

## The Effect of Hedonic Consumption Trend on Product Decisions in Online Shopping

Yakup Durmaz<sup>1\*</sup>, Zeynep Özgüner<sup>2</sup>, Serpil Özkan<sup>3</sup>

<sup>1</sup>Associate prof. Dr., Hasan Kalyoncu University, Faculty of Economics Administrative, Turkey

<sup>2</sup>Assistant prof. Dr., Hasan Kalyoncu University, Faculty of Economics Administrative, Turkey

<sup>3</sup>Hasan Kalyoncu University, Master Student, Turkey

**\*Corresponding Author:** Yakup Durmaz, Hasan Kalyoncu University, Faculty of Economics Administrative, Turkey

### ABSTRACT

The aim of this study is to investigate the effect of hedonic consumption tendency on product decisions in online shopping. Research A face-to-face survey was conducted with 100 female consumers in Turkey. The questions were prepared according to a 5-point Likert scale and the findings were analyzed with SPSS. When the findings are examined, it is seen that the correlation between hedonic and utilitarian shopping tendencies towards internet shopping in women is positive and very high. Accordingly, it can be said that hedonic and utilitarian shopping tendencies towards internet shopping increase and decrease together. In addition, it has been determined that the correlation of purchase intention with hedonic and utilitarian shopping tendencies towards internet shopping is positive and very high. Accordingly, it can be said that when the hedonic and utilitarian shopping tendencies towards internet shopping increase, the purchase intention also increases.

**Keywords:** Hedonism, Recreational Shopping, Planned Shopping, Hedonic Shopping, Informational Shopping

### INTRODUCTION

Consumption takes place in a different dimension than meeting the basic needs of individuals to advance their lives at this time. A few of the main reasons for this high tendency of individuals to consume are new service areas and products that are showing a rapid rise. Purchasing and consumer behavior of individuals are affected by many different factors. A few of these items are; psychological effects, socio-cultural determinants, demographic parameters, situational effects and effects of marketing efforts. These parameters affect the number of times consumers spend making a decision while purchasing and enable them to show a specific behavior accordingly. Two-dimensional consumer behavior is mentioned at the stage of purchasing products and services of consumers:

1. Emotional (hedonic) satisfaction from sensory characteristics, Operational (non-sensory, with a variety of connected consequences and

meanings) results-oriented, pragmatist attitudes.

When a product is sold, different elements other than the functional returns of that product are also sold together. When buying a product, the customer considers his feelings about that product, its compatibility with his lifestyle, and also what it means to him. In the purchasing process, consumers are under the influence of both utility and pleasure-oriented feelings. Services and products have turned into a means of happiness for hedonistic consumers in the global world. Over time, obtaining these products has become the aim of enjoying life for these consumers. Instead of the need for consumption to meet the needs, societies have increasingly become consumer societies. Individuals care about aesthetic satisfaction, symbolic meanings and making them happy in the hedonic shopping situation of the products they own. Consumers believe that the more they shop, the happier they will be. In utilitarian shopping, the consumer gives more importance to the performance, functionality, quality and performance of the products and services to be purchased. During

shopping, these types of consumers are under the influence of the thought of how much benefit this service or product will provide after using it.

A better understanding of hedonism in consumption will be achieved through research conducted according to different hedonic characteristics of individuals, taking into account that hedonic consumption is not a one-dimensional concept. It is important to determine these characteristics, which provide awareness in consumption from generation to generation and differentiate over time, in terms of decision-making method in marketing. In particular, the fact that hedonism is an important factor in shopping and the determination of the characteristics of hedonic consumption values that differ according to generations indicate their importance in this context. The aim of this study is to reveal the role of hedonic trends in product decisions in online shopping.

### LITERATURE REVIEW

#### Definition of Online Shopping

In recent years, with the rapid spread of information technologies and computers, there have been significant changes in consumer communities and companies. As a result of the rapid development of computer and communication technologies, the internet has become an active part of human life. The first internet browser was used in 1990, and to this date, the use of the internet for commercial purposes has also accelerated. With e-commerce, which has grown significantly today, new shopping opportunities have emerged that can change the shopping habits of societies. Online shopping over the Internet has become a phenomenon that consumers frequently use and demand. As a result, companies have adapted to this change and turned to new activities (Turan, 2008, p. 723). Online shopping behavior describes the process of purchasing products or services over the Internet. This process consists of five steps associated with traditional shopping behavior. The general online shopping process begins with the potential customer identifying the service or product they need and searching for information on the internet. However, it should be noted that most consumers sometimes pay attention to new information about the product they need or are looking for, rather than actively seeking information. The potential customer then evaluates the

