



**A STUDY ON CONSUMER ATTITUDE TOWARDS HEDONIC SHOPPING WITH
SPECIAL REFERENCE TO ONLINE ADVERTISING**

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ABSTRACT

Shopping is an activity in which a consumer browses the available goods (or) services presented by one or more retailers with the intent to purchase suitable selection of them. It may be considered a leisure activity as well as economic one. The shopping can be classified into some categories (i.e) Home shopping, Party shopping, window shopping, Social shopping, Grocery shopping, Impulse shopping, Item shopping, Online shopping, Treaty shopping. But the researcher only focused on hedonic shopping. Hedonic shopping is a positive experience when consumers made shopping activity. It is possible to all kind of income people. At present the consumer's shopping attitude will be changed day by day according to the product quality, attractive packaging, free offers, new innovations, wide range of products, prices etc. They prefer not only the best one but also the thing that make them happiest through online advertisement. Online advertising also called online marketing (or) Internet advertising (or) web advertising, is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers. People prefer a product through the impact of advertisement given by online. Hence the online advertisement influences the consumers for adoption of hedonic shopping. Therefore the present study concentrates on the Attitude of consumers towards hedonic shopping with special reference to online advertisement.

Keywords: Hedonic shopping, Advertisement.

INTRODUCTION

The internet has generated a wonderful level of excitement through its involvement with all kinds of electronic business and producers ranging from e-Commerce, e- Business, e- CRM, e- Supply chain, e- payment, e- Ticketing, e- Learning, e- Governance. Internet shopping is gradually becoming a well – accepted way to purchase various kinds of products and services, including computer products, automobiles, travel products, Clothing, flowers, books, music etc. Shopping is the movement of searching, selecting and ultimately purchasing services that fulfill the needs, wants and desires of customers. Hedonic shopping is viewed to purchase the products frequently and unnecessarily by the way of traditional and modern (i.e) attractiveness of online advertisement. It creates potential entertainment and emotional value to spend more time in shopping. Thus hedonic shopping may be considered as a tool to extract the money from various kinds of people frequently.

Online advertising includes many forms of commercial content - from electronic advertisements that are similar to traditional advertisement to formats that are different from traditional advertisements,

such as corporate web sites. Online advertising consists of a variety of methods including web banner advertising, blog advertising, promotional advertising, social network advertising and so on.

HEDONIC CONSUMPTION AND CONSUMER

Hedonic consumption is an important field in consumer behavior, and it represents a pattern of consumption related to emotional qualification and a focus on complementing emotional satisfaction. In these terms, hedonic consumption can be defined as a dimension pertaining to the emotional, sensorial and fantasy aspects of product usage. At the same time, the concept of hedonism can be described in brief as the search of pleasure. It has also been defined as state of mind in which pleasure is the highest beauty, pleasure seeking is a principle that is a life-style devoted to pleasure seeking.

Consumers prefer not only the best one, but also the thing that make them happiest. It is seen that the consumer preferences are in line with the strategy aiming to increase the hedonic experience at the end of the consumption.

ONLINE ADVERTISEMENT

Online advertising also called online marketing (or) Internet advertising (or) web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

TYPES OF ONLINE ADVERTISEMENT

- ❖ Display Advertising
- ❖ Affiliate marketing
- ❖ Search Engine Marketing (SEM)
- ❖ Mobile Advertising
- ❖ Search Engine Optimization (SEO)

a) Display Advertising

Display advertising is the use of web banners or banner ads placed on a third-party Website or blog to drive traffic to a corporate website and increase product awareness. These banners consist of static or animated images, as well as interactive media including audio and video.

Affiliate marketing

Affiliate marketing is a form of online advertising where advertisers place

campaigns with a potentially large number of publishers, who are only paid media fees when the advertiser receives web traffic. Web traffic is usually based on a call-to-action or measurable campaign result such as a submitted web form or sale.

b) Search engine Marketing

Search engine marketing is a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs). SEM tactics include paid placement, contextual advertising, and paid inclusion, or free search engine optimization techniques to drive placement of their advertisement.

d) Mobile Advertising

Cell phone advertising is the ability for organizations and individuals to advertise their product or service over mobile devices. Mobile advertising is generally carried out via text messages or applications. The obvious benefit of mobile advertising for brands is that mobile devices such as smart phones are usually close to the owner throughout the day.

