



## The Antecedents of Utilitarian and Hedonic Motivations for Online Shopping Satisfaction

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**Abstract:** Empirical studies indicate that utilitarian and hedonic shopping motivations have a profound effect on customer satisfaction in a physical brick-and-mortar shopping environment. Studies have also started to surface which underscore the importance of these motivations in the realm of e-commerce. The study, therefore, seeks to determine the antecedents of utilitarian and hedonic motivations for online shopping satisfaction. A quantitative research method with a descriptive research design was implemented in this study. The data was collected through a survey method from a sample of 215 online shoppers in an emerging economy, South Africa. The study utilised previously validated scales. Multivariate regression analysis was performed to determine the factors that influence utilitarian and hedonic motivations for online shopping satisfaction. The results reveal that information availability, cost saving, wider selection, convenience, and efficiency are the antecedents of utilitarian dimensions that determine online shopping satisfaction, while status, adventure, social shopping, idea shopping, and gratification are considered the antecedents of hedonic motivations of online shopping that influence satisfaction. The results of the study offer insight into why consumers engage in online shopping by determining the factors that influence utilitarian and hedonic motivations. Accordingly, the study offers practical recommendations to e-retailers on how to best serve their customers by focusing on the individual building blocks of utilitarian and hedonic shopping motivations.

**Keywords:** utilitarian motivation; hedonic motivation; satisfaction; online shopping.

**JEL classification:** M30; M31.

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## 1. INTRODUCTION

Online shopping, the buying of goods and services via the internet of things (IoT), has become part of our daily lives in many respects. While billions of people must still gain access to the internet and be able to engage in activities such as online shopping, quite a large number of people, including those in developing economies, have already gained access to the Internet. For example, by the end of 2021, people with access to the Internet worldwide were approximately 4.9 billion, representing around two-thirds of the world's population (Statista, 2022b), presenting a great e-commerce opportunity. Worldwide, online shopping revenue was estimated at 5.2 trillion USD in 2021, and this is projected to reach 8.1 trillion USD in 2026 (Statista, 2022a). There is no doubt that Covid-19 has had a positive impact on accelerating the adoption of online shopping and boasting e-commerce globally. This is probably the only and main positive impact of Covid-19. In South Africa, online consumer spending increased by 68 percent during the first year of the Covid-19 outbreak (Newsroom, 2020), and has been showing steady growth since then, and more so after the outbreak of Covid-19. The focus of this paper, however, goes beyond the Covid-19 phenomenon – it seeks to investigate the antecedents of utilitarian and hedonic motivations for online shopping satisfaction so that marketers, e-retailers, and other business decision-makers have a deeper understanding of why consumers engage in online shopping and what contributes to their satisfaction. Ascertaining the critical factors determining utilitarian and hedonic motivations that influence online shopping satisfaction will be the main contribution of the study. In the ensuing section, a review of the literature on the topic will be presented to provide context to the current study.

Various empirical studies have been conducted on the subject in other parts of the world. For example, factors such as “security, information availability, shipping, quality, pricing and time” have been found as determinants of online shopping satisfaction among Serbian customers (Vasi *et al.*, 2019). However, the study did not look at utilitarian and hedonic motivations specifically. The study of Kertasunjaya *et al.* (2020) confirms that both hedonic and utilitarian motivations have a significant and positive influence on customer satisfaction among patrons who frequent restaurants in the Indonesian market. In the same market, Indonesia, Evelina *et al.* (2020) found that hedonic and utilitarian values are the drivers of satisfaction of customers in the e-commerce industry.

A study by Anand *et al.* (2019) attempted to determine the impact of hedonic and utilitarian shopping motivation on customer satisfaction in the Malaysian economy based on the technology acceptance model and the theory of planned behaviour. The study found that attitude, perception, and hedonic motivation were antecedents of online shopping satisfaction. The utilitarian motivation was not found as a determinant of online shopping satisfaction. In another emerging economy, India, Jaiswal and Singh (2020) found that customisation, economic value, post-purchase experience, and customer services are the primary criteria by which customers assess their whole online experience and satisfaction.

