

Factors determining the effects of Perceived Utilitarian and Hedonic motives on online purchase intention with special emphasis on Private label brands

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Abstract

In today's digital world, the Internet has a powerful and innovative impact on consumer behavior. In the past decade, consumers around the world are increasingly using the Internet as an efficient means of shopping. Online retailers are influencing consumer attitudes and behaviors by creating new shopping experiences to support their business in the face of disastrous and disruptive competition between online and offline retailers. In a critically competitive environment, it is important for retailers to understand the beliefs, attitudes, purchase intentions, and behaviors of online consumers when it comes to online shopping. Therefore, this study was designed to understand the consumer's online shopping intention in the online shopping environment. This study expands on the TAM (Technology Acceptance Model) and consumer cognitive value theory. During data collection we used practical sampling methods and personal interviews. We collected 282 valid questionnaires from online shoppers who voluntarily participated in a survey held at Chennai. Partial least squares analysis (PLS-PM) was used to validate the study design. The analysis results strongly support the research model. In particular, perceived profit, pleasure value, and measurement of online shopping satisfaction have a statistically positive effect on online shopping intentions. The results show that perceived usefulness and positive attitudes toward online shopping play an important role in increasing the value of perceived pragmatic and hedonistic online shopping. In addition, online satisfaction and hedonic value have a great influence on consumers' online shopping intentions. Finally, the results of the analysis provide useful information about consumers' online shopping intentions.

Keywords: Online purchase, Online purchase intentions, TAM, Online purchase utilitarian and Hedonic motives

1. Introduction

There is no doubt that the average person living in developed or developing countries has less free time than before due to the fast pace of life. Technological advances are encouraging people to find new ways of life. People are undergoing fundamental changes in every aspect of their lifestyle. From that moment on, the Internet has become a tool for changing lifestyles and changing people's lifestyles from traditional to postmodern. Foresight et al. (2006, p. 56) The Internet is defined as "a tool for finding information and purchasing goods and services." Kozinets (2002) emphasizes the influence of the Internet as a means of communicating knowledge base and consumption decisions. Casalo et al. (2007), the Internet has become one of the most important communication channels and promotes changes in shopping patterns. The Internet provides consumers with more information about their products and services and makes comparisons easier and faster. Marketers can also collect more customer data. This

unstable marketing environment can be called a “new era” in marketing management (Reedy et al., 1999). E-commerce has provided significant benefits to suppliers and consumers and has changed the way transactions are conducted (Schneider, 2007).

Online shopping is a real-time business transaction over the Internet without an intermediary (Demangeot & Broderick, 2007). Online shopping offers many benefits to consumers and businesses. Compared to traditional offline stores, online shopping offers advantages such as increased flexibility, increased convenience, reduced cost structure, increased customization and integrity, faster deals, and a wider range of products and services. Srinivasan et al. (2002, p. 41) Emphasizes the importance of the Internet in reducing information asymmetry between buyers and sellers. Kuttner (1993, p. 20) considers the Internet to be an almost ideal market because it provides immediate information to buyers. You can compare offers from suppliers around the world. Consumers view online formats as a more objective source of information when they have to decide to purchase a particular product or service. The interactive and cost-effective nature of the new technology has changed the way people shop in different ways. Some online shopping features; "Save time", "Tax reduction", "Easy price comparison", "No crowds", "Variety", "Reduce transportation costs", "Discount rates", "Privacy", "Available anytime" etc. It gains popularity.

The overview of the Internet has created opportunities for companies to remain in the marketplace in business-consumer relationships (b2b) (Lee et al., 2011, p. 200). Potential e-commerce gains have attracted businesses into this environment, and businesses are beginning to develop and utilize online opportunities to maintain better and lasting relationships with target consumers to increase loyalty and ensure the sustainability of their business. According to Reichheld & Sasser (1990), customer relationships are expensive to acquire new customers and are disadvantageous in the early stages of a transaction, and the cost of loyal customer service decreases in subsequent transactions. The Internet is a unique way to maintain customer loyalty on a low budget. Increasing Internet use is causing a fundamental change in consumer purchasing. With the rise of online stores, it has become an important trading channel with great benefits on the Internet for both suppliers and consumers. Although online sales are growing rapidly (over 19% per year), they are still a small fraction of traditional retail (estimated at nearly \$1.4 trillion in 2015) (DesMarteau, 2004; Wagoner, 2014).

