



International Journal of Retail & Distribution Management

Leveraging utilitarian perspective of online shopping to motivate online shoppers

Ajay Kumar, Anil Kumar Kashyap,

Article information:

To cite this document:

Ajay Kumar, Anil Kumar Kashyap, (2018) "Leveraging utilitarian perspective of online shopping to motivate online shoppers", International Journal of Retail & Distribution Management, <https://doi.org/10.1108/IJRDM-08-2017-0161>

Permanent link to this document:

<https://doi.org/10.1108/IJRDM-08-2017-0161>

Downloaded on: 08 March 2018, At: 13:07 (PT)

References: this document contains references to 83 other documents.

To copy this document: permissions@emeraldinsight.com

The fulltext of this document has been downloaded 10 times since 2018*

Users who downloaded this article also downloaded:

(2012), "Emergence of online shopping in India: shopping orientation segments", International Journal of Retail & Distribution Management, Vol. 40 Iss 10 pp. 742-758 https://doi.org/10.1108/09590551211263164

Access to this document was granted through an Emerald subscription provided by emerald-srm:178665 []

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

Leveraging utilitarian perspective of online shopping to motivate online shoppers

Utilitarian
perspective
of online
shopping

Ajay Kumar and Anil Kumar Kashyap
*Department of Business Management,
Dr Hari Singh Gour University, Sagar, India*

Received 3 August 2017
Revised 25 August 2017
28 November 2017
30 November 2017
11 January 2018
Accepted 15 January 2018

Abstract

Purpose – Shopping motivation has been extensively explored in traditional marketing context but less in online shopping. Utilitarian attribute of online shopping is one of the success factors of e-retailing. The purpose of this paper is to explore the utilitarian shopping motivation in online shopping and validate these factors through confirmatory factor analysis (CFA) in the Indian context.

Design/methodology/approach – The data were collected from the 183 regular online shoppers. The collected data were analysed through exploratory factor analysis and CFA using Amos 22 version.

Findings – This paper explored the utilitarian shopping motivation of online shopping into five factors, i.e. information availability, accessibility, searchability, product availability and convenience.

Research limitations/implications – The research is conducted on online shoppers to measure their utilitarian motives of shopping online. Further research may be conducted to investigate other motives of online shopping. The sample is taken from Central India which is not enough to generalise the findings. Research may be conducted in other regions and on different segment of respondents to know the impact of geographical variance on utilitarian perspectives of online shoppers.

Originality/value – This paper addresses a significant input in online retailing platform, and it will contribute to the theory of shopping motivations in online shopping context and provide valuable inputs for developing online marketing strategies. The findings of the study also aid to retail practitioners in analysing retailing's current transformation due to digitalization.

Keywords India, Online shopping, Shopping motivation, EFA and CFA, Utilitarian motivation

Paper type Research paper

Introduction

Motivation has always been a central issue in the research of marketing, psychology and consumer behaviour. Shopping motivation is a major concern for marketers and retailers. While investigating online shopping pattern, utilitarian motivation is a driving force for customers to shop online. Westbrook and Black (1985) defined motivation as “forces instigating behaviour to satisfy intense need states”. Motivations are an important element among the aspects which define people's behaviours. Since online retailing is growing its share in overall India retail market, shopping motivation or motivation factors towards mediation of shopping are also varying. However, plenty of research has been conducted on shopping motivation in traditional marketing context, using partial and complete approaches. There are two large categories of motivations: utilitarian and hedonic (Babin *et al.*, 1994).

In online context, motivation is still being explored, and very few remarkable attempts were made by Indian researcher; none of them has highlighted the utilitarian motivation extensively in online context (Singh, 2014; Sahney *et al.*, 2013; Khare and Rakesh, 2011). Utilitarian motivation is functional, goal-orientated behaviour (Childers *et al.*, 2001) which orient the consumer towards obtaining economic, rational or extrinsic benefits (Martinez-Lopez *et al.*, 2014), and it reflects the task-related value of a shopping experience (Overby and Lee, 2006). Utilitarian motivations regarded Internet shopping as a mission-oriented and rational shopping experience. The main motive of the customers who perceive utilitarian shopping motivation in their shopping is to procure the product or to give priority to complete the shopping task (Babin *et al.*, 1994; Batra and Ahtola, 1991).



Two major categories of shopping motivations, i.e. hedonic and utilitarian motivation, are not equally rated in different cultures (e.g., Turkey and British culture), as posited by Sakarya and Soyer (2013). Chinese consumers are more hedonically oriented (Zhang *et al.*, 2007), while the Dutch internet users are more likely to do online shopping due to utilitarian orientation (Delafruez *et al.*, 2009). In the Indian context, it became necessary to understand the utilitarian motivation that consumers seek while using internet as an alternate means for online shopping. In other words, the retailers and managers should be aware about the individual's motive for online shopping.

While going through the literature available on online shopping, authors realised that the substantial work has been done on shopping motivation. But very few studies measured the utilitarian perspective of shopping motivation, and these studies were conducted in developed market context. Therefore, a gap exists to measure utilitarian perspective for shopping motivation, especially in the Indian context. Under this study, the researcher has gone through the critical review and identified the variable related to utilitarian motivations in online shopping. In the first attempt of data analysis, an exploratory factor analysis (EFA) was used to know utilitarian motivation factors in online shopping. Then, confirmatory factor analysis (CFA) was applied in order to validate the explored factored defining utilitarian motivations in online shopping. The explored utilitarian factors will contribute in the theory of shopping motivation and also provide valuable inputs to e-retailers in the Indian market. Finally, the findings of the research provide managerial implications to e-retailer to increase the features of online websites and to increase the chances of converting visitors in potential buyers. The outcome of the research will also help the e-retailers in developing strategies to increase the traffic at their shopping portal. The research then discusses the possible directions for future research.

Literature review

Shopping motivation and online shopping

Studies conducted on shopping motivation are focused on motivational factors in traditional shopping context, such as anticipated utility, role enactment, negotiation, choice optimisation, affiliation, power and authority, stimulation, hedonic and utilitarian, adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, value shopping, confused by over choice, high-quality seeking, brand consciousness and brand loyalty (e.g. Mehta *et al.*, 2013; Anning-Dorson *et al.*, 2013; Cardoso and Pinto, 2010; Patel and Sharma, 2009; Wagner, 2007; Jamal *et al.*, 2006; Martin and Turley, 2004; Arnold and Reynolds, 2003; Wakefield and Baker, 1998; Roy, 1994; Babin *et al.*, 1994; Batra and Ahtola, 1991; Langrehr, 1991; Westbrook and Black, 1985; Holbrook and Hirschman, 1982). Some of the important studies about the motivational factors particularly in online shopping context are conducted by Akbar and James (2014), Upadhyay and Kaur (2013), Liu *et al.* (2013), Sahney *et al.* (2013), Yusta and Newell (2011), To *et al.* (2007), Rohm and Swaminathan (2004), Brown *et al.* (2003), Childers *et al.* (2001), Fenech and O'Cass (2001), and Suki (2001).

