

THE IMPACT OF SHOPPING VALUES ON E-SATISFACTION AND SHOPPING WELLBEING: A SOUTH AFRICAN PERSPECTIVE

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ABSTRACT

Objective: Shopping well-being has continued to be a fundamental construct in retail shopping research. However, marketers seek to understand the factors that enhance shopping well-being for online consumers in the fast-growing era of e-commerce. This study sought to investigate the impact of shopping values (hedonic and utilitarian) and e-satisfaction on shopping well-being within the South African context. **Research Design & Methods:** The study used a cross-sectional quantitative research design. Using convenience sampling, online survey questionnaires were administered to collect the data from South African consumers who engage in online shopping. Descriptive analysis and multiple regression analysis were used to analyse the data. **Findings:** The findings of the study indicated hedonic shopping values had a positive impact on shopping well-being. On the other hand, it was found that utilitarian shopping values and e-satisfaction had no positive impact on shopping wellbeing. **Implications and Recommendations:** From these findings, web-based shopping managers can construct online shopping environments that support hedonic shopping values in order to ensure that consumers shopping online experience shopping wellbeing. **Contribution & Value Added:** The study adds value to marketing practitioners and businesses that seek to ensure that consumers engaging in online shopping experience satisfaction and wellbeing within the growing e-commerce industry in South Africa and other emerging economies.

Keywords: hedonic; e-satisfaction; utilitarian; wellbeing.

JEL codes: M13, M31

Article type: research paper

INTRODUCTION

The introduction of social media has worked as an additional channel for retailers to communicate with consumers (K. C. Anderson et al., 2014). With an increase in technological advancements in e-commerce, marketers have begun to incorporate social media and internet shopping into their strategies to retain and attract new consumers. There has also been a growing interest in a shift in shopping motivations experienced by consumers namely utilitarian and hedonic shopping values. A single shopping experience can meet both utilitarian and hedonic values in order to satisfy consumers (Babin et al., 1994). El Hedhli et al. (2016) defined utilitarian values as more task-oriented and based on rationale whereas hedonic values focus on the overall enjoyment of a shopping experience through the fulfillment of fantasies and emotions. Consumer views regarding e-shopping are influenced by hedonic and utilitarian values, according to studies by Chiou & Ting (2011). This article also aims to unpack the impact of shopping values on e-satisfaction. E-satisfaction refers to a consumer's feelings of contentment emanating from a successful online transaction (R. E. Anderson & Srinivasan, 2003).

Previous studies have examined the crucial role shopping values play in contributing towards shopping

well-being (Ali et al., 2021), although limited studies have explored the relationship of these constructs within the online environment. Shopping well-being can be defined as the extent to which customers derive hedonic pleasure and self-expression satisfaction from their buying habits (Ali et al., 2021). Because there has not been enough research conducted in an online context, it is unclear whether hedonic or utilitarian considerations have a greater impact on shopping well-being (El Hedhli et al., 2016). However, Koch et al. (2020) attributed utilitarian factors to be the primary force that motivates consumers to shop in the first place and impacts shopping wellbeing. There is a gap in the lack of research that has been conducted on these constructs in the South African context and other developing countries. This article aims to investigate the impact of shopping values and e-satisfaction on shopping well-being. This study will contribute to the body of knowledge in shopping values and well-being.

This article will answer the following question:

RQ1: What is the impact of hedonic, utilitarian values and e-satisfaction on shopping well-being in an online context?

The outline of the rest of the article is as follows. A clear synopsis of the literature review is presented showing the relationships between the constructs. This section will also summarize how technological advancements have impacted consumer behavior, the relevant theory to this study, inconsistencies presented by other researchers, and hypotheses. This will be followed by a discussion of the methodology and scales to be used in the study. Finally, this article will discuss managerial implications and recommendations for future studies.

LITERATURE REVIEW

Consumer researchers have paid a lot of attention to the concept of subjective well-being, and analyzing shoppers' subjective well-being based on their purchasing habits has recently become a hot topic (e.g. Ekici et al., 2018). Shopping well-being is defined as the general contribution of shopping to a person's quality of life (Ekici et al., 2018) determined by loyalty and shopping values (Nghia et al., 2020).

Consumer buying preferences have a big influence on e-satisfaction. E-satisfaction refers to a customer's level of gratifying fulfilment after making a purchase online (Tseng, 2017). Research has shown that the higher the customer's e-satisfaction, the more money they are willing to spend on that e-commerce site (Nisar & Prabhakar, 2017). Brands have recently started putting more effort in ensuring high e-satisfaction to achieve high revenues.

