


Motivations and Social Media Influencing Online Purchase Intention in India

Shruti Traymbak, JIMS Kalakji, India

Sanjay Misra, Ostfold University College, Haiden, Norway

 <https://orcid.org/0000-0002-3556-9331>

Oluranti Jonathan, Centre for ICT/ICE Research, Nigeria*

ABSTRACT

The purpose of the study is to examine the influence of hedonic and utilitarian motivation on Indian consumer's online purchase intention. Second, this study tried to explore if social media mediates the influence of hedonic and utilitarian motivation on online purchase intention. A sample of 282 valid online buyers were collected who intentionally involved in online shopping for the last one year. Structural equation modelling is used to analyse data and to examine the research hypotheses. Results of the study revealed that utilitarian and hedonic motivation positively influenced online purchase intention ($\beta = +0.26, p = .03$ & $\beta = +0.03, p = .643$). This study also indicated that hedonic and utilitarian motivation has significant positive relationship with social media ($\beta = +0.28, p = ***$), ($\beta = +0.45, p = ***$). The current research model will give fresh insights of understanding of consumer's motivation and role of social media in online purchase intention. Research implications, limitations, and scope of research are discussed.

KEYWORDS

Hedonic Motivation, On-Line Purchase Intention, Social Media, Structural Equation Modeling, Utilitarian Motivation

1. INTRODUCTION

E-commerce industry had shown unprecedented growth in online shopping due to ample of growth of internet subscribers. In 2014, India has 243 million subscribers of internet users and 35 million were online purchasers that result into unbelievable growth of e-commerce industry (PTI, 2015). According to India Brand Equity Foundation (2017), Indian online retailers' business is likely to close US\$100 billion by 2020. This is possible only with the unprecedented growth of technology and quick adaption of technology and internet among Indian consumers especially young age groups. In rural areas the numbers of web browser are increasing at the rate of 58% annually (PwC, 2015). According to Dazienfo (2021) India's e-commerce sales is expected to grow as \$ 145 billion by 2025. Digital India (2021), about 448.0 million are social media users in India till January 2021, and during pandemic (COVID-19) between 2020 and 2021, the number of social media has become 32.3% of the

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*Corresponding Author

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total population. Online buying products has become one of the most common practice for consumers worldwide, especially for those countries which have developed infrastructures in marketing (Kau et al., 2003). But in recent years it has been observed that changes occurred in consumer's buying intention and they shifted their preferences from physical shopping to online shopping and also believe in digital payment especially developing nations like India (Enormous, 2020) and advancement of technology era it has been found paradigm shift from larger screen to smaller screen (Singh A et al., 2019). Due to change in intention of buyers, there is a need to study the new pattern of consumer's buying intention in terms of motivation and marketing strategies. Singla and Bansal (2015) suggested that shopping can be enhanced by applying debit cards due to their usefulness and easy to use while doing shopping. According to Childers TL (2001) and Ha (2020) online shopping motives can be categorized into two factors such as utilitarian and hedonic motivation. Similarly, according to Khalifa and Liu (2007), online shopping culture may be influence in examining the online buying intentions which is based on hedonic and utilitarian motivation. Hedonic shopping motivation is consumer's aspirations to fulfil their psychological needs like emotion, do online shopping with fun, excitement and they find entertaining as well while doing online shopping. Lee and Kim (2018) defined hedonic shopping motivation believe in the fulfilment of non-functional factors of consumers. In other term, utilitarian motivation refers to consumer's cognitive and functional aspects like searching about products, services and prices before actual purchase of products and services (Hoffman & Novak, 1996).

NEED OF THE STUDY

Researchers who studied the impact of hedonic and utilitarian motivation in context of online buying consumers found inconsistencies in their results as shown in Table 1. Kochi et al. (2020) found hedonic motive online buyers are better online purchase intentions as compared to utilitarian online buying consumers. In contrast P.-L et al (2007) and Overby and Lee (2006) found that utilitarian buyers are more inclined towards online purchase intention as compared to hedonic buyers. These researchers found inconsistencies in their results in terms of motivation and online purchase intention and also a very few studies have been conducted in Indian Context as shown in Table 1. Researchers examined positive and significant influence of utilitarian and hedonic motivation on online purchase intention (Topaloglu, 2012; Basaran & Buyukyilmaz, 2015; Koch et al., 2020; To et al., 2007; Yang et al., 2016; Mikalef et al., 2013; EST Wang, 2017; Babin et al., 2005; Jones et al., 2006; Carpenter et al., 2008; Hanzee & Khonsari, 2011; Josiam & Henry, 2014; F.Zeba et al., 2020 ; KA Barakat, 2021; HV Nguyen et al., 2020; Yang et al., 2020 ; Delafrooz et al., 2009; Wang and Chapa, 2021; ESumriah, 2021 & MCerci 2021).

Internet technology made online shopping easy and more convenience to online buyers. It also helps in the growth of social media and it helps in the growth of e-commerce business globally. Social media like social network sites and channels like Instagram, twitter, Facebook, LinkedIn etc. According to Statista (2019a), Facebook has secured the first position in terms of subscribers about 2.7 billion followed by Twitter subscribers 330 million monthly active subscribers and Instagram had about 1 billion active monthly subscribers by the June end 2018.

