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Is hedonism present in the purchase of academic books? An empirical analysis in online and traditional purchase methods

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Abstract— This paper examines hedonism in Indian consumer behaviour and its exploration in the consumer's perceptions towards purchasing behaviour in the world of academic and non-academic books. This study also explores the factors that might influence the consumers' perceptions in hedonic pleasure in shopping for books. Book and publishing industry in India is under a transition period due to the onslaught of internet and its capabilities. M/s. Flipkart changed the consumer perceptions of purchase behaviour in online shopping especially books. Today consumers have plenty of options and choice of virtual companies who are luring them with low pricing and free shipping strategies. There is a war for consumers today in the web. The winner is the consumers who are benefited widely because of this. In such a platform, consumer's behaviour specially the hedonic behaviour in shopping is examined in this paper. Quantitative survey method is used to achieve the objectives of the paper. The participants of this study are Indian citizens who made purchases of both academic and non-academic books in the past one year or plan to do so in the coming one year. The study is restricted to the geographic area of Bangalore, as Bangalore has the highest internet penetration rate amongst other Indian cities along with a heterogeneous consumer market. The factors which lead to hedonic pleasure in academic shopping are examined. Consumer perceptions of shopping experience, shopping experience in the context of affordability (prices) are also identified. The study reveals that the academic consumers are more economically oriented, enjoy shopping, very author specific and base their purchase either online or traditional, based on the type of book they want- which may be academically oriented or leisure oriented. This may be of special interest to marketers interested in entering the academic market online or traditional.

Keywords— Academic shopping, Consumer behaviour, Consumer's expectations, Hedonic pleasure, Leisure-oriented books, Publishing world, Utilitarian expectations

.INTRODUCTION

The Greek Philosopher Epicurus has rightly said "Pleasure is the beginning and the end of living happily". This ideology when applied to shopping or consumer behavior, gives rise to hedonism-indulgence of pleasure while shopping as different from shopping for a need. It can be combined with the theory of flow which was introduced by Mihaly Csikszentmihalyi in 1975 which states that when people are involved in an activity so actively, that times flies quickly, people forget things

around themselves and get involved in the activity so being done by them. Mihaly Csikszentmihalyi called this state where people forget themselves in their task as the theory of flow. In this state of flow if a person experiences a positive experience, it (the activity associated with the state) will be remembered with happiness and a sense of pleasure.

LITERATURE REVIEW

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Consumer shopping in a positive state of flow enables pleasurable, happiness in the shopping activity. This happy shopping experience termed as hedonic shopping is a widely researched concept. The value that make up the product and are necessary for its performance is the utilitarian value[1]. This value is related basic motivation of the consumer. Research has acknowledged the existence of experiential shopping and utilitarian shopping [2]. In consumer research the difference between the utilitarian and hedonic attributes plays an important role[3].

The traditional stand-alone book stores and mini bazaars on the street shops are slowly wiped away by the modern retail formats of books stores. The retail formats of books stores are today offering added stimulies of international standards of hypermarket. They have brand name, themed cafes, built-in music also coupled with recreational facilities. They also conduct sponsored events during the weekends, throw exciting offers,gives discounts, has promotional gimmicks and offer wide plethora of lurings to the book shopper.In addition to all these attractions, there are exhibitions- a pure business strategy to lure the shopper plenty more. All these does have an impact on the goals and priorities of the book shopper's intention. This modern shopping formats and its changing facets has created shopping as a major leisure and pleasurable experience amongst the consumers today.In addition to this, the changing demographics of the shopper in the ever evolving economy has also driven him to shop more. The changes in disposable income, rise in tourism, growing affluences are also factors influencing the shopper.

There are innumerable reasons which drive the consumers to shop. These reasons can be termed as shopping motivation [4]. The consumer behavior is today laden with sensory, imaginative and emotion which is more complex than have been in the traditional approach of shopping [5]. Today the shopping format is available to a consumer in two formats-store format and online format. Consumers shop online predominantly for it is convenient, time saving and prices are competitive whereas the store format is a physical activity which offers consumers the feel and the touch of the products. The shopping motivations for either format have hedonic and utilitarian aspects.

The consumer experiences a deep involvement in the consumption event and level of hedonism varies product to product and brand to brand [6].Shopping benefits, shopping cost and variety of merchandise are other such drivers which attract consumers to online stores [7] Some customers foresee discomfort and insecurity using online format. For some customers the technology discomfort alters their self-confidences and ability in online shopping format, thereby favor the physical formats.

The younger generations need form of persuasions towards more hedonic issues and for the older public the form of persuasions that works is more utilitarian [1]. Shopping benefits, shopping cost and variety of merchandise are other such drivers which attract consumers to online stores [7]. In-depth interview was conducted by Su-Jane Chen and Tung-Zong Chan with 35 consumers to find out past online purchases, reasons for online purchase, their own description of the shopping experiences with their intention for make a repurchase. Here some of the consumers said "it was fun to shop and surf the internet". Shopping experience was described by the consumers comprising of three components – interactivity, transaction and fulfillment. Here interactivity refers to the internet connection, website design and appearance and the consumer's system capacity. They have likened this interactivity component to the physical shopping environment in a brick and mortar stores.

Here interactivity refers to the internet connection, website design and appearance and the consumer's system capacity. They have likened this interactivity component to the physical shopping environment in a brick and mortar stores. They further added that for some rare products which are rarely available in brick and mortar stores, the internet is the best source. Transactions are the same as in traditional book stores –price, convenience and security. The third "fulfillment" is delivery exchange, return polices and also post purchase services.