alternatives and chooses the most suitable service or product for his needs. As a result, the sales process is realized and the after-sales service stage is started (Kaya, 2002, p. 3). Studies have shown that the most common internet activity after sending e-mails and surfing the internet is online shopping. When evaluated within the scope of the interaction between the seller and the buyer, the use of the internet for purchasing behavior is a very radical change. The Pew Internet and American Life projects (2006) revealed that 73% of Americans used the internet in 2006 and 70% of adult internet users shopped online in 2005. Online shopping is an activity that, in addition to purchasing services or products, includes activities such as researching product information, communicating with other consumers and retailers, accessing online retailers, and choosing payment options. For this reason, online shopping has become one of the most important online activities today (Saydan, 2008, p. 388). Consumers can quickly buy products or services that they do not plan to buy over the internet by making sudden decisions. Although online marketing techniques are still in development, it is known that 10% of online consumers in the world make their shopping as a result of instant decisions. Although online retailing and shopping is widespread and gaining momentum today, it can still be viewed with distrust by consumers. Therefore, in addition to online shopping, traditional shopping continues today. Transportation fees are one of the issues that bother consumers who shop online. Transport charges are high due to past issues. Many consumers cancel their online shopping carts due to high handling fees. Despite the reaction of online consumers to price differences and high transportation fees, the number of online consumers is increasing day by day. However, an increase is observed in the variety of services and products purchased by these consumers (Enginkaya, 2006, p. 12). Online shopping is more free compared to shopping in the physical environment. None of the constraints in physical stores exist in online shopping. Online consumers also do not feel compelled to buy. Thus, a high level of personalization has come into question in online shopping. In addition, navigating physical stores can take a lot of effort, while online stores can be effortlessly navigated using just a computer mouse and keyboard. It is possible to visit

many websites and shop in a short time (Enginkaya, 2006, p. 12).

### Classification of Online Shopping

With the increase in the frequency of use of shopping over the Internet, research on this subject has also increased. The behavior of potential customers during online shopping helps to obtain very important information for marketing areas. Factor groups in a comprehensive study conducted in 2007 were the shopping strategies of online shopping strategies for brand, price, quality and convenient virtual environment; unplanned shopping for entertainment; revealed that they were divided into four groups as learning shopping strategy and hedonic shopping (Kenneth, Onzo, & Fujita, 2007, s. 167). This study shows that the consumer community can browse the internet for any purpose and make a preliminary research about a product that they think will meet their needs in the internet environment without planning.

### Entertainment Shopping

On the basis of unplanned shopping, there is the understanding of transferring the consumer control mechanism to attractive products and realizing the desires as much as possible. It is possible to say that the motivation of this movement is the freedom created in the inner world of the individual and the desire of the individual not to be bound by the behaviors expected from him. In order for a shopping move to be considered "unplanned", it must meet two main conditions. The first is that the purchase was made completely unplanned, without prior thought and without considering other options. The other condition is the emotional reactions that occur after the sale. The emotions felt most intensely after the impulse buying behavior are pleasure and excitement. The impulse to buy, which leads to the conclusion of the buying action, occurs before these feelings. However, a feeling of regret can often arise after the purchase. This feeling is often accompanied by the thought that money is being spent unnecessarily. (Dittmar, et al., 1995, p. 255) .

### Planned Shopping

The act of making researches in accordance with the needs, evaluating various alternatives and relying on the decisions taken based on them constitutes planned shopping. The purchasing decision is divided into three

groups according to the effort spent by the consumer during the purchase process. These are routine, routine problem solving; extended, comprehensive problem resolution and limited problem resolution (Aydın, 2005, p. 64). Consumer participation rate in routine problem solving is low. It is a solution that often results in the purchase of a frequently purchased, low-priced product, and a choice is made between similar product classes. The consumer who buys such products keeps the thought process short and does not require serious research or examination. Consumer decisions regarding extended, comprehensive problem resolution are made for products that are relatively higher-priced, require more detailed thought and review, and are purchased less frequently. The consumer keeps the research process long and makes his final decision after this choice. The limited understanding of problem-solving is in a sense in the middle of these two different decision-making behaviors. The situation varies depending on the size of the decision required by the product. The resource usage required by the purchased product will also increase the amount of information to be used. In a period when technology is highly developed and almost everything can be found on the internet, it is certain that consumers will benefit from the resources on the internet both in problem-solving and in obtaining preliminary information. However, if the customer is satisfied with the virtual market, he or she will be able to create a brand addiction to that market.

