE
Information Accessibility	IA_1	0.893	0.929	0.767
	IA_2	0.881		
	IA_3	0.852		
	IA_4	0.877		
Convenience	CON_1	0.938	0.951	0.866
	CON_2	0.912		
	CON_3	0.941		
Cost Saving	CS_1	0.867	0.929	0.767
	CS_2	0.880		
	CS_3	0.872		
	CS_4	0.884		
Product Selection	PS_1	0.963	0.990	0.962
	PS_2	0.994		
	PS_3	0.976		
	PS_4	0.990		
Social Interaction	SI_1	0.832	0.954	0.839
	SI_2	0.904		
	SI_3	0.951		
	SI_4	0.970		
Perceived Risk	PR_1	0.960	0.912	0.743
	PR_2	0.988		
	PR_3	0.983		
	PR_4	0.331*		
Authority and Status	AS_1	0.962	0.915	0.744
	AS_2	0.949		
	AS_3	0.416*		
	AS_4	0.988		
Excitement	EX_1	0.954	0.968	0.910
	EX_2	0.942		
	EX_3	0.966		
Product Browsing Behavior	PB_1	0.932	0.938	0.834
	PB_2	0.910		
	PB_3	0.897		
Intention	INT_1	0.884	0.902	0.755
	INT_2	0.801		
	INT_3	0.917		

*deleted items

B. Reliability and Validity measurement

Cronbach’s alpha values (0.817) were found to be well above the accepted values which reflect the high reliability of the scales used. In addition, Convergent Validity (CV) was also within the accepted range.

As per the suggestion of Fornell and Larcker (1981); and Nunnally (1994), the values observed (from 0.61 to 0.79) specify the appropriateness of internal consistency and reliability. Further, Average Variances Extracted (AVEs) were more than the minimum accepted range and at the



AGFI=0.854; CFI=0.947; RMSEA=0.062; NFI=0.916; PNFI=0.694) reflect the stability of model in SEM analysis.

same time less than the Composite Reliabilities (CR) thus confirming Convergent Validity (Table 2) (Hair, et al 2010). Also, assessment of discriminant validity is essential in any research that comprises latent variables to prevent multicollinearity issues (Hamid et.al, 2017). Discriminant validity was established as values of AVE were lower than the CR for each of the constructs (Hair, et al. 2010) (Table 2). The discriminant validity (Table 3) for all variables in the model were also proved by the values of AVE, as square root values of AVE were greater than inter-construct correlations for all pairs. (Fornell&Larcker, 1981).

Table 3: Inter -construct correlations and discriminant validity

	IA	CON	CS	PS	SI	PR	AS	EX	PB	SI
IA	0.677									
CON	0.103	0.741								
CS	0.085	0.039	0.618							
PS	0.118	0.070	0.343	0.736						
SI	0.022	0.377	0.362	0.179	0.795					
PR	0.193	0.166	0.291	0.276	0.449	0.780				
AS	0.031	0.221	0.072	0.139	0.133	0.321	0.698			
EX	0.176	0.419	0.135	0.411	0.067	0.232	0.314	0.709		
PB	0.312	0.051	0.254	0.306	0.232	0.195	0.125	0.418	0.743	
SI	0.121	0.010	0.229	0.389	0.524	0.192	0.318	0.442	0.259	0.631

Notes: Bold values represent the square root of AVE. IA: Information Accessibility; CON: Convenience; CS: Cost Saving; PS: Product Selection; SI: Social Interactions; PR: Perceived Risk; AS: Authority and Status ;EX: Excitement; PB: Product Browsing; PI: Purchase Intention

Table 4: Model fit summary

Fit index	Threshold value, Hair et al. (2010)	Measurement model	Structural model
χ^2/df	Greater than 2 desirable, Less than 3	1.126	1.124
Goodness-of-fit index (GFI)	Greater than 0.50	0.948	0.931
Adjusted goodness-of-fit index (AGFI)	Greater than 0.80	0.854	0.854
Comparative fit index (CFI)	Greater than 0.50	0.945	0.947
Root mean square error of approximation (RMSEA)	Less than 0.08	0.062	0.062
Normed fit index (NFI)	Greater than 0.50	0.916	0.916
Parsimony normed fit index (PNFI)	Greater than 0.50	0.694	0.694

C. Measurement and Structural Model

Structural equation model (SEM) was used to corroborate the underlying relationship amongst variables used in the study. The study employed measurement model and structural model for analysis of data. The results were summarized (Table 4) to get a model fit. The model fit statistics recommended by Bagozzi and Yi, 1986; Byrne, 2010, was referred and the values ($\chi^2/df = 2.126$; GFI= 0.948; AGFI=0.854; CFI=0.945; RMSEA=0.062; NFI=0.916; PNFI=0.694) were obtained. All values were found to match threshold values. Similarly, the proposed model reflected apt acceptance of goodness-of-fit indices, where ($\chi^2/df = 2.124$; GFI= 0.931;