According to Statistics (2021), in India usage of social media has been growing with steady rate 448 million due to ample growth of internet users. Indians used to spend on average 2.25 hours on social media daily. Thus, social media has become one of the important fashions among Indians. Due to the tremendous growth of internet and social media, the way of doing business and the way of maximum reach to consumers have changed in a revolutionary manner (Mikalef et al., 2012). But a very a very few researchers from India have shown interest on the motivations for exploring products and services on social media platforms and the influence on online purchase intention.

Social media is to be considered one of the important components for people where they can interact virtually by means of various platforms like Facebook, Instagram etc. (Alalwan et al., 2017). Online buyers use social media as a search engine to find online product's information and services

(Mowbray et al.,2017) and also use it to compare product's features and prices with different brands and competitors (Erkan & Evans, 2018) that symbolizes utilitarian motivation. On the other side, consumers also use social media for seeking enjoyment, fun and pleasure which belong to the category of hedonic motivation. Thus, majorly two types of motivation work -hedonic and utilitarian motivation used to confront in the process of purchase of products and services (Hirschman et al., 1982; Wang, 2010; Janiszewski, 1998; To et al., 2007 & Shih & Twang, 2017). It has been also observed that social media has positive relationship with hedonic and utilitarian motivation to encourage online purchase intention (Mikalef et al., 2013; Soebandhi & Sukoco, 2015; To et al., 2007; Shih & Twang, 2017 & Moe, 2003, Arora and Agarwal (2020).

OBJECTIVE OF THE STUDY

The objective of this study is to examine the effects of hedonic and utilitarian motivation on consumer's online purchase intention. Second to determine the role of social media between hedonic and utilitarian motivation and online purchase intentions which had received little attention in Indian context. The findings of the research will provide valuable suggestions for e-retailers and e-marketers to formulate strategies for online buyers. The present study has conceptualized a robust model by considering utilitarian and hedonic motivation and social media influencing the online purchase intention. One of the important information that this study would provide e- marketers to do online business in India by understanding consumer's motivation and role of social media in e-business. This study will explore the followings research questions:

RQ1: What motivations more influence on consumer's online purchase intention in India

RQ2: Is there social media influence on the relationship between hedonic and utilitarian motivation and online purchase intention.

The present study is composed of four important sections. First section determines highlights utilitarian and hedonic motives and social media with online consumer purchase intention in addition, it has been also discussed the relationship of hedonic, and utilitarian motivation social media with online purchase intention. Secondly, this study discussed research models and hypotheses formulation. Third section describes research methodology and data collection. Finally in section four, analysis of data, results and discussion, implication of research and conclusion.

2. LITERATURE REVIEW

This section has tried to discussed the literature review related to utilitarian and hedonic motivation, online purchase intention, social media and finally, the related literature review helps in to construct research frame work and hypotheses formulation.

2.1 Utilitarian Motivation, Hedonic Motivation and Online Purchase Intention

When consumers feel the need of products, they usually go for shopping but shopping is not only restricted to only buying products. There are various reasons, when consumers go for shopping. These reasons are called shopping motivation (Jansen, 2006). Tauber (1972), first who examined shopping motivations. Eastlick and Feinberg (1999) suggested that motives of shopping can be categorized into two types -functional and non-functional motives. Furthermore, Shang et al. (2005) discussed online buying in terms of internal and external motivations, Researchers identified that consumer's online purchase motivation can be categorized into two types of motivation like utilitarian and hedonic motivation (To et al., 2007; Huang & Yang, 2010, Monsuwe et al., 2004 & Hirschman & Holbrook,1982).

Hedonic motivation believes in pleasure, happiness, emotions and ecstasy (Krithika & Rajini, 2018) and utilitarian motivation based on rational judgements, time saving and economic aspects in the context of online purchase intention. Utilitarian motivation argued cognitive abilities like economy (Zeithaml, 1988), savings of time (Jarvenpaa & Todd, 1996 & Teo, 2001) price comparison etc can be considered online rational shopping (Gayathri et al, 2014 & Vernoika, 2013). In contrast hedonic motivation believed in entertainment and joy and during shopping hedonic motivation involves in affective or emotional aspects (Kim, 2002; Mathwick, Malhotra & Rigdon, 2001). Kaur and Singh (2007) described that Indian consumer believe to do shopping from hedonic perspective in order to get ideas regarding products and services.

There are researchers who examined the relationship between hedonic and utilitarian motivation and online purchase intention. Some researchers studied perceived usefulness and perceived trust in context to online purchase intention like Sethi and Kapoor (2021) studied influence of these two factors on online purchase intention. Perceived usefulness is similar to utilitarian and perceived trust is equivalent to hedonic motivation in the context of online purchase intention (Avicilari & Özsoy, 2015). According to Chiu et al. (2009) perceived ease of use argued that consumer's put less effort while doing online shopping and motivates consumers to interact with computer seamlessly (Davis, 1989).

HV Nguyen et al. (2020) found utilitarian significant effects online purchase intention. but insignificant effects of hedonic on online purchase intention ($\beta=0.070$, $p>0.05$). Similar kinds of findings were observed by many researchers (Polat & Seyrek, 2022; N Sütütemiz 2020; Ghosh, 1998; Keeney, 1999, & Verhoef & Langerak 2001; Overby & Lee, 2006; Seobandhi & Sukoco, 2014).

