

# ASSESSING HEDONIC AND UTILITARIAN CONSUMER BEHAVIOUR OF WOMEN

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*Abstract :India is a diverse country with different culture, cast and creed. Therefore, the choice of clothing differs from person to person. The preference and buying behaviour change from individual to individual due to various factors such as personal preference, culture, tradition, occasion and other factors like economic, influence of reference group. The buying behaviour differs with difference in age, sex, income and type of education of the consumers. The present study will serve as guide to understand the behaviour of consumers while they shop, it will help the marketers to develop marketing strategies so that they can understand the need of consumers better and give them exactly what they need. The present study focuses on exploring the hedonic or utilitarian consumer behaviour of females. The study was conducted in Jaipur city. The sample size used was 100 respondents. The data was gathered through questionnaire. Respondents were selected using random sampling method. The study revealed that the respondents age is inversely proportional to the hedonic behaviour of the respondent i.e. with the increase in age the hedonic behaviour decreases and utilitarian behaviour increases. The study further reveals that non-working women are more hedonic in nature as compare to working women, married women are more hedonic as compared to unmarried women and nuclear family women are more hedonic as compared to joint family women.*

**Key Words-** Apparel shopping, Females buying behaviour, Hedonic behaviour, Utilitarian behaviour

## INTRODUCTION

Consumer behaviour Research in the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent that they understand their customers. The relation between dressing and the idea of

individual expression is complex. It may be perceived in people's daily life through recurrent use of the same clothing colours, brands, fashion tendencies etc. Many people use contrasts and colours that express feelings according to their state of mind. Marketers and retailers often seek to learn why people go shopping. It has recently shown that the shopping experience provides consumers with a combination of utilitarian and hedonic shopping value (Holbrook and Hirschman, 1982, Babin et al., 1994, Babin and Darden, 1995, Jones et al., 2006, Cottet et al., 2006, Seo and Lee, 2008, Carpenter, 2008, Lee et al., 2009). Utilitarian value is task-oriented and cognitive in nature, whereas hedonic value is tied to the emotional aspects of the shopping experience (Holbrook and Hirschman, 1982, Babin et al., 1994). In general, consumers perceive utilitarian value by acquiring the product that necessitated the shopping trip while simultaneously perceiving hedonic value associated with the enjoyment of the shopping experience itself (Carpenter, 2008). When a person have spare time on the weekend and that person like to spend the time visiting the apparel stores, trying on different outfits but may not have any intention of actually buying, talking to the salespeople, enjoying the music playing in the stores, and watching other consumers, then that person have a Hedonic shopping behaviour. When a person shops for apparel when it is absolutely necessary, planning in advance exactly what and where the person is going to buy so that the consumer can enter and exit an apparel store with what is needed, as quickly as possible, then the consumer have an utilitarian shopping behaviour. In the measurement of shopping experience, the hedonic side of shopping must be considered as well as utilitarian side in order to reflect the complete shopping experience (Hirschman and Holbrook, 1982). The different levels of hedonic shopping value result in different consumption behaviours (Babin et al., 1994). The

investigation shows that the hedonic shopping value influences consumers behavioural and it has its consequences on apparel marketing. The importance of this study helped us in assessing the hedonic and utilitarian consumer behaviour of consumers. Understating the behaviour of consumers while they shop help the marketers develop market strategies so that they can understand the consumers for promotional and managerial decisions.

### OBJECTIVE

The study examines the age, occupation, marital status and family type of the respondent's influences Hedonic and Utilitarian shopping behaviour.

### METHODOLOGY

The present study was undertaken to assess the hedonic or utilitarian consumer behaviour in females.

#### Locale of the study

Jaipur was selected as the study area as it is a fast growing economy and people are well aware about apparel shopping.

#### Sample method

The respondents were approached by random sampling method. The data was gathered from respondent through questionnaire.

#### Sample size

The sample size were consisted 100 women respondents, out of which 48 were women from age 26-30 years and 52 were women from age 31-35 years. The data was collected interview schedule from the respondent.

#### Tools of data collection

A survey was conducted to gather information to regarding general perception of various age groups towards shopping. The data was collected from the respondent through questionnaire.

#### Scoring

A five point Likert scale will be used for analysing the data. The scale include: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly Agree. The scale has both positive and negative statements will be used. The highest possible rating will be 75 and the lowest possible rating will be 15.

### Analysis of data

An ordinal questionnaire schedule was procured to collect the information. The questionnaire consists of 15 questions. On the basis of scoring data was analysed.

## RESULTS AND DISCUSSION

**Table 1. Distribution of respondents on the basis of age**

Age group (Year)	HEDONIC	UTILITARIAN
	%	%
26-30	32	16
31-35	20	32

The above table shows that 32% women respondents of 26-30 years were hedonic in nature as compared to 16% women who were utilitarian in nature because the women of younger age have less responsibility for family and they can easily spend on shopping. Similarly, 32% women from age 31-35 years are utilitarian in nature as compared to 20% women are hedonic in nature. This may be because once a person gets married the responsibilities of that person increases and the expenditure on shopping decreases.

**Table 2. Distribution of respondents on the basis of occupation**

Occupation	HEDONIC	UTILITARIAN
	%	%
Working	36	40
Non-Working	16	8

The above table further revealed that 40% working women are utilitarian in nature and 36% working women are hedonic in nature. Similarly, 16% non-working women are hedonic in nature and 8% non-working women are utilitarian in nature. The study indicated that non-working women are less hedonic in nature as compared to working women, because the working women spend less time to on shopping and therefore they buy goods whenever required. Whereas non-working women have enough time to spend on shopping has they are hedonic in nature.

**Table 3. Distribution of respondents on the basis of marital**

**status**

Marital Status	HEDONIC	UTILITARIAN
	%	%
Married	36	28
Unmarried	16	20

The results of the above table suggest that 36% of married women are hedonic in nature and 28% married women are utilitarian in nature. Similarly, 16% unmarried women are hedonic in nature and 20% unmarried women are utilitarian in nature. Further this study indicates that married women are comparatively hedonic than unmarried women, because married women purchase apparel for themselves as well as for their family. Whereas unmarried women purchase apparel mainly for themselves only.

**Table 4. Distribution of respondents on the basis of family type**

Family Type	HEDONIC	UTILITARIAN
	%	%
Nuclear Family	44	28
Joint Family	8	20

The above table indicates that 44% of women are from nuclear family and are hedonic in nature compared to 28% women of nuclear family who are utilitarian in nature because in nuclear families everyone is in-dependent, free to do things according to their will and the women of nuclear families spend time, money on shopping, whenever they desire. Similarly, 20% women of joint family are utilitarian in nature as compare to 8% women of joint family are hedonic in nature. Further results shows that in joint family such decisions are bounded in relation to each and every member of the family so the women of joint family purchase goods whenever required considering all the basic needs of each and every member of the family.

**CONCLUSION**

The respondents of 25-29 years are hedonic in nature compared to utilitarian behaviour because the women of younger age have less responsibility of their families and they can easily spend on shopping. Similarly, women of 30-35 years have utilitarian behaviour because when a person gets married the responsibilities of that person increases and the

expenditure on shopping decreases. This study indicates that non-working women are more hedonic in nature as compared to working women, because the working women have less time to spend on shopping and therefore they buy goods whenever they have any required therefore they are utilitarian in nature. Whereas non-working women have enough time to spend on shopping and they are hedonic in nature. And nuclear family women are more hedonic as compared to joint family women because nuclear families everyone is in-dependent, spend time, money on shopping, whenever they desire as compare to joint family such decisions are bounded in relation to each and every member of the family.

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