One of among these online studies, Suki (2001), identified a group of motivation factors (accessibility, reliability, convenience, distribution, socialisation, searchability, and availability) and another group of concern factors (privacy, reluctance to change, quality, security, trust, connection speed, payment, non-disclosure of complete product information). Moreover, Akbar and James (2014) revealed the following nine critical factors: price, refund, convenience, auction websites, promotion, brand, search engines, security and online shopping malls. These factors can lead internet users to shop online. However, To *et al.* (2007) proposed that online shoppers have both utilitarian and hedonic shopping motivations. Recently, Sameti *et al.* (2016) showed that for a customer who buys online, user-friendliness (usability) is one of the influencing factors for the selection of commercial

websites, while the other factors are pricing, products and services' brand. On the other hand, Lee and Overby (2004) found different types of internet shopping values (e.g. utilitarian and experiential values) which positively affect customer satisfaction and lead to heightened loyalty. More specific, utilitarian value includes price saving, service excellence, time saving, and selection. Rohm and Swaminathan (2004) posited a typology on online consumers which was based on consumer shopping motivation, namely, convenience shoppers, variety seekers, balanced buyers, store-oriented shoppers. The typology revealed by Rohm and Swaminathan (2004) was mainly based on the following factors: online convenience, physical store orientation, information, and variety seeking. A study conducted in the Indian context by Gehrt *et al.* (2012) revealed three segments which are as follows: value singularity, quality at any price, and reputation/recreation. These segments were revealed based on customer shopping orientation. On the basis of shopping orientation, customers were different towards shopping online, and they prefer different website attributes that have distinct shopping orientation. Value singularity shoppers were positively motivated by value-driven forces, while quality at any price shoppers were only positively motivated by the quality and convenience orientated. On the other hand, reputation/recreation-oriented shoppers enjoyed evaluating the products on the said parameter. Sahney *et al.* (2013) explored the critical motivational factors in online railway reservation which were as follows: convenience-based pragmatic motivation, search and information based pragmatic motivation, time and efforts-based pragmatic motivation, economic motivation, product motivation, service excellence motivation, demographic motivation, social and exogenous motivation and situational motivation. These factors influence online buying decision of people. Online shopping motivations with the e-store attribute are the important measure to understand the shopper typology (Ganesh *et al.*, 2010). Generally, the above discussed studies in online shopping context represent the two-fold benefits, i.e. functional and utilitarian, that consumers derived out from the shopping experience. Therefore, further exploration is required to know the utilitarian motivation for online shopping in the Indian context.

Utilitarian motivation and online shopping

Previous research revealed that online shopping or shopping over internet is mostly driven by utilitarian motivation (Delafrooz *et al.*, 2009; Verhoef and Langerak, 2001; Morganosky and Cude, 2000; Keeney, 1999). Utilitarian shoppers or online shoppers perceive greater benefits in online shopping as compared to store (Harris *et al.*, 2017; Al-Debei *et al.*, 2015; Sarkar, 2011). Seeking the utilitarian benefits leads customer to evaluate the store characteristics like product assortment, information quality and after-sales services (Koo *et al.*, 2008). Martinez-Lopez *et al.* (2014) revealed the nine utilitarian motivations from a sample of internet users which are as follows: assortment, convenience, economy, availability of information, adaptability/customization, payment services, desire for control, anonymity and the absence of social interaction. Utilitarian shoppers shop online based on rational necessity which is related to a specific goal and they look for efficient, rational, and deliberate online shopping experience (Delafrooz *et al.*, 2009; Monsuwe *et al.*, 2004; Wolfenbarger and Gilly, 2001; Kim and Shim, 2002; Babin *et al.*, 1994; Overby and Lee, 2006). Shoppers like to get more information in online shopping (Shim *et al.*, 2001). Moreover, shoppers seek for clear information about security and service, time saving, convenience, security and delivery on time (Upadhyay and Kaur, 2013) and no crowd of people (Zuroni and Goh, 2012), which all are the important factors for online shopping. Moreover, people use online shopping because of convenience, cost saving, availability of information, information search and product selection (Santos and Ribeiro, 2012; Delafrooz *et al.*, 2009; To *et al.*, 2007; Overby and Lee, 2006; Forsythe *et al.*, 2006; Wolfenbarger and Gilly, 2001). Shoppers exhibit a high propensity to shop online and mainly focus on information search

(To *et al.*, 2007). Easy search is the main motivation to the shopper in online shopping (Punjand and Moore, 2009). Online shopping encourages shopper to spend more time online for information search. Utilitarian motivation has more influence on search intention or browsing than hedonic in the online shopping context (To *et al.*, 2007). According to Demangeot and Broderick (2007), exploratory potential (visual impact, context familiarity, site-use, understanding, marketer informativeness, non-marketer informativeness suggestions offering) and sense-making potential (intuitiveness, screen clarity, content relevance, links reliance) in online shopping environment bring a utilitarian value that leads to intention to revisit the site. Further, exploratory potential plays a central role in mediating the relationship between sense-making potential and involvement in online shopping environment. Internet is the display platform of goods and it is a kind of virtual space where customers can learn all the information of goods to make a purchase decision.

Customization of product search constructs a utilitarian motivation in the online shopping context. Wolfenbarger and Gilly (2001) focused on utilitarian motive and identified attributes that facilitate goal-oriented shopping, including convenience, accessibility, selection, availability of information and lack of sociality. Utilitarianism is strongly present in online shopping and it is also valuable in leading to customer satisfaction (Scarpi, 2012). Moving further on satisfaction in online shopping, customers are more satisfied due to high utilitarian value, such as good value for money, convenience, broad selection and availability, information availability, lack of sociability, customised products or service to its customer (Deng *et al.*, 2010; Bridges and Florsheim, 2008; To *et al.*, 2007). In adopting online shopping, convenience has been an important principle of motivation of customer inclination. Jiang *et al.* (2013) revealed five dimensions of online shopping convenience which are as follows: access, search, evaluation, transaction, and possession/post-purchase convenience. According to Yusta and Newell (2011) and Verhoef and Langerak (2001), convenience is a motivational driver in online shopping. Kumar and Thakur (2016) found that information search and convenience are the two important motivation factors in online shopping. Further, online shopping convenience is reflected in shorter time with less energy spent, including low transportation cost, less crowded and queues than real markets, unlimited time and space (Alreck *et al.*, 2009; Chiang and Dholakia, 2003; Morganosky and Cude, 2000). Avoidance of queues is also the cause of preference for online shopping (Karayanni, 2003). Rose *et al.* (2011) indicated three main differences between online consumer experience and offline consumer experience: personal contact, information provision, and time period for interactions. Kaur and Quareshi (2015) considered product information as a major reason for shopping online. The information would be directly relevant to the shopper's task of finding (Walther, 1992). A study conducted in French context by Rolland and Freeman (2010) revealed that labelled ease of use and information content are the key user value. The online shoppers tend to value the online shopping due to the availability of shopping on a 24-hour basis and time efficiency (Karayanni, 2003). The pattern of (24 × 7) hours shopping and the convenience of shopping at home are the most compelling motivations in online shopping (Swaminathan *et al.*, 1999) (Table I).