Krithika and Rajini (2017) found significant and positive effects of hedonic ($\beta=0.300$, $p=000^{**}$) and utilitarian motive ($\beta=0.260$, $p=000^{**}$) on online purchase intention. Similarly, Novela, Y. O. et al. (2020) found that hedonic motives have significant influence on online purchase intention. On the other side, Topaloglu (2012) investigated hedonic and utilitarian values on online purchase intention among Turkish young age groups. He found significant positive impact of utilitarian value on online purchase intention ($\beta=0.42$, $p<0.01$) and hedonic value has also significant positive impact on online purchase intention ($\beta=0.42$, $p < 0.05$) among young age groups.

Furthermore, hedonic motivation is considered to be the fulfillment of not functional aspects (Lee & Kim, 2018). According to Childers et al. (2001), consumers are not only bothered about materialistic value of the technology but also focused on hedonic value. Hedonic motives believe in excitement, the entertainment and pleasure in behaviour (Hirschman et al., 1982 & Wang et al., 2019) and utilitarian motives believe in rational and usefulness of a behaviour (Batra & Ahtola 1990).

Researchers found that hedonic motives have positive relationship with online buying intentions (Van der Heijden et al., 2003; Wen, C. et al., 2011; Shang et al., 2005 & Lim, 2017). Hedonic motivation has also become one of the important determinants of online shopping in order to satisfied psychological and emotional needs. Additionally, most of the consumers increase their amount of time in online shopping and motivating themselves for recreation, entertainment and fun. Many researchers like Davis et al. (1989) and Koufaris, (2002) and Bart et al. (2005) argued that high level of hedonic motivation led to high level of online purchase intention. F Zeba et al. (2020) studied the importance of hedonic, utilitarian and customer's engagement in online booking air ticket and they found importance of hedonic values followed by utilitarian values in Indian context market. Delafrooz et al. (2009) studied the relationship between utilitarian and hedonic motivation with attitude towards online shopping and they found strong and significant relationship between utilitarian ($r=.596$, $p=.000$) and hedonic ($r = 0.492$, $p=.000$) and attitude towards online purchase intention.

Yang et al. (2020) examined the relationship of consumer preference with respect to utilitarian and hedonic products and studied among Chinese participants. Results of the study revealed that due to COVID-19 involvement consumers are more preferred towards utilitarian products. ESumriah (2021) studied the effects of hedonic and utilitarian motivation on online purchase intention during COVID-19 situations among sample of 351 and the results showed that utilitarian and hedonic motivation were

significant predictors of online purchase intention. MCerci (2021) studied hedonic and utilitarian consumer's consumption pattern who have less and high fear of COVID-19. They found significant difference between who have high and low fear of COVID-19 in the context of utilitarian consumers. Wang and Chapa (2021) conceptualized a model to examine the role of website and impulse buying behaviour among Chinese participants. They examined those hedonic values helped in consumer's impulse buying behaviour.

2.2 Social Media, Hedonic and Utilitarian Motivation and Online Purchase Intention

According to Adam and Alhassan (2021) social media mediates the relationship between Information and Communication Technology and e-commerce and also facilitates adoption of e-commerce at global level which means unbelievable popularity of social media among consumers has gained attraction marketers (Alalwan, 2018). According to GWI (2019a), consumers used to spend time on social media 2 hours and 18 minutes every day across the world. These statistics represent that social media is widely used by browser across the world. Indians used to spend on average 2.25 hours on social media daily (Statistics,2021). The great importance of social media has pushed marketers to change marketing strategies in order to promote their products and services and it is considered one of the important public relations tools among marketers (Kaur Gurpreet, 2016). Therefore social media like Facebook, linked in, WhatsApp etc help in to promote product and services online at minimum cost which help in the growth of e-commerce business (Guo et al., 2011 & Rachagan, 1997). According to Safko and Brake (2009) social media refers to a kind of activities and behaviour pattern of people who collect information and exchange information by using communication media that influence online consumer's buying process (Kozinets, 1999 & Hennig-Thurau & Walsh, 2004). Kumar et al. (2020) found that social media helps in to reach potential and existing customers both. Merima, and Srdjan(2022), suggested that managers should understand the role of Web in communicating to consumers about products and services and also help in to build market segment in order to understand consumer's behaviour. Researchers believed that consumers used social media to search product's information and engage themselves in online conversation during surfing process provide pleasure to users (Wolfenbarger & Gilly,2001).

Wang (2010) studied that hedonic and utilitarian types of consumers usually browse the web and social media, during online shopping where hedonic believe in pleasurable experience and utilitarian believe in rational experience. These types of motivational behaviour gathered information about products available on websites (Childers et al., 2001). In contrast hedonic motive consumers use social media as a source of entertainment, pleasure and fun. Some consumers use social to get information about products (Mowbray et al.,2017) and others consumers use social media to compare products price and features with other brands (Erkan & Evans, 2018).

Shih and Twang (2017) studied the importance of website quality and online purchase intention in the context of utilitarian and hedonic motive and found both were significant and positive predictors of online purchase commitment. Recent researcher, Irshad and Ahmad (2019) also studied the significant effects of utilitarian and hedonic motivation, social media and online purchase intention.

On the basis of above discussions, literature review came into conclusion that researchers confirmed that hedonic and utilitarian motivation play an important in online purchase intention. Secondly, one can easily observed that especially in developing countries like India a very few researchers have examined the impact of hedonic and utilitarian motivation on online purchase intention. On the other hand, whether to examine social media mediates the relationship between hedonic and utilitarian motivation and online purchase intention? Therefore, it is important to conceptualize a model for marketers and e-retailers by considering hedonic and utilitarian motivation and social media in the context of online purchase intention to conceptualize marketing strategies to flourish e-business as shown Figure 1.