Online shopping and re-shopping have become important areas of study in academia (Holloway & Beatty, 2003). Academia and practitioners emphasize the importance of customer loyalty (Lee et al., 2011, p. 203). Previous studies have been discussed in the relevant literature. Motivating consumers to shop online (Wolfenbarger & Gilly, 2001), the impact of shopping benefits and risks (Bhatnagar & Ghose, 2004), self-efficacy (Eastin, 2002), non-functional benefits of online shopping (Parsons, 2002), the benefits of the online shopping experience (Peterson et al., 1997), food types that influence online eating decisions (Peterson et al., 1997; Bhatnager et al., 2000), personality traits (O'Cass & Fenech, 2003), web design (Ranganathan & Grandon, 2002), demographic profile (Sim & Koi, 2002), perceived personal values (Eastin, 2002; O'Cass & Fenech, 2003), security and integrity (Belanger et al., 2002)).

Ensure business sustainability. According to Reichheld & Sasser (1990), customer relationships are expensive to acquire new customers and are disadvantageous in the early

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Consumers are increasingly using the Internet as an efficient way to shop. The widespread use of online shopping has changed styles and usage patterns, and more and more people are choosing e-commerce platforms over physical stores. Customer intentions for online shopping are essential criteria for online success. Therefore, the purpose of this study is to understand the intention of consumers who want to do online shopping in relation to online shopping. Consumers' perceived online shopping beliefs, attitudes toward online shopping, perceived pragmatic and hedonistic values, satisfaction parameters for Internet consumer shopping interests, including consumer perceived pragmatic and hedonistic values and online shopping satisfaction. To determine the impact.

2. Literature Review and Hypothesis

Many researchers have explained their intention to shop online with a variety of theories. Davis (1986; 1989) introduced a Technology Acceptance Model (TAM) based on Intelligent Action Theory (TRA). The Technology Adoption Model (TAM) suggests that an individual's acceptance/acceptance/intent can be analyzed with two main variables: perceived user friendliness and perceived usefulness. Some researchers (e.g. Lee et al., 2003; Sun & Zhang, 2006) accept TAM as one of the most successful theories for analyzing human technology acceptance. Much research in this area (Childers et al., 2002; O'Cass & Fenech, 2003; Van DerHeijden & Verhagen, 2004; Ha & Stoel, 2009) has used TAM to expand the theory to a new level.

2.1 Perceived ease of use

The perceived consumer friendship in the literature is called "the degree to which consumers believe online shopping is free" (Chiu et al., 2009); "Motivational attitudes inherent in user-computer interaction" (Davis, 1989); "Awareness of the amount of effort required to complete a transaction with the system" (Venkatesh & Davis, 1996) believed that consumers were more likely to accept the simple use of the technology (in this study, online shopping). Customer-focused online features (website/content design) make it easier to complete transactions, which is more likely to have a positive customer experience (Kim et al., 2009). Pearson et al. (2007) emphasizes the need to consider the level of use of computer users when evaluating the user's ease of use of a website. Consumer computer use varies from beginner to expert (Pearson et al., 2007). As a result, it may be difficult for some users to use a website where other users may claim to delete content from the same site. If shoppers show a negative attitude toward consumer-friendliness, they are more likely to continue shopping through regular channels than through the Internet (Hsieh & Liao, 2011, p. 1272). While there are many studies in the literature that have found the positive impact of usability on online shopping intent, several other studies have recognized usability as an indirectly mediated perceived benefit (Igbaria et al., 1995). Preventing negative attitudes toward online shopping is the result of removing barriers that reduce perceived usefulness (e.g. poor web

design, complex content, difficulty finding information, long loading times, irrelevant information or categories, complex payment processes) (Xie and Liao, 2011, pp). According to the literature, online buyers are more likely to have to complete a job to complete a purchase transaction, and online purchases are more likely to end with a purchase and affect future repurchase actions. So, there is enough evidence to provide the following hypothesis:

H1: Perceived ease of use has a positive influence on perceived usefulness.