REVIEW OF LITERATURE

1. Gurvinder S. Shergill, Zhaobin Chen (2005) in their study **Web-based**

shopping: Consumers' attitudes towards online shopping in New Zealand" have discussed that Website security/privacy, website design, website reliability/fulfillment and website customer service are the four dominant factors which influence consumer perceptions of their online purchasing experiences. On the other hand, online New Zealand buyers are more satisfied with website reliability/fulfillment and customer. Moreover, offering guarantees and warranties is an effective way of improving online customer service.

2. Humayun Kabir Chowdhury, Nargis Parvin, Christian Weitenberner, Michael Becker (2006) **Consumer attitude toward mobile advertising in an emerging Market: an empirical study** have discussed that mobile advertising activities provide many new opportunities and challenges for marketers. They enable the ability to address consumers individually and allow for direct and shared communication with customers. Finally the results of this study could provide managers with greater insight concerning the potential benefits and

limitations associated with using perceived quality strategies.

3. Mahavir Sehrawet and Subhash C. Kundu (2007) **Buying behavior of rural and urban consumers in India: The impact of packaging** have opined that a package is the face of a product. Packaging involves the activities of designing and producing the container and packaging for the product. Ease of carriage, package weight, simplicity, transparency and similarity of packaging have comparatively less impact on purchase decisions. However, rural consumers are more critical about packaging as they strongly consider that it contributes to misleading buyers and is also an environmental danger.
4. Kanika Taneja (2007) **Mall Mania in India – Changing Consumer Shopping Habits** she opined that the shopping centre include space, ambience, and convenience and moreover an array of choice under one roof. It can be concluded from the research that, the consumer markets in India have potential for the future development of the retail industry as the

market is growing, government policies are becoming liberal and the technological developments in the country are favorable for operations in India.

STATEMENT OF THE PROBLEM

Consumer's shopping attitude will be changed day by day according to the product quality, attractive packaging, free offers, new innovations, wide range of products, prices etc. They prefer not only the best one but also the thing that make them happiest. Hedonic consumers make shopping for various uneconomical reasons such as playing role, entertainment, individual satisfaction, learning new trends, physical activity, Sensorial stimulation, Social experience, communication with people whom have similar interests, attractiveness of the reference group, Status and authority, bargaining enjoyment. Consumers receive more information with the help of advertisement also. People prefer a product through the impact of advertisement given by Online. Hence the present study concentrates on the consumer's attitude towards hedonic shopping through online advertisement.

OBJECTIVES OF THE STUDY

- To understand about the socio, economic profile of the respondents.

- To identify the relationship between the hedonism/ pleasure and attitude of consumers.
- To study the concept of credibility of the online advertisement.
- To analyze the relationship between informativeness and consumer's attitude.
- To offer suitable suggestions on the basis of findings of the study.

SCOPE OF THE STUDY

The scope of the study is to understand about the socio, economic, demographic profile of the respondents, identify the relationship between hedonism/ pleasure and attitude of consumers, to study the concept of credibility of the online advertisement, to analyze the relationship between informativeness and consumer's attitude and offer suitable suggestions on the basis of study.

RESEARCH METHODOLOGY

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

SAMPLING DESIGN

Convenience sampling method is followed for the present study. because the population is randamely selected. Five towns are selected from the Virudhunagar namely Sattur, Sivakasi, Arupukottai, Srivilliputtur, Rajapalayam providing scope for studying consumer attitude towards hedonic shopping.

SOURCES OF DATA

The required data for the present study are collected both from primary and secondary sources.

Primary data

The primary data are collected with the help of questionnaire.

Secondary data

The secondary data are also collected from the various standard research articles, reports, magazines, journals. These have constituted a supportive literature for the purpose of carrying out the research work.

FRAMEWORK OF ANALYSIS

Data have been collected through the survey using structured interview schedule were prepared by cleaning, coding and entering them in a computer at the end of each day. The analysis was carried with the help of using popular statistical package SPSS 16.

AREA OF THE STUDY

The study covers the area of Virudhunagar, Sattur, Sivakasi, Arupukottai, Srivilliputtur, Rajapalayam.