PROBLEM BACKGROUND

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The distribution channel design has undergone tremendous revamp with the advent of internet and its capabilities of communications with its VoIP capability. Post the advent of internet, there seems to be general consensus among the customers that they need to be cost conscious because of wide accessibility of stores through the internet. The internet has opened up many options for the customers and his reach his widened giving him plenty of choices.

This has alerted the entrepreneur to change his approach towards the market. The way the entrepreneur approaches the market is not taking solely the customer needs into account but also the competitor actions [8]. This has made many entrepreneurs to enter into the digital world in order to stay in competition with the latest technology incorporated into their operations.

Market orientation has a significant effect on the web presence or ecommerce development of the organization [9]. Further affordability, logistics, maintenance, and other such support issues have influence on ecommerce development[8]. Electronics channels are potential marketing communicating channels [10]. The concept of virtual companies is taking concrete shape and will usher into an era of boundary less world [11]. In this e-commerce era, would the hedonic factor have any influence in the purchase of books?

PURPOSE OF THE STUDY

An empirical study of online shopping in comparison with physical format stores was conducted by researchers Prof To, Prof Liao, & Prof Lin, in the year 2007[16]. They concluded that the consumers not only get product value but also pleasure and enjoyment during the process of internet shopping. Some consumers get utilitarian value through price value and some others draw hedonic pleasure through status, authority and adventure from internet shopping.

The focus of this study is not to study the E-commerce pattern in the Book Empires but to explore the customer hedonic value seeking preference in the evolving Book Retail industry in both the methods of purchase. The study examines the transition of the customer mind set between utilitarian and

hedonic value during the process of internet or traditional store shopping. It studies and explore if the electronic channel is utilized by the customer for hedonic value more or traditional gives them the hedonic value.

IMPORTANCE OF THE STUDY

There are still many unknown characteristics which influence a person to shop[13]. This study demonstrates factors which influence shopping behavior more. It also provides insights to the book owners and portal owners a predictive model of purchase behavior of consumer towards utilitarian and hedonic value. This would enable the owners to devise a marketing and advertising formula based on the priority of factors influencing both the hedonic or utilitarian value.

STATEMENT OF PROBLEM

The traditional book stores today are facing challenges because online purchases of books are now rampant and in threatening their existence. Competition is now severe between the traditional book seller and the online seller. An opportunity for to find out the hedonic perceptions of the buyer of books will give a window view for the traditional stores to be viable in the long run and an opportunity for the online sellers to incorporate more hedonic attributes to enhance their sales.

SCOPE OF THE STUDY

The scope of the study is restricted to the customer perceptions towards hedonic or utilitarian purchase of books only. For the purpose of the study, the books have been categorized to two main categories- Academic and Non-academic. The study is also restricted to persons who purchase books either by online methods or by traditional methods only and does not include renting or hiring of books. Geographically, the study is done in Bangalore, as Bangalore has the highest internet penetration when compared to other metros cities in India and majority of IT and non-IT enterprises, Public Sector units and colleges are situated which makes the population of Bangalore a very

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heterogeneous population. The study also restricts itself to traditional book stores and online book stores and does not consider the stores which are present in either of these formats.

RESEARCH METHODOLOGY

Data source

The data used for the above analysis is primary data collected through survey questionnaire method. The Cross sectional data is analyzed by means of factor analysis via Statistical Package for Social Sciences (SPSS).

Data collection & Sample techniques

A self-administered questionnaire using a five-point Likert scale was used for data collection. The questionnaire consists of two main parts: demographics, hedonic questions towards purchase of books.

Sampling frame

The sampling frame consisted of all persons who purchased books from traditional or online stores for the past six months. The population-size being infinite, where the population is greater than 50,000, the formula used for determining the sample size is

$$SS (\text{Sample Size}) = Z^2 * (p) * (1 - p) / C^2$$

Where

SS = Sample Size

Z = Z- value ^a (e.g., 1.96 for a 95 percent confidence level)

p = Percentage of population picking a choice, expressed as decimal ^b

C = Confidence interval, expressed as decimal (e.g. 0.04889 = +/-0.04889 percentage points).

Study Sample size

In this study, the confidence intervals taken are +/- 0.04889. The Z-values for 95 confidence level being 1.96, the sample size calculated is

$$SS = 3.8416 \times .5 \times .5 / .0024$$

$$SS = 400$$

The questionnaire is personally administered to professors, teachers, and students across 3 colleges, working professional across 2 companies in Bangalore over a period of one month. In each college and companies about 80 respondents were requested to help with the survey and fill in the questionnaire.

However only 374 questionnaires could be used for the analysis and others were found illegible and incomplete.

Respondent's profile

The respondents were 374 in numbers of which 151 were female respondents and 223 were male respondents which constituted for 40 percent women and 60 percent men. Of the respondents 44 percent belonged to the age group 18-25, 27 percent were between the age group 26-35, 17 percent were between 36-45 and the remaining 12 percent above 46 years. There was a predominance of younger population in the sample. Among the working adults which constituted about 60 percent, 30 percent were in the income level of Rs.20, 000 and Rs.50, 000. Of 374 respondents, 60% of them have been using internet for shopping from past 5 years or more. The profile of the respondents was as per Table I.