Davis *et al.* (2013) confirm that there is a direct impact of hedonic consumption on customer purchase and usage, and an indirect causal effect of utilitarian consumption on customer purchase and usage of games. There was no specific focus on distinguishing between hedonic and utilitarian motivations or determinants. Anitha and Krishnan (2021) study indicates that positive attitudes and perceived usefulness do influence utilitarian and hedonistic shopping motivations, which, in turn, influence online satisfaction. Yen *et al.*

(2014) investigated the contingent effect of both utilitarian and hedonic motivation on repurchase intention and the study found that a consumer's hedonic orientation has a slightly higher influence on shopping satisfaction than utilitarian orientation. Kumar and Sadarangani (2018) conducted a study on the impact of hedonic and utilitarian motivations on the purchase intention of foreign brand clothing in India, and both were found to have a significant influence. Anand *et al.* (2019) posit that a deeper understanding of key antecedents that enhance consumer satisfaction is essential for online marketers to be successful. In South Africa, Redda (2020) study found that both utilitarian and hedonic values are determinants of customer attitude towards online shopping, and customer attitude, and in turn, are determinants of customer intentions within the e-commerce context. However, the study did not determine the impact of these motivations on online shopping customer satisfaction, which the current study is aiming to close the research gap. The current study, will, thus fill the research gap by determining the antecedents of utilitarian and hedonic motivations for online shopping satisfaction.

## 2. 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 in Table no. 1. 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.

**Table no. 1 – Typologies of consumer motivations**

<b>Utilitarian motivations</b>	<b>Hedonic motivations</b>
1. Wider/diversified selection	1. Adventure/explore
2. Information availability	2. Gratification shopping
3. Efficiency	3. Social
4. Achievement	4. Idea
5. Convenience	5. Authority and status
6. Better deals/cost saving	

*Source:* researcher`s construction

In the following section, studies that specifically relate to utilitarian and hedonic motivations will be provided.

### **2.1 Utilitarian motivations**

The term utilitarian motivation refers to the “gratification derived from something that enables the consumer to solve problems or accomplish tasks” (Babin and Harris, 2016; Özen and Kodaz, 2016). Utilitarian motivations are related to efficiency and logical decision-making processes; they pertain to an object’s usefulness or functional value, worth or qualities (Batra and Ahtola, 1991). In other words, they are goals-oriented traits that relate to efficiency and logical decision-making; they pertain to an object’s utility or functional value (Davis *et al.*, 2013; Basaran and Buyukyilmaz, 2015; Yoh *et al.*, 2016; Redda, 2020).

The selection of utilitarian consumption motivations investigated in this study is based on the literature record, which showed wider use among marketing research scholars, and these include 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). These factors have been found as crucial dimensions that explain consumers` utilitarian motivation for purchasing decisions. Within the context of this study, the following operational definitions and descriptions are provided for these factors:

- *Wider/diversified selection* refers to the quantity, quality, and variation or diversity of products available to consumers. E-retailers do provide a wide range of products online as they are in a better position to do so than brick-and-mortar malls. Consumers are afforded a wider selection of products, which is key for online shoppers.

- *Information availability* refers to the amount of information made available to the consumer when they engage in online shopping, such as product specifications, prices and promotions. This information is critical in encouraging consumers to purchase things through online platforms.

- *Efficiency* refers to how quickly consumers are able to conduct shopping on online platforms. Consumers who rely on online shopping can save time and resources, and this is one of the main motivations for online shopping.

- *Achievement* refers to a goal-oriented shopping method in which locating specific items that were planned for at the start of the journey is considered a crucial component by the customer.

- *Convenience* refers to the ease with which customers can conduct their online shopping. Online shopping is not bound by time, space, or weather, and consumers can conduct their shopping 24/7 from the comfort of their place of choice.