ANALYSIS AND INTERPRETATION OF DATA

GENDER WISE CLASSIFICATION OF THE RESPONDENTS

Gender is the important factor to buy the products. The details are shown in the following table-1.

From the above table 1, 117 (58.50 per cent) of the respondents are Female remaining 83 (41.50 per cent) of the respondents are Male.

It is found that, 117 (58.50 per cent) of the respondents are female.

Table 1
Age wise classification of the respondents

S.No	Gender	No. of Respondents	%
1.	Male	83	41.50
2.	Female	117	58.50
	TOTAL	200	100.00

Source: Primary data

MARITAL STATUS OF THE RESPONDENTS

Marital status determines the responsibility of the consumer and so it is considered as an important factor in buying decision. The marital position of a person is more correlated with Shopping. So the researcher has categorized the respondents on the basis of their marital status which is exposed in the presented Table-2

Table 2
Marital Status of the respondents

S.No	Marital Status	No. of Respondents	%
1.	Married	161	80.50
2.	Unmarried	39	19.50
	TOTAL	200	100.00

Source: Primary data

From the above table it is clear that, out of 180 respondents 161 (80.50 per cent) respondents are under the status of married and (19.50 per cent) respondents are under the status of unmarried.

It is confirmed that out of 200 respondents, 161 (80.50 per cent) of the respondents are married

USAGE OF ONLINE PER WEEK

The usage of are internet is increased day by day. It is very important role of hedonic shopping. The results are shown on the following table-3

Table-3
Usage of online per week

S.No	Usage of online	No.of Respondents	%
1	5-10 Hours	47	23.50
2	11-20 Hours	42	21.00
3	21-30 Hours	43	21.50
4	31-40 Hours	18	9.00
5	41-50 Hours	18	9.00
6	51 Hours and above	32	16.00
	TOTAL	200	100.00

Source: Primary data

Among all the 200 respondents, 47 (23.5 per cent) people average spend between 5 to 10 hours per week online. The second highest is between 21 to 30 hours with 43 (21.5 per cent) people. There are 42 (21.0 per cent) people average spend between 11 to 20 hours per week online, followed by 32 (16.0 per cent) people average spend 51 hours and above online. 18 respondents spend average 31 to 40 hours and 18 respondents spend average 41 to 50 hours per week online.

It is clearly that, 47 (23.50 per cent) of the respondents spend between 5 to 10hours per week in online.

FREQUENCY OF VISITING ON INTERNET ADVERTISEMENT

The frequency of visiting internet advertisement results are given in the following table 4

Table 4
Frequency of visiting on internet advertisement

S.No	Internet advertisement	No.of Respondents	%
1	Visiting at least once	70	35.00
2	Occasionally visiting	117	58.50
3	Frequently visiting	13	6.50
	TOTAL	200	100.00

Source: Primary data

According to Table 4, 117 (58.50 per cent) of respondents are occasionally clicked on the internet advertisement. There are 70 (35.0 per cent) of respondents are frequency of visiting on internet advertisement at least once. The remaining 13 (6.5per cent) respondents are frequently of visiting on internet advertisement.

It is found that, out of 200 respondents 117 (58.50 per cent) of the

respondents are occasionally visiting on internet advertisement.

MEASUREMENT OF TENDENCIES

The measurement of tendencies is very essential one. The results are shown in the following table 5

Table 5
Central Tendencies Measurement of construct

Descriptive Statistics

Tendencies	N	Sum	Mean	Std. Deviation
Credibility	200	551.50	2.7575	.68404
Informative	200	680.25	3.4013	.68449
Hedonic	200	646.50	3.2325	.74749
Materialism	200	646.25	3.2013	.63191
Attitude	200	667.25	3.3367	.62530
Response	200	672.33	3.3600	.67000

All constructs were assessed through a 5-point-Likert-type scale ranging from “strongly agree” (5) to “strongly disagree” (1).

Based on Table 4, informative has the highest mean among all the constructs at 3.4013, this shows that the average level of agreement on informative are more towards “Agree”. On the other hand, the lowest mean among all the constructs is credibility at 2.7575, which indicate that average

responses on credibility are slightly more toward “Neutral”. The remaining constructs have similar level of agreement in which the mean score are slightly towards “Agree”. Overall, the average levels of agreement for all the constructs are more on “Neutral” to “Moderately agree”.