TABLE I- RESPONDENTS PROFILE

Profile of Respondents	Count	Percentage
Student	151	40
Private Employee	100	27
Government Employee	61	16
Business Owner	19	5
Professionals	43	11
Total	374	100

Methodology used for the analysis- Pilot study:

A pilot study was conducted for the questionnaire developed. Survey responses of 33 respondents were taken to check the validity and reliability of the questionnaire. Content validity of the questionnaire was confirmed by faculty expert and traditional bookshops owners. Possible misunderstanding of the questions was taken into consideration and relevant corrections and deletion was done before the questionnaire was administered to the sample respondents. A careful effort was put to see that that questionnaire was tested thoroughly to make it user friendly for the respondents to respond.

Methodology used for the analysis:

The data used for this research study was collected both through administered questionnaires to sample respondents and web-technology. Email invitations to participate in the web-questionnaire was sent to many academic professional

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and students and also to the social website related to research. The rate of response from the web-administered questionnaire was very less when compared to the direct questionnaire. The probable reasons that could be attributed to this low rate of response from the web-administered questionnaire could be several prominent of them could be survey-fatigue, lack of connectivity, lack of time and possible methodology difference

Validity & Reliability of the survey questionnaire:

The questionnaire was developed with the factors from the literature review conducted. The questionnaire then was verified by expert in the field of books traders. The questionnaire was given to M/s. Swapna Book House, Gandhinagar- Bangalore. M/s Swapna Book traders are trading in books in Bangalore for the past 47 years. M/s. Swapna Book House has now been recognized as the country's largest book showroom by India Book of Records.[15]. The question was verified by Mr. Mukul Shah, Manager Business Development of M/s.Swapna Book House. Changes requested by Mr.Mukul Shah was taken into consideration and due changes were done. Relevancy of the questions was verified and validated by the industry expert and literature reviews. The internal consistency reliability of items was measured by the Cronbach in SPSS. Cronbach

is used to test the reliability of the questionnaire. As the test showed satisfactory results, the same was administered for sampling process further.

Variables under study: This study analysis the variables which initiate the purchase activity in a consumer of book both in traditional and online methods of shopping. The variables under study are listed in the Table II below.

4	Independent Variable	Information availability
5	Independent Variable	Convenience
6	Independent Variable	Customer service
7	Independent Variable	Internet access
8	Independent Variable	Customer service agent experience
9	Independent Variable	Personal communication
10	Independent Variable	Rules and regulations
11	Independent Variable	Site suspicion
12	Independent Variable	Online identity and theft of information
13	Independent Variable	Technology literate
14	Independent Variable	Response time
15	Independent Variable	Repurchase intention
16	Independent Variable	Word of mouth
17	Independent Variable	Payment ease
18	Independent Variable	Discount
19	Independent Variable	Risk
20	Independent Variable	Demographics
21	Independent Variable	Consumer innovativeness

TABLE II- LIST OF INDEPENDENT AND DEPENDENT VARIABLES.

Sl.no	Type of Variable	Name of the Variable
1	Dependent Variable	Purchase
1	Independent Variable	Price
2	Independent Variable	Ease
3	Independent Variable	Time and mental cost

PERFORMANCE MEASUREMENTS

Study: Factor Analysis.

Research Question: What are the behavioral attitudes of the customers while they make the purchase?

The study has 2 component structures in the questionnaire. The first section contains the demographics of the consumers. The second section explores the hedonic pleasure and behavioral attitudes of the consumers. From the second section which explores the hedonic pleasure and behavioral attitudes of the consumers, Table below represents

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exploratory factors for hedonic pleasure intention. The 25-item scale is factor-analyzed using the principal component method with Varimax rotation.

TABLE-III EXPLORATORY FACTORS FOR HEDONIC PLEASURE INTENTION.

Sl no.	Statements capturing hedonic pleasure intention
1	I make regular purchase of books
2	I often make purchase of non-academic books
3	I prefer to make online purchase of books
4	The response time I seek when I make a purchase of books is an immediate receipt of my book/books
5	When I hear of a new book store or an online book stores site, I often find an excuse to go and visit the same.
6	In general I am interested to find new book stores or online book stores.
7	Shopping or browsing for books is a "getting away from it all"
8	I get so involved in purchase activity when I shop I forget everything else\
9	I often select and place items in the shopping cart when I am bored
10	I select and place items in the shopping cart to entertain myself
11	I find placing items in the shopping cart enjoyable
12	Compared to my friends I do more shopping for books
13	I am willing to try out new authors of books
14	I know more about new release than other people that I know
15	Because I have an active life style I need variety of author's books in my collection.
16	I spend a lot of money on books collection.
17	It is important to be well informed about latest books & latest authors
18	If you have to get ahead in life, you need to be well read and be informed
19	You are what you read.

20	I resent being told what to read by so called "reviews"
21	New editions is just another way of making money by the publishers
22	I buy books I like, regardless of bestsellers
23	Given a choice, I would probably come back to visit this store again
24	This is my choice of store in which I regularly come to shop
25	I spent more time in this store than I originally planned

1. From the questionnaire which studies the consumer's behavior attitude for both the value- utilitarian and hedonic, the factors are explored and analyzed through factor analysis using principal components analysis using Varimax method for traditional and online purchase methods.