Table 1. Summary of Recent studies done in the area of Utilitarian, Hedonic and Online Purchase Intention

Author	Year	Country	Results
Topaloglu	2012	Turkey	Utilitarian has no significant effects on Online Purchase Intention
Basaran & Buyukyilmaz	2015	Turkey	Significant effects of utilitarian and Hedonic on behaviour intention
To et al., 2007	2007	China	Both utilitarian and hedonic strong effects on online purchase intention
Delafrooz et al. (2009)	2009	Malaysia	Both utilitarian and hedonic strong significant effects on online purchase intention
Krithika and Rajini	2017	India	Both utilitarian and hedonic strong significant effects on online purchase intention
Irshad and Ahmad	2019	Pakistan	Both utilitarian and hedonic strong significant effects on online purchase intention
Koch et al.	2020	Germany	Better predictions of Online Purchase Intention by hedonic as compared to utilitarian during Covid-19
F Zeba et al	2020	India	Hedonic has more significant effects as compared to utilitarian motives on online purchase intention
Yang et al.	2020	China	COVID-19 involvement consumers are more preferred towards utilitarian motives
HV Nguyen et al. (2020)	2020	Vietnam	Both utilitarian and hedonic strong significant effects on online purchase intention
EH Redda	2020	South Africa	Both utilitarian and hedonic strong significant effects on online purchase intention
ESumriah	2021	China	Both utilitarian and hedonic strong significant effects on online purchase intention
Wang and Chapa (2021)	2021	China	COVID-19 involvement consumers are more preferred towards hedonic motives
Polat and Seyrek	2022	Turkey	Utilitarian motive has stronger effects on online purchase intention as compared to hedonic motives

3. RESEARCH MODEL AND HYPOTHESES FORMULATION

Most of the previous research have considered hedonic and utilitarian were the fundamental aspects in terms of online purchase intention among consumers. Some researchers found utilitarian has significant positive impact on online purchase intention as compared to hedonic motive online buyers (Verhoef & Langerak 2001; Overby & Lee, 2006; Seobandhi & Sukoco, 2014; Topaloglu 2012 & HV Nguyen et al., 2020). In contrast some researchers examined that hedonic has significant positive impact on online purchase intention as compared to utilitarian motivation (Van der Heijden et al., 2003; Delafrooz et al., 2009; Wen, C.et al., 2011; Shang et al., 2005; Lim, 2017; Topaloglu 2012; F Zeba et al.,2020& HV Nguyen et al., 2020 & Polat & Seyrek,2022). But, EH Redda (2020) studied utilitarian and hedonic motives towards online shopping and found significant relationship between hedonic ($\beta = 0.33$; $p < 0.05$) and utilitarian ($\beta = 0.33$; $p < 0.05$) with online purchase intention.

On the basis of above previous studies hedonic and utilitarian motivation are to be considered important predictor for online purchase intention. But researchers found inconsistencies in their results which itself navigating a scope of further research. Apart from this a very few Indian researchers have explored this area much. Hence the followings hypotheses can be formulated:

H1: Hedonic motivation has positive relationship with online purchase intention among Indian Online consumers.

H2: Utilitarian motivation has positive relationship with online purchase intention among Indian online consumers

Researchers believed that consumers are exposed to products and services information presents on social media that affects consumer's online buying intention and attitude. It is essential to examine the factors that influence consumer's behavioural intentions, trust and attitude in such an environment guided by social media marketing (Irshad, 2018; Luna-Nevarez & Torres, 2015; Wang, Min, & Han, 2016). Mikalef et al. (2013) found that information about products is available on social media induce consumers or acts as a source of information in for consumers in online purchase intention. Arora (2020) found online purchase intention significantly influenced by social media advertising.

Apart from this, past researchers considered two types of motivation -hedonic and utilitarian that are common to social media during online purchase of products and services (Hirschman et al., 1982; Wang, 2010; Janiszewski,1998; To et al., 2007 & Shih and Twang, 2017). By considering online shopping motivation, ninety-two online buyers result from utilitarian motivation (To et al., 2007). Irshad and Ahmad (2019) studied the effects of utilitarian and hedonic motivation, social media and online purchase intention and they found significant influences of utilitarian ($\beta=0.440$, $p<0.001$) and hedonic motivation ($\beta=-0.400$, $p<0.001$) with social media.

According to Irshad (2018) and Zhang et al. (2016), there is a dearth of study in the context of consumer's motivation and social media. Therefore, with the help of existing literature review proposed a conceptual model by considering hedonic and utilitarian motivation and social media as shown in Figure 1. Thus, the followings hypotheses can be formulated.

H3: Hedonic has significant positive relationship with social media among Indian consumers.

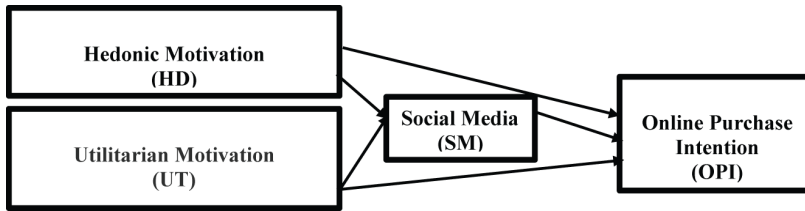
H4: Utilitarian has significant positive relationship with social media among Indian consumers.