Research methodology

Participant's demographic profile and procedures

In this study, only those respondents are considered who regularly use and browse internet to shop online (Yusta and Newell, 2011; Close and Kinney, 2010; Soopramanien and Robertson, 2007; Suki, 2001). Data for this study were collected from Sagar, a city in Central India through a structured questionnaire. A link of survey questionnaires was developed on Google docs and then sent to conveniently selected online shoppers. The online shoppers were students from postgraduate and PhD programme and faculty and executive officer of

| Authors (year) | Purpose of the study | In context of | Findings |
|-----------------------------|---|--|---|
| Wolfmarger and Gilly (2001) | To understand consumer motivation for online shopping and to identify attributes that facilitate goal-oriented online shopping, including accessibility/convenience, selection, information availability and lack of unwanted sociality | California (USA) | Online Shopping substantially increased the sense of freedom and control as compared to offline shopping |
| Lee and Overby (2004) | To identify two types of online shopping values, i.e. utilitarian and experiential value, and their effect on customer satisfaction and loyalty | USA | Internet shopping appeals to various types of values such as utilitarian and experiential shopping values. These values positively affect customer's satisfaction in online shopping which leads to loyalty |
| Overby and Lee (2006) | To examine the relevancy of value dimensions for online shopping and the relationship between value dimensions, preference towards the Internet retailer and intention | USA | Utilitarian value is more strongly related than hedonic value to customer preferences towards the Internet retailer and intention |
| To <i>et al.</i> (2007) | Investigate the internet shopping motivations from both utilitarian and hedonic perspectives and differential effects of these motivations on both search intention and purchase intention | Taiwan | Shopping frequency can play a moderating role between value and preferences |
| Koo <i>et al.</i> (2008) | The purpose of this study is to investigate the motivational effects of personal values on benefits, attributes, and re-patronage intention in the context of online shopping. | Korea | Dual motivations, i.e. utilitarian and hedonic motivation, are the strongest predictor of intention to search and intention to purchase. Utilitarian motivation is influenced by convenience, cost saving, information availability, and selection |
| Khare <i>et al.</i> (2010) | To examine the relationship between innovativeness/novelty-seeking behaviour of Indian youth and their online shopping behaviour | Universities in the Northern region of India | A personal value of self-actualisation produces motivation to seek only utilitarian benefits. Both hedonic and utilitarian benefits lead customers to evaluate certain attributes of online stores, such as visual design, product assortment, information quality, and after-sales service |
| | | | Youth is interested in online shopping because of latest information about product and services, convenience and flexibility |

(continued)

Utilitarian perspective of online shopping

Table I.
Review of research on utilitarian motivation in online shopping in international vs Indian context

Table I.

| Authors (year) | Purpose of the study | In context of | Findings |
|-------------------------------------|---|---|---|
| Rishi (2010) | To find out motivators and decisional influencers of online shopping | Indian Youth population who use internet to buy online | Reliability, accessibility and convenience are the major motivator factors to motivate the Indian consumer to buy online |
| Chao <i>et al.</i> (2011) | Examining the utilitarian, hedonic and social/psychological factors that directly or indirectly influenced consumer's continuance intention in the context of online shopping | South-western University in the US | In the post-purchase stage, utilitarian factors play a more important role than hedonic factors in predicting customer online repurchase intention |
| Sarkar (2011) | To investigate how individual buyer's perceived benefits and risks in e-shopping are influenced by his or her perceived utilitarian or hedonic shopping values | Adult customers of computer game parlours located in various cities across India. | Customers with high utilitarian shopping values perceive greater benefits (saving their time and cost) in online shopping |
| Khare and Rakesh (2011) | To understand Indian students' intention to purchase through online shopping websites | Students studying in Indian Universities | Indian students' intention to purchase online is influenced by utilitarian value, attitude toward online shopping, availability of information, and hedonic values |
| Ozen and Kodaz (2012) | Examine the roles of hedonic and utilitarian values in online shopping by comparing cross culturally the Turkish and US consumers | Cross culture Study (USA and Turkey) | Online shopping behaviours of Turkish and USA consumers differ according to their hedonic and utilitarian values. While Turkish consumers use online retailers to socialise with others, the USA people use online shopping for relaxation purposes |
| Sahney <i>et al.</i> (2013) | To explore the critical motivational factors that influence the online buying decision of people, and to establish their causal impact | India | All the critical motivational constructs were found to have a significant impact on the intention of buyers of booking/purchasing railway ticket online in India |
| Singh (2014) | Examining Indian consumers' online shopping motivations, information search, and shopping intentions and reveal the relationship between online shopping motivations, information search, and shopping intentions | India | Hedonic and utilitarian motivations significantly affect online information search and shopping intentions |
| Martinez-Lopez <i>et al.</i> (2014) | To delimit the dimensional structure related to the utilitarian motivations for online consumption | Spain | Explore and validate the nine utilitarian motivations from a sample of internet users: assortment, convenience, economy, availability of information, adaptability/customization, payment services, desire for control, anonymity and absence of social interaction |

Dr Harisingh Gour Central University, Sagar, India. It was ensured that they regularly do online shopping. To make sure their frequency for online shopping, a question “how frequently you shop online” was asked in the study. Researchers in previous studies have established their study sample from the similar area (Peng *et al.*, 2016; Ozkisia and Topaloglua, 2016; Close and Kinney, 2010; Heijden *et al.*, 2003). As compared to traditional pencil-and-paper surveys, this technique of survey has a number of advantages, such as lower financial and coding time costs, fewer coding errors, and more privacy and convenience for respondents. To accomplish the objective, a survey was conducted among 250 respondents. A total of 190 questionnaires were returned, among which only seven questionnaires were incomplete. Therefore, finally 183 completely filled questionnaires were considered for statistical analysis. Since the extent of missing data was small, no patterns were observed, and the remaining sample was sufficiently large to apply a complete case approach. Of course, there may still have been a bias due to self-selection. Table II represents the demographic profile of respondents.

