



ONLINE SHOPPING AND UTILITARIAN MOTIVATION

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ABSTRACT:

Online purchases are becoming conversant and mature, resulting enhancing competition. Online purchases is more conventional way of shopping where price and product play key role wide variety of products available helps in comparison, monetary saving, convenience. Product availability make up utilitarian needs. Consumers are not only purchasing products for their utilitarian , the motivating. factory behind purchase product are driven by Product logo, brand to satisfy their utilitarian needs. Developing loyalty intentions towards a brand acts as a consumes mechanism of preserving their brand relationship.



KEYWORDS: *Online purchases, comparison, monetary saving, convenience.*

INTRODUCTION :

The Study aims to identify characters contributing utilitarian motivation and identify their level. The utilitarian motivation and identify their level. The literature cited focuses of personal characters play key role in describing level of motivation the study based on primary data collected from 300 individuals.

The study concluded that gender, age satisfaction availability frequency of buying were the determinants of utilitarian motivation. Satisfaction was based on frequency of buying. Summary statistic exhibited Consistency, utilitarian motivation based on frequency of buying and consumer satisfaction level.

Utilitarian motivation refers to purchasing. Product for functional economic benefits, Utilitarian feature includes the two main elements of marketing Product and Pricing.

Online purchases are becoming conversant and mature resulting in enhancing competition, it's more Conventional way of Shopping where price and product play key role. wide variety of products available helps in Comparison, monetary saving convenience.

The Survey reports studied user behavior through market intelligence, online Shopping and internet users are increasing day by day. Utilitarian needs are associated with being rational, cognitive and task driven functionality of a product and the ability of the product make up utilitarian needs. Consumers are not only purchasing Products for their Utilitarian but for what they mean to themselves. Further more, the motivating factor behind purchases Product are driven by the Product logo. Brand Product satisfy their utilitarian needs.

Therefore the consumer decision initially fulfill their utilitarian needs as the products provide satisfaction. Consumers who feel positively and Strongly connected to the brands products companies and other consumers will usually actively interact and participate in brand related activities on social

media. Interaction and participation means that consumer reproduce and advocate meanings and values. It has been observed that high involvement brands attract a significant amount of conversations online. Developing loyalty intentions towards a brand acts as a Consumes mechanism of preserving their relationship with preferred brand.

OBJECTIVES

- 1) To study the personal characters contributing to utilitarian motivation
- 2) To classify respondent online consumers according to their utilitarian motivation

HYPOTHESIS :

Utilitarian motivation is based on frequency of buying and satisfaction level.

References.

Kasine Pilot Coupey et al (2021) One of the most applied Value Scale in research is personal shopping value. It assesses consumers shopping experiences along with utilitarian value. The corroboration mirrors the Original Store environment, while an extension additionally considers two contemporary shopping environments. Results across six studies confirm shopping values two dimensional structure of work and fun. However, individual items capturing. Utilitarian value deviate from original personal shopping value. Researchers and users should exhibit caution to blindly adopt measure without considering temporal or contextual aspects which limit its applicability.

Saskas Abhigyan (2011). An individual over all perceived shopping value has two dimensions. Utilitarian shopping value relates to the functional aspects of the shopping context. An individual also assumes some benefits and risks in any shopping context online shopping tendency is increasing rapidly among buyers across the world. The Study investigates how the individual buyers perceived benefits and risk in on line Shopping are influenced by utilitarian shopping value.

METHODOLOGY -

The Study was based on primary data collected from on line Shopping consumers. The study based on 300 Sampled respondents from three districts of North Maharashtra i.e. Jelgaon, Dhule and Nandurbar.

Data was analysed for preliminary statistic. Respondents were classified according to level of utilitarian motivation.

RESULTS AND DISCUSSION

Internet user behavior was defined as Shopping behavior. Internet has become vital channel in describing consumers behavior towards purchases. The utilitarian motivation includes the factors like cost saving convenience, product information product selection, services. The parameters selected were gender, age frequency of purchase place of purchase payment method and satisfaction.

The following table presents the summary statistics for utilitarian motivation

Table 1. Preliminary Statistic for Utilitarian

| Sr. No. | Statistic | Values |
|---------|--------------------|--------|
| 1 | Arithmetic mean | 0.5730 |
| 2 | Minimum value | 0.3796 |
| 3 | Maximum Value | 0.8536 |
| 4 | Median | 0.5668 |
| 5. | Standard Deviation | 0.0892 |

The Statistic presented in the table indicates that Utilitarian motivation index ranges between. 0.3769 to 0.8563 with the range of 0.4803.

The mean and median for the data were 0.5703 and 0.5658 describing the closeness amongst the measures of central tendency. The dispersion, explained by Standard deviation was 0.0892 describing consistency of mean value and reliability of utilitarian motivation.

The online consumers utilitarian motivation presented below described the level.

Table 2 : Distribution of respondent according utilitarian motivation Index

| Sr. No. | Utilitarian motivation Index | Frequency | Percent |
|---------|------------------------------|-----------|---------|
| 1 | 0.31 to 0.40 | 03 | 01.00 |
| 2 | 0.41 to 0.50. | 73 | 24.40 |
| 3 | 0.51 to 0.60 | 114 | 37.80 |
| 4 | 0.61 to 0.70 | 87 | 29.00 |
| 5 | 0.71 to 0.80 | 20 | 06.80 |
| 6 | 0.81 to 0.90 | 03 | 01.00 |

The frequencies and Percentage presented in the table describes that, the utilitarian motivation index in the range of 0.51 to 0.60 was recorded amongst 37.8% Percent respondents out of the total 300 respondents, 29 percent utilitarian motivation Index was in the range of 0.61 to 0.70. 24.40 percent respondent utilitarian motivation index was between 0.41 to 0.50. Per 6.80 percent respondent utilitarian motivation was in the range of 0.71 to 0.80. 1.00 Percent each were having their utilitarian motivation index in the range of 0.31 to 0.40 and 0.81 to 0.90 respectively. The Study concluded that utilitarian motivation Index of 91.00 respondent respondent was in the range of out to 0-0.70 describing low to median behavior.

The discussion conclude that utilitarian motivation was described by gender, age, purchase satisfaction product availability need, distance, time and buying frequency.

Hypothesis stated in the study was accepted:

CONCLUSIONS

1. The Personal character gender, age, satisfaction, availability, frequency of buying were the determinants of utilitarian motivation index
2. Online consumer purchase satisfaction was based on frequency of buying.
3. Utilitarian motivation summary statistic exhibited Consistency.
4. About 91 percent online Consumer utilitarian motivation index was media occur.
5. utilitarian motivation based on frequency of buying and Consumer's satisfaction level.

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