PREFERENCE OF ONLINE ADVERTISEMENT FOR HEDONIC SHOPPING – GARRETT RANKING ANALYSIS

The respondents are asked to rank their responses for their most preferred advertisement in online for hedonic shopping. To identify the most preferred online, the researcher has used Garrett’s ranking method. The following table shows the details of scores given by the respondents for the selection of Online advertisement.

Table-6

Details of website scores for preference of online advertisement

Rank							
No	Online website	1	2	3	4	5	T
1	Face book	150	40	10	-	-	200
2	Twitter	16	66	65	10	43	200
3	Snap deal	17	35	66	57	25	200
4	Amazon	16	23	31	82	48	200

5	Filp kart	1	36	28	51	84	
		200	200	200	200	200	

Source: Primary data

GARRETT SCORES

The Garrett ranks are calculated by using appropriate Garrett ranking formula. Then based on the Garrett ranks, the Garrett table value is ascertained. The Garrett table values and scores of each rank in Table -4 are multiplied to record scores in table -7. Finally, by adding each row, the total Garrett score is obtained.

$$\text{Per cent Position} = 100(\text{Rij}-0.5)/\text{Nj}$$

R_{ij}=Rank given for ith item by the jth sample respondents.

N_j = Total rank given by the jth sample respondents.

Table 7

Percent position and Garrett value

No	100(R _{ij} – 0.5)N _j	Calculated Value	Garrett Value
1	100(1- 0.5)/5	10	75
2	100(2- 0.5)/5	30	60
3	100(3- 0.5)/5	50	50
4	100(4- 0.5)/5	70	40
5	100(5- 0.5)/5	90	25

Table-8
Preference of Online

advertisement for hedonic shopping

No	Online website	Garrett Score	Garret Rank	Average Score
1	Face book	14150	I	70.75
2	Twitter	9885	II	49.43
3	Snap deal	9580	III	47.90
4	Amazon	8610	IV	43.05
5	Filp kart	7125	V	35.63

The above table shows that the Garrett scores and the average scores of each website. The average scores are ranked according to their values. The first rank is given to **Face book**, second rank to **Twitter**, third rank to **Snap deal**, fourth rank to **Amazon** and fifth rank to **Flip kart**.

It is found that most of the respondents prefer Face book advertisement for hedonic shopping in the study area.

FINDINGS OF THE STUDY

- 117 (58.50 per cent) of the respondents are female.
- Out of 200 respondents, 161 (80.50 per cent) of the respondents are married.

- 47 (23.50 per cent) of the respondents are spent between 5 to 10 hours per week in online.
- 117 (58.50 per cent) of the respondents are occasionally visiting on internet advertisement.
- Most of the respondents prefer Face book advertisement for hedonic shopping in the study area.

SUGGESTION

- The result showed that Flip kart has not made significant impact on consumer in the study area. It shows the unwillingness of the respondents in utilize in the flip kart advertisement. Hence it is suggested that the advertisers should concentrate on discovering new ideas to impress the respondents in seeing the advertisement of it.
- It shows that, in the part of frequently of visiting in internet advertisement 117 (58.50 per cent) in the study. It is suggested that, most of the respondents are occasionally visiting online. So the advertiser must focus online advertisement with more effectiveness and information can which increase frequent visitors.
- Regarding usage of online, the result highlighted that the limited number

of respondents are spent duration between 5 to 10 hours per week online.

- Hence the researcher suggested that, the advertiser can take necessary steps to influence the respondents by the way of attractive advertisement and sales promotional measures like free gifts announcement, innovative offers etc.

CONCLUSION

The usage of internet is increasing as it becomes more important in people's life. Therefore, it is strongly encouraged that marketer should advertise more on internet instead of traditional media. Now a days online advertisement is most popular among the educated and at the same time the youngsters are induced by the mass media for their desired purchase whether the product is necessary (or) unnecessary. From the results of this research, it has provided evidences to support that informative, hedonic/pleasure and materialism in an online advertisement are important for marketer to take into consideration when they create an online advertisement. By understanding all the factors that will influence consumer's attitude towards online advertising, marketer can better create an

effective advertisement to influence consumers' informational responses.

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