### Hedonic Shopping

According to the thought of hedonism, the meaning of life is a pleasure. While this thought defines pleasure as peace, it expresses that the events that give happiness and pleasure to the individual are good; All events that cause sadness and pain are considered bad. What is expressed with the concept of hedonic shopping is that the individual enjoys the consumption movement and creates a link between the world of feeling and emotion and the product.

### Informational Shopping

In addition to bringing money and power to individuals, knowledge can also act as a means of satisfaction. In addition to accessing information, doing this before other individuals also create satisfaction. Thanks to the large, continuous and always open internet network, individuals can easily access the

information they want. The information produced can be easily protected and shared globally in the internet environment. However, the consumer also needs to act on various assumptions while evaluating the alternatives in his own purchasing process. In this process, reaching the maximum level of benefit and knowledge is only possible with the effective use of internet tools. At this stage, it should not be forgotten that the quality of the information in the internet environment and the quality of the user interface have an important place in the level of information and satisfaction of the consumer. Content and information providing activity are divided into two as product and service information for virtual stores. While the features of the product, comments and evaluation reports of users who have used the product are within the scope of product information, service information includes subjects such as order, delivery, promotion, information, and membership. In order to increase the quality of product and service information, the site should be relevant, up-to-date, sufficient, compatible, understandable, consistent and interesting(Kenneth, et al., 2007, pp. 168-180).

### Definition of Hedonism

The concept of "pleasure" in the dictionary of social sciences is defined as the feeling of satisfaction provided as a result of fulfilling any desire and achieving the desired result (Demir & Acar, 2002, p. 189). From this point of view, it would be appropriate to say that pleasure-seeking largely guides the consumption movement. "Hedonism", on the other hand, is a philosophical view in which pleasure is absolutely good, the main purpose of human life is put forward as getting pleasure, the result of all activities should be designed to give pleasure, and always tending to pleasure and indulging in hedonism are seen as the most correct behavior.(Demir & Acar, 2002, p. 189) . In other words, hedonism is "the pursuit of pleasure, where enjoyment is the highest good; A lifestyle doctrine dedicated to the pursuit of pleasure. Similarly, concepts such as fantasy, provocation, entertainment and pleasure are used to explain hedonic experiences. According to the understanding of hedonism, while emotions come spontaneously, unlimited dreams and individual dreams occur independently of others (Hopkinson & Pujari, 1999, p. 273).

In the literature, hedonism has traditionally been examined in two separate groups as psychological and philosophical. Philosophical hedonism argues that maximizing pleasure is a goal and reality desired by every individual. The individual carries out his efforts in this direction. Motivation plays an important role in the explanation of psychological hedonism. However, there is also the problem of incompatibility between the two types of hedonism. For example, it is stated that pleasure is desired as a single goal and at the same time this is a good thing(Odabaşı, 1999, pp. 79-80). From this point of view, it is possible to say that the post-modern consumer is also a pleasure seeker and the sense of pleasure-seeking guides their purchasing behavior. Hedonism helps individuals achieve certain qualities such as self-expression or social standing in contemporary life (Odabaşı, 2004, p. 123). In this respect, hedonism is an understanding in which the connection between the consumer and the product or brand is realized not emotionally, but emotionally. In this case, it is possible to say that product-related fantasies and mental images come to the fore in hedonic consumption. In the same vein, it can be said that the reasons for hedonic shopping behaviors are generally factors such as seeking adventure and competition, gaining status, sharing common interests, and gaining social experiences(Erciş, et al., 2009, p. 14).

### Product Decisions in a Hedonic Perspective

Four important dimensions that the hedonic perspective brings to marketing Hirschman and Holbrook(1982) It is discussed. These emerged as emotional structure, product class, product use and individual difference.(Hirschman & Holbrook, 1982, pp. 94-99) .

Hirschman and Holbrook(1982, p. 94) argue that emotions play an important role in product decisions. Emotional desires are more prominent than utilitarian motives in product selection. For example; Sometimes strong emotions such as curiosity, hatred, love, and jealousy can get in the way of economic and rational decisions from time to time. In addition to its concrete features, products can also gain subjective meanings for consumers. In this way, the aesthetic or symbolic, abstract qualities of the product can be effective in determining the brand. The reason for this is

that consumers tend to care more about the aspects of the service or product that will provide them with pleasure, make them feel different emotions and excite them. For this reason, fantasies about various subjects come to the fore as the determinant of hedonic consumption.