2. From the factors that would be extracted for the hedonic pleasure intentions, a multiple regression model for the hedonic pleasure intention is developed. Correlation and multiple regression analysis are conducted to understand the relationship between the explanatory variable-purchase behavior and the predictor variables captured by the factor analysis. The regression analysis gave a model fit for the both the factors. Correlation helped to find out the best correlated factors which predict the buying behavior.

3. level of .05 is taken for all statistical inferential tests

LIMITATIONS OF THE STUDY

First, for the purpose of the study, the books have been classified into two major categories ie, Academic and Leisure –Fiction books. This focus on only two categories limits the generalizability of the results. Secondly the sample respondents of this study are limited to Bangalore. Even though this was a convenience sample of working professional, business owners and college students and professors the focus on single geographical region also limits the generalizability of the results to all working professionals, college students and professors of India. It may be so that the consumers of other than Bangalore may have a different perception of the Subject of study. Thirdly, the respondents in this study are young, well-educated, and computer and web-savvy and their involvement with the defined book categories

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(academic and non-academic) and their shopping experience was not measured in the present study. Fourthly, this study has not taken into considerations the demographic factors such as education and internet browsing behavior of the respondents. It may be so that such valuable inputs about understanding Indian consumer's online behavioral tendencies can get

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0.823	0.831	25

converted to shopping of books and other factors important to deterring online and traditional shopping methods can be identified. Also this study is based on the findings of research that do not directly represent multi-channel retail contexts.

Therefore, future research is needed both to identify whether or not there are any missing variables that can be of interest. This study does not take into account cross-cultural generalizability (i.e. brand consciousness, confused by over choice, recreational shopping consciousness, impulsiveness, and habitual brand loyalty). These cross Cultural factors may be given additional attention in further research studies and give a different dimensions altogether. The other demographic variables including socioeconomic variables can be considered and further research can be undertaken to study how they relate to main expectations of consumer's decision making behavior across multi-channels. Finally the study findings are generalized for the younger population as the 85 percent of the sample was between 18-36 years. It can give a very interesting result to find out the hedonic behavioral and customers preferences of older age groups by comparing the consumers of metropolitan and non-metropolitan.

DATA ANALYSIS AND INTERPRETATION

All statistical analysis is performed through SPSS. Both descriptive and inferential statistics are performed in this study. A factor analysis is also performed to bring out the hedonic pleasure of shopping behavior, traditional shopping behavior and online shopping behavior using principal component analysis method. After which multiple regression is run to capture the model for purchase of hedonic, traditional

and online purchase intention. level of .05 is taken for all statistical inferential tests.

Empirical findings

The Cronbach's .823 was obtained from purchase hedonic intention scale for the books, which indicates excellent reliability.

TABLE IV-THE RELIABILITY STATISTICS OF
HEDONIC PURCHASE INTENTION

Source: Primary Data

As the reliability alpha value derived was above the statistical parameter of acceptable value (≥ 0.69), the reliability of the questionnaire was confirmed and the questionnaire was administered for the research study.

Descriptive Statistics

The first part contains the demographic descriptive statistics for the respondents along with their background characteristics. The descriptive statistics of demographic information of the respondents showed the following findings which are represented in following.

TABLE V-DEMOGRAPHICS- GENDER WISE

Gender	Frequency	Percent	Valid Percent	Cumulative Percentage
FEMALE	151	40	40	40
MALE	223	60	60	100
Total	374	100	100	

Source: Primary Data

The respondents were 374 in numbers of which 151 were female respondents and 233 were male respondents which constituted for 40 percent women and 60 percent men.

TABLE VI-SHOWING DEMOGRAPHICS-AGE WISE

Age Groups	Frequency	Percent	Valid Percent	Cumulative Percent
18-25 years	165	44	44	44
26-35	101	27	27	71

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years				
36-45 years	64	17	17	88
46-55 years	33	9	9	97
Above 55 years	11	3	3	100
Total	374	100	100	

Source: Primary Data

Further analysis showed that of the respondents 44 percent belonged to the age group 18-25, 27 percent were between the age group 26-35, 17 percent were between 36-45 and the remaining 12 percent above 46 years as shown in Table VI. There was a predominance of younger population in the sample.

TABLE-VII DEMOGRAPHICS- TYPE OF PERSON

Type of person	Frequency	Percent	Valid Percent	Cumulative Percent
Student	151	40	40	40
Private Employee	100	27	27	67
Government Employee	61	16	16	83
Business Owner	19	5	5	89
Professional	43	12	12	100
Total	374	100	100	

Source: Primary Data

Table VII shows students constituted majority of the respondents with 40 percent score whereas private employees constituted 27 percent of the sample Among the working adults which constituted about 60 percent, 30 percent were in the income level of Rs.20, 000 and Rs.50, 000.

TABLE VIII-CROSS TABULATION OF AGE & INCOME WISE

Age (years)	Income Range				Total
	Less than Rs.20000	Between Rs.20000 and Rs.50000	Between Rs.50000 and Rs.80000	Above Rs.80000	
18-25	142	18	0	5	165
26-35	16	60	22	3	101
36-45	3	22	19	20	64
46-55	1	13	10	9	33
>55	0	1	9	1	11
Total	162	114	60	38	374

Source: Primary Data

Table VIII shows that Age-group 18-25 constituted 44 percent of the sample, of which 86 percent are of income range below Rs.20, 000. Age-group 26-35 was 27 percentages of which 59 percentages were of the income group Rs.20, 000- Rs.50, 000. In the age group 36-45 which comprised of 17 percent, 34 percentage of them were among the income group Rs.20, 200-Rs.50, 000.