- *Cost saving/better deals* refer to how consumers can obtain products at lower prices and better deals through search and negotiations because the information is at their fingertips; they can easily compare prices and ask for a better deal from e-retailers.

## 2.2 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.

## 2.3 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.

#### 2.4 Empirical studies on utilitarian and hedonic motivations

Empirical studies conducted in various parts of the world have confirmed that utilitarian and hedonic motivations do have an influence on customer satisfaction. For instance, the study by (Kertasunjaya *et al.*, 2020) confirms that both hedonic and utilitarian motivations have a significant and positive influence on customer satisfaction among patrons who frequent restaurants in the Indonesian market. Within the e-commerce context, Evelina *et al.* (2020) found that hedonic and utilitarian values as the drivers of satisfaction of customers. These studies, which were conducted within different contexts, attest to the efficacy of the utilitarian and hedonic constructs in explaining customer satisfaction levels.

Anand *et al.* (2019) used the technology acceptance model and the theory of planned behaviour to investigate the impact of hedonic and utilitarian shopping motives on consumer satisfaction in the Malaysian economy. According to the study, attitude, perception and hedonic motivation were all predictors of online purchasing satisfaction. The utilitarian motive was not discovered to be a predictor of online buying satisfaction. Jaiswal and Singh (2020) discovered that customisation, economic value, post-purchase experience, and customer services are the major characteristics by which customers evaluate their overall online experience and satisfaction in the Indian economy.

Davis *et al.* (2013) confirm that hedonic consumption has a direct impact on game purchase and usage, and utilitarian consumption has an indirect causal effect on game purchase and usage. According to Anitha and Krishnan (2021) research, positive attitudes and perceived utility promote utilitarian and hedonistic purchase motivations, which influence online satisfaction. Yen *et al.* (2014) investigated the contingent effect of utilitarian and hedonic motivation on repurchase intention and discovered that hedonic orientation influences shopping satisfaction somewhat more than utilitarian orientation does. Kumar and Yadav (2021) conducted a study on the impact of utilitarian and hedonic motivation for sustainable consumption. Their findings indicated that information availability and customized offerings have a significant impact on utilitarian motivation, as well as adventure, authority, and status have a significant impact on hedonic motivation for sustainable consumption.

## 2.5 Research questions and objectives

As elucidated in the literature review above, both utilitarian and hedonic motivations are multidimensional constructs, and therefore the following two key research questions are formulated to guide the study:

- Which utilitarian attributes have an influence on online shopping satisfaction? and
- Which hedonic attributes have an influence on online shopping satisfaction?

Understanding the dimensions/attributes that make up utilitarian and hedonic consumption values is crucial in our effort to understand and explain consumer behaviour and decision-making which have serious implications on the practice of marketing. As elucidated earlier, there is(are) well-documented evidence/studies that underscore the importance of utilitarian and hedonic shopping motivations on customer satisfaction in traditional and physical forms of retailing. The objective of this study is to determine the antecedents of utilitarian and hedonic motivations for online shopping satisfaction. In other words, the study aims to determine such motivations' impact on customer satisfaction for shopping conducted via the world wide web. This aspect underscores the study's significance and its tangible contribution. Marketing practitioners will gain practical insight into which factors to focus on so that they can influence the utilitarian and hedonic dimensions that contribute to online shopping customer satisfaction.

## 3. RESEARCH DESIGN AND METHOD

To attain its goals, this study used a descriptive research design and a quantitative research approach. Non-probability sampling strategies such as convenience and snowball sampling were used in the study. To obtain data from a varied set of internet buyers in Gauteng, South Africa's economic hub, a structured self-administered questionnaire was issued using Survey Monkey. 215 valid replies were received and analysed using this data-gathering approach.