To Hirschman and Holbrook(1982, p. 95) According to the various product classes, the difference between traditional consumer and hedonic consumption is formed. While traditional consumer research focuses on products that are frequently used in daily life such as detergents, cigarettes, white goods, and toothpaste, hedonic consumption research focuses on relatively less used products and services such as photography, cinema, painting, art, concerts, ballet, opera, and theater(Hirschman & Holbrook, 1982, p. 95). When evaluated from a hedonic point of view, there are some differences between these products(Hirschman & Holbrook, 1982, p. 96). These differences are:

1. There are arguments that products such as concerts, operas, and theater are more geared towards emotional needs compared to the products emphasized in traditional research.
2. Consumption of products addressed for hedonic research can lead to the formation of different and new emotional meanings in the minds of consumers.
3. The symbolic value of the product is at the forefront rather than the tangible features of the product in the desire to have the products considered for hedonic research.

Consumers develop hedonic behaviors towards products with use. For this reason, consumers also experience psychological experiences in product use from a hedonic point of view. In this way, two perspectives emerge. Accordingly, used products in a certain time period have a higher chance of being preferred because they provide more emotional arousal in the consumer. For example, events such as a football match, cinema or concert are experienced at a certain time, and along with this process, consumers get striking and deeply rooted emotional experiences. Later, the choice to experience the same experience is made according to these experiences and feelings. In addition, the consumer's capacity

to get emotional and imagine does not always remain the same. These hedonic energy changes are an important dynamic force that determines the use of the product (Hirschman & Holbrook, 1982, pp. 97-98).

The degree of hedonism can vary according to society, individual and situation.(Odabaşı, 1999, p. 82) . In other words, hedonic expectations, dreaming style, fantasies, status seeking, emotional pleasures and emotional reactions to the product differ from individual to individual. Social class, gender and ethnicity are the basis of these differences. This is because hedonic products lead to different fantasies and emotions in consumers depending on the subcultures they are a part of. Groups such as all religions, nationalities or races have a complex system in terms of dimensions, and all members of these groups develop someone who is a carrier of their traditions by socializing and educating themselves. For this reason, emotions and fantasies differ depending on the rate of encouragement of the individual in the subculture. For example, Catholic Italians and Jews do not hesitate to display their emotional expressions as per their norms, while Protestants avoid it(Hirschman & Holbrook, 1982, p. 99).

## METHODOLOGY

### Purpose, Sample and Scale of the Study

The aim of this research is to reveal the effect of hedonic consumption tendency on product decisions in online shopping. In the context of the purpose of the research, an analysis was made on the fashion sector. The sample of the research consists of 100 women residing in Gaziantep and shopping for fashion online.

The data to be used in the research were collected by the survey method. The created questionnaire consists of three parts. In the first part of the questionnaire, there are questions about the sociodemographic information of the participants. In the second part of the questionnaire, there are questions about the internet usage of the participants and their online shopping. In the third part of the questionnaire, utilitarian and hedonic shopping tendencies scales and purchase intention scales were used. The scales used are those of Tavukçu and Topuz (2018) from his study.

Utilitarian shopping tendencies were measured with 26 items, hedonic shopping tendencies with 20 items, and purchase intention with 4

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items. Items were created in a 5-point Likert type (1=I strongly disagree, 5=I strongly agree). There is no inverted item in the scales.

The obtained data were analyzed in the SPSS program. First of all, the findings about the sociodemographic information of the participants and their use of internet shopping were shown, and then the data obtained from the scales were shown with the descriptive

### RESULTS

#### Sociodemographic Information

**Table1.** Frequency Analysis Results on Sociodemographic Information

	Frequency	Percent
<b>marital status</b>		
single	54	54,0
The married	46	46,0
<b>Age</b>		
18-23 years old	21	21,0
24-29 years old	25	25,0
30-35 years old	14	14,0
Ages 36-41	21	21,0
42 years and older	19	19,0
<b>Educational status</b>		
High school and earlier graduate	53	53,0
Associate degree graduate	13	13,0
Bachelor's degree	34	34,0
<b>profession group</b>		
Officer	16	16,0
Private sector	15	15,0
Student	29	29,0
Other	40	40,0
<b>monthly personal income</b>		
1200 TL and below	30	30,0
1201-2400 TL	29	29,0
2401-3600 TL	24	24,0
3601 TL and above	17	17,0

When the frequency analysis results of sociodemographic information are examined, it is seen that 54% of the participants are single and 46% are married. 21% of the participants are between the ages of 18-23, 25% are between the ages of 24-29, 14% are between the ages of 30-35, 21% are between the ages of 36-41, and 19% are aged 42 and over. . While 53% of the participants are high school graduates and before, 13% are associate degree graduates and 34% are undergraduate graduates. While 16% of the participants work as civil servants, 15% work in the private sector, 29% are students and 40% work in other occupational groups. While the monthly personal income of 30% of the participants is 1200 TL or less, the monthly personal income of 29% is between 1201-2400 TL, the monthly personal income of 24% is between 2401-3600 TL, and the monthly personal income of 17% is 3601 TL. is above.

