



**ANALYSIS OF THE ATTITUDE OF DEALERS TOWARDS HEDONIC
SHOPPING: A STUDY WITH SPECIAL REFERENCE TO
VIRUDHUNAGAR DISTRICT**

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ABSTRACT

Hedonic shopping is an activity of shopping behaviour of human beings. It is done at the time of announcing free offer and trade discount. Besides it is just like a feeling of the people to buy the products at pre-determined level. It also contains entertainment, prestige, status, etc. It creates potential entertainment and emotional value to spend more time in shopping. The shopping can be classified into various types i.e home shopping, party shopping, window shopping, item shopping, impulse shopping, online shopping, treaty shopping etc. It is a positive experience when consumers made shopping activity. Various hedonic shopping models are affected by the consumers to induce to buy the product immediately. Totally 75 dealers are selected in this study and their attitude towards hedonic shopping was analysed. The present study aims to investigate the attitude of dealers towards hedonic shopping. Convenient sampling was employed to collect data through questionnaire from 75 dealers from Virudhunagar District, Tamilnadu, India. The study showed that most of the dealers are daily facing new consumers and various sales techniques are used to attract their consumers. Hence the study focused on various models of hedonic shopping concept and dealers' attitude towards hedonic shopping.

Keyword: Hedonic Shopping, Models of hedonic shopping.

INTRODUCTION

Hedonic consumption is an important field in consumer behaviour, and it represents a pattern of consumption related to emotional qualification and focus on complementing emotional satisfaction. Hedonic shopping is the buying of a product on the spur of the moment. In other words, the person had not planned to purchase the product that is they decided without any premeditation. Hedonic buying is all about emotions and feelings rather than logic and planning. The consumer suddenly decided to purchase something is the result of suddenly decided seeing the product. Hedonic consumers make shopping for various uneconomical reasons such as playing role, individual satisfaction, learning new trends, physical activity, sensorial stimulation, social experience, status and authority, bargaining enjoyment etc.

Kanupriya Rita and Anupreet kaur (2016) have suggested that e-commerce is one of the biggest things that have taken the business by a storm. This study ascertained that easy access, attractive display of products and offer of clear information about the product induce consumers towards online shopping behaviour. Prasanna Mohanraj (2017) has stated that consumer

buying decision is vital to a successful business. Understanding the unplanned buying is important in order to appropriate the nature of purchasing power and its impact on a purchase decision. Kennady and Vimala (2018) have focused on impulse buying behaviour towards apparels of working women in Sri Lanka. It is important to understand that internal factors like shopping enjoyment tendency, hedonism, impulse buying tendency and self-identity are influence the impulse buying behavior.

Ganpathisankarakrishna and Sivasankar (2020) have indicated that hedonic shopping is a common phenomenon in the modern marketing world. It not only attracts the youngsters but also induces the middle age group to adopt hedonic shopping because of the frequent exposure to the advertisement and discounts offered. Shopping is one of the essential parts of our daily life. Nowadays consumers purchase the product either planned or unplanned. This attitude will change day by day according to the product innovation, price, and offers etc., Regarding this, various models were proposed by various authors on hedonic shopping such as the Reference Point Model (Churchii Livigstone,1990), Dittmar model of hedonic shopping

(Dittmar, 1995), Theoretical Model of Hedonic Shopping (Bitner,1992), Two-factor cost-benefit accessibility framework (Radhika puri, 1996), A model of environment-shopper relationships (Mc Goldrick, 1998) and an integrated model of consumption hedonic formation and enactment (Dholakia, 2000). Hence the present study has been planned to study about the socio, economic, demographic profile of the dealers and to measure the dealer’s attitude towards hedonic shopping.

RESEARCH METHODOLOGY

This study is descriptive and analytical in nature. It covers both primary and secondary data. In data collection, pretested interview schedule is used for the collection of primary data. Secondary data were collected from standard books, journals

and websites. Convenience sampling method was adopted for the present study. Totally 75 dealers were selected and the sampling size is decided after considering the time and financial position of the researcher.

Analysis of the present study was mainly focused on the basis of socio-demographic profile of the respondents for the attainment of the objectives of the study. The factors studied on the socio-economic background of the respondents (Table-1) were gender, age, educational qualification, monthly income, year of experience etc. Attitude of dealers towards hedonic shopping was explained in Table-2 and Satisfaction level of dealers towards hedonic shopping was highlighted in Table 3.

TABLE-1 SOCIO-DEMOGRAPHIC PROFILE OF THE DEALERS

S.No	Profile	Character	No. of respondents	Percentage (%)
1	Gender	Male	42	58.33
		Female	33	44.00
2	Age	Below 25	23	30.67
		25-35	24	32.00
		35-45	18	24.00
		Above 45	10	13.33
3	Educational qualification	Higher secondary	24	32.00
		Under graduate	29	38.67
		Post graduate	13	17.33
		Professional course	9	12.00
4	Ownership	Sole proprietorship	49	65.33

		Partnership	26	34.67
5	Years of experience	Less than 5	17	22.67
		5-10	20	26.67
		10-15	26	34.67
		More than 15	12	16.00
6	Monthly sales turn over (Per month)	Below 1,00,000	32	42.67
		1,00,000-3,00,000	12	16.00
		3,00,000 -5,00,000	21	28.00
		Above 5,00,000	10	13.33

Source: Primary data

Table-1 shows that, out of 75 dealers, 42 (58.33%) of the dealers were male, 24 (32.00%) dealers were in the age group in between 25-35 and 29 (38.67%) dealers were Undergraduates. A total of 49 (65.33%) run their business in the form of sole proprietorship, 26 (34.67%) dealers have the experience of 10-15 years, 32 (42.67%) of the dealers earn a sales turnover of below Rs.1,00,000 p.m.