H5: Hedonic motivation has more significant positive impact on social media among Indian consumers

H6: Utilitarian motivation has more significant positive impact on social media among Indian consumers.

H7: Social media has significant positive impact on online purchase intention among Indian consumers.

Figure 1. Research framework



4. RESEARCH METHODOLOGY

4.1 Data Collection and Respondents Characteristics

Data were collected who were involved in online shopping for the last one year. Researchers used convenience sampling method to collect data from mall, university campuses and residential area. The present study used convenience sampling method. Questionnaires were distributed and also mailed google link to the respondents. 282 respondents were useful and who were actively involved in online purchase. Respondents were 154 male and 128 female, 261 were young age groups like 20-30 years, 9 were age groups between 31-40, 9 were age groups between 41-50 and 51-60 were 3 respondents as shown in Table 2.

Table 2. Demographic characteristics of respondents

Demographic Characteristics	Number	Percentage (%)
Age		
20-30yrs	261	92.55%
31-40 yrs.	9	3.19%
41-50yrs	9	3.19%
51-60 yrs.	3	1.06%
Gender		
Male	154	54.60%
Female	128	45.39%
Marital Status		
Married	81	28.72%
Unmarried	201	71.27%
Experience		
0-5 years	125	44.32%
6-10 years	111	39.36%
11-15 years	46	16.31%
Frequency of Online Shopping for the last one year		
Everyday	88	31.9%
Twice in a week	14	4.95%
Thrice in a week	63	22.5%
Once in a month	72	25.71%
Once in three months	25	8.86%
Once in Six months	20	7.09%

4.2 Measure

The present study measures variables with self-designed questionnaire. Utilitarian and hedonic motivation are measured with the help of three items. To measure consumers online buying intention with the help of three items and were made by researchers. Lastly social media measured with the help of three items designed by researchers. All items were measured by a five-point Likert scale. Utilitarian motivation has three items like 1) UT1-Online shopping is useful 2) UT2-Online shopping is functional 3) UT3- Online shopping is practical. The second variable, hedonic motivation has three items like 1) HD2-Online shopping is exciting and stress relieve 2) HD3-Online shopping is pleasant. 3) HD4-Online shopping is entertaining and joyful. Social media has three items, like 1) SM1 social media encourage online shopping 2) SM2-social media promotes online shopping 3) SM3-social media promotes online product’s information and services. Online purchase intention has three items like – 1) OP1- I prefer to do online shopping due to less effort. 2). OP2- Online shopping makes life easier; I prefer to do online shopping and 3) OP3- I will increase my frequency of online shopping due to less effort and time consuming.

4.3 Validity of the Measurement Models

In Structural Equation modeling (SEM) for the measurement model, convergent validity uses three criteria that have been recommended by Bagozzi and Yi (1988) -like factor loadings of all items of measurement model should exceed 0.50, Composite reliability should be above 0.70 and Average Variance Extracted (AVE) should be equal to or greater than 0.5 (Hair et al., 2014) shown in Table 3 and Table4.

5. STRUCTURAL MODEL ANALYSIS

5.1 SEM- Path Analysis for Structural Research Model UT, HD and OPI

SEM- path analysis was used on utilitarian (UT), hedonic (HD) and online purchase intention (OPI) to answer the formulated hypothesis. The UT, HD and OPI structural research model described utilitarian, hedonic and online purchase intention variables to study the effects of utilitarian and hedonic

Table 3. Convergent validity of items (Factor Loading, Composite Reliability and AVE)

Variables	Items	Factor Loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Explained (AVE)
Utilitarian (UT)	UT1	0.837	0.683	0.755	0.524
	UT2	0.888			
	UT3	0.528			
Hedonic (HD)	HD2	0.713	0.758	0.770	0.529
	HD3	0.847			
	HD4	0.826			
Social Media (SM)	SM1	0.747	0.810	0.816	0.599
	SM2	0.830			
	SM3	0.853			
Online Purchase Intention (OPI)	OPI1	0.784	0.731	0.744	0.508
	OPI2	0.806			
	OPI3	0.770			

Table 4. Composite reliability (CR) and Average Variance Explained (AVE)

	CR	AVE	MSV	MaxR(H)	SM	UT	HD	OPI
SM	0.816	0.599	0.269	0.829	0.774			
UT	0.755	0.524	0.269	0.827	0.519	0.724		
HD	0.770	0.529	0.176	0.783	0.420	0.386	0.727	
OPI	0.744	0.508	0.138	0.885	0.371	0.264	0.083	0.712

Note: Diagonal elements (values in parentheses) are the square root of the AVE.

on online purchase intention among Indian online buyers. The utilitarian and hedonic motivation has positive effects on online purchase intention but insignificant in nature ($\beta = +0.26, p = .03$ & $\beta = +0.03, p = .643$) as shown in Figure2 and Table 5. Thus H1 and H2 are accepted.

5.2 SEM- Path Analysis for Structural Research Model UT, HD, SM and OPI

Second structural research model described UT, HD, SM and OPI. The model described social media acts as a mediator between utilitarian, hedonic and online purchase intention. The total variance explained by hedonic and utilitarian on online purchase intention through social media is ($R^2 = .15$) which means more variance explained by second structural model (UT, HD, SM and OPI) as compared to first structural model (UT, HD and OPI) as shown in Table5, Table 6, Figure2 and Figure3.