The response rate for the survey was 73.33 per cent. The respondents’ demographic profile reveals distinct differences, among which 51.37 per cent were male (85 single and

| Scale items within factor | Factor loading | Reliability (α) | % Variance (Cumulative % Variance) |
|---|----------------|--------------------------|------------------------------------|
| <i>Information available</i> | | | |
| All required information of the company is available on online shopping website | 0.757 | | |
| Complete information of the product is available on online shopping website | 0.709 | | |
| All warrantee & guarantee information clearly stated on website | 0.671 | 0.715 | 13.652 (13.652) |
| Product return information is clearly stated on websites | 0.623 | | |
| Customer care service information clearly stated on website | 0.526 | | |
| <i>Accessibility</i> | | | |
| Shopper can browse online shopping website for 24 hours and 365 days | 0.697 | | |
| It is easy for me to access wider information about the product in online shopping | 0.694 | | |
| It is easy to access fast and latest information in online shopping | 0.687 | 0.712 | 13.098 (26.750) |
| Online shopping is the cheaper source to access the product | 0.621 | | |
| <i>Product available</i> | | | |
| Products which are difficult to get in local market are easily available on online shopping portals | 0.713 | | |
| More varieties of products are available for selection in online shopping | 0.604 | | |
| Product prices clearly stated on online shopping website | 0.538 | 0.630 | 10.672 (37.446) |
| <i>Searchability</i> | | | |
| Online shopping is the best source to search information related to product or services | 0.686 | | |
| In online shopping, shoppers can search detailed information as they required | 0.622 | | |
| Online shopping is the reasonable source to get the product-related information | 0.569 | 0.569 | 9.947 (47.369) |
| <i>Convenience</i> | | | |
| There is no crowd of people on online shopping website | 0.866 | | |
| No hassle of queuing to counter for payment | 0.756 | 0.617 | 8.409 (55.778) |

Table II.
Exploratory factor analysis

9 married) and 48.63 per cent female (78 single and 11 married). Most of the respondents (57.61 per cent) were 21-30 years old and 35.33 per cent were up to 20 years old, 6.58 per cent were in the range of 31-40 and above 40 years. Also, there were dispersion of occupation with 66.93 per cent of students, 10.33 per cent govt. employees, 11.96 private employee and 8.70 per cent were self-employed. The most common education included undergraduate, graduate and post graduate.

Measurement items

A survey questionnaire was designed which consisted of two parts. First part consisted demographic profile of respondent which was developed to gather information related to age group, gender, income and occupation. First part included one question on "How frequently do you shopping online" which had opting options from "rarely, sometimes, often, to always". The second part consisted of the adapted items from the study of Suki (2001) and Close and Kinney (2010). The items were based on a five-point Likert-type scale ranging from 1 – strongly disagree to 5 – strongly agree. Before filling the questionnaire, questions were tested on a group of management students to know whether these questions are easy or complex in understanding. After that, some questions were modified and rearranged. At last, 19 scale items were finalised for the questionnaire.

Data analysis and results

EFA

A total of 19 items were used to measure the utilitarian motivation in online shopping in the Indian context. EFA with principal axis factoring and Varimax rotation with Eigen values were used to confirm the number of factors to extract (Hair *et al.*, 2015). The main purpose of the EFA was to confirm whether items are loaded correctly to the corresponding factors, as identified by previous studies (Khare *et al.*, 2010; Rishi, 2010; To *et al.*, 2007; Suki, 2001). However, this produced a five-factor solution that accounted for 55.778 per cent of the total variance and exhibited a KMO measure of sampling adequacy of 0.825 at 0.000 level of significant and χ^2 value of 892.220 with 171 degree of freedom. The value of sampling adequacy is higher than benchmark value of 0.5. Therefore, after inspecting the factor solution, item loadings and anti-image correlation matrix, a total of two items were deleted due to low loading (< 0.50). In order to quantify the scale reliabilities of the factors identified, Cronbach's α coefficients were computed. Two factors out of five passed the minimum level of α value 0.70, as recommended by Nunnally (1978), indicating acceptability and reliability of the scales; rest of the two factors crossed 0.60 and were close to 0.70. Therefore, the level of 0.60 can be used as the suggested level in exploratory research (Hair *et al.*, 2015, p. 125). Results of factor analysis together with the percentage of total variance for each of the factor and calculated Cronbach's α scores are reported in Table II. Labelling of the factor was done while considering similar items under one head. These factors or bunches of items were different from each other in their meaning or in terms of shopper's response.

In order to understand the relationship between frequency of shopping and factors identified through an EFA, an inter factor correlation with the frequency of shopping is established, as reported in Table III. All factors are correlated with the frequency of shopping at $P < 0.01$ significant level.

CFA

CFA is used to validate measurement model for utilitarian perspective in online shopping. The model comprises of five factors. It depicts bunch of variables associated with respective factors, error variance associated with each variable and co-variance between the factors.

| | Frequency of online shopping | Information available | Accessibility | Product available | Searchability | Convenience |
|---------------------------------|---------------------------------|--------------------------|---------------|----------------------|---------------|-------------|
| Frequency of online shopping | 1 | | | | | |
| Information available | 0.376** | 1 | | | | |
| Accessibility | 0.392** | 0.358** | 1 | | | |
| Product available | 0.343** | 0.434** | 0.432** | 1 | | |
| Searchability | 0.443** | 0.345** | 0.179* | 0.248** | 1 | |
| Convenience | 0.358** | 0.295** | 0.376** | 0.504** | 0.246** | 1 |

Note: *, **Significant at the 0.05 and 0.01 levels (two-tailed)

Table III.
Factor correlation
output

The model was subjected to a confirmatory test in the form of CFA. In order to further test the validity of the measures used in the study, CFA using Amos was conducted (Byrne, 2010). A measurement model was set to have five factors (latent variables). Each item was prescribed to be loaded on one specific latent variable. A completely standardised solution produced by Amos using maximum likelihood method showed that all of the 19 items loaded on their corresponding factors, confirming the unidimensionality of the constructs and providing strong empirical evidence of their validity. The t (CR) values for the loadings demonstrated adequate convergent validity. The resulting measurement model provided an adequate fit to the data ($\chi^2 = 190.478$, $p = 0.000$, degrees of freedom (df) = 125, Goodness of Fit Index (GFI) = 0.900, Adjusted Goodness-of-Fit Index (AGFI) = 0.863, Comparative-Fit-Index (CFI) = 0.908, RMR = 0.059, Incremental Fit Index (IFI) = 0.911, Root-Mean-Square Error of Approximation (RMSEA) = 0.054), which made it suitable for the study.

The validity of measurement model in CFA can be accessed through convergent validity and discriminant validity. Convergent validity was tested using the composite reliability (CR) and a value more than 0.6 indicated that they had a good construct reliability and all items loaded strongly. The standardized factor loading and CR are quite satisfactory (Fornell and Larcker, 1981). All the parameters in the study are feasible and standard errors are also reasonable. Statistical significance of parameters estimates is established as test-statistic in each case was greater than 1.96 (see, Tables IV-VI).