The study utilised previously validated scales (Arnold and Reynolds, 2003; Kim, 2006; To *et al.*, 2007). For utilitarian motivations: wider/diversified selection (3 questions relating to quantity, quality, and variation or diversity of products), information availability (3 questions relating to availability and quality of information), efficiency (3 questions relating to how quickly one completes an online transaction), achievement (3 questions relating to whether a consumer can achieve and complete purchase requirements on the e-store), convenience (4 questions relating to the ease with which customers can conduct their online shopping) and cost saving/better deals (3 questions relating to obtaining better deal on the e-store) were asked. For hedonic motivations: adventure/explore (3 questions relating to stimulation, excitement, adventure), gratification (3 questions relating to stress relief, improving one's mood, and obtaining pleasure), social shopping (3 questions that deal with the enjoyment of shopping with family and friends and socialising while shopping, and interacting with others; in a digital setting), idea (3 questions relating to trends, fashion, and innovation in today's fast-paced digital environment) and authority and status (3 questions relating to control and prestige consumers enjoy when they do online shopping) were compiled. Satisfaction was measured using 4 questions relating to how satisfied consumers are with their online shopping experience. The scales used in this study have been proven to be reliable and valid in previous studies. To collect responses, a six-point Likert scale (anchored from 1 (strongly disagree) to 6



(strongly agree) was used. Before collecting data for the main study, a pilot study (with a sample size of 50) was conducted to determine the internal consistency reliability of the scale as an additional measure. No items were removed during the pilot testing stage because all of the constructs had a Cronbach alpha greater than 0.70.

The study conforms to ethical standards and ethics clearance was obtained (ECONIT-2017-088) to conduct the study. Participation in the study was voluntary and consent was obtained from the participants to partake in the study and anonymity was ensured. This sample size is sufficient to conduct the type of statistical analysis used in this study (Malhotra and Indrayan, 2010). The variables and measuring items for the utilitarian, hedonic, and satisfaction components employed in this study were derived from previously validated instruments. Appropriate statistical analyses such as descriptive statistics, correlation analysis, reliability, and validity analyses were conducted as standard statistical procedures. To address the main research objective of the study, multivariate regression analyses were performed.

The multivariate regression analysis that determined the utilitarian motivations of online shopping satisfaction was specified as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \varepsilon$$

where Y represents the dependent variable (online shopping satisfaction).

$\beta_0$  is the intercept (constant) term.

$\beta_1$  to  $\beta_6$  are the coefficients of the respective independent variables ( $X_1$  to  $X_6$ ) which are utilitarian dimensions, representing their influence on the dependent variable.

$X_1$  to  $X_6$  are the independent variables.

$\varepsilon$  represents the error term, accounting for the variability in the dependent variable that cannot be explained by the independent variables.

Similarly, another multivariate regression analysis was performed to determine the hedonic motivations of online shopping satisfaction and was represented as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon$$

where Y represents the dependent variable (online shopping satisfaction).

$\beta_0$  is the intercept (constant) term.

$\beta_1$  to  $\beta_5$  are the coefficients of the respective independent variables ( $X_1$  to  $X_5$ ) which are hedonic dimensions, representing their influence on the dependent variable.

$X_1$  to  $X_5$  are the independent variables.

$\varepsilon$  represents the error term, accounting for the variability in the dependent variable that cannot be explained by the independent variables.

## 4. ANALYSES AND DISCUSSION OF RESULTS

### 4.1 Descriptive analysis

The sample of 215 was gender balanced, with 55.35 percent (n=119) females and 44.65 percent (n=96) males. The demographic data revealed that the majority of respondents (25%) were between the ages of 35 and 44, followed by the age cohorts 18 to 24 (33%), and 25 to 34 (25%). (13 percent). Only 11% were over the age of 45. The vast majority (over



80%) of respondents said they shop online for fashion, branded goods, and imported goods (products not available in local markets). A significant proportion of respondents (65%) said they shop online for local and athletic products.