Consumers are motivated by both utilitarian and hedonic buying values, and purchases are chosen based on emotional rewards such as playfulness or enjoyment, as well as rational considerations for maximizing cost-benefit efficiency or product utility (Nghia et al., 2020). Shopping value is the perceived overall worth of a shopping experience (Voropanova, 2015). This has been proven to have a direct effect on consumer behaviour (Atulkar & Kesari, 2018). Babin et al. (1994) conducted a study that concluded that there are two main types of shopping values that play a substantial part in consumers' lifestyle. These are utilitarian and hedonic shopping values. Utilitarian shopping values are deep rooted in the basic needs and requirements of a shopping experience. Consumers who prioritise utilitarian values view shopping as a "mission" and have no interest in anything else but the actual acquisition process and overall performance of the product or service. Hedonic shopping values relate to the shopping experience in itself. Consumers who place value in experiential shopping often associate it with feelings of delight and excitement and positive emotive aspects regardless of whether they end up making the actual purchase or not. These feelings act as motivators for consumers who in turn form positive attitudes towards the shopping experience and ultimately the brand in question

Vijay et al. (2019) suggest that consumer e-satisfaction is derived from both utilitarian and hedonic shopping value. However, it is key to understand the impact of e-satisfaction on consumer wellbeing. There are limited studies that have examined the effect of e-satisfaction on shopping wellbeing. Previous studies have detailed how people will form positive perceptions and attitudes towards experiences from which they receive psychological gains (Jones et al., 2006). This means that to a greater extent, the most important part of a consumer's shopping experience is mostly derived from activities related to some

form of self-actualization. Furthermore, the concept of satisfaction has a closer relationship to hedonic values rather than utilitarian values as satisfaction processes often show greater linkage to emotional responses in a shopping context (Dawson et al., 1990; Jones et al., 2006). Prior research has also suggested that affectiveness plays a significant role in satisfaction. Conversely, a study by Dhar & Wertenbroch (2000) suggested that a consumer is more willing to sacrifice a product or service for pleasure over a product or service for convenience.

Studies have also shown that hedonic factors play a significant role in motivating users to shop online as much as they do in traditional shopping. According to Falk (1997) retailers have begun to adapt hedonic values to the front end of an online store as done in traditional stores in order to provide a sensual experience to motivate consumers to make a purchase. The aesthetics of an online store play a role in the purchase decision of consumers (Mathwick et al., 2001). However, as previously mentioned, some researchers have attributed utilitarian factors to the chief reason consumers shop (Ghosh, 1998; Morganosky & Cude, 2000).

Theoretical Framework

The present study will adopt the Self Determination Theory (SDT) as the theoretical foundation underpinning the study. The SDT was developed based on human motivations, development, and wellness (Deci & Ryan, 2008). In simple terms, SDT looks at what motivates humans and the reasons behind it. This theory suggests that consumers are motivated to participate in activities that they consider to be interesting, intellectually challenging and satisfying (Deci & Ryan, 2008). A study conducted by Huang et al. (2019) investigated consumer behavior in an online context based on SDT. Roca & Gagné (2008) explained two major types of motivation that help explain shopping motivations of consumers, namely, intrinsic and extrinsic motivations. According to the founding fathers of the SDT Deci & Ryan (2008), intrinsic motivations refer to consumers taking part in an activity because they enjoy the experience whereas extrinsic motivations refer to consumers taking part in an activity as a result of consequence.

From the literature discussed above the proposed conceptual framework of the study is shown in Figure 1.