#### Information on Online Shopping

**Table2.** Frequency Analysis Results on Internet Usage

	Frequency	Percent
<b>How long have you been using the internet?</b>		
less than 1 year	7	7,0
between 2-5 years	32	32,0
between 6-9 years	28	28,0
10 years and above	33	33,0
<b>How many times have you shopped online in the last 3 months?</b>		

analysis method. Then, the relationship between research variables was examined with Pearson correlation analysis. In the remainder of the analysis, the relationships between the participants' sociodemographic information and internet shopping use and the research variables were examined with the independent sample t-test and one-way analysis of variance.

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1-2 times	31	31,0
3-6 times	30	30,0
7-9 times	15	15,0
10 times or more	24	24,0
<b>How much money did you spend on your online shopping in the last 3 months?</b>		
less than 300 TL	37	37,0
Between 301-900 TL	34	34,0
901 TL and above	29	29,0
<b>Which product or product groups did you last buy online?</b>		
Clothing and accessories	53	53,0
Food products	2	2,0
Electronic stuff	42	42,0
Personal care and cosmetic products	23	23,0
Magazine, Book, Music and Movie	2	2,0
Auto Accessories and Construction Market Hardware	6	6,0
Vacation, Travel and Transportation	7	7,0
Mom, Baby, Toy	11	11,0
White Goods and Kitchen	15	15,0
Home Decoration, Furniture and Garden Supplies	10	10,0
Health and Sports Products	22	22,0
Office and Stationery Supplies	12	12,0
Hobby and Gaming	46	46,0
Entertainment Activities	9	9,0

When the frequency analysis results regarding internet usage are examined, it is seen that 7% of the participants have been using the internet for less than 1 year, 32% have been using the internet for 2-5 years, 28% have been using the internet for 6-9 years, and 33% have been using the internet for more than 10 years. . While 31% of the participants stated that they shopped online 1-2 times in the last 3 months, 30% of them 3-6 times, 15% 7-9 times, 24% more than 10 times. stated that he did. While 37% of the participants stated that they spent less than 300 TL on their online shopping in

### Findings Regarding Variables

**Table3.** Descriptive Analysis Results Regarding Research Variables

	N	min.	Max.	Cover.	Std. Deflection	$\alpha$
<b>utilitarian shopping trends</b>	100	2,20	4,60	3,68	,67	,955
<b>hedonic shopping trends</b>	100	1,90	4,60	3,65	,72	,946
<b>purchase intention</b>	100	1,75	4,75	3,66	,81	,836

As a result of the descriptive analysis, the average score of the participants from the utilitarian shopping tendencies variable was  $3.68 \pm 0.67$ , the average score they got from the hedonic shopping tendencies variable was  $3.65 \pm 0.72$ , and the average score they got from the purchase intention variable was  $3.66 \pm 0$ . It was found to be .81.

The reliability levels of the scales used were analyzed. As a result of the analysis, the

the last 3 months, 34% stated that they spent between 301-900 TL and 29% stated that they spent more than 901 TL. . When the products purchased by the participants over the internet are examined, it is seen that clothing and accessories (53%) are mostly purchased, followed by hobby and games (46%) and electronic goods (42%). Food products (2%), magazines, books, music and movies (2%), and auto accessories and DIY market hardware (6%) are the products that the participants buy the least over the internet.

reliability coefficient (Cronbach's alpha) of the utilitarian shopping tendencies scale was found to be 0.955, the reliability coefficient of the hedonic shopping tendencies scale was found to be 0.946, and the reliability coefficient of the purchase intention scale was found to be 0.836. These values show that the scales used are highly reliable.

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**Table4.** Pearson Correlation Analysis Results for the Relationship between Research Variables

	A	B	C
<b>A- Utilitarian shopping tendencies</b>	1		
<b>B- Hedonic shopping trends</b>	,950*	1	
<b>C- Purchase intention</b>	,922*	,901*	1

\*  $p < .01$

According to the results of Pearson correlation analysis, a positive, significant and very strong correlation was found between utilitarian shopping tendencies and hedonic shopping tendencies, respectively,  $r = .950$ ,  $p < .01$ . Accordingly, when utilitarian shopping tendencies change positively, hedonic shopping tendencies also increase. In addition,

positive, significant and very strong correlations were found between purchase intention and utilitarian and hedonic shopping tendencies, respectively,  $r = .922$ ,  $.901$ ,  $p < .01$ . Accordingly, when utilitarian and hedonic shopping tendencies change positively, purchase intention also increases.

