

THE EFFECT OF UTILITARIAN MOTIVATIONS IN ONLINE CONSUMPTION BEHAVIOR

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ABSTRACT: Online shopping has been a method in which consumers shop intensively, especially in the Covid-19 process. There are two main motivation motives in shaping the shopping behavior of consumers. The first is hedonic motivations and the other is utilitarian motives. In this study, it was investigated whether motivational impulses that direct consumers to online shopping vary according to their effect levels and demographic variables. For this purpose in Turkey online (online) was obtained as a poll carried out and 448 valid. As a result of the analyzes, it was observed that consumers participated in the proposals that they offer the most product variety and different payment opportunities. In age, profession and economic status assessment options; It was determined that there was no statistically significant difference between the averages of the utilitarian motivation dimensions. According to gender; convenience, adaptability and payment services; in terms of the level of education, the availability of information and payment services; In terms of monthly income level, there was a statistically significant difference in desire for control, lack of social interaction and privacy dimensions.

KEYWORDS: Online shopping, Utilitarian motivations, Consumer behavior

1. INTRODUCTION

Marketing is a war and the arena of this war is the mind of consumers. In the marketing war, two or more companies are fighting to gain control over customers. Marketing is the strategy and tactics used by a company to win the market war (Trout & Ries, 2007). Today, it is not easy for businesses to win this war. On the one hand, thanks to the developing technology, it is easier for consumers to access information, while on the other hand, the more conscious consumer profile is weakening the hand of businesses. Rapid proliferation of products and competitors means shortage of customers rather than scarcity of products. This is the biggest factor that makes customers king. Customers have the opportunity to choose more than ever before, especially thanks to the internet, they can have more information (Kotler, 2007: 34). Consumers make purchasing decisions every day, almost every hour. What the marketers try to do is to investigate what consumers make their purchasing decisions (Tekin, 2014: 97). Two main factors that influence the purchasing decisions; hedonic drives and utilitarian motivations.

In this study, the extent to which the utilitarian motivations in consumers' online shopping behaviors are investigated. In addition, it was analyzed whether the demographic characteristics of the consumers differed in the utilitarian motivation impulses.

LITERATURE AND THEORETICAL BACKGROUND

Some of the studies on the impact of utilitarian or hedonic motives related to online shopping are given below: Childers, et al. (2001) studied hedonic and utilitarian motivations for online retail shopping behavior. They pointed out that the immersive hedonic aspects of the new media and the more traditional utilitarian motivations are of different importance. In addition, they found that navigation, convenience and the ability of the electronic environment to personally inspect products are important determinants of online shopping attitudes. In their study, To et al. (2007), they examined internet shopping motivations from the utilitarian and hedonic perspective. They demonstrated that the motivation of utilitarianism is the determinant of the intent to search and buy. They also determined that hedonic motivation had a direct effect on search intent and indirect effect on purchase intent. In his study, O'Brien (2010) investigated the effect of hedonic and utilitarian motivations on user participation. As a result of the study, it was determined that the motivations of adventure shopping and success exchange affect user participation in the e-commerce environment. In his study, Sarkar (2011) investigated how the perceived benefits and risks of the buyer in e-shopping are affected by perceived utilitarian or hedonic shopping values. In his study, Doğrul (2012) examined the impact of utilitarian and hedonic motives in electronic shopping behavior. He stated that consumer perceptions include both hedonic and utilitarian

expectations. Consumers define some products as hedonic and others as more utilitarian shopping. Martínez-López, et al. (2014) examined the impact of utilitarian motivations in online shopping and developed a scale in this regard. In his study, Külter Demirgüneş (2016) examined the behavioral consequences of hedonic and utilitarian value perceptions in internet shopping. He found that hedonic and utilitarian value perceptions were significantly influential on e-loyalty and word of mouth communication. The perception of utilitarian value on e-loyalty and hedonic value perception in positive mouth-to-mouth communication. In addition, e-loyalty leads to positive word of mouth communication. Sezerer Albayrak (2017) examined the dimensions of utilitarian and hedonic consumption in the online shopping of students studying at state and foundation universities in his doctoral thesis study. As a result of the research, it has been stated that besides providing benefit-oriented products and services in private shopping sites, the pleasure / entertainment feeling that they provide to the customer during shopping is also an important factor. Irshad & Ahmad (2019) attempted to determine the impact of consumers' motivations on online purchasing intentions in the context of social media marketing in the Pakistani fashion industry. The results showed that utilitarian, hedonic and content personalization motivation had a significant impact on consumers' attitudes towards social media marketing. In their study, Koroğlu & Yıldız (2019) examined the effect of hedonic and utilitarian consumption on electronic marketing and purchasing behavior. They stated that hedonic and utilitarian consumption had positive effects on electronic marketing and purchasing behavior. They also concluded that electronic marketing has a positive effect on purchasing behavior. Rajan (2020) examined the effect of hedonic and utilitarian motivation on rational buying behavior in online shopping.