TABLE IX- CROSS TABULATION OF AGE & RATE OF SHOPPING

Age (years)	Rate of Shopping					Total
	Once in a Week or More	Once in a Month	Once in every 2-5 months	About once in 6 months to a year	Never	
18-25	2	21	30	79	33	165
26-35	3	5	24	47	22	101
36-45	1	10	12	34	7	64
46-55	3	3	6	15	6	33
>55	0	3	4	2	2	11
Total	9	42	76	177	70	374

Source: Primary Data

From the Table IX, it is seen that 79 percent of persons shop for books once in 6 months to a year for age group 18-

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25. It can also be seen that majority of these shopper fall in the age group 18-35 years.

Inferential Statistics:

Factor Analysis of Hedonic intention: The question of this study is -What are the factors that influence them to go for the purchase of books?

The answer to this research question is from inferential statistical analysis. Factorial validity was assessed by factor analysis to analyze the data in relation to the 25 items pertaining to hedonic behavioral questions. Principle components analysis is used with an orthogonal rotation to help in interpretation. Bartlett's test of Sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy Tests is used to determine the appropriateness of the variables for factor analysis. Both tests indicate that the use of factor analysis is appropriate for this study. By using principle component factor analysis from 25 factor items which is considered, the test loaded onto 7 factors related to hedonic based behavior which accounted for 64 percent of total variance. The satisfactory result if the total variance is 60 percent or more [14].

TABLE X- THE KMO AND BARTLETT TEST
ANALYSIS RESULTS OF HEDONIC INTENTION

KMO and Bartlett's Test
Source: Primary Data

Interpretation: KMO and Bartlett's test have given the following results:

- KMO measure of sampling adequacy (0.855)
- Bartlett's test of sphericity-3476.4321(approx Chi-square):300(df) and 0.000(sig)

The Kaiser-Meyer-Olkin test results measures 0.855 which is closer to 1 and greater than >0.05 . This is considered to be adequate to proceed with factor analysis of the data. The Bartlett's test of Sphericity showed a value of 3476.431 which is a high value and it is significant at 0.05 levels as shown in Table X. These values suggest that the factor analysis will provide statistically reliable information. Both KMO and Bartlett have shown the strength of linear association of the 25 items of the hedonic questionnaire is high in correlation from the co-relation matrix. The communalities values showed one

which means that common factors explains all the variance. The principal component analysis which analysis the total maximum variance in the data showed that the entire factor set had loadings which confirm that the tested questions belong to the hedonic set and are related to each other. It also further is seen from the total variance explained that almost 64 percent of the variance is explained by the extracted 7 component factors. In order to choose among the factors as the possible determinants of hedonic pleasure, the factor loadings are measured.

TABLE XI- THE TOTAL VARIANCE EXPLAINED IN
HEDONIC INTENTION

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.991	11.965	11.965
2	2.905	11.619	23.584
3	2.473	9.890	33.474
4	2.426	9.705	43.179
5	2.218	8.871	52.050
6	1.482	5.928	57.978

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	3476.431
	df	300
	Sig.	.000
7	1.416	5.663
		63.641

Extraction Method: Principal Component Analysis.

Source: Primary Data

From the Table XI, we can find the information containing 7 factors and their factor loadings which are featured. These factors with their Eigen values derived from the factor analysis. The Eigen values are set to more than 4. The Eigen values are the standard deviations of the factors. The variables are standardized which means that each variable has a

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standard deviation of 1 and the total standard deviation is equal to the number of variables-seven used in the analysis.

TABLE-XII INITIAL EIGEN VALUES OF THE TOTAL VARIANCE EXPLAINED FOR HEDONIC INTENTION

2.475 which are 9.898 percent of the total variance. The third similarly carries a variance of 1.756 which is 7.025 percent of the total variance. The fourth factor accounts for 1.501 which is 6.004 percent of the total variance explained. Similarly the fifth shows a variance of 1.186 which contributed 4.745 percent of the total variance. The sixth and the seventh factor accounts for 1.047 and 1.008 variance respectively, which is 4.187 percent and 4.032 percent of the total variance. The eighth absolute coefficient values were suppressed at < 0.4 as these values are considered small (Hair et al., 2006) and not indicative of cross-loadings which produced 7 factors after Rotated Extraction. The extracted factors which had Eigen values greater than 0.4 are shown in the below Table XIII. Each was rated on a 5 point scale with 1=strongly disagree and 5= strongly disagree.

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.937	27.749	27.749	6.937	27.749	27.749
2	2.475	9.898	37.647	2.475	9.898	37.647
3	1.756	7.025	44.672	1.756	7.025	44.672
4	1.501	6.004	50.676	1.501	6.004	50.676
5	1.186	4.745	55.422	1.186	4.745	55.422
6	1.047	4.187	59.609	1.047	4.187	59.609
7	1.008	4.032	63.641	1.008	4.032	63.641
8	.876	3.503	67.144			
9	.786	3.144	70.288			
10	.728	2.912	73.200			
11	.697	2.790	75.990			
12	.642	2.568	78.557			
13	.613	2.452	81.009			
14	.563	2.252	83.261			
15	.553	2.211	85.472			
16	.512	2.048	87.519			
17	.471	1.882	89.401			
18	.417	1.670	91.071			
19	.402	1.607	92.679			
20	.387	1.547	94.225			
21	.360	1.439	95.665			
22	.318	1.270	96.935			
23	.289	1.154	98.089			
24	.257	1.027	99.116			
25	.221	.884	100.000			