Discussion

Beyond other investigated predictors, information available, accessibility, product availability, searchability and convenience are strong motivation factors towards online shopping. This study explores five utilitarian motivation factors, namely, information available, accessibility, product availability, searchability and convenience to be important factors that affect online shopping in India. The most contributing factor in this study is information available. Information is the most important aspect of any decision-making process, whether it is engaging the customers in browsing or force them to buy the product or service. Availability of adequate information on a website (Close and Kinney, 2010; Shim *et al.*, 2001) may convert the browsing into buying. The information related to company and product is important to customers (Kaur and Quareshi, 2015) and for customer support services. Moreover, it enables the shoppers to gather information about products without the necessity of placing the items of interest (Close and Kinney, 2010). Additionally, clearly stated information about warranty & guarantee or product return on website motivates customer towards online shopping (Upadhyay and Kaur, 2013). The second factor, i.e. accessibility, found in the study of Suki (2001), Wolfenbarger and Gilly (2001) and Rishi (2010), revealed that Indian internet user can access product at any time (24 hours \times 7 days),

| Construct with scale items | Composite reliability (CR) | Standardise factor loading |
|---|----------------------------|----------------------------|
| <i>Information available</i> | 0.754 | |
| All required information of the company is available on online shopping website | | 0.628 |
| Complete information of the product is available on online shopping website | | 0.715 |
| All warrantee & guarantee information clearly stated on website | | 0.569 |
| Product return information is clearly stated on website | | 0.548 |
| Customer care service information clearly stated on website | | 0.616 |
| <i>Accessibility</i> | 0.747 | |
| Shopper can browse online shopping website for 24 hours and 365 days | | 0.695 |
| It is easy for me to access wider information about the product in online shopping | | 0.657 |
| It is easy to access fast & latest information in online shopping | | 0.496 |
| Online shopping is the cheaper source to access the product | | 0.480 |
| <i>Product availability</i> | 0.650 | |
| Products which are difficult to get in local market are easily available on online shopping portals | | 0.553 |
| More varieties of products are available for selection in online shopping | | 0.531 |
| Product prices clearly stated on online shopping website | | 0.761 |
| <i>Searchability</i> | 0.570 | |
| Online shopping is the best source to search information related to product or services | | 0.454 |
| In online shopping, shoppers can search detailed information as they required | | 0.620 |
| Online shopping is the reasonable source to search product-related information | | 0.594 |
| <i>Convenience</i> | 0.653 | |
| There is no crowd of people on online shopping website | | 0.850 |
| No hassle of queuing to counter for payment | | 0.525 |

Table IV.
Psychometric properties of measures

| | Estimate | SE | CR | P |
|-----------------|----------|-------|-------|-------|
| AVL5 ← INFAVL | 1.000 | | | |
| AVL3 ← INFAVL | 0.923 | 0.159 | 5.802 | *** |
| AVL3 ← INFAVL | 0.857 | 0.144 | 5.968 | *** |
| AVL2 ← INFAVL | 1.157 | 0.167 | 6.929 | *** |
| AVL1 ← INFAVL | 1.063 | 0.166 | 6.406 | *** |
| ACS4 ← ACS | 1.000 | | | |
| ACS3 ← ACS | 1.127 | 0.247 | 4.569 | *** |
| ACS2 ← ACS | 1.396 | 0.265 | 5.268 | *** |
| ACS1 ← ACS | 1.456 | 0.271 | 5.378 | *** |
| PAVL3 ← PRODAVL | 1.000 | | | |
| PAVL2 ← PRODAVL | 0.712 | 0.117 | 6.102 | *** |
| PAVL1 ← PRODAVL | 0.800 | 0.127 | 6.322 | *** |
| SRCH3 ← SRCH | 1.000 | | | |
| SRCH2 ← SRCH | 0.888 | 0.160 | 5.563 | *** |
| SRCH1 ← SRCH | 0.736 | 0.161 | 4.557 | *** |
| CON2 ← CON | 1.000 | | | |
| CON1 ← CON | 0.636 | 0.197 | 3.221 | 0.001 |

Table V.
Parameter estimates – regression weights

Note: ***Significantly different from zero at the 0.001 level (two-tailed)

| | Estimate | SE | CR | P | Utilitarian perspective of online shopping |
|------------------|----------|-------|-------|-------|--|
| INFAVL ↔ ACS | 0.131 | 0.037 | 3.506 | *** | |
| INFAVL ↔ PRODAVL | 0.224 | 0.050 | 4.450 | *** | |
| INFAVL ↔ SRCH | 0.168 | 0.046 | 3.636 | *** | |
| INFAVL ↔ CON | 0.248 | 0.065 | 3.808 | *** | |
| ACS ↔ PRODAVL | 0.179 | 0.043 | 4.191 | *** | |
| ACS ↔ SRCH | 0.130 | 0.037 | 3.512 | *** | |
| ACS ↔ CON | 0.109 | 0.045 | 2.429 | 0.015 | |
| PRODAVL ↔ SRCH | 0.285 | 0.055 | 5.143 | *** | |
| PRODAVL ↔ CON | 0.198 | 0.063 | 3.152 | 0.002 | |
| SRCH ↔ CON | 0.168 | 0.060 | 2.814 | 0.005 | |

Note: **Significantly different from zero at the 0.001 level (two-tailed)

Table VI.
Parameter estimates – covariances

seeks wider information about the product and also needs fast and latest information. Indian shoppers consider online shopping as a cheaper source to access the products sold by the e-retailers globally. Without the constraints of location, the consumer can access wider market and varieties of products. Customer can shop at different locations and in 24 × 7 hours format (Monswue *et al.*, 2004; Yoon, 2002). Next factor is “product availability” that accounts for 10.672 per cent variance. A product that is not available in the local market but available online motivates customers to shop online (Liu *et al.*, 2013). The factors like availability of product with more variety, clearly stated payment options and detailed information increase the confidence of shoppers on a shopping site. Online shopping portals usually display information about product price with or without offers, discount if available, cash on delivery, options of partial payment or equated monthly instalment (EMI) facility. The fourth explored factor is “searchability”. Searchability engages the customer on shopping website for a long time if their desired requirement is available (e.g. detailed customised information about product). Shoppers may gain the ability to search a product and to gather detailed information without taking up the sales person’s time and involvement. Shoppers choose shopping online as it is a reasonable source which includes product-related information. Like Wolfenbarger and Gilly (2001), Martinez-Lopez *et al.* (2014) and Suki (2001), this study also confirmed that convenience motive is an important utilitarian motive in online shopping for Indian shoppers. As there is neither hassle of queuing to counter for payment nor the existence of crowd like in conventional stores.

Managerial implications and future research

The findings of this study predict strong implications for e-retailers. The website for E-retailing should be designed in such a way that it provides high utilitarian shopping values and greater perceived benefits to its customers. The purpose of this study is to further explore and validate the utilitarian perspective in the Indian context. Online customers are more utilitarian oriented (Overby and Lee, 2006; Liu and Forsythe, 2010) and this tendency is far more in frequent shoppers. In this study, it is confirmed that frequent online shoppers are more utilitarian oriented than the occasional visitors. By offering more utilitarian value, online retailers strengthen their claim to be the preferred shopping site. After breaking utilitarian factor into the sub factor, such as information available, accessibility, product availability, searchability and convenience, more insights about online shopping came out. Information, which is being considered a moderate factor, emerged as the prime factor in this study. Information whether related to product description or in the form of customer feedback gives an additional edge to the online shopping. The way of presenting information and information depth give a customer confidence to rely on E-commerce site. Visitors who came on site just to get information or to update themselves,

if received appropriate information, the chances of their purchase and to revisit the site became high. Information available in the form of user-generated content, i.e. review, is another important dimension of information which makes customers buy, recommend and revisit. The success of the online channel largely depends on its distinctiveness as a platform for diffusion of information.