Consumer behavior is related to how a consumer purchases products. If explained broadly, consumer behavior reflects all of consumers' decisions regarding purchasing (Hoyer et al., 2013: 2). Consumer behavior is the entire process that occurs when they select, purchase, use or dispose of products, services, ideas or experiences to meet the needs and desires of individuals or groups (Solomon, 2011: 7). The consumer behavior field explores the processes that individuals, groups or businesses use to select, secure, use, and dispose of products, services, experiences or ideas, and their impact on the consumer and society (Mothersbaugh et al., 2016: 6). The main factor that drives consumers to buy is motivations. Motivation is affected by psychological tension caused by unmet needs. Consumers take actions to reduce the tensions they feel by meeting some of their needs. In this way, they think that the tension they live will also decrease under consciousness. Whether the satisfaction is really achieved depends on the course of the actions of the consumer afterwards (Schiffman and Wisenblit, 2015: 84). People need some elements necessary to sustain life such as food, water, air and shelter. These are biogenic needs. However, there are many other innate needs. Psychogenic needs are acquired while becoming a member of a particular culture. These include needs such as status, power, and membership. Psychogenic needs reflect the priorities of a culture, and their impact on behavior varies from environment to environment. When focusing on a utilitarian need, the objective, concrete qualities of the products are taken into account. An example of this is the calorie amount of a food or the durability of a pair of pants (Solomon, 2011: 132).

II. METHOD

Under this heading, the purpose of the research, the importance of the research, the scope of the research (universe and sample), data collection tools and method and the hypotheses of the research are included.

2.1. Purpose of the research

In this study; It is aimed to measure the perception of the participants regarding the impact of utilitarian motivations in online consumption expenditures.

Other purposes of the research can be listed as follows: i) To determine the demographic characteristics of the participants, ii) Identify relationships between demographic factors and the dimensions of utilitarian motivations.

2.2. The Importance of Research

Among the shopping expenses of the consumers, online consumption expenditures are of great importance. Consumers sometimes spend due to utilitarian and sometimes hedonic motivations. In this study, consumers living in Turkey, the impact of utilitarian motivations in online shopping spending impulses have been investigated. In this sense, the study will be an original study. In addition, this study, which examines what consumers pay attention during their online shopping spending, can be a guide for both marketing staff, business owners and managers, and other relevant stakeholders.

2.3. Scope of the Research (Universe and Sample)

In the research, it was aimed to determine the effect of utilitarian motivations on consumers' online shopping behaviors. To this end, consumers living in Turkey constitute the scope of the investigation. Is intended to identify the online shopping behavior, online surveys applied only to participants living in Turkey, yet face to

face surveys. It is seen that a valid sample size of 448 people can represent the universe (stack) applied within the constraints of accessibility, cost and time.

2.4. Data Collection Tools and Method

Firstly, a theoretical framework was determined by searching the literature. Then, the purpose and hypothesis of the research were determined and the universe and sample were determined.

