

EXPLORING THE DIFFERENCES BETWEEN HEDONIC AND UTILITARIAN SHOPPING IN A MODERN CONTEXT: TRENDS AND IMPLICATIONS

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Abstract: This research aims to explore the differences between hedonic and utilitarian shopping and the moderating context using a qualitative approach. This research uses qualitative methods by interviewing respondents who have experience shopping online and offline. Thematic analysis and in-depth interviews are the two methods used to collect data. This study examines the motivations, actions, and experiences related to consumer shopping. Hedonic shopping is defined by the emotional and enjoyable experiences experienced by buyers, while utilitarian shopping focuses more on efficiency and practical needs. The findings of this study show that consumers with hedonic shopping motivation tend to seek enjoyable and emotional experiences, while consumers with utilitarian shopping motivation tend to seek efficiency and practicality, and how social media and online shopping trends have a significant impact on customer decisions when it comes to both types of shopping models. The use of technology influences consumer choices and preferences in addition to improving access. This research describes information that is useful for both businesses and the general public, a business plan that meets the demands of the digital era. This study provides resources for the community to analyze hedonic shopping purchases, which helps reduce impulsive buying. This study enhances knowledge about consumer behavior dynamics and how it affects the business sector.

Keywords: Hedonic Shopping, Utilitarian Shopping, E-commerce Trends

1. Introduction

Hedonic and utilitarian shoppings two different things, but they attract public attention in observing modern consumer behavior because they bring changes to purchasing decisions. Hedonic shopping is primarily associated with the pursuit of pleasure, enjoyment, and emotional satisfaction, while utilitarian shopping focuses on needs and is more rational. (Lestari, 2023). The relevance of shopping orientation in the context of modern society is more emphasized on consumer experience, especially in the field of e-commerce, where emotional involvement, functionality, and efficiency become one (Scarpi, 2021). The theoretical framework provides valuable insights into how consumers process information differently based on their shopping motivations; their involvement in hedonic shopping tends to adopt a more abstract mindset, prioritizing experiential aspects over mere product attributes. The duality of shopping motivation not only affects consumer contentment but also shapes retail strategies, as businesses strive to meet both hedonic and utilitarian needs to enhance the overall shopping experience. Understanding this dynamic is very important for retailers who want to optimize their offerings in an increasingly competitive market.

Exploration of hedonic and utilitarian shopping behavior reveals several critical research issues that require further investigation. First, there is a significant gap in understanding how hedonistic shopping values influence impulsive buying behavior in various online contexts.

However, additional research shows a positive relationship between the hedonistic urge to shop and the urge to buy something (Lestari, 2023), while others indicate no direct correlation (Anggita, 2023), which leads to conflicting findings requires further research. Differences usually pay attention to comprehensive research to examine the nuances of hedonic shopping related to impulsive buying, especially in the context of online markets where emotional engagement often rises due to promotional strategies (Kempa et al., 2020). The research problem lies in the role of emotional intelligence in shaping shopping behavior, especially among online shoppers. Existing literature shows that emotional intelligence can influence shopping satisfaction and loyalty (Fihartini et al., 2023); (Lim & Kim, 2020), but the mechanisms that influence hedonistic and utilitarian shopping motivations in society are still underexplored.

In understanding emotional intelligence that interacts with shopping motivation, it provides valuable insights into consumer behavior, especially in terms of online transactions, where consumer emotional responses significantly influence purchasing decisions (Rasyid, 2019). The results of many studies are relevant to the relationship between platform dependency and consumer shopping emotions, where the increasing dependency of an individual on digital platforms for shopping provides a deeper understanding of the main emotional factors at play. Besides the aforementioned aspects, sales promotions also have a negative impact on hedonistic consumer behavior, where the values of hedonistic shopping present other critical research issues. While some other studies have shown that sales promotions effectively trigger hedonic shopping behavior (Kempa et al., 2020), the extent to which these promotions influence consumer decision-making in hedonic and utilitarian contexts remains unclear (Amaral & Djuang, 2023). This issue needs to be revisited so that we can understand how promotions can be strategically used to enhance the consumer experience across various shopping platforms. Based on various field research issues, which contribute to a deeper understanding of utilitarian behavior and hedonic shopping in the modern retail landscape.