#### 4.2 Correlation analysis

Table no. 2 reports the correlation between utilitarian motivations and online shopping satisfaction. The results indicate that there is a positive association between most of the pairs of the constructs of the study at either 0.01 or 0.05 significance levels with the exception of the correlation between convenience and cost saving, convenience and achievement, and convenience and information availability. However, it should be noted that each of the utilitarian dimensions or attributes is positively correlated with the satisfaction construct, which then paves the way for further analysis using multivariate regression analysis. Therefore, cost saving, achievement, wider selection, information availability, convenience, and efficiency are positively associated with online shopping satisfaction. The signs of the correlation were as expected and logically pointed toward the nomological validity of the measurement theory. None of the coefficients were above 0.9, so there were no multicollinearity issues. Acceptable Cronbach's alpha > 0.7 (Hair *et al.*, 2010); > 0.6 (Malhotra and Indrayan, 2010), suggesting internal-consistency reliability of scales.

**Table no. 2 – Correlation between utilitarian motivations and online shopping satisfaction**

Research constructs	1	2	3	4	5	6	7
Cost saving	(1) 1						
Achievement	(2) .401**	1					
Wider selection	(3) .336**	.358**	1				
Information availability	(4) .567**	.359**	.340**	1			
Convenience	(5) 0.080	0.125	0.031	.144*	1		
Efficiency	(6) .389**	.346**	.304**	.370**	.260**	1	
Satisfaction	(7) .518**	.390**	.468**	.486**	.234**	.466**	1

Note: \*\*Correlation significant at the 0.01 level (2-tailed); \*Correlation significant at the 0.05 level (2-tailed)

Table no. 3 illustrates the correlation between hedonic motivations and online shopping satisfaction. The results indicate that there is a positive association between most of the pairs of the constructs of the study at either the 0.01 or 0.05 significance levels. The correlation between social shopping and adventure was not significant. However, all of the hedonic dimensions or attributes are positively correlated with the satisfaction construct, which then paves the way for further analysis using multivariate regression analysis. The figures of the correlation were as anticipated and rationally indicated nomological validity of the measurement theory. None of the coefficients were above 0.9, so there were no multicollinearity issues. Acceptable Cronbach's alpha > 0.7 (Hair *et al.*, 2010); > 0.6 (Malhotra and Indrayan, 2010), suggesting internal-consistency reliability of scales.

**Table no. 3 – Correlation between hedonic motivations and online shopping satisfaction**

Research constructs	1	2	3	4	5	6
Authority/status	(1) 1					
Adventure	(2) .343**	1				
Social shopping	(3) .143*	0.099	1			
Idea shopping	(4) .390**	.291**	.338**	1		
Gratification	(5) .565**	.316**	.161*	.384**	1	
Satisfaction	(6) .517**	.477**	.310**	.466**	.561**	1

Note: \*\*Correlation significant at the 0.01 level (2-tailed); \*Correlation significant at the 0.05 level (2-tailed)

### 4.3 Multivariate regression analysis

Following correlation analysis, multivariate regression analysis was conducted to determine the causal effect of antecedents of utilitarian and hedonic motivations on customer satisfaction in the case of online shopping. Firstly, the influence of utilitarian dimensions on online shopping satisfaction is presented.

#### The influence of utilitarian dimensions on online shopping satisfaction

Table no. 4 reports the results of multivariate regression: utilitarian dimensions and online shopping satisfaction. The six utilitarian dimensions, independent variables (IVs), were regressed with online customer satisfaction, dependent variable (DV). Each of the variables examined in the model generated tolerance values over the 0.10 threshold level, and the variance inflation factor (VIF) was less than 10, indicating that the variables were not multicollinear, substantiating the findings of the correlation analysis (see Table no. 4). The regression model produced a significant F-ratio ( $F = 29.281$ ;  $p \leq 0.00$ ), suggesting the appropriateness of the model in explaining online customer satisfaction. The model containing the six antecedents, namely cost saving, wider selection, information availability, convenience and efficiency, explained 46 per cent of the variance in customer satisfaction of online shopping, evidenced by the adjusted  $R^2$  value of 0.458. The achievement construct was not found to have a statistically significant influence on online shopping satisfaction. However, a conclusion can safely be made that indeed utilitarian dimensions or attributes of online shopping do have a significant influence on online customer satisfaction. This finding does corroborate previously conducted empirical studies (Davis *et al.*, 2013; Evelina *et al.*, 2020; Kertasunjaya *et al.*, 2020; Anitha and Krishnan, 2021).