TABLE XIII EXTRACTED FACTOR WITH LOADING VALUES

Factor No	Scale of Items
1	Willing to try out new authors' books
	I need variety of authors
	Compared to friends I shop more
	I spend money on books collection
	I know more about new releases than others do
	I am interested in new books either online purchase
2	I make books purchase regularly
	Whenever I hear of new books
	I am interested to find new
	I often non academic books
	Response time I desire is immediate
	I am interested in new books either online purchase
3	Browsing for books is getting away from it all
	I select and place books to entertain myself
	I select and place books
	I find placing items enjoyable
	I forget everything when shop for books
New editions is just another way of making money	

Extraction Method: Principal Component Analysis.

Source: Primary Data

Interpretation:

The above Table XII explains the Initial Eigen Values. The Eigen values against each of the factors indicate the total variance attributed to that factor. The total variance accounted for by all the 7 extracted factors is 25 which is the equal to the number of factor considered initially. It also shows that factor 1 accounted for a variance of 6.937 which is 27.749 percent of the total variance. Likewise the second factor accounts for

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4	If you have to get ahead You are what you read It is important to be well informed		I spend money on books collection	0.84	0.65	
			I know more about new releases than others do	0.73 0.69		0.55
5	I spent more time in this store This is my choice of store which I regularly come Given a choice I would come back to this stores I forget everything when shop for books	Immediate purchase habit	I am interested in new books either online purchase	0.82	0.42	
			I make books purchase regularly	0.79 0.52		0.69
				0.44		
6	I resent being told what to read Browsing for books is getting away from it all I know more about new releases than others do		Whenever I hear of new books	0.68	0.63	
			I am interested to find new	0.56		0.62
			I often non academic books	0.46		
7	I buy books I like New editions is just another way of making money		I am interested in new books either online purchase	0.74	0.56	
			Response time I desire is	0.60		0.45

Source: Primary Data

The first factor extracted was named as Desire for newness which contained customer’s attitude to be first adopters who try out new things new before others try them out. The second extracted factor was named as Immediate Purchase habit which contains customer’s desire to immediately purchase new release of titles for the sake of collection with genuine desire to possess collectables books. The third extracted factor was labeled as Happiness Seeking which contained customer’s attitude to take pleasure in browsing new books for the sake of information, pleasure and knowledge gain without intention to purchase. The fourth extracted factor is named as Reading Life style which contains customer’s belief of life style aspirations and attitude towards reading habits. The fifth factor extracted is Stores Perception which contains the customer’s view of the stores-either traditional or online. The sixth extractor factor is named as Customer Individualism with reference to his or hers choice of books. The last seventh extracted factor is named as Customer’s Publishers View which reflects his or hers attitude towards new editions of the books which are released by the publishers.

TABLE XIV - FACTOR NAMES AND THE HIGHEST LOADINGS

Factor Name	Scale of Items	Loadings
Desire for newness	Willing to try out new authors' books	0.74
	I need variety of authors	0.73
	Compared to friends I shop more	0.66
Happiness seeking	I select and place books to entertain myself	0.74
	I select and place books	0.73
	I find placing items enjoyable	0.7
Reading life style	New editions is just another way of making money	0.44
	I forget everything when shop for books	0.43
Stores perceptions	If you have to get ahead	0.84
	You are what you read	0.73
	It is important to be well informed	0.69
Customer individualism	I spent more time in this store	0.82
	This is my choice of store which I regularly come	0.79
	Given a choice I would come back to this stores	0.52
Customer's Publishers View	I forget everything when shop for books	0.44
	I resent being told what to read	0.68
	Browsing for books is getting away from it all	0.56
	I know more about new releases than others do	0.46
	I buy books I like	0.74

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New editions is just another way of making money	0.6
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The extracted factors are then further tested for internal consistency using Cronbach’s along with correlation among the extracted factors. TABLE XV show the correlations between the subscales ranged from 0.52 to 0.90. The reliability estimate that is presented in parenthesis in the table ranges from 0.4 to 0.79, with the total scale coefficient is 0.823. The below Co-relation table of extracted factor represents the descriptive statics, between factor correlations, and coefficient for the seven generated sub-scale of hedonic factors.

TABLE XV FACTORS NAMED WITH CORRELATIONS & ALPHA VALUES

Factor	Mean	Std. Deviation	1	2	3	4	5	6	7
Desire_for_new_editions	15.43	5.49	(0.792)						
Immediate_Purchase_habits	13.36	4.62	0.54	(0.755)					
Happiness_reading	11.97	4.57	0.56	0.73	(0.893)				
Reading_Life_Style	11.66	11.34	0.63	0.75	0.83	(.786)			
Stores_Perception	11.48	3.48	0.75	0.81	0.86	0.88	(.725)		
Customer_Individualism	3.21	3.034	0.83	0.75	0.82	0.99	0.93	(.484)	
Customer_Publisher_Visual	3.27	3.674	0.52	0.63	0.63	0.78	0.81	0.84	(.406)

Source: Primary Data

We can summarize the data by stating that consumers appear to seek 7 major benefits from shopping experience mainly satisfying their desire for something new which can be purchase immediately, which also gives them happiness and enhances their life style perceptions. In addition it also seen that consumers perceptions of stores is very important for them to take a repurchase decision. The consumers also exhibit strong individual likings towards what they read, irrespective of publisher’s opinion.