This study provides a clear picture by analyzing the differences between hedonic and utilitarian shopping behaviors, with the hope of explaining how these two shopping orientations manifest in consumer shopping decision-making and how both influence the overall shopping experience. Using a clear theoretical framework, the research explores consumer mindsets based on their shopping motivations, thereby influencing their preferences for hedonic versus utilitarian goods. This analysis not only enhances the understanding of consumer behavior but also contributes to the development of various literatures used, and the underlying factors of emotional shopping orientation. In addition, analyzing the differences between hedonic and utilitarian, thus influencing consumer shopping behavior. These factors include demographic variables, emotional intelligence, and the role of sales promotion, which can significantly influence consumer motivation and preferences (Nghia et al., 2020). Modern consumers who are tied to online shopping systems always involve their emotions in shopping. Comprehensively provides valuable insights into the motivations driving consumer choices and their implications for retailers looking to optimize their marketing strategies. The implications of the findings for retail strategy, which focuses on business activities that effectively serve both hedonic and utilitarian buyers. The duality of shopping motivation allows for the adjustment of their offerings and marketing approaches to enhance customer satisfaction and loyalty. For example, by integrating elements of the shopping experience and engaging consumers at a higher emotional level in meeting their needs (Yildiz, 2024). Ultimately, the research aims to provide actionable recommendations for retailers to create a balanced

shopping environment that appeals to diverse consumer motivations, thereby fostering a more satisfying and effective shopping experience.

In summary, the introduction of this study has established a foundational understanding of the distinctions between utilitarian and hedonic shopping behaviors, emphasizing their relevance in the context of modern consumer experiences. By articulating the research problems, objectives, and theoretical frameworks, the introduction setting the stage for a comprehensive exploration of how these two shopping orientations influence consumer decision-making and retail strategies. The study aims to analyze the nuances of hedonic and utilitarian values, examine the factors that shape these behaviors, and assess the implications for retailers seeking to optimize their marketing approaches in an increasingly competitive landscape (Calvo-Porrà & Lévy-Mangin, 2021).

2. Literature Review

Hedonic and utilitarian shopping

Hedonic and utilitarian shopping represent two distinct yet interrelated motivations that drive consumer behavior in the marketplace. Hedonic shopping is primarily associated with the pursuit of pleasure, enjoyment, and emotional satisfaction, where consumers engage in shopping as a form of recreation and self-indulgence (Lestari, 2023). This orientation emphasizes experiential aspects, such as the joy derived from browsing, the thrill of discovering new products, and the emotional gratification that accompanies purchases. In contrast, utilitarian shopping is characterized by a more pragmatic approach, where consumers focus on efficiency, task completion, and the functional benefits of products (Liu, 2023; Vieira et al., 2018). Hedonic and utilitarian shopping in the modern context is based on several key psychological theories and concepts that explain consumer motivation and behavior. Consumers engaged in hedonic shopping operate at a more abstract level, focusing on experiential and emotional aspects, while utilitarian shopping is approached with a more concrete mindset, emphasizing efficiency and task completion.

Needs often drive shopping behavior, as consumers strive to meet specific goals or needs, such as buying groceries or household items. The interplay between hedonic and utilitarian shopping motivations is particularly evident in the context of online shopping, where consumers often navigate a blend of emotional and practical considerations (Anggita, 2023). Research indicates that hedonic shopping values can significantly influence impulsive buying behaviors, especially in e-commerce environments where promotional strategies and engaging interfaces enhance the shopping experience (Fabriana & Susanti, 2023). For instance, sales promotions have been shown to effectively trigger hedonic shopping motivations, leading to increased impulse purchases as consumers seek to capitalize on perceived value and excitement (Rasyid, 2019).

This duality is very important to understand, as it influences the design of shopping experiences that meet emotional and functional needs. Hedonic and utilitarian shopping provide valuable insights into consumer behavior, emphasizing the importance of understanding the motivations behind shopping decisions. By integrating psychological theories with empirical findings, it is possible to develop targeted strategies that enhance customer satisfaction and loyalty. As the retail landscape continues to evolve, especially with the rise of e-commerce, leveraging these insights will become crucial for businesses aiming to create engaging shopping experiences that align with various consumer motivations.

This dynamic illustrates how hedonic elements can coexist with utilitarian objectives, shaping consumer decision-making in complex ways (Mariyana, 2023). Understanding the distinctions

and interactions between hedonic and utilitarian shopping is crucial for retailers aiming to optimize their improving customer satisfaction and marketing strategy. By recognizing the dual motivations that drive consumer behavior, businesses can tailor their offerings to appeal to both hedonic and utilitarian shoppers (Ali et al., 2021). For example, creating a shopping environment that balances emotional engagement with practical efficiency can foster a more satisfying experience for consumers, ultimately leading to increased loyalty and repeat purchases. As the retail landscape continues to evolve, particularly with the rise of e-commerce, the need for a nuanced understanding of these shopping motivations becomes increasingly important for effective marketing and consumer engagement strategies.