**Table no. 4 – Results of multivariate regression:  
Utilitarian dimensions and online shopping satisfaction**

Model	R	R-square	Adjusted square	R-Std. error of the estimate	Tolerance	VIF
1	.677a	0.458	0.442	0.777171		
	B	Std. Error	Beta	T-statistics	P-values	
(Constant)	0.025	0.502		0.05	0.960	
Cost saving	0.21	0.058	0.236	3.591	0.000	0.604
Achievement	0.089	0.074	0.071	1.204	0.230	0.746

Model	R	R-square		Adjusted square	R-	Std. error of the estimate	
1	.677a	0.458		0.442		0.777171	
	B	Std. Error	Beta	T-statistics	P-values	Tolerance	VIF
Wider selection	0.293	0.067	0.251	4.364	0.000	0.79	1.265
Information availability	0.136	0.057	0.155	2.406	0.017	0.625	1.6
Convenience	0.11	0.046	0.128	2.411	0.017	0.921	1.086
Efficiency	0.175	0.057	0.183	3.061	0.002	0.731	1.368

### The influence of hedonic dimensions on online shopping satisfaction

The six utilitarian dimensions, independent variables (IVs), were regressed with online customer satisfaction, dependent variable (DV). Each of the variables examined in the model generated tolerance values over the 0.10 threshold level, and the variance inflation factor (VIF) was less than 10, indicating that the variables were not multicollinear, substantiating the findings of the correlation analysis (see [Table no. 5](#)). The regression model produced a significant F-ratio ( $F = 42.292$ ;  $p \leq 0.00$ ), suggesting the appropriateness of the model in explaining online customer satisfaction. The model containing the five antecedents, namely authority/status, adventure, social shopping, idea shopping and gratification, explained 49 per cent of the variance in customer satisfaction with online shopping, evidenced by the adjusted  $R^2$  value of 0.491. Therefore, the study concludes that indeed hedonic dimensions or attributes of online shopping do have a significant influence on online customer satisfaction. The result of this study does produce similar results to previously conducted empirical studies around the world ([Davis et al., 2013](#); [Evelina et al., 2020](#); [Kertasunjaya et al., 2020](#); [Anitha and Krishnan, 2021](#)).

**Table no. 5 – Results of multivariate regression:  
Utilitarian dimensions and online shopping satisfaction**

Model	R	R Square		Adjusted Square	R	Std. Error of the Estimate	
1	.709 <sup>a</sup>	0.503		0.491		0.742407	
	B	Std. Error	Beta	T-statistics	P-values	Tolerance	VIF
(Constant)	-0.017	0.444		-0.037	0.970		
Authority/status	0.161	0.055	0.180	2.924	0.004	0.626	1.596
Adventure	0.317	0.064	0.263	4.938	0.000	0.840	1.190
Social	0.141	0.046	0.159	3.074	0.002	0.884	1.131
Idea	0.147	0.055	0.154	2.674	0.008	0.721	1.388
Gratification	0.258	0.054	0.291	4.775	0.000	0.639	1.565

As indicated above, this study confirms the findings of previous studies such as the study of [Kertasunjaya et al. \(2020\)](#), which found both hedonic and utilitarian motivations as determinants of customer satisfaction among patrons who dine at restaurants. More specifically, the finding of this study also corroborates the findings of the study conducted by [Evelina et al. \(2020\)](#), which was conducted within an e-commerce context. [Evelina et al.](#)

(2020) found that hedonic and utilitarian values are the drivers of online customer satisfaction.