While creating the sample frame; In line with the determinants such as the purpose of data collection, time and budget, it was decided to collect the data with easy sampling method which is not based on probability. The scale was prepared to be used in the questionnaire to be applied and pilot implementation was started. The main application was carried out to obtain the data to be used in the analysis by making validity and reliability analyzes of the obtained data. After the validity and reliability analysis of the data obtained from the main application was made, these data were analyzed. Finally, the findings obtained as a result of the analysis are presented in a report. In this research, online questionnaire was used as data collection method. While creating the questionnaire forms to be used in the research, national and international academic studies were examined and a final questionnaire form was prepared in line with the following information: For the survey form, a pilot study involving 50 people was conducted first, and after the necessary adaptations and reliability were ensured, the final questionnaire form consisting of 2 main sections was created. These sections are as follows: First part; It consists of 6 questions regarding the demographic information of the participants such as “gender”, “age”, “educational status”, “profession”, “monthly income”, “evaluation of the economic situation”. In the second part, the propositions created by using the utilitarian motivational scale developed by Martínez-López, et al. The propositions in the scale were translated into Turkish and explained in a way that the participants could understand. The prepared questionnaire was then delivered to consumers online. There are no invalid questionnaires in the questionnaire forms, as the necessary measures have been taken beforehand. A total of 448 questionnaires obtained were included in the analysis.

2.5. Research Questions, Hypotheses and Expected Results

Statistical hypotheses, in general, mean general statements about possible distributions of piles (Spiegel and Stephens, 1999: 216). Hypotheses mean to predict the main mass parameters in order to be able to decide and make the decision within a certain confidence interval. These assumptions can be true or false. Hypotheses, also called propositions, are called “zero hypothesis” and “counter-hypothesis”. Zero hypotheses are propositions stating that there is no difference between the parameter obtained from the sample and the default or known parameter of the main mass (Ercan, 2010: 249-250). The opposite hypothesis is an alternative to the null hypothesis (Çil, 2008: 214).

The basic and sub-hypotheses to be used in the research are listed below and are shown in Table 3.

Table 3. Sub Hypotheses Related to H1 Hypothesis

H1: According to demographic characteristics, there is a significant difference between participants' perceptions of the dimensions of utilitarian motivations in their online shopping.	Desire for control	Autonomy	Convenience	Assortment	Economy	Availability of information	Adaptability/customization	Payment services	Absence of social interaction	Anonymity
Gender	H _{1a1}	H _{1a2}	H _{1a3}	H _{1a4}	H _{1a5}	H _{1a6}	H _{1a7}	H _{1a8}	H _{1a9}	H _{1a10}
Age	H _{1b1}	H _{1b2}	H _{1b3}	H _{1b4}	H _{1b5}	H _{1b6}	H _{1b7}	H _{1b8}	H _{1b9}	H _{1b10}
Education Status	H _{1c1}	H _{1c2}	H _{1c3}	H _{1c4}	H _{1c5}	H _{1c6}	H _{1c7}	H _{1c8}	H _{1c9}	H _{1c10}
Profession	H _{1d1}	H _{1d2}	H _{1d3}	H _{1d4}	H _{1d5}	H _{1d6}	H _{1d7}	H _{1d8}	H _{1d9}	H _{1d10}
Income rate	H _{1e1}	H _{1e2}	H _{1e3}	H _{1e4}	H _{1e5}	H _{1e6}	H _{1e7}	H _{1e8}	H _{1e9}	H _{1e10}
Economic Situation Evaluation	H _{1f1}	H _{1f2}	H _{1f3}	H _{1f4}	H _{1f5}	H _{1f6}	H _{1f7}	H _{1f8}	H _{1f9}	H _{1f10}

H₁: According to demographic characteristics, there is a significant difference between participants' perceptions of the dimensions of utilitarian motivations in their online shopping.

H_{1a}: There is a significant difference in the mean of utilitarian motivation dimensions of gender differences from demographic characteristics. H_{1b}: There is a significant difference in the mean of utilitarian motivation dimensions of age differences from demographic characteristics. H_{1c}: There is a significant difference in the mean of utilitarian motivation dimensions of education status differences from demographic characteristics. H_{1d}: There is a significant difference in the mean of utilitarian motivation dimensions of profession differences from demographic characteristics. H_{1e}: There is a significant difference in the mean of utilitarian motivation dimensions of income rate differences from demographic characteristics. H_{1f}: There is a significant difference in the mean of utilitarian motivation dimensions of economic situation evaluation differences from demographic characteristics.

III. FINDINGS

This section contains the results of the analysis of the data obtained and the findings obtained from these analyzes.