The results of the meta-analysis show that there is a relationship between hedonic and utilitarian values and customer behavior, enabling the achievement of two goals: pleasure and practicality. In the context of hedonic and utilitarian motivations, hedonic motivations, such as adventure and satisfaction, enhance focused attention and overall engagement with online platforms, while utilitarian motivations drive consumers to maximize utility and efficiency.

Relevance in Modern Consumer Behavior

The relevance of hedonic and utilitarian shopping in modern consumer behavior is increasingly pronounced as digital transformation reshapes the retail landscape. Today's consumers are motivated not only by the functional benefits of products but also by emotional satisfaction and experiential engagement during their shopping journeys (Maltseva & Danilova, 2019; Rathore, 2019). This duality is particularly evident in the context of online shopping, where consumers often navigate multiple screens and platforms simultaneously, blending utilitarian tasks with hedonic pursuits (Maltseva & Danilova, 2019). As a result, retailers must adapt their strategies to cater to these evolving consumer preferences, leveraging data-driven insights to create personalized and engaging shopping experiences that resonate with both hedonic and utilitarian motivations (Rathore, 2019). Moreover, the rise of social media and digital marketing has significantly influenced consumer behavior, particularly among younger demographics, who are more inclined to seek out brands that align with their values and lifestyles (Kremmydas & Kostis, 2023). This shift has led to a greater emphasis on sustainability, ethical consumption, and brand transparency as modern consumers increasingly prioritize products that reflect their personal beliefs and social consciousness (Aleshnikova et al., 2021; Kremmydas & Kostis, 2023). Consequently, businesses must not only focus on the functional attributes of their offerings but also consider the emotional and ethical dimensions that drive consumer loyalty and satisfaction in today's market (Aleshnikova et al., 2021).

Understanding these trends is crucial for retailers aiming to remain competitive and relevant in an ever-changing consumer landscape. Finally, the implications of these trends extend beyond individual purchasing decisions; they also shape broader market dynamics and consumer culture. The emergence of consumer minimalism, for instance, reflects a growing desire among individuals to simplify their lives and make more intentional purchasing choices (Wilson & Bellezza, 2022). This shift challenges traditional marketing approaches and encourages brands to rethink their value propositions, focusing on quality, sustainability, and meaningful engagement rather than mere consumption. As consumer behavior continues to evolve in response to technological advancements and sociocultural shifts, businesses must remain agile and responsive to these changes to effectively meet the needs and expectations of modern consumers (Yuliasari et al., 2023).

3. Method

The methodology of this research is qualitative about hedonic and utilitarian shopping, designed to deeply explore the motivations and fundamental experiences of consumers. This approach involves semi-structured interviews with participants who shop both online and offline. The informants in this study consist of a diverse group of consumers, ensuring representation across various demographics, including age, gender, and shopping preferences, to capture a range of perspectives on hedonic and utilitarian shopping behavior. Data collection through interviews to identify data-related themes allows for a deeper understanding of how hedonic and utilitarian motivations emerge in consumer behavior.

4. Result and Discussion

This research presents data from informants involved in the conducted study. The graph below illustrates the age distribution of the informants who participated in this study.

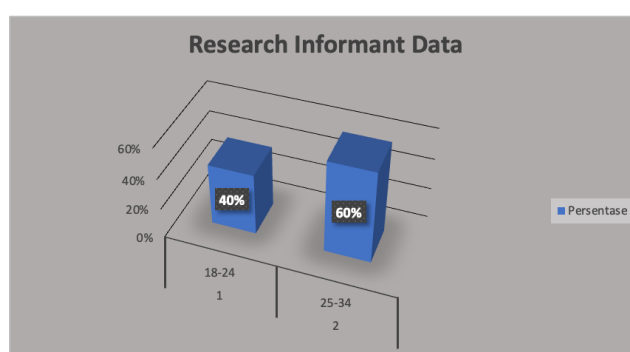


Figure 1: Research Informant Data

Based on the "Research Informant Data" fig.1, the informants' ages fall into two categories: 18-24 years old, comprising 40% of the total informants, and 25-34 years old, comprising 60%. This indicates that the respondents in this study are predominantly from the 25-34 age group, which makes up 60%, while the 18-24 age group only accounts for 40% of the total informants. The data above provides an overview of the age composition of the informants involved in this study, which is dominated by the 25-34 age group. This graph provides descriptive information about the characteristics of the informants in the study, particularly regarding their age distribution. This information can help understand the context and background of the data and research findings presented.