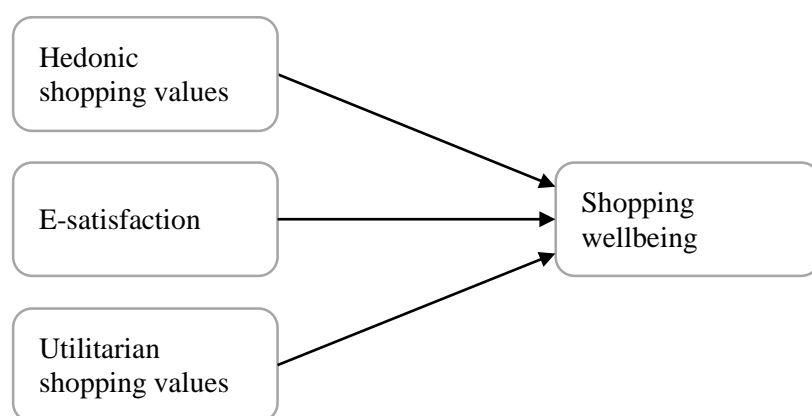


Figure 1. Proposed Conceptual Framework

Source: The Authors

Hypothesis Formulation

Shoppers gain experiential benefits and enjoyment from shopping experiences which could be either utilitarian or hedonic benefits. According to Jones et al. (2006), both utilitarian and hedonic buying values have a beneficial impact on overall satisfaction with the merchant. An individual's well-being is improved through shopping because it provides hedonic enjoyment and satisfies their need for self-expression (Ekici et al., 2018). Furthermore, providing higher value to customers boosts their feelings of well-being (Meadow & Sirgy, 2008). As such, the following hypothesis is proposed.

H1: Hedonic shopping values have a positive impact on shopping well-being.

H2: Utilitarian shopping values have a positive impact on shopping well-being.

Generally, customer e-satisfaction is determined by the difference between what is expected and what is obtained (Emamdin et al., 2020). Guillen-Royo (2019) investigated the relationship that exists between shopping well-being and satisfaction as a dimension of shopping well-being and realized a positive relationship between the two. Grzeskowiak et al. (2016) discussed how positive feelings after a shopping experience have a direct relationship with life satisfaction and shopping well-being. Research has shown that shopping can influence a consumer's quality of life and satisfaction which in turn can contribute to well-being (Maggioni et al., 2019). It is therefore put forward that the following hypothesis be considered in this study.

H3: E-satisfaction has a positive impact on shopping well-being.

METHODS

A cross-sectional quantitative research design was adopted in the study (Morais, 2017). An online administered questionnaire was used to collect data. Convenience sampling was used in the study. This method is useful in achieving higher diversity compared to traditional methods where researchers can only access a particular group of participants (Rice et al., 2017). The sample consisted of South Africans who were older than 18 years old and who had engaged in online shopping.

The questionnaire of this study was split into four sections. The first section included generic questions on consumer use of online platforms to establish their suitability. The second part used a 7 point Likert scale to measure hedonic shopping values, utilitarian shopping values. The third section utilised the 7 point Likert scale to measure e-satisfaction and shopping well-being. Finally, the fourth section consisted of a total of four demographic questions (Vijay et al., 2019).

All the scales used for each construct had been utilised in similar, previously conducted studies (Morais, 2017). The hedonic motivation scale was measured on a 7-point Likert scale, consisting of 10 statements that respondents have to evaluate, giving their position on the scale ranging from 1 = "strongly disagree" to 7 = "strongly agree". The scale was adapted from Arnold & Reynolds (2003). Similarly, 10 statements were used in the utilitarian motivation scale using a 7-point Likert scale ranging from 1 = "strongly disagree" to 7 = "strongly agree" adapted from Martínez-López et al. (2014). To measure shopping well-being and e-satisfaction, the scales used were adapted from Sirgy et al. (2008). Respondents were presented with 7-point Likert scales ranging from 1 = "strongly disagree" to 7 = "strongly agree" involving six items for e-satisfaction and five items for shopping well-being.

FINDINGS

A total of 155 correctly completed questionnaires were obtained. Respondents were contacted on various social media platforms. The survey questionnaire was shared to the respondents by means of a link that redirected them to the Qualtrics platform to complete the questionnaire. No incentives were given to encourage participation. The gender split was nearly equal with more females (55.5%) than males (44.5%). 90.3% of the respondents were African/Black and 6.3% were whites. The majority of the respondents (56.8%) were aged between 26 and 33 years, followed by 36.8% who were between the ages of 18 and 25 years. On the other hand, 38.1% of the respondents earned an income above R15000. Table 1 shows the sample profile of the respondents.

To perform Exploratory Factor Analysis (EFA), two processes were ran separately which include a process for the dependent variables and another process for the independent variables. All assumptions were met prior to the EFA being carried out. The Kaiser-Meyer-Olkin (KMO) scores for both the EFA for the dependent variable and independent variables were higher than the needed 0.6 index. The Bartlett's Test of Sphericity revealed statistical significance and that the data was suitable for factor analysis ($p < 0.05$), hence the data was determined to be eligible for factor analysis. The Varimax rotation method was employed to perform maximum likelihood factor analysis, and coefficients less than 0.4 were removed.