H2: Perceived ease of use has a positive influence on attitude toward online shopping

H3: Perceived ease of use has a positive influence on hedonic online shopping value.

2.2 Perceived Usefulness

Perceived usefulness has been defined by various researchers as "subjective probability for potential users that using a particular application system will improve performance in an organizational context" (Davis et al., 1989); "The belief that using applications increases productivity" (Davis, 1989); "The degree to which consumers believe that online shopping will improve transaction efficiency" (Chiu et al., 2009); "The value consumers have by adopting or using technology" (Eri et al., 2011). Theo et al. (1999) suggests that perceived motivation and usefulness are key factors in accepting online behavioral intentions, which means that as clients discover more conversations about a particular goal, they can increase the intensity of their motivation. Moon and Kim (2001) pointed out that perceived benefits have a positive effect on behavioral intentions. Chiu et al. (2009) argues that if a customer finds it useful to buy a product, they are more likely to show a willingness to buy the product again. So, the researcher made the following hypothesis:

H4: Perceived usefulness has a positive influence on utilitarian online shopping value

H5: Perceived usefulness has a positive influence on attitude toward online shopping

2.3 Attitude toward Online Shopping

The modern definition of attitude is a relatively consistent overall assessment of an object, product, service, problem, action, or person" (Babin& Harris, 2014, p. 121). According to Boone and Kurtz (2015, p. 186), "Attitude is fixed as a positive or negative judgment, emotion, or tendency about an object, idea, or action." Attitudes toward behavior, defined as "an individual's assessment of a particular behavior related to an object or outcome" (Fishbein & Ajzen, 1975); "A tendency to respond consistently to specific situations" (Hansen et al., 2004); "An individual's relatively consistent judgments, feelings, and tendencies toward an object or idea" (Ellen & De Lima-Turner, 1997); "The tendency to react in a certain way to a particular object or class of objects in a consistently favorable or unfavorable way" (Rosenberg, 1960). Huang and Liaw (2005) define the aspect of online shopping as "the overall evaluation of online shopping as a method of shopping." As a similar general definition of a relationship, Chiu et al. (2005) defined attitudes toward online shopping as "positive or negative evaluations, feelings, or trends toward online shopping." Yang et al. (2007) noted that attitudes toward online shopping are an important predictor of online shopping. According to rational behavior theory and planned behavior theory (Ajzen, 2005), behavioral intentions are the three main determinants of an individual's attitude to

behavior, an individual's perception of social pressure to perform an action, and'r ability'. Function. Performs behavioral interests (p. 117). According to Aizen (1991, p. 188), "Attitude toward behavior refers to the degree to which a person receives positive or negative evaluation or evaluation of the behavior in question." In the TRA and TPB models, attitude to behavior is determined by an individual's perception of the consequences of the behavior (Ajzen, 2005, p. 123). The TRA and TPB suggest that a person who believes that performing a particular action will generally lead to a positive outcome will have a favorable attitude in performing that action (Ajzen, 2005, p. 124). As a result, consumers who think online shopping provides the most positive results will have a positive view of online shopping.

According to the Technology Acceptance Model (TAM) introduced by Davis (1986), behavioral intent is a function of three major determinants. The first perception of intent to behave is perceived benefit, defined as "the degree to which people believe that the use of the system will improve their performance." The second determinant of intent to action is considered user friendly. In other words, "the degree to which people believe the system will be easy to learn and use." Finally, the third factor that determines behavioral intent is a person's attitude toward the system. In TAM, the relationship between the individual and the system conveys the relationship between faith and intention (Davis et al., 1989, p. 994). So, there is enough evidence to provide the following hypothesis:

H6: Online shopping attitude has a positive influence on utilitarian online shopping value.