3.1. Confirmatory Factor Analysis and Reliability Findings

In this section, factor analysis and reliability findings related to the scales used in the research are included.

The number of suggestions regarding the scale used in the research and the Cronbach's Alpha values are shown in Table 4.

Table 4. Reliability Statistics

Cronbach's Alpha	N of Items
,965	39

Cronbach's Alpha value calculated for the main application of the scale used in the study was found to be 0.968. This rate corresponds to its highly reliable range.

Reliability is determined by a calculated correlation coefficient (r), and this value ranges from 0 to 1. Approaching the value to 1 means increasing reliability. For the structural validity and confirmatory factor analysis of the question statements in the questionnaire used in the study, the suitability of the data was examined with the Kaiser Meyer Olkin coefficient and Bartlett Sphericity. The results obtained are as seen in Table 5.

Table 5. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,961
Approx. Chi-Square		13804,761
Bartlett's Test of Sphericity	Df	903
	Sig.	,000

3.2. Factor Analysis of Utilitarian Motivation Scale

factor loads of utilitarian motivation are shown in table 6.

Table 6. Factor Loads and Reliability

Pattern Matrix ^a											
Madde ve Kodları		Component									
		1	2	3	4	5	6	7	8	9	10
Availability of information	BK4	,722									
	BK5	,706									
	BK6	,679									
	BK1	,644									
	BK7	,610									
	BK2	,561									
	BK3	,551									
Absence of social interaction	SEY2		,919								
	SEY1		,874								
	SEY3		,644								
	SEY4		,435								
Economy	EKNM2			,789							
	EKNM1			,732							
	EKNM4			,520							
	EKNM5			,395							
	EKNM3			,386							
Kolaylık	KLYLK1				,756						
	KLYLK2				,714						
	KLYLK4				,641						
	KLYLK6				,639						
	KLYLK3				,615						
Desire for control	KA4:					,787					
	KA3					,673					

	KA5					,525				
	KA6					,412				
Anonymity	GZLLK3					,880				
	GZLLK1					,838				
	GZLLK2					,832				
Adaptability/customization	UÖ1					,768				
	UÖ3					-,700				
	UÖ2					-,682				
	UÖ4					-,543				
Autonomy	Ö1					,902				
	Ö2					,354				
Payment services	ÖDM2									-,332
	ÖDM1									-,306
Assortment	ÇŞT1									,474
	ÇŞT3									,473
	ÇŞT4									,412
Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization. a. Rotation converged in 31 iterations.										

3.2. Descriptive Findings Related to Variables

In this section, descriptive findings related to the variables used in the research are included.

3.2.1. Descriptive Findings Related to Demographic Variables

Demographic variables were subjected to frequency and percentage analyzes to evaluate the data. Demographic characteristics of the participants are shown in Table 7.

Table 7. Demographic Profile of the Participants

Gender	Frequency	%	Education Status	Frequency	%
Woman	210	46,9	Primary-Junior-High School	66	14,7
Male	238	53,1	Associate	86	19,2
TOTAL	448	100	Undergraduate	214	47,8
Age	Frequency	%	Postgraduate	82	18,3
20 and below	59	13,2	TOTAL	448	100
21-30	219	48,9	Profession	Frequency	%
31-40	97	21,7	Public Staff	179	40
41-50	49	10,9	Self-employment	11	2,5
51 and above	24	5,4	Private Sector Employee	43	9,6
TOTAL	448	100	Artisan	10	2,2
Income rate	Frequency	%	Retired	3	0,7
2000 TL and below	175	39,1	Housewife	22	4,9
Between 2001-3000 TL	32	7,1	Student	158	35,3
In the range of 3001-4000 TL	31	6,9	Unemployed	22	4,9
In the range of 4001-5000 TL	50	11,2	TOTAL	448	100
In the range of 5001-6000 TL	69	15,4	Economic Situation Evaluation	Frequency	%
In the range of 6001-7000 TL	35	7,8	Very bad	25	5,6
In the range of 7001-8000 TL	17	3,8	Bad	64	14,3
In the range of 8001-9000 TL	9	2	Normal	248	55,4
In the range of 9001-10000 TL	17	3,8	Good	97	21,7
10001 TL and above	13	2,9	Very good	14	3,1

TOTAL	448	100	TOTAL	448	100
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3.2.2. Descriptive Findings Related to the Dimensions of the Variable in the Research

Descriptive findings regarding the utilitarian motivation variables of the participants shopping online are shown in Table 8.