Table 1. Sample Profile

Variable	Category of responses	Frequency	Percentage
Gender	Male	69	44.5%
	Female	86	55.5%
Ethnicity	Black/African	140	90.3%
	White	10	6.3%
	Indian	1	0.01%
	Coloured	6	3.8%
Income bracket	R0-R5000	42	27.1%
	R5001-R10000	32	20.6%
	R10001-R15000	24	15.5%
	R15000+	59	38.1%
Age	18-25 years	57	36.8%
	26-33 years	88	56.8%
	34-41 years	8	5.2%
	42-50 years	4	2.6%

Source: Data processed, 2023

Table 2. Factors Uncovered, Mean, Composite Reliability, Average Variance Extracted, Cronbach's Alpha

Item	Hedonic	Utilitarian	Well-being	E-satisfaction
I can keep up with new fashion	0.687			
I can expose myself to new products	0.613			
I can keep up with new trends	0.599			
I enjoy looking for discounts online	0.554			
Online shopping is an adventure	0.500			
I can compare price easily via internet		0.670		
I can get information easily online		0.652		
I can access wide selection online		0.542		
I can buy things at home		0.518		
Online shopping is convenient for me		0.508		
Thinking about shopping, I feel that shopping contributes significantly to my quality of life overall			0.785	
Thinking about shopping, my quality of life would diminish significantly if I don't shop			0.663	
Thinking about shopping, I feel that shopping makes me happy			0.646	
Thinking about shopping, I feel that shopping contributes significantly to my quality of life			0.546	
I think the money spent on online shopping is worth it			0.530	
I feel badly regarding my decision to buy from this platform				0.829
I think I did the right thing by buying from this platform				0.669
My choice to purchase from this Web site was a wise one				0.590
I am unhappy that I purchased from this platform				0.586
If I had to purchase again, I would feel differently about buying from this platform				0.542
I am satisfied with my decision to purchase from this platform				0.529
Cronbach's Alpha	0.781	0.736	0.804	0.802
Average Variance Extracted	0.353	0.339	0.410	0.400
Composite Reliability	0.729	0.716	0.773	0.796

Source: Data processed, 2023

Convergent and discriminant validity were met as there were no significant cross loadings between

factors realized. The average variance extracted (AVE) was not above 0.5 (Fornell & Larcker, 1981) but ranged between 0.41 and 0.45. According to Fornell & Larcker (1981), if AVE is below 0.5, but composite reliability (CR) is above 0.6, the convergent validity of the construct is still adequate and acceptable.

Having extracted and labelled the factors that emerged during the factor analysis, it was then possible to assess the reliability of the factors by calculating Cronbach's alpha coefficient values, evident in Table 2. Cronbach's alpha coefficient values (α) of 0.70 and higher are considered to be reliable (Nunnally, 1978). Table 2 shows the AVE, composite reliability calculated for the constructs being investigated in the study, namely hedonic, utilitarian, e-satisfaction and well-being.

Multiple regression analysis was used to analyse data in this study. Prior to conducting a multiple regression, a number of assumptions first had to be tested. By looking at the normal probability plot, it was noted that points should lie in a reasonably straight diagonal line from bottom left to top right. A few outliers were detected during the early analysis. A decision not to delete them was made after looking at Cook's distance, which in this case stood, at 0.122 it could be determined that they had no effect on the overall model according to Pallant (2010). The data also revealed no further violations of the homoscedasticity and normality assumptions.

The three independent variables provided a coefficient of determination R-squared of 0.184 and an adjusted R-squared of 0.167 to illustrate the regression model's predictive capacity. In order to test the significant fit of the model with the data in question, an ANOVA test was conducted (Table 3) and the results showed a p-value that was <0.05 which indicated that the regression model was statistically significant for the entire set of data.

Table 3. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.446	3	6.149	11.326	<.001
Residual	81.976	151	.543		
Total	100.422	154			

Source: Data processed, 2023

Table 4, which incorporated and tested all three independent variables, was used to determine whether or not the hypotheses for the study were statistically significant forecasters of the dependent variable.