The value of path coefficient from utilitarian (UT) to social media (SM) is ($\beta = +0.45, p = ***$), path coefficient from hedonic (HD) to social media (SM) is ($\beta = +0.28, p = ***$), due to presence of social media, path coefficient from utilitarian (UT) to Online Purchase Intention (OPI) is ($\beta = +0.11$) and path coefficient from hedonic (HD) to online purchase intention (OPI) is ($\beta = -.09$). It is interesting to note that social media has significant positive effects on online purchase intention ($\beta = +0.34, p = ***$) Thus hypotheses H3, H4, H6 and H7 are accepted and H5.

Figure 2. Path diagram of HD, UT and OPI

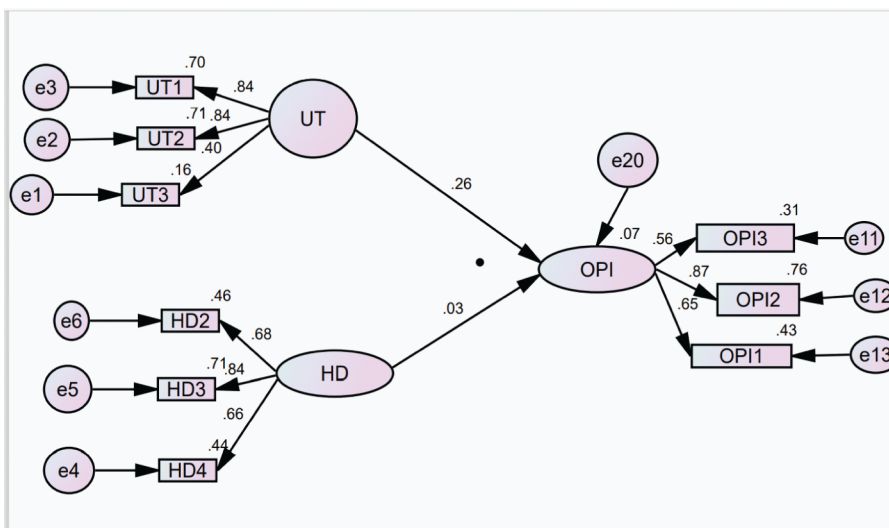
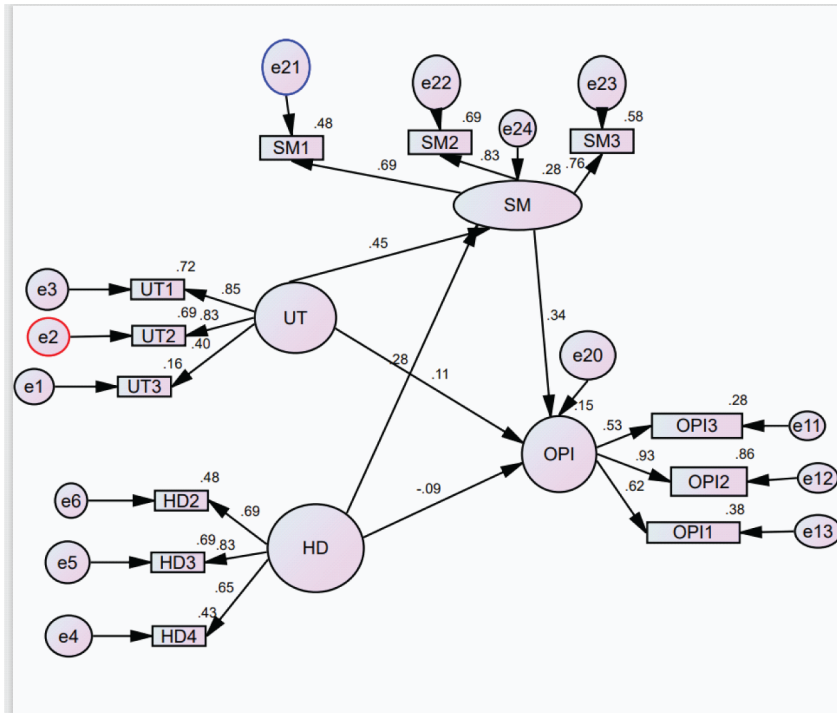


Table 5. Path analysis of structural model HD, UT and OPI

Path	Estimate	S.E.	Standardized Coefficient (β)	CR	p- value
OPI <-- UT	.372	0.124	0.26	3.006	.003
OPI <-- HD	.027	.057	.03	.464	.643

Figure 3. Path diagram of HD, UT, SM and OPI



Note: OPI= Online Purchase Intention, HD= Hedonic, UT=Utilitarian, SM = social media

6. RESULTS AND DISCUSSION

Findings of current study indicate that utilitarian motivation is significantly related to online purchase intention among Indian consumers as compared to hedonic motivation as shown in Figure 2 and Table 4 ($\beta = +0.26$, $p = .003$ & $\beta = +0.03$, $p = .643$). These findings supported previous research who found that utilitarian buyers were significantly related towards online purchase intention as compared to hedonic buyers. (Krithika & Rajini, 2017; Topaloglu, 2012; P-L et al., 2007; Delafrooz et al., 2009; HV Nguyen et al., 2020; Polat & Seyrek, 2022 & Overby & Lee, 2006 & HV Nguyen et al., 2020 & Ghosh, 1998). On the other side utilitarian motivation and hedonic motivation has positive impact on online purchase intention which is similar to previous findings (Topaloglu, 2012; Basaran & Buyukyilmaz, 2015; Koch et al., 2020; To et al., 2007; Yang et al., 2016; Mikalef et al., 2013; EST Wang, 2017; Babin et al., 2005; Jones et al., 2006; Carpenter et al., 2008; Hanzee & Khonsari, 2011; Josiam & Henry, 2014; F.Zeba et al., 2020; KA Barakat, 2021; HV Nguyen et al., 2020; Yang et al., 2020; Delafrooz et al., 2009; Wang and Chapa, 2021; ESumriah, 2021 & MCerci 2021).