H7: Online shopping attitude has a positive influence on hedonic online shopping value.

H8: Online shopping attitude has a positive influence on online shopping satisfaction

2.4 Perceived Utilitarian Value

In the online shopping literature, "perceived utility value" is an important variable influencing online shopping intention. Many researchers (Dodds et al., 1991; Parasuraman & Grewal, 2000; Chiu et al., 2005; Hume, 2008) point out that perceived value in consumption is positively associated with purchase/repurchase intentions. Pura (2005, p. 537) emphasizes the importance of "getting what customers need in a given situation". Moliner et al. (2007) Regarding perceived value as a key component of relationship marketing. The increase in perceived utility value will reduce the individual's need for alternatives, but when the perceived value is low, customers switch to other product/service providers (Anderson & Srinivasan, 2003; Chang, 2006). Purchasing and repurchasing improves when purchases provide a high level of utility value. Therefore, we propose the following hypothesis.

H9: Utilitarian online shopping value has a positive influence on online shopping satisfaction

H11: Utilitarian online shopping value has a positive influence on online shopping intention

2.5 Perceived Hedonic Value Online

Online shopping provides fast and affordable search and comparison capabilities to give your customers the best possible experience. This allows clients to access necessary and updated (correct) information and protect against information asymmetry. However, online shopping tools that provide financial benefits to customers are often not enough to buy or repurchase. For businesses, it depends on building long-term customer relationships whether or not they use a pleasure experience in addition to other best products and cheap offers. Consumers

often use the Internet for entertainment (Mathwick et al., 2001). Entertainment is an element of marketing applications (Wolf, 1999), especially marketing activities that provide people with a unique experience. Entertainment is the hedonistic part of online stores (Luo, 2002; Wolfenbarger & Gilly, 2001). The e-factor is used in online shopping to keep customers interested and generate positive perceptions of your brand/product. Thus, the following hypotheses are proposed

H10: Hedonic online shopping value has a positive influence on online shopping satisfaction

H12: Hedonic online shopping value has a positive influence on online shopping intention.

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H10: Hedonic online shopping value has a positive influence on online shopping satisfaction

H12: Hedonic online shopping value has a positive influence on online shopping intention.

2.7 Online Shopping Satisfaction

Consumers' expectations of online shopping affect their attitude/intention to shop on a particular website. The consumer's buying behavior depends on the website's previous experience. If expectations are not met, low satisfaction has a negative impact on purchasing behavior (Jahng et al., 2001). Satisfaction is defined as "a general psychological state that occurs when unconfirmed expectations are combined with the user's previous feelings about the user experience." Oliver (1997); "that much Build attitudes that influence consumer behavioral intentions" (Devaraj et al., 2002); "Finding the desired outcome and loyalty through a deep commitment to the service provider" (Shankar et al., 2002, p. 2); "Consumer's General Perceptions of Previous Online Shopping Experiences" (Bhattacharjee, 2001). Thus, the following hypotheses are proposed:

H13: Online shopping satisfaction has a statistically significant effect on online shopping intention.

2.8 Online Purchasing Intentions

The number of online shoppers and the types of products/services offered are rapidly increasing, leading to fierce competition and reduced profitability (Brown & Jayakody,

2009). In such a business environment, the importance of retaining customers rather than acquiring new customers should be considered more costly (Crego&Schiffirin 1995; Parthasarathy &Bhattacharjee, 1998) and requires loyalty and continued shopping (Shankar, Smith ,&Rangaswamy, 2003). Howard and Sheth (1969) define purchase intent as "a cognitive state that reflects the consumer's plan to purchase in a given time frame," in a manner similar to Bigne-Alcaniz et al. (2008) claims that "a state of mind that reflects a consumer's decision to purchase a product or service in the near future."