From the factors derived, Regression analysis was run to understand antecedents that influence respondent’s intention to make purchase of books. The results of the regression analysis is shown in Table XVI, which is the model summary. It shows R square value of 0.610, coefficient of determination. This value is the measure of how much of the variability in the decision to make purchase books is accounted for by the predictor’s factors. It accounts for 61 percent of variance in purchase decision.

TABLE XVI-THE MODEL SUMMARY OF REGRESSION

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781(a)	.610	.602	.756

a Predictors: (Constant), Factor 7, Factor 6, Factor 5, Factor 4,

Factor 3, Factor 2, Factor 1

b Dependent Variable: I_make_Books...

Source: Primary Data

Interpretation: The Adjusted R square value (0.781) is near to R-square value (0.610) which shows that the model generalizes well. It can be said that if the model is taken from population rather than a sample respondents, it would account for a very small percentage of variance in the outcome from the population (Standard error=0.756).The ANOVA table XVIII from the Regression Model of hedonic purchase intention shows the following results.

TABLE XVII- THE ANOVA’S RESULTS.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326.780	7	46.683	81.722	.000
	Residual	209.073	366	.571		
	Total	535.853	373			

a. Predictors: (Constant), Factor 7, Factor 6, Factor 5, Factor 4, Factor 3, Factor 2, Factor 1

b. Dependent Variable: I_make_Books...

The analysis of variance resulted from the regression test suggested the model is significantly better at predicting the purchase than using mean as a best guess. The F- Ratio 81.722 is highly significant ($p < 0.005$). From this it can inferred that the model is a good fit for predicting the purchase intention. The independent variables here are the factor 1 to factor 7 and the dependent variables are purchase intention. (I make books purchase).

Of the 7 factors which factor predicts the purchase intention is addressed in the Table below where each of the individual factors are listed with their beta coefficient.

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TABLE XVIII -THE COEFFICIENTS OF REGRESSION OF THE DERIVED 7 FACTORS.

		Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.676	.039		68.484	.000
	Factor 1	.266	.039	.222	6.789	.000
	Factor 2	.829	.039	.692	21.182	.000
	Factor 3	.044	.039	.037	1.130	.259
	Factor 4	-.072	.039	-.060	-1.845	.066
	Factor 5	.091	.039	.076	2.334	.020
	Factor 6	.253	.039	.211	6.477	.000
	Factor 7	.196	.039	.164	5.021	.000

a. Dependent Variable: I_make_Books...

Interpretation: The Table XVIII above shows the parameters of the model. The model of the equation derived from the regression is

$$\begin{aligned}
 \text{Hedonic Purchase} = & 2.676 + 0.266(X \text{ desire}) \\
 & + 0.829(X \text{ immediate purchase}) \\
 & + 0.044(X \text{ happiness seeking}) \\
 & + (-0.72)(X \text{ reading life style}) \\
 & + 0.091(X \text{ store perception}) \\
 & + 0.0253(X \text{ Customer individualism}) \\
 & + 0.196(X \text{ Customer's view of Publisher})
 \end{aligned}$$

From this derived equation, it can be concluded that by controlling for other variables -desire, immediate purchase intention, happiness seeking, reading life style, store perception, customer individualism, customer's view of publishers are absent, the likelihood of a respondent to purchase the books is 2.676 times only based on hedonic factors.

Factor 1-Desire for newness- For each change in a person's desire to purchase a book by one, the purchase intention is expected to change by 0.266 times, keeping the rest of the study variable constant. Also the coefficient is positive which means that purchase of book and the purchase intention change in the same direction. The coefficient of desire for newness (0.266) is highly significant at 0.05 since p -value is 0.000 which indicates that the probability of chance occurrence of the desire for newness is highly impossible.

Factor 2-Immediate purchase habit- By controlling the other study variables constant, the purchase intention is expected to go up by 0.829 times if the participant's desire to make an immediate purchase are increased by 1 point. The coefficient is positive, which means that the purchase of the books and the desire to purchase the book changes in the same direction. The coefficient of immediate purchase habit (0.829) is highly significant at 0.05 since p -value is 0.000 which indicates that the probability of chance occurrence of the habit for make a immediate purchase in the respondents is highly impossible.

Factor 3-Happiness seeking-The purchase intention is expected to go up by 0.44 times if the participant's habit of seeking happiness increases by 1 notch, the other study variables are kept constant. The coefficient is positive which indicates that both the purchase of books and the habit of happiness seeking changes in the same direction. The coefficient of happiness seeking (0.44) is not significant at 0.05 since the p -value is 0.259. This indicates that the probability of chance occurrence of the happiness seeking criteria for making purchase of books.

Factor 4-Reading life style - Keeping all the other study variables constant, if the reading life style is increased by 1 unit, the purchase intention is expected to decrease by 0.72 times. The coefficient of reading life style is negative by which it can be inferred that the purchase intention and the reading life style do not change in the same direction and this is not significant (-.72) at 0.05 since the p -value is 0.066. It can be inferred that the probability of reading life style occurs during the purchase of books.

Factor 5-Stores perception-All the other study variables remaining constant, the purchase intention increases by 0.091 times when the store perception increases by 1 unit in the respondent. This coefficient is also positive and it is significant at 0.05 since the p -value is 0.020.