E-retailers provide utilitarian benefits to their customers by saving their search time. While making purchase, customers want quick customise and convenient search option. If these options are clubbed with the flexibility in time and place, i.e. accessibility to shopping in 24×7 hours at any convenient place, then online retailers become more utilitarian. Having a number of products listed on E-commerce site and quick and customizable search not only save the time of search but also increase the chances of placing order. India has a complex market structure; the markets in metropolitan cities are far different from the market of other India cities. Online retailers are filling this gap. By offering global and local products at a single platform, with round the clock access, online retailers are having a sharp edge over their conventional counterparts. It is further filling the product's availability gap, which the Indian customers residing in non-metro cities and semi urban localities were awaiting. However, the utilitarian perspective of online shopping is equally important for shoppers living in metro cities as they derive a different utility from these sites. Shoppers from metro cities find online retailer a best option to avoid traffic and to save time while shopping through conventional channel. Strategies while considering the identified and validated utilitarian factors in India context may give an added advantage over the competitors to the online retailers.

The researcher further suggests that the appropriate mix of identified factors (Information available, accessibility, product availability, serchability, and Convenience) may help online retailers to increase traffic at online shopping portals. Still a large section of Indian society does not rely on E-commerce channel; however, smart phone, internet and E-commerce mobile application are changing the scenario. Customers who usually buy through conventional channel are seeking information about product's price online, exploring features which are briefly explained at E-commerce portal and even do comparison of different brands at E-commerce portal. This is somehow leading their interest towards online shopping. Therefore, e-retailers should ensure that they are offering adequate utilitarian values to their prospective shoppers by adding advance information, customise search, and easy access. E-commerce website's feature like respond timing on various networks, compatibility on different platforms to display product and information, and updating products and product-related information in advance will give online customer a feel of staying ahead of conventional shoppers. They want to grab each opportunity first whether it is discounts, sale or the new launch.

This study identified only five utilitarian motivation factors of online shopping and confirmed these factors through CFA in the Indian context. A further investigation may be carried out to understand the various other factors which affect online shopping behaviour. Research may be conducted in other demographic and socioeconomic segment, i.e. on Women, low-income group, different buyers group or shoppers of selected E-commerce portal.

References

- Akbar, S. and James, P.T. (2014), "Consumers' attitude towards online shopping factors influencing employees of crazy domains to shop online", *Journal of Management and Marketing Research*, Vol. 14 No. 3, pp. 1-11.
- Al-Debei, M.M., Akroush, M.N. and Ashouri, M.I. (2015), "Consumer attitudes towards online shopping: the effects of trust, perceived benefits, and perceived web quality", *Internet Research*, Vol. 25 No. 5, pp. 707-733.

- Alreck, P.L., DiBartolo, G.R., Diriker, M., Dover, H.F., Passyn, K.A. and Settle, R.B. (2009), "Time pressure, time saving and online shopping: exploring a contradiction", *The Journal of Applied Business Research*, Vol. 25 No. 5, pp. 85-92.
- Anning-Dorson, T., Kastner, A. and Mahmoud, M.A. (2013), "Investigation into mall visitation motivation and demographic idiosyncrasies in Ghana", *Management Science Letters*, Vol. 3 No. 2, pp. 367-384.
- Arnold, M.J. and Reynold, K.E. (2003), "Hedonic shopping motivations", *Journal of Retailing*, Vol. 79 No. 2, pp. 1-20.
- Babin, B.J., Darden, W.R. and Griffin, M. (1994), "Work and/or fun: measuring hedonic and utilitarian shopping value", *Journal of Consumer Research*, Vol. 20 No. 4, pp. 644-656.
- Batra, R. and Ahtola, O. (1991), "Measuring the hedonic and utilitarian sources of consumer attitude", *Marketing Letters*, Vol. 2 No. 2, pp. 159-170.
- Bridges, E. and Florsheim, R. (2008), "Hedonic and utilitarian shopping goals: the online experience", *Journal of Business Research*, Vol. 61 No. 4, pp. 309-314.
- Brown, M., Pope, N.K.L. and Voges, K. (2003), "Buying or browsing? an exploration of shopping orientation and online purchase intention", *European Journal of Marketing*, Vol. 37 Nos 11/12, pp. 1666-1684.
- Byrne, B.M. (2010), *Structural Equation Modeling with AMOS*, Taylor & Francis Group, New York, NY.
- Cardoso, R.P. and Pinto, S.C. (2010), "Hedonic and utilitarian shopping motivations among Portuguese young adult consumers", *International Journal of Retail & Distribution Management*, Vol. 38 No. 7, pp. 538-558.
- Chao, W., Prybutok, V.R. and Xu, C. (2011), "An integrated model for customer online repurchase intention", *Journal of Computer Information Systems*, Vol. 52 No. 1, pp. 14-23.
- Chiang, K.P. and Dholakia, R.R. (2003), "Factors driving consumer intention to shop online: an empirical investigation", *Journal of Consumer Psychology*, Vol. 13 Nos 1/2, pp. 177-183.
- Childers, T., Carr, C., Peck, J. and Carson, S. (2001), "Hedonic and utilitarian motivations for online retail shopping behaviour", *Journal of Retailing*, Vol. 77 No. 4, pp. 511-535.
- Close, A.G. and Kinney, M.K. (2010), "Beyond buying: motivations behind consumer's online shopping cart use", *Journal of Business Research*, Vol. 63 Nos 9/10, pp. 986-992.
- Delafrooz, N., Paim, L.H., Haron, S.A., Sidin, S.M. and Khatibi, A. (2009), "Factors affecting students' attitude toward online", *African Journal of Business Management*, Vol. 3 No. 5, pp. 200-209.
- Demangeot, C. and Broderick, A.J. (2007), "Conceptualising consumer behaviour in online shopping environments", *International Journal of Retail & Distribution Management*, Vol. 35 No. 11, pp. 878-894.
- Deng, Z.H., Lu, Y.B., Wei, K.K. and Zhang, J.L. (2010), "Understanding customer satisfaction and loyalty: an empirical study of mobile instant message in China", *International Journal of Information Management*, Vol. 30 No. 4, pp. 289-300.
- Fenech, T. and O'Cass, A. (2001), "Internet user's adoption of web retailing: user and product dimensions", *Journal of Product & Brand Management*, Vol. 10 No. 6, pp. 361-381.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Forsythe, S., Liu, C., Shannon, D. and Gardner, L.C. (2006), "Development of a scale to measure the perceived benefits and risks of online shopping", *Interactive Marketing*, Vol. 20 No. 2, pp. 55-75.
- Ganesh, J., Reynolds, K.E., Luckett, M. and Pomirleanu, N. (2010), "Online shopper motivations, and e-store attributes: an examination of online patronage behavior and shopper typologies", *Journal of Retailing*, Vol. 86 No. 1, pp. 106-115.
- Gehrt, K.C., Rajan, M.N., Shainesh, G., Czerwinski, D. and O'Brien, M. (2012), "Emergence of online shopping in India: shopping orientation segments", *International Journal of Retail & Distribution Management*, Vol. 40 No. 10, pp. 742-758.

- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2015), *Multivariate Data Analysis*, 7th ed., Pearson, New Delhi.
- Harris, P., Riley, F.D., Riley, D. and Hand, C. (2017), "Online and store patronage: a typology of grocery shoppers", *International Journal of Retail & Distribution Management*, Vol. 45 No. 4, pp. 419-445.
- Heijden, H.V.D., Verhagen, T. and Creemers, M. (2003), "Understanding online purchase intentions: contributions from technology and trust perspectives", *European Journal of Information Systems*, Vol. 12 No. 1, pp. 41-48.
- Holbrook, M.B. and Hirschman, E.C. (1982), "The experiential aspects of consumption: consumer fantasies, feelings and fun", *Journal of Consumer Research*, Vol. 9 No. 2, pp. 132-140.
- Jamal, A., Davies, F., Chudry, F. and Al-Marri, M. (2006), "Profiling consumers: a study of Qatari consumers' shopping motivations", *Journal of Retailing and Consumer Services*, Vol. 13 No. 1, pp. 67-80.
- Jiang, L., Yang, Z. and Jun, M. (2013), "Measuring consumer perceptions of online shopping convenience", *Journal of Service Management*, Vol. 24 No. 2, pp. 191-214.
- Karayanni, D.A. (2003), "Web-shoppers and non-shoppers: compatibility, relative advantage and demographics", *European Business Review*, Vol. 15 No. 3, pp. 141-152.
- Kaur, G. and Quareshi, T.K. (2015), "Factors obstructing intentions to trust and purchase products online", *Asia Pacific Journal of Marketing and Logistics*, Vol. 27 No. 5, pp. 758-783.
- Keeney, R.L. (1999), "The value of internet commerce to the consumer", *Management Science*, Vol. 45 No. 4, pp. 533-542.
- Khare, A. and Rakesh, S. (2011), "Antecedents of online shopping behaviour in Indian: an examination", *Journal of Internet Commerce*, Vol. 10 No. 4, pp. 227-244.
- Khare, A., Singh, S. and Khare, A. (2010), "Innovativeness/novelty-seeking behaviour as determinants of online shopping behaviour among Indian youth", *Journal of Internet Commerce*, Vol. 9 No. 3, pp. 164-185.
- Kim, Y.M. and Shim, K.Y. (2002), "The influence of Internet shopping mall characteristics and user traits on purchase intent", *Irish Marketing Review*, Vol. 15 No. 2, pp. 25-34.
- Koo, D.M., Kim, J.J. and Lee, S.H. (2008), "Personal values as underlying motives of shopping online", *Asia Pacific Journal of Marketing and Logistics*, Vol. 20 No. 2, pp. 156-173.
- Kumar, A. and Thakur, Y.S. (2016), "Beyond buying to shoppers: motivation towards online shopping", *BVIMSR's Journal of Management Research*, Vol. 8 No. 1, pp. 31-36.
- Langrehr, F.W. (1991), "Retail shopping mall semiotics and hedonic consumption", *Advances in Consumer Research*, Vol. 18, pp. 428-433.
- Lee, E. and Overby, J.W. (2004), "Creating value for online shoppers: implications for satisfaction and loyalty", *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behaviour*, Vol. 17 No. 1, pp. 54-67.
- Liu, C. and Forsythe, S. (2010), "Sustaining online shopping: moderating role of online shopping motives", *Journal of Internet Commerce*, Vol. 9 No. 2, pp. 83-103.
- Liu, X., Burns, A.C. and Hou, Y. (2013), "Comparing online and in-store shopping behaviour towards luxury goods", *International Journal of Retail & Distribution Management*, Vol. 41 Nos 11/12, pp. 885-900.
- Martin, C.A. and Turley, L.W. (2004), "Malls and consumption motivation: an exploratory examination of older generation y consumers", *International Journal of Retail & Distribution Management*, Vol. 32 No. 10, pp. 464-475.
- Martinez-Lopez, F.J., Cintia Pla-Garcia, C., Gazquez-Abadd, J.C. and Rodriguez-Ardura, I. (2014), "Utilitarian motivation in online consumption: dimensional structure and scales", *Electronic Commerce Research and Applications*, Vol. 13 No. 3, pp. 188-204.
- Mehta, R., Sharma, N.K. and Swami, S. (2013), "A typology of Indian hypermarket shoppers based on shopping motivation", *International Journal of Retail & Distribution Management*, Vol. 42 No. 1, pp. 40-55.

- Monsuwe, T.P., Dellaert, B.G.C. and Ruyter, K.D. (2004), "What drives consumers to shop online? A literature review", *International Journal of Service Industry Management*, Vol. 15 No. 1, pp. 102-121.
- Morganosky, M.A. and Cude, B. (2000), "Consumer response to online grocery shopping", *International Journal of Retail & Distribution Management*, Vol. 28 No. 1, pp. 17-26.
- Nunnally, J.C. (1978), *Psychometric Theory*, 2nd ed., McGraw-Hill, New York, NY.
- Overby, J.W. and Lee, E. (2006), "The effects of utilitarian and hedonic online shopping value on consumer preference and intention", *Journal of Business Research*, Vol. 59 Nos 10/11, pp. 1160-1166.
- Ozen, H. and Kodaz, N. (2012), "Utilitarian or hedonic? A cross cultural study in online shopping", *Organizations and Markets in Emerging Economies*, Vol. 2 No. 6, pp. 80-90.
- Ozkisia, H. and Topaloglu, M. (2016), "Identifying college students' feelings and thoughts about online shopping", *Procedia Economics and Finance*, Vol. 39, pp. 17-23.
- Patel, V. and Sharma, M. (2009), "Consumers' motivations to shop in shopping malls: a study of Indian shoppers", *Advances in Consumer Research*, Vol. 9, pp. 285-290.
- Peng, L., Liao, O., Wang, X. and He, X. (2016), "Factors affecting female user information adoption: an empirical investigation on fashion shopping guide websites", *Electronic Commerce Research*, Vol. 16 No. 2, pp. 145-169.
- Punjand, G. and Moore, R. (2009), "Information search and consideration set formation in a web-based store environment", *Journal of Business Reviews*, Vol. 62 No. 6, pp. 644-650.
- Rishi, B. (2010), "Motivators and decisional influencers of online shopping", *International Journal of Business Innovation and Research*, Vol. 4 No. 3, pp. 195-209.
- Rohm, A.J. and Swaminathan, V. (2004), "A typology of online shoppers based on shopping motivations", *Journal of Business Research*, Vol. 57 No. 7, pp. 748-757.
- Rolland, S. and Freeman, I. (2010), "A new measure of e-service quality in France", *International Journal of Retail & Distribution Management*, Vol. 8 No. 7, pp. 97-117.
- Rose, S., Hair, N. and Clark, M. (2011), "Online customer experience: a review of the business to consumer online purchase context", *International Journal of Management Reviews*, Vol. 13 No. 1, pp. 24-39.
- Roy, A. (1994), "Correlates of mall visit frequencies", *Journal of Retailing*, Vol. 70 No. 2, pp. 139-161.
- Sahney, S., Ghosh, K. and Shrivastava, A. (2013), "Buyer's motivation' for online buying: an empirical case of railway e-ticketing in Indian context", *Journal of Asia Business Studies*, Vol. 8 No. 1, pp. 43-64.
- Sakarya, S. and Soyer, N. (2013), "Cultural differences in online shopping behaviour: Turkey and the United Kingdom", *International Journal of Electronic Commerce Studies*, Vol. 4 No. 2, pp. 213-238.
- Sameti, A., Khalili, H. and Sheybani, H. (2016), "Analysing motivational factors influencing selection of commercial websites by consumer in the ecommerce (B2C)", *International Journal of Electronic Marketing and Retailing*, Vol. 7 No. 1, pp. 39-65.
- Santos, J.F. and Ribeiro, J.C. (2012), "The Portuguese online wine buying consumer: characteristics, motivations and behaviour", *Euro Med Journal of Business*, Vol. 7 No. 3, pp. 294-311.
- Sarkar, A. (2011), "Impact of utilitarian and hedonic shopping values on individual's perceived benefits and risks in online shopping", *International Management Review*, Vol. 7 No. 1, pp. 58-65.
- Scarpi, D. (2012), "Work and fun on the internet: the effects of utilitarianism and hedonism online", *Journal of Interactive Marketing*, Vol. 26 No. 1, pp. 53-67.
- Shim, S., Eastlick, M., Lotz, S.L. and Warrington, P. (2001), "An online pre-purchase intentions model: the role of intention to search", *Journal of Retailing*, Vol. 77 No. 3, pp. 397-416.