The ransom intent (2003) reported by Hellier et al. described it as "a customer's willingness to purchase another company from the same company based on past experience". This study is designed to clarify consumers' intentions for online shopping when it comes to online shopping. This study is based on the Technology Acceptance Model (TAM) and the theory of customer value. To determine the impact of consumers' perceived beliefs about online shopping, attitudes toward online shopping, and satisfaction measures of consumer shopping intake, we included consumer tools and hedonistic values in our research model. In this context, the conceptual research model and the proposed hypothesis are shown in Figure 1.

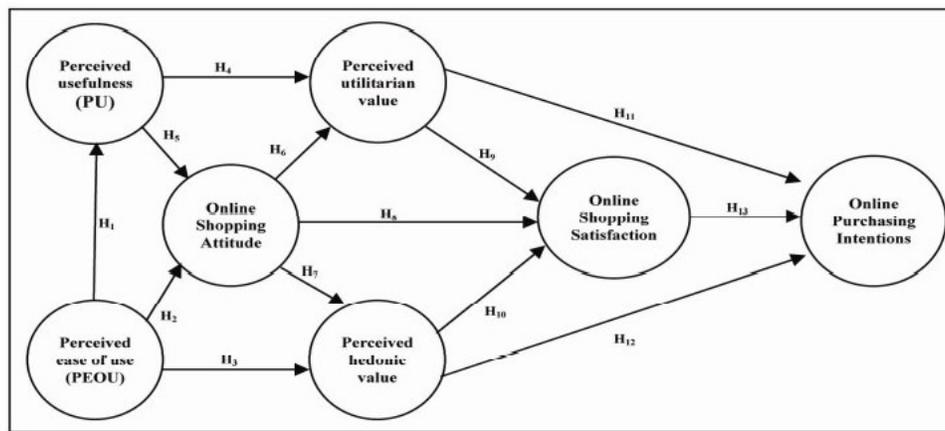


Figure 1. Research model

3. Research Methodology

During the study, we used practical sampling methods and techniques for face-to-face interviews. Data collection. Analysis was performed using the partial sub-squares method. SmartPLS 3.0 software (Ringle et al., 2015) was used to evaluate the measurement and structural model. The following section describes sampling. Data collection process, questionnaire, measurement tools and analysis methods.

3.1. Sampling and data acquisition

The fictitious population for this study includes Internet users over the age of 18 who has bought it online in the last 6 months. Because of such a listIt is impossible for online shoppers to construct a test frame. Therefore, respondents were included. Convenient sampling method in public places (campus, shopping center, downtown 3 streets)city). Prior to data collection, we trained six interviewers with our MBA students and explained their purpose and content.Polls. Trained interviewers contacted the participants and first asked if they were younger. Have purchased products online in the past 6 months and are over 18

years old. An online shopping experience was proposed to participate in the survey. 400 valid questionnaires were collected. Between April and June 2015 through personal interviews with voluntarily participating online customers with our study in Chennai.

3.2. Survey design and action

The questionnaire for this study consists of two main parts. The first part contains the question posed. A measure of the factor (indicator) chosen to measure each structure based on existing measurements (Table 1). Bill Products have been adopted in the assumptions of technology, value proposition, and online shopping models. Literature for buyers. Points for measuring user perceptual intimacy (PEOU) and perceptual usefulness (PU) is described in Davis (1989), Venkatesh and Davis (2000), Pavlou (2003) and Chiu et al. (2009). The method of building online shopping statistics (AOS) was adopted in the work of Eisen and Fishbein (1980). Amaro and Duarte (2015). Factors that measure online satisfaction are: Adapted from Anderson and Srinivasan (2003), Ha and Perks (2005), and Chang and Chen (2008). Online Constructive aspects of shopping satisfaction included respondents' overall well-being, happiness, and general well-being. Satisfied on the website. Objects for measuring the value of online pleasure (HOSV) and practical purchases the online shopping value (UOSV) syntax is described in Babin et al. (1994) and O'Brien (2010). Last, Deliberate measures against online shopping have been adopted by Dodds et al. (1991), Sweeney et al. (1999), Pavlou (2003) and Chiu et al. (2009). All design measurements in our research tools are All elements are classified on a 7-point Likert scale in a range of 1 value (strongly Disagree) 7 (Strongly Agree).