Table 4. Tested Hypothesis

Model	Unstandardised B	Coefficients Std Error	Standardised Coefficients Beta	T	Sig
(Constant)	1.368	.503		2.721	0.007
Hedonic shopping values	.388	.089	.346	4.366	<.001
E-satisfaction	.244	.091	.206	2.685	.008
Utilitarian shopping values	-0.081	.099	-.064	-.823	.412

Source: Data processed, 2023

Table 5 shows a summary of the results of the hypotheses tested in the study.

Table 5. Results of Three Hypotheses Tested in the Study

Hypothesis	Results	P<0.05
H1: Hedonic shopping values have a positive impact on shopping well-being.	H1 is accepted	<0,001
H2: Utilitarian shopping values have a positive impact on shopping well-being	H2 is not accepted	0.412
H3: E-satisfaction has a positive impact on shopping well-being	H5 is not accepted	0.008

Source: Researchers, 2023

DISCUSSION

The e-commerce business in South Africa is growing at a rapid pace (Goga et al., 2019). It is critical for online retailers to understand how to enhance South African consumers' shopping well-being. This study has shed light on the impact of values e-satisfaction on shopping wellbeing. Although the relationships investigated in the study were explored in developed countries (Atulkar & Kesari, 2018;

Nghia et al., 2020), limited understanding of the interaction of these constructs exists in developing countries. In the study it can be noted that there is a significant and positive relationship between hedonic values and shopping well-being. This indicates that enjoying online shopping and finding it stimulating results in positive shopping wellbeing. Experiential purchases, rather than material purchases, give people more life satisfaction and happiness, as suggested by similar research (Gilovich et al., 2015).

On the other hand, utilitarian value is not significantly related to shopping well-being which means that shopping well-being is not positively impacted by utilitarian shopping values. This is supported by results obtained in other studies (El Hedhli et al., 2016) that showed that utilitarian values contribute very little to a consumer's quality of life. However, some previous studies have concluded that utilitarian values are critical in deriving shopping well-being (Ali et al., 2021; Maggioni et al., 2019). The findings also showed that there is no statistically significant relationship between e-satisfaction and shopping well-being. These results are consistent with a study conducted by Ekici et al. (2018) which showed how the two constructs did not positively impact each other. Richins (2013) suggests that this is because shopping in itself takes away from satisfaction that can be achieved in more meaningful activities that a user experiences to improve their quality of life. However, on the contrary, El Hedhli et al. (2016) support the premise that satisfaction and well-being are linked and contribute immensely to consumer's overall quality of life. Additionally, Grzeskowiak et al. (2016) supported the premise that positive feelings after a shopping experience have a direct relationship with life satisfaction and shopping well-being.

The results of the study highlight the need for managers to invest in creating an exciting and enjoyable online shopping environment to create an experiential atmosphere for consumers to experience shopping well-being. However, managers should not overlook the impact of not investing in utilitarian values as they can be viewed as a basic fundamental function that should exist in a shopping experience for users (El Hedhli et al., 2016). Based on the results obtained in this study, to achieve e-satisfaction it is important for online retail managers to ensure the availability of high quality, well priced and conveniently available products. Furthermore, managers need to ensure that they create an appealing online ambience and an exciting, innovative and experiential online platform.

CONCLUSION

The shopping patterns of consumers in emerging economies is shifting with an increasing number of consumers beginning to shop online. Hence, creating online shopping platforms that promote shopping values (hedonic and utilitarian) can ensure that online consumers can experience positive shopping outcomes, such as satisfaction and positive shopping wellbeing. Ensuring that online shopping platforms are stimulating and fun for consumers can ensure that the shopping wellbeing of consumers is positive. On the other hand, creating an online shopping environment which is convenient and simple can contribute towards ensuring that online consumers are satisfied with the online shopping process. In the fast growing e-commerce sector in developing countries, such as South Africa, it is imperative for marketers and businesses to ensure that their online shopping platforms support the shopping values of consumers. To support the growth of businesses in the competitive business environment, marketers and businesses engaging in online shopping can draw from the findings of the study which highlight the centrality of shopping values on shopping wellbeing of online consumers.

A limitation of this study is that it utilised a non-probability convenience sampling technique. Another limitation of the study is that it was cross-sectional in nature. Thus, the study does not take into consideration how a consumer's perception of value may change over a certain period of time. Future studies can employ a qualitative research design and include in-depth interviews to gain deep insight. Future studies can be longitudinal studies that take place over a period of time.

CONFLICT OF INTEREST STATEMENT

There are no known conflicts of interest related to this article.

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