### Relationships Between Sociodemographic Information and Variables

**Table5.** Independent Sample T-Test Results Regarding the Relationship between Marital Status and Research Variables

	marital status	N	Cover.	SS	t	p
<b>utilitarian shopping trends</b>	single	54	3,81	,64	2,089	<b>,039</b>
	The married	46	3,53	,68		
<b>hedonic shopping trends</b>	single	54	3,76	,77	1,650	,102
	The married	46	3,53	,64		
<b>purchase intention</b>	single	54	3,82	,78	2,230	<b>,028</b>
	The married	46	3,47	,82		

According to the independent sample t-test results, no significant relationship was found between the marital status of the participants and their hedonic shopping tendencies,  $t = 1.650$ ,  $p > .05$ . On the other hand, significant relationships were found between the participants' marital status and their utilitarian

shopping tendencies and purchase intentions, respectively,  $t = 2.089$ ,  $2.230$ ,  $p < .05$ . Accordingly, it can be said that the utilitarian shopping tendencies and purchase intentions of the single participants are significantly higher than the married participants.

**Table6.** One-Way Analysis of Variance Results for the Relationship between Age and Research Variables

	Age	N	Cover.	SS	F	p
<b>utilitarian shopping trends</b>	18-23 years old	21	3,60	,58	3,047	<b>,021</b>
	24-29 years old	25	3,87	,74		
	30-35 years old	14	3,96	,42		
	Ages 36-41	21	3,31	,81		
	42 years and older	19	3,72	,50		
<b>hedonic shopping trends</b>	18-23 years old	21	3,54	,71	1,768	,142
	24-29 years old	25	3,81	,87		
	30-35 years old	14	3,90	,45		
	Ages 36-41	21	3,36	,79		
	42 years and older	19	3,72	,49		
<b>purchase intention</b>	18-23 years old	21	3,68	,60	1,446	,225
	24-29 years old	25	3,86	,96		
	30-35 years old	14	3,84	,55		
	Ages 36-41	21	3,33	,97		
	42 years and older	19	3,61	,74		

As a result of the one-way analysis of variance, no significant relationship was found between the age of the participants and their hedonic shopping tendencies and purchase intentions, respectively,  $F(4, 95) = 1.768$ ,  $1.446$ ,  $p > .05$ . On the other hand, a significant correlation was found between the age of the participants and their utilitarian shopping

tendencies,  $F(4, 95) = 3.047$ ,  $p < .05$ . Bonferroni Post-hoc test was used to determine between which groups the significant differences were found. According to the results, it is seen that the utilitarian shopping tendencies of the participants aged 24-35 are significantly higher than the participants aged 36-41.



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**Table7.** One-Way Analysis of Variance Results for the Relationship between Educational Status and Research Variables

	Educational status	N	Cover.	SS	F	p
utilitarian shopping trends	High school and earlier graduate	53	3,49	,76	4,954	,009
	Associate degree graduate	13	3,86	,40		
	Bachelor's degree	34	3,91	,50		
hedonic shopping trends	High school and earlier graduate	53	3,42	,84	6,520	,002
	Associate degree graduate	13	3,82	,41		
	Bachelor's degree	34	3,95	,46		
purchase intention	High school and earlier graduate	53	3,48	,92	3,134	,048
	Associate degree graduate	13	3,77	,50		
	Bachelor's degree	34	3,90	,67		

As a result of the one-way analysis of variance, significant relationships were found between the education levels of the participants and their utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions, respectively,  $F(2, 97) = 4.954, 6.520, 3.134, p < .05$ . Bonferroni Post-hoc test was used to determine between which

groups the significant differences were found. Accordingly, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the undergraduate graduates are significantly higher than the participants who have graduated from high school and before.

**Table8.** One-Way Analysis of Variance Results for the Relationship between Occupational Group and Research Variables

	profession group	N	Cover.	SS	F	p
utilitarian shopping trends	Officer	16	3,86	,38	2,773	,046
	Private sector	15	3,83	,79		
	Student	29	3,82	,62		
	Other	40	3,45	,71		
hedonic shopping trends	Officer	16	3,86	,39	2,727	,048
	Private sector	15	3,80	,77		
	Student	29	3,80	,74		
	Other	40	3,41	,74		
purchase intention	Officer	16	3,91	,52	5,398	,002
	Private sector	15	3,82	1,10		
	Student	29	3,96	,67		
	Other	40	3,29	,76		

As a result of the one-way analysis of variance, significant relationships were found between the occupations of the participants and their utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions, respectively,  $F(3, 96) = 2.773, 2.727, 5.398, p < .05$ . Bonferroni Post-hoc test was used to determine between which groups

the significant differences were found. Accordingly, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the civil servants and students are significantly higher than the participants with other professions other than civil servants, private sector and students.