Table 5 : Hypothesis testing results

Hypothesis No.	Path Description	Standardized Coefficient (β value)	Critical Ratio (t-value)	P value	Results
H1	IA → UM	0.391	7.846	0.000	Supported
H2	CON → UM	0.288	4.633	0.000	Supported
H3	CS → UM	0.206	2.177	0.033	Supported
H4	PS → UM	0.162	2.131	0.034	Supported
H5	SI → HM	0.011	-0.238	0.642	Not Supported
H6	PR → HM	0.004	-0.364	0.705	Not Supported
H7	AS → HM	0.197	2.044	0.038	Supported
H8	EX → HM	0.144	2.010	0.041	Supported

The study tested the proposed hypothesis. The hypotheses H1 was supported, as the impact of IA on UM was found significant ($\beta=7.846$ P< 0.00). Similarly, CON was found to have a significant association with UM ($\beta=4.633$, P< 0.00) and CS was also found significant ($\beta=2.177$, P< 0.05) and hence hypothesis H2 and H3 were supported. Also, PS was found to be substantial determining factor of Utilitarian Motivation(UM), ($\beta=2.131$, P< 0.001) supporting hypotheses H4. The hypothesis testing results also found that hypothesis (H5 and H6) with variables: SI ($\beta= -0.238$, P< 0.001) and PR ($\beta=-0.364$, P< 0.001) have no significant effects on Hedonic Motivation. Thus, two out of four proposed hypotheses were well supported. The analysis explored two more significant paths from AS to HM ($\beta=0.197$ P< 0.001) and EX to HM ($\beta=0.144$ P< 0.001) thus confirming that AS and EX has a significant impact on HM, which led to the acceptance of hypothesis H7 and H8.

The study explored the R² values to predict the explanatory power of the model. The combined effect of four utilitarian values (IA, CON, CS and PS) achieved 67% of variance on utilitarian motivation (R²=0.67). Furthermore, the effect of hedonic values (SI, PR, AS and EX) on hedonic motivation realized 39% of variance (R² =0.39). Also, the aggregate effect of utilitarian and hedonic motivations achieved 52% of variance on shopping intention. The analysis revealed that measures of the R² has adequate explanatory power and therefore predicts the online shopping motivation and shopping intention effectively.

Table 6. Moderation of Product Browsing Behavior

Hypothesis	Hypothesis path (Moderated by PB)	Z-score		Z-score
		Estimate	P	
H9	UM → SI	0.239	0.008	0.757
H10	HM → SI	0.017	0.714	3.214***

Notes: ** p-value < 0.01; * p-value < 0.05; * p-value < 0.10



VIII. VIII. DISCUSSION

This study explored the impact of Utilitarian and Hedonic motives of consumers in relation to online shopping, proposed by Hirschman and Holbrook (1982) with moderating effect of product browsing behaviour. The relationships and their results have been widely used in milieu of consumer shopping motivation studies. There are only selected studies which have attempted to explore the presence of utilitarian and hedonic motivations in online shopping. The result of this study validates that consumers of while shopping online have both utilitarian and hedonic shopping motivations. The study result is corroborated by previous studies conducted in this context (To, Lio&Lin,2007;Martje, (2016); Febe et al.,(2016). Results depict a significant association between Information Access and Utilitarian Motivation which signifies a direct relationship between the two variables. The reason can be attributed to the importance associated with information in carrying out any decision. It is also imperative that availability of suitable information with its proper description on a website can convert the browsing into purchasing (Close and Kinney, 2010; Shim et al., 2001). Furthermore, the amount of information online authorizes the shopper to gain more detailed knowledge about products or services (Close and Kinney, 2010).

Convenience, as identified by Suki (2001) along with other group factors as a motivation to shop online. This study found a significant and positive relationship between Convenience and Utilitarian motivation. Online consumers find shopping convenient and hassle free as compared to shopping through physical storefronts. The findings of this study can be related to previous works of Wolfinbarger and Gilly (2001) and Martinez-Lopez et al. (2014). Hence, it is established that Indian consumers give importance to convenience while shopping online. Exploring relationships further indicate that savings is a significant determinant of utilitarian motivation in Indian shoppers as elucidated previously by host of studies (Babin et al., 1994; Kim, 2006). Indian shoppers while searching online, always look for healthier deals in the form of cash backs, coupons and offers. Further, Indian shoppers compare online price of the product with the prices of physical stores to get maximum savings. This confirms the dominant role played by savings while shopping online. Also, Indian shoppers' Utilitarian Motivations are influenced by the factor 'product selection' as confirmed by studies conducted in different contexts (Santos and Ribeiro, 2012; Delafrooz et al., 2009; To et al., 2007). Hence, it has been affirmed that freedom to select online and availability of variety of products is related to Utilitarian motives of Indian shoppers when they purchase online. This finding holds true for Indian retail, which is expected to cross \$1.3 trillion by 2020 (Business Insider,2019). The findings reflect that consumers with higher utilitarian shopping values have a tendency to shop online as depicted by the relationships explored above. It can be stated here that the features of online shopping like access to information about Products, Convenience, Cost Saving and Product selection are significantly related to

Utilitarian motivation of online shoppers. Such people don't consider online shopping as risky affair, but rather they value the utility of online shopping.