Table 8. Descriptive Findings for Variables

Variables	N	Min.	Max.	Mean	Std. Error of Mean
Desire for control	448	1	5	3,36	,038
Autonomy	448	1	5	3,48	,044
Convenience	448	1	5	3,80	,041
Assortment	448	1	5	3,97	,043
Economy	448	1	5	3,53	,040
Availability of information	448	1	5	3,81	,037
Adaptability / customization	448	1	5	3,54	,041
Payment services	448	1	5	3,96	,044
Absence of social interaction	448	1	5	3,70	,044
Anonymity	448	1	5	3,70	,047

3.3. Findings Regarding Relationships Between Demographic Features and Variables

Independent Samples T Tests and One-Way Variance Analysis were conducted to determine whether demographic features would make any difference on independent variables.

3.3.1. Findings Related to the Relationship Between Gender and Variables

The findings related to Independent Samples T Test results, which were made to determine the relationship between gender variable and utilitarian motivation dimensions, are presented in Table 9.

Table 9. Findings About Relationships Between Gender and Variables

Variables	F	P
Desire for control	3,278	,154
Autonomy	3,902	,940
Convenience	1,192	,013
Assortment	1,815	,191
Economy	2,108	,280
Availability of information	2,914	,112
Adaptability / customization	1,026	,000
Payment services	4,159	,025
Absence of social interaction	1,094	,607
Anonymity	0,316	,262

As seen in Table 9; There is a statistically significant difference by gender in terms of convenience ($p = 0.013 < 0.05$), adaptability / customization ($p = 0,000 < 0.05$) and payment services ($p = 0.025 < 0.05$).

This information in accordance with;

“H_{1a}: There is a significant difference in the mean of utilitarian motivation dimensions of gender differences from demographic characteristics” hypothesis is partially accepted.

3.3.2. Findings Regarding Relationships Between Age and Variables

Findings related to One-Way Variance Analysis results, which are made to determine the relationship between age variable and utilitarian motivation dimensions, are presented in Table 10.

Table 10. Findings Related to the Relationship Between Age and Variables

Variables	F	P
Desire for control	1,552	,186
Autonomy	1,086	,363
Convenience	1,080	,366
Assortment	1,316	,263
Economy	,075	,990
Availability of information	1,937	,103

Adaptability / customization	2,280	,060
Payment services	1,546	,188
Absence of social interaction	,599	,663
Anonymity	,833	,505

As can be seen in Table 10, there is no statistically significant difference by age in any of the utilitarian motivation dimensions (for all variables $p > 0.05$).

Based on this information;

“H_{1b}: There is a significant difference in the mean of utilitarian motivation dimensions of age differences from demographic characteristics” hypothesis is rejected.

3.3.3. Findings Related to the Relationship Between Educational Status and Variables

The findings related to the One Way Variance Analysis results, which were made in order to determine the relationship between educational status variable and utilitarian motivation dimensions, are presented in Table 11.

Table 11. Findings Related to the Relationship Between Educational Status and Variables

Variables	F	P
Desire for control	,687	,560
Autonomy	2,252	,082
Convenience	,729	,535
Assortment	1,846	,138
Economy	,347	,792
Availability of information	3,864	,009
Adaptability / customization	1,988	,115
Payment services	2,948	,033
Absence of social interaction	,357	,784
Anonymity	,505	,679

As seen in Table 11; There is no statistically significant difference in the desire for control, autonomy, convenience, cultivars, economy, adaptability / privatization, absence of social interaction and privacy according to the level of education ($p > 0.05$). There is a statistically significant difference in the availability of information ($p = 0.09 < 0.05$) and payment services ($p = 0.033 < 0.05$) by educational level.

According to this information;

“H_{1c}: There is a significant difference in the mean of utilitarian motivation dimensions of education status differences from demographic characteristics” hypothesis is partially accepted.