**Table9.** One-Way Analysis of Variance Results on the Relationship between Monthly Personal Income and Research Variables

	monthly personal income	N	Cover.	SS	F	p
utilitarian shopping trends	1200 TL and below	30	3,77	,60	5,917	,001
	1201-2400 TL	29	3,29	,80		
	2401-3600 TL	24	3,99	,41		
	3601 TL and above	17	3,76	,58		
hedonic shopping trends	1200 TL and below	30	3,78	,61	7,603	,000
	1201-2400 TL	29	3,18	,89		
	2401-3600 TL	24	4,00	,40		

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<b>purchase intention</b>	3601 TL and above	17	3,75	,56	5,811	<b>,001</b>
	1200 TL and below	30	3,81	,76		
	1201-2400 TL	29	3,18	,90		
	2401-3600 TL	24	3,99	,40		
	3601 TL and above	17	3,75	,87		

As a result of the one-way analysis of variance, significant relationships were found between the monthly personal income of the participants and their utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions, respectively,  $F(3, 96) = 5,917, 7,603, 5,811, p < ,05$ . Bonferroni Post-hoc test was used to determine between which groups the significant differences were found. Accordingly, it is seen that the utilitarian shopping tendencies and purchasing intentions

of the participants whose monthly personal income is between 1201-2400 TL are significantly less than those whose monthly personal income is less than 1200 TL and between 2401-3600 TL. In addition, it is seen that the hedonic shopping tendencies and purchasing intentions of the participants whose monthly personal income is between 1201-2400 TL are significantly lower than those with a monthly personal income of less than 1200 TL and more than 2401 TL.

### Information on Online Shopping and Relationships between Variables

**Table10.** One-Way Analysis of Variance Results on the Relationship between Internet Usage Duration and Research Variables

	<b>Internet usage time</b>	<b>N</b>	<b>Cover.</b>	<b>SS</b>	<b>F</b>	<b>p</b>
<b>utilitarian shopping trends</b>	less than 1 year	7	3,83	,50	6,514	<b>,000</b>
	between 2-5 years	32	3,29	,80		
	between 6-9 years	28	3,81	,48		
	10 years and above	33	3,92	,56		
<b>hedonic shopping trends</b>	less than 1 year	7	3,59	,49	9,205	<b>,000</b>
	between 2-5 years	32	3,19	,77		
	between 6-9 years	28	3,79	,68		
	10 years and above	33	4,00	,49		
<b>purchase intention</b>	less than 1 year	7	3,64	,63	6,786	<b>,000</b>
	between 2-5 years	32	3,18	,88		
	between 6-9 years	28	3,96	,60		
	10 years and above	33	3,87	,75		

As a result of the one-way analysis of variance, significant relationships were found between the participants' internet usage time and their utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions, respectively,  $F(3, 96) = 6.514, 9.205, 6.786, p < .05$ . Bonferroni Post-hoc test was used to determine between which groups

the significant differences were found. According to this, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchasing intentions of the participants who have been using the Internet for 2-5 years are significantly less than the participants who have been using the Internet for more than 6 years.

**Table10.** One-Way Analysis of Variance Results on the Relationship between Number of Internet Shopping and Research Variables

	<b>Number of internet purchases</b>	<b>N</b>	<b>Cover.</b>	<b>SS</b>	<b>F</b>	<b>p</b>
<b>utilitarian shopping trends</b>	1-2 times	31	3,13	,70	17,907	<b>,000</b>
	3-6 times	30	3,76	,53		
	7-9 times	15	3,89	,55		
	10 times or more	24	4,17	,24		
<b>hedonic shopping trends</b>	1-2 times	31	3,05	,69	18,929	<b>,000</b>
	3-6 times	30	3,74	,71		
	7-9 times	15	3,87	,45		
	10 times or more	24	4,19	,18		
<b>purchase intention</b>	1-2 times	31	2,95	,79	17,770	<b>,000</b>
	3-6 times	30	3,87	,56		
	7-9 times	15	3,98	,91		
	10 times or more	24	4,11	,33		

As a result of the one-way analysis of variance, significant relationships were found

between the number of online purchases made by the participants in the last 3 months and

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their utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions, respectively,  $F(3, 96) = 17,907, 18,929, 17,770, p < ,05$ . Bonferroni Post-hoc test was used to determine between which groups the significant differences were found. Accordingly, it is seen that the utilitarian

**Table11.** One-Way Analysis of Variance Results on the Relationship between Money Spent on Internet Shopping and Research Variables