The study further tested the relationship between social interaction and Hedonic Motivation and found it insignificant. The result is contrary to the previous findings where social interactions/entertainment were found to have a significant role in shaping hedonic motivations (Arnold and Reynolds, 2003). Therefore, it can be deduced that social interactions or socializing with friends or family is insignificantly related to hedonic motivations of online shoppers and factors such as lack of social acumen would not influence the hedonic motivation of online shopping. Perceived risk was found to be insignificantly associated with hedonic motivations. Previous research (Chiu et al., 2012) corroborated that an increase in perceived risk level upsurges the impact of hedonic value on re-purchase intention of consumers, which has also been verified by this study. The reason can be attributed to the unambiguity and uncertainty in the mind of consumers while they shop online. A higher amount of perceived risk emerges in the mind of consumers due to apprehensions concerning the security and safety of online shopping.

The study unearthed the relationship amongst authority and status and hedonic motivation. Significant relationship between the variables reflect that the availability of online content in the form of improved information give online shoppers the liberty and power to bring more flexibility in their selection of products. (Hausman and Siekpe 2008). It can be said that online shopping empowers the consumer to have a control over their shopping process and enable them to compare their purchase in terms of risks and benefits.

Finally, value addition in overall online shopping experience can be enhanced through improved navigation, novel features, different color combinations, movement, music library and vibrancy (Bosnjak et al., 2007). As the relationship between excitement and hedonic motivation is significant, it approves that while shopping online, consumers give preference to excitement. The activation of these senses can be attributed to the novelty, arousal and enjoyment in the overall shopping experience of customers. The study results are corroborated by previous findings of Overby and Lee (2006). This confirms that the presence of sensual excitement in online shopping is due to variety and regular updating of product portfolio by the marketers which comes as a surprise for online shoppers.

Results in Table 6 show the moderating role of product browsing behavior. Moderation analysis provides evidence that product browsing behavior has a positive moderating role between hedonic motivation and shopping intention, as corroborated by previous findings (Gozukara, Ozyer and Kocoglu, 2014). Moderation also revealed that product browsing behavior does not play a moderating role between utilitarian motivation and intention to shop online as also pointed out by earlier studies (Gozukara, Ozyer and Kocoglu, 2014). Thus, moderation results indicate that product browsing behavior of online shoppers enhances the strength of relationship between hedonic motivation and intention to shop online, whereas in case of utilitarian

motivation it is insignificant. The study findings make it

clear that shoppers with hedonic motivation may involve in browsing about product before reaching to a final decision to shop online (Ramlugun and Jugurnauth, 2014; Mikalef et al., 2013). Shoppers relish the whole process of browsing and it is pleasurable due to the ease of services and impetus provided by marketers. Unlike shoppers with hedonic motivation, online shoppers with utilitarian motivation are more balanced in their approach and have low emotions while they shop online, so they give more considerations to a specific product before buying. Hence, it can be deduced that shoppers with utilitarian motivation already possess the information like pricing, features or product specification and other aspects associated to the product before deciding to purchase. This implies that browsing has no moderating role to play between utilitarian motivations and intention towards online shopping.

IX. CONCLUSION AND LIMITATIONS

Present study examined the relationships among consumer motivations (utilitarian and hedonic), product browsing behavior and intention towards online shopping. The results show utilitarian motivations have a significant relationship with online shopping intentions, whereas hedonic motivations show partial significance with online shopping intentions. Further, it is also apparent from the results that product browsing behavior plays the role of moderator in relationship between hedonic motivation and intention to shop online, but it does not have any moderating impact in association between utilitarian motivation and online shopping intention. The study results also make it clear that perceived risk and social interactions have no significant association with hedonic motivation of shoppers. It is evident that shoppers with hedonic motivations give more weightage to risks as compared to benefits in online shopping. Hence, these online shoppers also don't like to interact with others. Hence, it can be said that these customers are expected to evade online shopping, as they fail to interact with salespeople or touch the product physically while purchasing online. A customer having high hedonic shopping values is inclined to favor direct interaction with salespeople or the product (Sarkar, 2011). Therefore, it can be determined that motivations play a decisive role in shaping the intentions of customers to shop online. Apart from hedonic and utilitarian motivations, product browsing behavior has a greater role to play in moderating the relationship between hedonic motivations and intentions. The study results can prove to be useful to the online marketers to strategize their business operations in the highly competitive and profitable Indian market.

The study found some of the uncovered aspects of online shopping in India, but unlike other studies, this study also has limitations. Firstly, the study was conducted in a limited span of time within a limited geographical boundary (Punjab, India). Secondly, sample size of the study is not large enough to generalize its results on Indian online shoppers. A longitudinal study could be designed in future

with larger sample size and should cover more than five Indian states to generalize its results.

Conflict of Interest

The authors declare that they have no conflict of interest.

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