3.3.4. Findings Regarding Relationships Between Profession and Variables

Findings related to One-Way Variance Analysis results, which are made to determine the relationship between occupational variable and utilitarian motivation dimensions, are presented in Table 12.

Table 12. Findings Related to Relationships Between Profession and Variables

Variables	F	P
Desire for control	,514	,824
Autonomy	1,660	,117
Convenience	,667	,700
Assortment	,535	,808
Economy	1,171	,318
Availability of information	1,009	,424
Adaptability / customization	,701	,671
Payment services	,460	,864
Absence of social interaction	,635	,727
Anonymity	,918	,492

As can be seen in Table 12, there is no statistically significant difference in terms of profession in any of the utilitarian motivation dimensions ($p > 0.05$ for all variables).

According to this information;

“H_{1d}: There is a significant difference in the mean of utilitarian motivation dimensions of profession differences from demographic characteristics” hypothesis is rejected.

3.3.5. Findings Related to the Relationship Between Monthly Income and Variables

The findings related to the One Way Variance Analysis results, which were made to determine the relationship between monthly income variable and utilitarian motivation dimensions, are presented in Table 13.

Table 13. Findings Related to the Relationships Between Monthly Income and Variables

Variables	F	P
Desire for control	1,982	,040
Autonomy	1,597	,114
Convenience	,856	,565
Assortment	1,439	,169
Economy	1,069	,385
Availability of information	1,165	,316
Adaptability / customization	1,075	,380
Payment services	1,595	,114
Absence of social interaction	2,349	,014
Anonymity	1,939	,045

As seen in table 13; There is no statistically significant difference in autonomy, convenience, types, economy, usability of information, adaptability / privatization and payment services by income level ($p > 0.05$). There is a statistically significant difference in the desire for control ($p = 0.040 < 0.05$), absence of social interaction ($p < 0.014$) and privacy ($p = 0.045 < 0.05$) by income level.

According to these data;

“H_{1e}: There is a significant difference in the mean of utilitarian motivation dimensions of income rate differences from demographic characteristics” hypothesis is partially accepted.

3.3.6. Findings Regarding Relationships Between Economic Situation Assessment and Variables

The findings regarding the One-Way Variance Analysis results, which were made to determine the relationship between the economic situation assessment variable and the utilitarian motivation dimensions, are presented in Table 13.

Table 14. Findings Regarding Relationships Between Economic Situation Evaluation and Variables

Variables	F	P
Desire for control	,932	,445
Autonomy	,991	,412
Convenience	,738	,567
Assortment	,759	,552
Economy	,401	,808
Availability of information	1,929	,105
Adaptability / customization	1,152	,332
Payment services	,970	,424
Absence of social interaction	,805	,523
Anonymity	,614	,653

As can be seen in Table 14, there is no statistically significant difference in any of the utilitarian motivation dimensions according to the economic situation assessment ($p > 0.05$ for all variables).

According to these results;

“H_{1f}: There is a significant difference in the mean of utilitarian motivation dimensions of economic situation evaluation differences from demographic characteristics” hypothesis is rejected.

IV. CONCLUSION AND RECOMMENDATIONS

With the findings obtained after this study, the extent to which utilitarian motivation dimensions affect consumers during online shopping was analyzed. When the findings related to the relationships between demographic characteristics and variables are examined; Among the demographic features, in the evaluation of age, profession and economic situation; It was determined that there was no statistically significant difference between the averages of the utilitarian motivation dimensions. On the other hand; in terms of convenience, adaptability and payment services by gender; According to the level of education, information availability and

payment services dimensions; According to the monthly income level, there was a statistically significant difference in desire for control, lack of social interaction and confidentiality dimensions.

This study provides the opportunity for businesses to view their shopping possibilities with the eye of the customer. However, it should be remembered that the study was carried out in the Covid-19 process. Different results can be obtained in the studies to be carried out in the absence of some restrictions. In addition, studies can be conducted for different more specific sectors such as clothing or electronics. The sample volume can be further improved. In today's world where competition is very intense, it is extremely important for businesses that they offer online shopping, improve the content of their own web pages. According to demographic characteristics, a significant difference was found between participants' perceptions of the dimensions of utilitarian motivations in their online shopping. The H1 hypothesis is partially accepted.

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