	Money spent on internet shopping	N	Cover.	SS	F	p
utilitarian shopping trends	less than 300 TL	37	3,32	,79	11,296	,000
	Between 301-900 TL	34	3,79	,50		
	901 TL and above	29	4,01	,44		
hedonic shopping trends	less than 300 TL	37	3,27	,81	11,091	,000
	Between 301-900 TL	34	3,77	,64		
	901 TL and above	29	4,01	,40		
purchase intention	less than 300 TL	37	3,19	,91	12,177	,000
	Between 301-900 TL	34	3,90	,73		
	901 TL and above	29	3,98	,40		

As a result of the one-way analysis of variance, significant relationships were found between the money spent by the participants in their online shopping in the last 3 months and their utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions, respectively,  $F(2, 97) = 11,296, 11,091, 12,177, p < ,05$ . Bonferroni Post-hoc test was used to determine between which groups the significant differences were found. Accordingly, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the participants who spent more than 300 TL on their online shopping in the last 3 months are significantly higher than those who spent less than 300 TL on their online shopping in the last 3 months.

### CONCLUSION

In this research, the reflection of hedonic and utilitarian tendencies in the consumer within the scope of product decisions in internet shopping has been examined. In the data obtained for this purpose, the hedonic and utilitarian shopping tendencies of women towards internet shopping as well as their purchasing intentions for internet shopping were examined. When the findings are examined, it is seen that the correlation between hedonic and utilitarian shopping tendencies towards internet shopping in women is positive and very high. Accordingly, it can be said that hedonic and utilitarian shopping tendencies towards internet shopping increase and decrease together. In addition, it has been determined that the correlation of

shopping tendencies, hedonic shopping tendencies and purchase intentions of the participants who have shopped online 1-2 times in the last 3 months are significantly less than the participants who have shopped online more than 2 times.

purchase intention with hedonic and utilitarian shopping tendencies towards internet shopping is positive and very high. Accordingly, it can be said that when the hedonic and utilitarian shopping tendencies towards internet shopping increase, the purchase intention also increases.

In addition, the relationship between women's sociodemographic information, their utilitarian-hedonic tendencies towards internet shopping and their purchase intentions were examined in the study. When the results are examined, it is seen that the utilitarian shopping tendencies and purchase intentions of the single participants are significantly higher than the married participants. In addition, it is seen that the utilitarian shopping tendencies of the participants aged 24-35 are significantly higher than the participants aged 36-41. In addition, it was found that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the undergraduate graduates were significantly higher than the participants who graduated from high school and before. When the results regarding the occupational groups are examined, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the civil servants and students are significantly higher than the participants with other occupations other than civil servants, private sector and students. In addition, it has been determined that the utilitarian shopping tendencies and purchasing intentions of the participants whose monthly personal income is between 1201-

2400 TL are significantly less than those whose monthly personal income is less than 1200 TL and between 2401-3600 TL. In addition, it is seen that the hedonic shopping tendencies and purchasing intentions of the participants whose monthly personal income is between 1201-2400 TL are significantly lower than those with a monthly personal income of less than 1200 TL and more than 2401 TL.

Finally, the relationship between women's internet usage information, their utilitarian-hedonic tendencies towards internet shopping and their purchasing intentions were examined in the study. When the results obtained are examined, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the participants who have been using the Internet for 2-5 years are significantly less than the participants who have been using the Internet for more than 6 years. In addition, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the participants who have shopped online 1-2 times in the last 3 months are significantly lower than the participants who have shopped online more than 2 times. Finally, it is seen that the utilitarian shopping tendencies, hedonic shopping tendencies and purchase intentions of the participants who spent more than 300 TL on their online shopping in the last 3 months are significantly higher than those who spent less than 300 TL on their online shopping in the last 3 months. .

When examined from the eyes of utilitarian and hedonic consumers in online shopping; the desire to achieve efficiency, the expectations of utilitarian consumers who want to be connected to the planned shopping from a website, explanation texts containing detailed information, affordable but quality, and convenience in payment and flow. The websites preferred by hedonistic consumers, on the other hand, should have fashion-related, prestigious and exclusive products and services that can create a platform they dream of, like and have a pleasant time. For such consumers, image is a very important factor. For this reason, businesses that sell hedonistic products such as clothes, vehicles, accessories, technological items that want to attract the attention of hedonistic consumers need to create a unique image that is special and

important. Businesses that design an image configuration such as product monitoring suitable for consumers and visual possibilities for the website, impressive service and strengthening an integrated marketing communication efforts can affect hedonistic and utilitarian consumers in this way and appeal to them more.

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