Table 6. Path analysis of structural model HD, UT, SM and OPI

Path	Estimate	S.E.	Standardized Coefficient (β)	CR	p- value
SM <-- HD	.205	0.054	.28	3.827	***
SM <-- UT	.600	.129	.45	4.638	***
OPI <-- UT	.145	.110	.11	1.319	.187
OPI <-- HD	-.066	.056	-.09	-1.179	.238
OPI <-- SM	.347	.099	.34	3.497	***

***Correlation is significant at $p < 0.001$

Social media has shown positive significant relationship with hedonic and utilitarian motivation and online purchase among Indian consumers. Utilitarian has shown more positive and significant relationship with social media ($\beta = +0.45$, $p = ***$), as compared to hedonic motivation with social media ($\beta = +0.28$, $p = ***$). These results are supported by the previous studies, like utilitarian motivation use social media to get rational products knowledge and service that help in online purchase intention (Mikalef et al., 2013; Soebandhi & Sukoco, 2015; To et al., 2007 & Shih & Twang, 2017). In case of hedonic motivation, the present study found has less positive but significant impact on social media which means consumers use social media for enjoyment and pleasure among Indian consumers. These findings are supported by previous researchers like Irshad and Ahmad (2019). It is interesting to note that social media has significant positive impact on online purchase intention ($\beta = +0.347$, $p = ***$).

The present study also found that utilitarian, hedonic motivation and online purchase intention had significant positive effects on social media among Indian consumers. In structural model, HD, UT and OPI had shown variance explained was only, $R^2 = .07$, but when social media has introduced, variance explained by both the constructs -hedonic and utilitarian motive increased and value of $R^2 = .15$ which means social media can acts as trigger for online -buyers or mediates the relationship between utilitarian, hedonic motivation and online purchase This study is similar to previous study by Irshad and Ahmad (2019) found that social media marketing partially mediates the relationship between utilitarian and online purchase intention and full mediates relationship between hedonic motivation and online purchase intentions, on the basis of above discussions, hypotheses can be concluded as shown in Table7.

Table 7. Path analysis results for structural model and hypotheses testing

Path	Standard Error.	Standardized Coefficient (β)	p- value	Hypotheses	Decision
OPI <-- HD	.057	.03	.643	H1	Accepted
OPI <-- UT	0.124	0.26	.003	H2	Accepted
SM <-- HD	0.054	.28	***	H3	Accepted
SM <-- UT	.129	.45	***	H4	Accepted
SM <-- HD	0.054	.28	***	H5	Rejected
SM <-- UT	.129	.45	***	H6	Accepted
OPI <-- SM	.099	.34	***	H7	Accepted

***Correlation is significant at $p < 0.001$

7. IMPLICATIONS OF RESEARCH

7.1 Managerial Implications

The present study examined that hedonic and utilitarian motivation have positive relationship with online purchase intention and significant positive impact on social media. Marketers should consider social media as an important platform and marketing tool to promote their products and services that will lead into the growth of e-business. According to Wang (2010) websites and social media can also be considered as hedonic and utilitarian kinds of motive for online buying consumers where information about products and services are present to influence consumers buying behaviour and intentions. Shim et al. (2001) found that information available on social media can be a significant predictors of online purchase intention among consumers. The study also found that hedonic has significant positive impact on social media and social media has significant impact on online purchase intention. By considering consumer's utilitarian and hedonic motivation E- marketing managers, retailers and e-marketers can use social media as e- catalogue for products and services. According to Wiese et al (2020), online retailers used social media to promote their products and services. Various studies determine that there is close relationship between information and advertisement (Arora & Agarwal,2019 & Kim et al., 2014) and this information on social media may build positive attitude and perception and add value to the consumers while doing online shopping. E-marketers should accordingly formulate strategies on social media to attract and pull more and more customers keeping in mind both motives hedonic and utilitarian.

7.2 Practical Implications

Nowadays in India pandemic situation and adoption of digital marketing technology lead to in social media users in India. Most of the buyers switched from brick -mortar to online buying during COVID-19. According to Digital India (2021), about 448.0 million are social media users in India till January2021, and during pandemic between 2020 and 2021, the number of social media has become 32.3% of the total population. The current study collected data of online shoppers who believed in online shopping. Due to great mushrooming era of social media online buyers use social media to get information about products and services or believe in rational buying apart from that buyer also use social media for recreational purpose or in window shopping during COVID -19. So social media content creators can pull both types of consumers utilitarian and hedonic both. Researchers also found that COVID-19 induced consumers switch from brick -mortar to online shopping globally by considering their utilitarian and hedonic motives (Yang et al.,2020; ESumirah,2021; McCerci,2021 & Wang & Chappa,2021). Thus, the present model can contribute in practical aspects to E-marketers and consumers both that how social media help in both types of motive consumers.