Anand *et al.* (2019) study posits that attitude, perception and hedonic motivation were all predictors of online purchasing satisfaction. The utilitarian motive was not found to be a predictor of online buying satisfaction, which contradicts the current study. Furthermore, this study is also in agreement with the findings of several other studies (Jaiswal and Singh, 2020; Anitha and Krishnan, 2021). Jaiswal and Singh (2020) study indicated that customisation, economic value, post-purchase experience, and customer services are the major characteristics by which customers evaluate their overall online experience and satisfaction, and Anitha and Krishnan (2021) suggested that positive attitudes and perceived utility promote utilitarian and hedonistic purchase motivations, which influence online satisfaction.

## 5. CONCLUSION

The goal for any marketing professional, whether online or offline, is to close a transaction. The study's findings provide insight into why consumers shop online by identifying the factors that influence utilitarian and hedonic motivations. As a result, the study provides e-retailers with practical recommendations on how to best serve their customers by focusing on the individual building blocks of utilitarian and hedonic shopping motivations. The main findings suggest that information availability, cost saving, wider selection, convenience, and efficiency are the antecedents of utilitarian dimensions that determine online shopping satisfaction, while status, adventure, social shopping, idea shopping, and gratification are considered the antecedents of hedonic motivations of online shopping that influence satisfaction. These findings do have managerial implications to marketing practitioners.

Marketers of e-retailers are advised to try to appeal to online shoppers by focusing on the dimensions of utilitarian and hedonic motivation dimensions to achieve customer satisfaction in the case of online shopping. For example, e-retailers should provide a wide range of products online as they are because when consumers are afforded a wider selection of products, they are likely to find what they need or want and will be satisfied. Another area for e-retailers is providing sufficient and crucial information to the customer, as such information is critical in encouraging consumers to purchase things through online platforms. Consumers who rely upon online shopping can save time and resources, and this is one of the main motivations for online shopping, and therefore e-retailers should ensure the efficiency of their processes. Convenience is one of the main reasons cited by online shoppers for buying online. Online shopping is not bound by time, space, or weather, and consumers can conduct their shopping 24/7 from the comfort of their place of choice, which is a big bonus to e-retailers. E-retailers should also note that cost-saving/better deals are one of the motivating factors for online shopping. Consumers are able to obtain products at lower prices and better deals through search and negotiations because the information is at their fingertips; they can easily compare prices and ask for a better deal from e-retailers. These are the utilitarian aspects or dimensions that e-retailers should take into account when they design their marketing strategy for their online platforms.

In terms of hedonic aspects or dimensions, e-retailers should, for example, allow their customers the option of adventure and the ability to explore their entire offering with ease as

some shopping trips are made for sheer excitement and adventure. In a digital setting, online shoppers share similar interests via online platforms such as social media and in this way influence each other's decisions; noting this, e-retailers should maintain an excellent social media presence. Such information is sought as idea shopping cues by online shoppers to satisfy their need of keeping up with trends and fashion in today's fast-paced digital environment. Consumers often aim for gratification from buying online in the hope of relieving stress, improving their mood, and treating themselves. Online shopping does provide control and prestige to consumers when they engage in online buying. In a nutshell, e-retailers should work on the building blocks of what constitutes utilitarian and hedonic motivations to achieve customer satisfaction in the case of online shopping.

The study adopted a non-probability sampling strategy such as convenience and snowball sampling, and the sample size was 215 in a certain geographical location, Gauteng Province, South Africa. While the study applied an acceptable sampling technique and sample size, more participants can be included in future studies to test whether the findings of this study will hold. Although Gauteng is the economic hub of South Africa and with a diverse population, this limitation can be overcome by carrying out a similar study across the nine provinces of the country to improve the generalisability of findings. Future studies may also include additional dependent variables such as loyalty and trust and mediating or moderating variables such as gender and income to observe their effect.

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