Factor 6-Customer individualism- The purchase intention increases by 0.253 times if the customer individualism increases by 1 unit. The coefficient of this factor is positive and hence both the customer individualism and purchase

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intention changes in the same direction. This factor (0.253) is also highly significant $p < 0.05$ since the p -value is 0.000.

Factor 7-Customer's publisher's view-Keeping all the study variables constant, the purchase intention in the respondents increases by 0.196 times if the customers view of the publishers changes by 1 unit. This factor is positive and so the customers view of the publisher and the purchase intention changes in the same direction. This factor (0.196) is also highly significant $p < 0.05$ since the p -value is 0.000.

CONCLUSION

E-commerce is the way of life for today's generation. People are more comfortable shopping online for various goods and services. The current study revolves around hedonic pleasure in the purchase of academic books through online or traditional shopping method. The researcher was able to come out with the study findings related to the problem are by administering questionnaires to 374 respondents and its revealed that the consumers who are seeking hedonic pleasure would go for experiential shopping either of the formats of purchase methods as long as the experience is overall satisfactory. This mean the online book stores who play an important role in the e-commerce world of book publishing, as online stores provides the shopper freedom to browse and know the pricing for all the products in their category. These customers who experience overall good shopping experience while making the order online will generally go for repurchase if the experience has been good. This experience is given by the online stores through customer services executives, customer's services management- help line in the online format to answer any queries. In traditional book stores, the stores perception by the customer is the key factor which dictates the hedonic pleasure. The traditional stores should thus project themselves as a place where newness and happiness quotients are high to draw customers.

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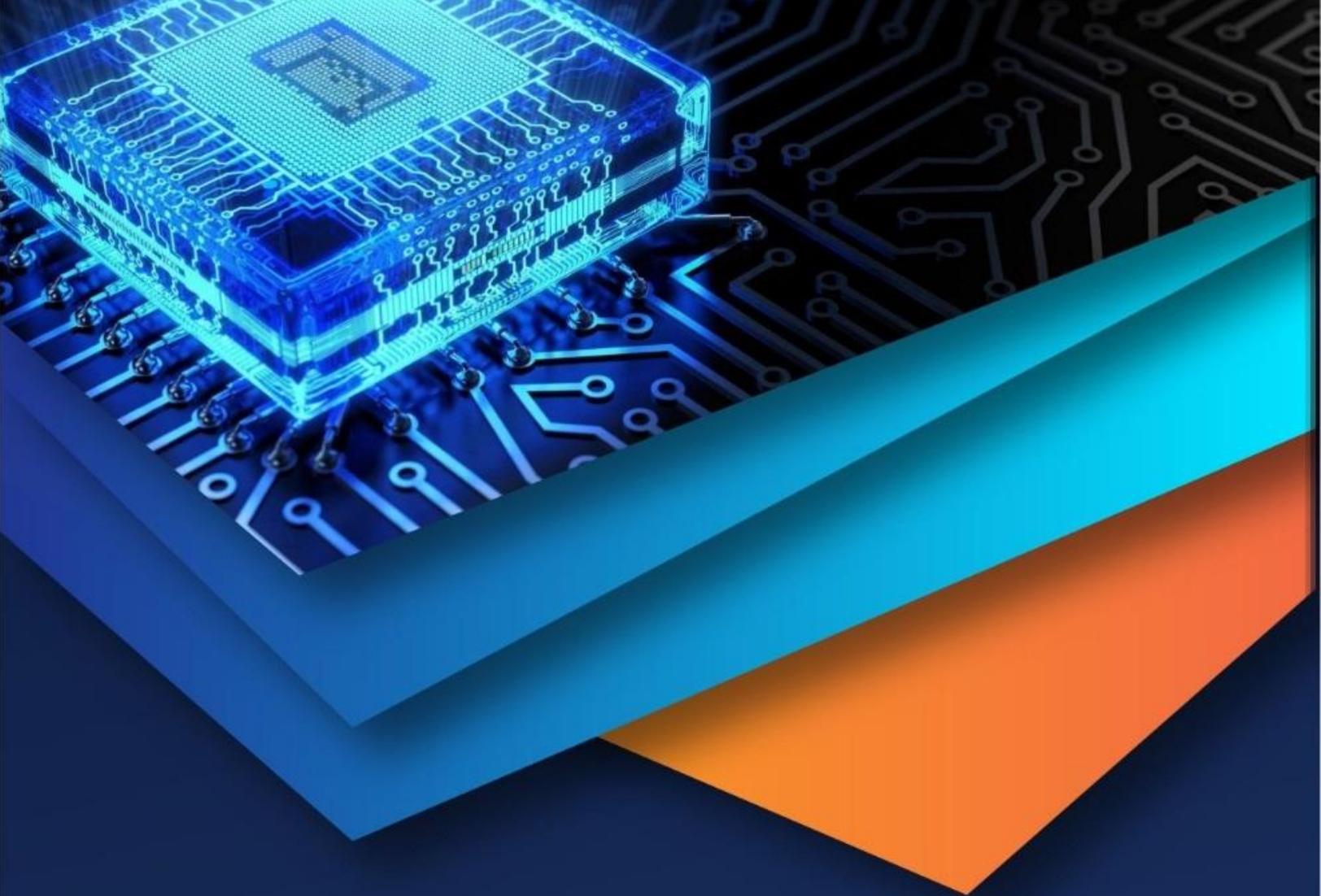
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