8. CONCLUSION

Today most of the countries are facing one of the biggest challenges in terms of sustainable development and growth of e-commerce business. India's E-commerce industry especially small online retailers are struggling to perform well in competitive market. The present study examined that online shopping intentions motives can be categorized into two type's utilitarian and hedonic motives. On the basis of that the present study has developed research frameworks by integrating hedonic and utilitarian motivation, social media and online purchase intention for e-marketers and e-retailers.

The research model has been consequently validated through empirical data collected in this study as shown in Figure 2 and 3 and Table 5 and 6. This type of study not only contributes in better and robust understanding about the hedonic and utilitarian motivation in terms of online purchase intention among Indian consumers but also suggests researchers to identify the best model fit. For example, utilitarian had shown significant positive impact on social media ($\beta = +0.45$, $p = ***$) and hedonic motivation also has significant positive impact on social media ($\beta = +0.28$, $p = ***$). Therefore,

it is very important to understand the relationship between utilitarian and hedonic motivation with the context of social media. According to To, et al. (2007), models of online shopping motivation described that ninety-two online purchasing is the result of utilitarian motivations. This study confirmed that utilitarian and hedonic motivation both use social media as a cognitive and affective or emotional engine for Indian consumers.

Online purchase intention had also shown significant positive impact on social media ($\beta = +0.347$, $p = ***$) which means social media directly impacts online purchase intention and e-retailers can use social media as a promotional platform for online buyers. Analysing consumer's buying intention and developing new marketing strategies is crucial for e-commerce industry. This study determines that there is difference between hedonic and utilitarian motivation with respect to social media and guide especially for those organizations who deal in e-business and mandatory to understand motivation of consumer's buying intention. Companies use various social media platforms like Facebook, Instagram, twitter etc to achieve different aims (Valos et al., 2016). Due to ample usage of social media among Indian consumers, they usually search products information, promotion campaign and feedback on social media and accordingly they take decision of purchase and repurchase.

9. LIMITATIONS AND FUTURE RESEARCH

The present study incorporated two motivations - hedonic and utilitarian motivation in the context of Indian consumers who believe in online purchase intention. Therefore, future researchers can extend the existing model and retest with various facets of hedonic like authority status, socializing etc. and utilitarian motivation facets such as customized selection, product selection etc. which may better explanation for online purchase intention. Second limitation is that data were collected from only Indian consumers which may result to bias in sampling and consumer's online purchase intention might be different in other developing countries. Third, the study is based on social media, specifications of social media like Facebook, Instagram, what's app, twitter Youtube etc. can be incorporated in the model for robust study. Researchers can use various social media as a mediator in the given model. Future researchers gain robust knowledge about the underlying motives and needs of consumers with the context of social media marketing. Fourth and last examining differences in gender and age groups are missing in the current study and these two factors play an important in online shopping. There are very limited studies to investigate gender and age group as moderator which influence in online purchase intention among consumers. According to Hasan (2010) and Dal et al. (2019), women are keener towards online shopping as compared to men. Therefore, gender and age groups can be incorporated in the model to make model more insightful and help e-marketers to promote their products as per age groups and gender demands or niche marketing.

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Shruti Traymbak is working as an Associate Professor in JIMS Kalkaji. She has nearly 7 years of Industrial experience and 9 years of teaching and research experience. She has been awarded a Ph.D. in Human Resource Management in 2019 from the reputed Institute Birla Institute of Technology, Mesra (Ranchi). She has completed her MBA with dual Major Specialization (Marketing and HR) from the same Institute. She has completed her graduation from one of the most prestigious colleges, Miranda House (Delhi University). She has published research papers in acclaimed national & international journals indexed by Scopus, web of science, and ABDC category.

Sanjay Misra is Editor in Chief of IJHCITP(IGI) and ITPPM(IGI) and is presently a Professor at Ostfold University College, Halden, Norway. He is Ph.D. in Inf. & Know. Engg (Software Engg) from the Uni of Alcala, Spain & M.Tech. (Software Engg) from MLN National Institute of Tech, India. As of today(30.06.2020)- As per SciVal(SCOPUS-Elsevier) analysis)- He is the most productive researcher(no.1) <https://t.co/fBYnVxbmIL> in Nigeria during 2012-17,13-18,14-19 & 15-20 (in all disciplines),in comp science no 1 in the country & no 2 in the whole continent. Total > 500 articles (SCOPUS/WoS) with 500 coauthors from around the world (-107 JCR/SCIE) in the core & appl. area of Soft Engg, Web engg, Health Informatics, Cybersecurity, Intelligent systems, AI, etc. He got several awards for outstanding publications (2014 IET Software Premium Award(UK)), and from TUBITAK-Turkish Higher Education, and Atilim University). He has delivered more than 100 keynote/invited talks/public lectures in reputed conferences and institutes (traveled around 60 countries). He got several awards for outstanding publications (2014 IET Soft. Premium Award(UK)), &from TUBITAK-Turkish Higher Education, & Atilim Uni).He edited 49 LNCS, 4 LNEE, 2 CCIS & 7 IEEE proc, 3 books, EIC of 'IT Personnel and Project Management, Int J of Human Capital & Inf Technology Professionals -IGI Global & editor in various SCIE journals.

Oluranti Jonathan works as a lecturer in the department of Computer and Information Sciences of Covenant University, Ota, Nigeria. He was awarded Ph.D in Computer Science early 2020. He has over 9 years of Industry experience and 8 years of teaching and research. He has published several research papers in reputable journals and conferences most of which are indexed by Scopus and Web of Science. His research areas/interests include software engineering, intelligent systems, cyber security, and machine learning.