TABLE-2 ATTITUDE OF DEALERS TOWARDS HEDONIC SHOPPING

S.No	Attitude	Character	No. of Respondents	Percentage
1	Nature of the shop	Own shop	26	34.67
		Rental shop	29	38.67
		Lease shop	20	26.67
2	Frequency of ordering goods	Daily	22	29.33
		Once in a week	19	25.33
		Once in 15 days	14	18.67
		Once in a month	20	26.67
3	Types of customers	Potential customers	15	20.00
		New customers	22	29.33
		Impulse customers	21	28.00
		Discount customers	12	16.00
		Loyal customers	5	6.67
4	Sales techniques	Display	11	14.67
		Offers and discount	25	33.33
		Free gift and coupons	12	16.00
		Effective CRM	14	18.67
		Free delivery	13	17.33
	Total		75	100

Source: Primary data

Out of 75 dealers, 27 (38.67%) of the dealers run their business in the form of rental basis, 22(29.33%) of dealers ordered their products regularly from manufacturer, 22 (29.33%) of the

respondents said that, they have new customers, and 25 (33.33%) of dealers used offers and is counts techniques to attract their consumer.

TABLE-3 SATISFACTION LEVEL OF DEALERS – MEAN SQUARE

Factors	I	II	III	IV	V	Rank Total	Rank
Promotional activity	25	18	12	11	9	75	
Mean Rank	1.67	0.96	0.48	0.29	0.12	3.52	III
Quality	20	23	13	8	11	75	
Mean Rank	1.33	1.23	0.52	0.32	0.14	3.54	II
Schemes	19	24	18	9	5	75	
Mean Rank	1.27	1.28	0.72	0.24	0.07	3.58	I
Delivery	14	22	12	19	8	75	
Mena Rank	0.93	1.17	0.48	0.51	0.11	3.20	V
Credit period	13	27	17	9	9	75	
Mean Rank	0.87	1.44	0.68	0.24	0.12	3.35	IV

Source: primary data

The first rank goes to the various schemes, the second rank goes to the quality, and promotional activity stands in third place delivery and credit period. Placed in fourth and fifth rank respectively.

RESULT AND DISCUSSION

The rapid change in the purchasing process of consumers led business to move towards a customer attitude, even to consider different type age group customer realize their production according to the demands and needs of each customer. Various models on hedonic shopping

concept are affected by the consumers. Dittmer model of hedonic shopping concept is mostly induced to the consumers to purchase the product frequently. In case of sales techniques used by the dealers, the result shows that some of the consumers are not attracted by the way of display, effective advertisement, offers and discount etc. Hence, dealers have to provide proper advertisement, offers and discount, free delivery services etc to all types of consumers. The dealers satisfaction level can be increased by the way of providing

various schemes offered by the manufacturer.

The manufactures and also dealers provide offer facility and reasonable price to consumers. Most of them are purchased frequently because offers and discounts facility were provided to all type of customers. Besides the dealers run the business with competitive spirit. Hence offers and discounts is one of the tools for increasing the purchasing level of consumers. The dealers order the product from manufacturer on daily basis because the dealers are mainly helpful during covid-19 period. So, the consumers order their favorite product daily to dealers.

For dealers, the results are important because the success of dealers choosing the youth as the target group depends on its knowledge regarding hedonic shopping. Furthermore, it is possible to arrange the various schemes offered by the company to dealer, because dealer satisfaction is also important for business. The dealers must daily watch over the consumer main level and purchasing pattern of the product, because the consumer is the life blood of business. Dealers are intermediaries between producers and consumers, they should know the taste and the preference of consumers through feedback. Taking these findings,

future research should examine differences in demographic characteristics and shopping habits of consumer regarding hedonic shopping. The findings may also be restricted only to one district in Tamilnadu. Future researches can be made in different countries.

SUGGESTIONS

- ✓ Dealers can update their product level day by day with the help of collecting information from consumers.
- ✓ The attitude changes from dealer to dealer. So all the product dealers are must understand their consumer mind level.
- ✓ Regarding the sales techniques the result showing that, most of the dealers use offers and discount techniques to sell their products. Hence the dealers know about all the sales techniques to attract all type customers in a positive way.
- ✓ Dealers should know well about all product details such as quality, price, offers, discounts etc. The goods should be sold among the consumers at best price with quality.
- ✓ Now a days the consumers mostly purchase with the help of social media. So the dealers can advertise

their product online with many offers.

CONCLUSION

Hedonic shopping is a common phenomenon in the modern marketing world. The producers and marketers turn to induce the consumers to make hedonic buying. Most of the consumers do hedonic shopping because of the reasonable price and for relaxation and most of them prefer hedonic buying because of the recommendation from their friends. Consumer is the main pillar of each and every business. Both producers and dealers provide better quality product to all type of consumers. Dealers must follow the better model of hedonic shopping concept to attract their customers. The product designs, packaging, various offers also lead the people to spend their money unnecessarily. Thus, “Hedonic shopping paves the way for financial inclusion which is needed for our current financial position”.

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