- Singh, D.P. (2014), "Online shopping motivation, information search and shopping intention in emerging economy", *The East Asian Journal of Business Management*, Vol. 4 No. 3, pp. 5-12.
- Soopramanien, D.G.R. and Robertson, A. (2007), "Adoption and usage of online shopping: an empirical analysis of the characteristics of 'buyers' 'browsers' and 'non-internet shoppers'", *Journal of Retailing and Consumer Services*, Vol. 14 No. 1, pp. 73-82.
- Suki, N.B.M. (2001), "Malaysian internet user's motivation and concerns for shopping online", *Malaysian Journal of Library & Information Science*, Vol. 6 No. 2, pp. 21-33.
- Swaminathan, V., Lepkowska-White, E. and Rao, B.P. (1999), "Browsers or buyers in cyberspace? an investigation of factors influencing likelihood of electronic exchange", *Journal of Computer Mediated Communication*, Vol. 5 No. 2.
- To, P.L., Lia, C. and Lin, T.H. (2007), "Shopping motivations on internet: a study based on utilitarian and hedonic value", *Technovation*, Vol. 27 No. 12, pp. 774-787.
- Upadhyay, P. and Kaur, J. (2013), "Analysis of online shopping behavior of customer in Kota city", *International Journal in Multidisciplinary and Academic Research*, Vol. 2 No. 1, pp. 1-28.
- Verhoef, P.C. and Langerak, F. (2001), "Possible determinants of consumers' adoption of electronic grocery shopping in the Netherland", *Journal of Retailing and Consumer Services*, Vol. 8 No. 5, pp. 275-285.
- Wagner, T. (2007), "Shopping motivation revised: a means-end chain analytical perspective", *International Journal of Retail & Distribution Management*, Vol. 35 No. 7, pp. 569-582.
- Wakefield, K.L. and Baker, J. (1998), "Excitement at the mall: determinants and effects on shopping response", *Journal of Retailing*, Vol. 74 No. 4, pp. 515-539.
- Walther, J.B. (1992), "Interpersonal effects in computer mediated interaction: a relational perspective", *Communication Research*, Vol. 19 No. 1, pp. 52-90.
- Westbrook, R.A. and Black, W.C. (1985), "A motivation-based shopper typology", *Journal of Retailing*, Vol. 61 No. 1, pp. 78-103.
- Wolfingbarger, M. and Gilly, M. (2001), "Shopping online for freedom, control, and fun", *California Management Review*, Vol. 43 No. 2, pp. 34-56.
- Yoon, S.J. (2002), "The antecedents and consequences of trust in online purchase decisions", *Journal of Interactive Marketing*, Vol. 16 No. 2, pp. 47-63.
- Yusta, A.I. and Newell, S.J. (2011), "Consumer beliefs and motivations that influence repeat online purchases", *International Journal of Electronic Marketing and Retailing*, Vol. 4 No. 4, pp. 270-292.
- Zhang, X., Prybutok, V.C. and Strutton, D. (2007), "Modeling influences on impulse purchasing behaviors during online marketing transactions", *Journal of Marketing Theory and Practices*, Vol. 15 No. 1, pp. 79-89.
- Zuroni, M.J. and Goh, H.L. (2012), "Factors influencing consumers' attitude towards e-commerce purchases through online shopping", *International Journal of Humanities and Social Science*, Vol. 2 No. 4, pp. 223-230.

Further reading

- Browne, G.J., Durrent, J.R. and Wetherbe, J.C. (2004), "Consumer reactions towards clicks and bricks: investigating buying behaviour on-line and at stores", *Behaviour & Information Technology*, Vol. 23 No. 3, pp. 237-245.
- Dholakia, R.R. (1999), "Going shopping: key determinants of shopping behaviors and motivations", *International Journal of Retail & Distribution Management*, Vol. 27 No. 4, pp. 154-165.

About the authors

Ajay Kumar is a PhD Scholar in the Department of Business Management at Dr Hari Singh Gour Central University, India. He is at the initial stage in academic. He holds a Degree of MBA Marketing & Finance, and currently pursuing PhD in Retailing. He published journal articles and attended

many seminars, conferences and workshops. His areas of interest are marketing, retailing, consumer behaviour and online shopping behaviour. Ajay Kumar is the corresponding author and can be contacted at: ajayschlr@gmail.com

Dr Anil Kumar Kashyap is an Assistant Professor at Dr Hari Singh Gour Central University, India. He worked with many institutions including IIM A, NIFT, Gujarat University, University of Lucknow, etc. He holds a Degree of MBA Marketing and a PhD Degree in Business Administration from the University of Lucknow. He published journal articles, book chapters and attended many seminars, conferences and workshops. Dr Kashyap works in diverse area of management and his areas of interest are consumer behaviour, E-commerce, computer and IT applications in management, entrepreneurship and global practices affecting business scenario.

Utilitarian
perspective
of online
shopping

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgrouppublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com