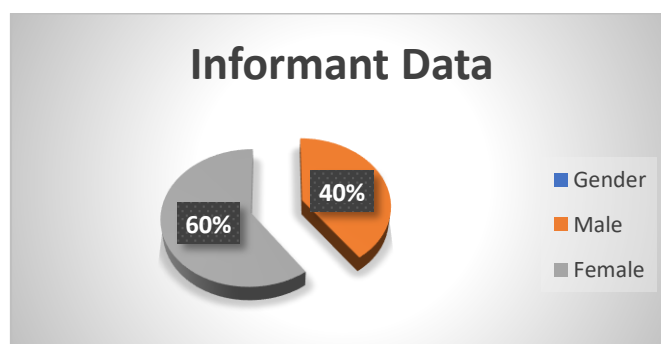


Figure 2: Informant Data

Based on the fig.2 above "Informant Data," the gender of the research consists of men and women. The graph shows that 40% of the informants are men, while 60% are women, who hold the majority position. This data indicates that this research involves fewer male informants compared to female respondents. Information regarding the gender composition of these informants can help understand the context and background of the research conducted. Gender differences can affect various aspects, such as perception, preferences, and consumer behavior discussed in the research. This graph provides important insights into the demographic characteristics of the respondents involved in this study, particularly regarding gender representation. Understanding this gender composition can help researchers interpret findings better and consider their implications.

The emotional satisfaction expressed by the informants from hedonic shopping can be described as a pleasant escape from daily routines. Shopping for pleasure allows them to express their identity and satisfy personal desires, reinforcing the idea that hedonistic shopping is not just about acquiring products but also about the experiences and emotions associated with the act of shopping. These findings are in line with existing literature that emphasizes the importance of emotional engagement in driving positive consumer experiences. Informants who shop hedonically express that they feel pleasure and emotional satisfaction when shopping, whereas informants who shop utilitarianly express that they feel the need to achieve certain goals. Shopping hedonistically is more likely to lead to the purchase of unnecessary products, whereas informants who shop utilitarianly are more likely to buy needed products. Conversely, in utilitarian shopping, respondents expressed a more pragmatic approach, where participants emphasized efficiency, convenience, and the fulfillment of specific needs. They articulate a clear distinction between the motivation for hedonic versus utilitarian shopping; although they enjoy the thrill of shopping for pleasure, they approach utilitarian shopping with a task-oriented mindset focused on achieving specific goals. From the results of interviews with several informants, it is evident that hedonic and utilitarian shopping motivations have a significant impact on their shopping experiences. Informants who focus on hedonic shopping are more likely to seek pleasure and emotional experiences, while informants who focus on utilitarian shopping prioritize practical needs and efficiency. This shows the importance for companies to understand these differences in motivation and adjust their marketing strategies to meet the diverse needs of consumers.

From this research, it shows that hedonic and utilitarian shopping motivations have a significant impact on respondents' shopping experiences. Hedonic shopping motivation means they are more likely to seek pleasure and emotional experiences while shopping. They prefer online shopping and are influenced by factors such as price, product quality, advertisements, and recommendations from social media. Informants with utilitarian shopping motivation prioritize practical needs and efficiency when shopping. They prefer offline shopping and are influenced by factors such as product quality, price, and online reviews. These results indicate that hedonic shopping motivation is more inclined to seek enjoyable and emotional experiences, while respondents with utilitarian shopping motivation prioritize practical needs and efficiency. Whereas for respondents with utilitarian shopping motivation, the company can offer more practical and efficient products.

5. Conclusions

In conclusion, this research shows that hedonistic and utilitarian motivations for shopping have a significant impact on a person's shopping experience. Both hedonistic and utilitarian shopping plays important role in understanding modern consumer behavior. Consumers with

hedonistic shopping motivations are more likely to seek enjoyable and emotional experiences, while consumers with utilitarian shopping motivations are more likely to seek efficiency and practicality. Therefore, businesses must understand consumer motivations and adjust their marketing strategies and shopping environments to meet the diverse needs of consumers.

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