3.3. Data Analysis

When modeling structural equations, partial sub-squares were used to analyze assumptions in the study. (PLS-SEM / PLS-PM), which is a second-generation structural equation modeling approach (Hair et al., 2014, p. three; Vinzi et al., 2010, p. 48). PLS-SEM was developed by Wold (1974, 1982 and 1985) for high resolution analysis. Dimensional data for low-structure environments (Henseler et al., 2009). PLS-SEM evaluation procedure This is the traditional least squares regression method, not the maximum likelihood estimation procedure. The PLS-SEM uses the available data to evaluate the road conditions of the reduced model. Errors in the endogenous syntax. Therefore, PLS-SEM Described the frequency of endogenous target phrases. For this reason, PLS-SEM is considered to be based on variance. A method of modeling structural equations (Hair et al., 2014, p. 14).

PLC-SEM has great advantages over other SEM methods. First, PLS-SEM is a small Uses sample size and complex models and does not make classification assumptions (normal distribution) Basic Information. Second, the PLS-SEM can easily handle reflection measurements and shaping models. Designed in one piece without identification problems. Third, the PLS-SEM provides a more accurate estimate.

The effectiveness of the intervention. Finally, PLS-SEM has more statistical power in parameter estimation than other structural ones. Equation modeling method (Chin, 1998; Henseler et al., 2009). For the mentioned features we PLS-SEM analysis method for testing research hypotheses in research models.

4. Results

4.1. Demographic Characteristics of the Respondents

A total of 400 respondents participated in the study. The demographic profile and online shopping behavior of respondents is summarized in Table 2. Among the survey respondents, 53% were male, 53% of respondents were married. In terms of age level, with the most significant number of responses was the age level 30-39, with 48.2% of the total of responses. According to the survey, the sample seems to be composed by highly educated individuals, with 44% of the respondents indicated that they had completed an undergraduate degree. In terms of the average income, group with the most significant number of responses was the income 2.001-4.000, with 47.2% of the total of responses. According to the survey, approximately 50% of respondents gave their occupation as government employees. Among the survey respondents, 45% of the respondents reported that they shop online once per month, nearly 64% of the respondents indicated that they use the internet 7 to more than 10-year. According to the survey, 30% of the respondents reported that they spent their time with the internet average 1-2 hours per day, approximately 33% of the respondents reported that they spent their time to shop online an average of 31-45 minutes. Among the respondents, 18% of the respondents reported hepsiburada.com as their favourite online shopping site, nearly 38% of the respondents reported that their online shopping experience level was average. Finally, when asked what products they had bought online within the last 6 months, 35% of respondents stated that they had purchased consumer electronics, mobiles, and accessories on the internet, 28% of respondents had purchased apparel, accessories, and footwear, approximately 14% of respondents had purchased computer hardware and software products on the Internet.

References

Table 2. Demographic characteristics and online shopping behavior of the sample (n=400)

Gender	Frequency	Percent	Marital Status	Frequency	Percent
Male	211	52.7	Married	214	53.5
Female	189	47.3	Single	186	46.5
Age	Frequency	Percent	Education Level	Frequency	Percent
18-29	147	36.7	Elementary education	29	7.2
30-39	193	48.2	Secondary education	65	16.3
40-49	28	7.0	Vocational school	80	20.0
50-59	24	6.0	Undergraduate	177	44.2
Over 60	8	2.1	Post graduate	49	12.3
Occupation	Frequency	Percent	Monthly Average Income	Frequency	Percent
Government employee	198	49.5	Under 1000□	53	13.3
Worker	34	8.5	1001□-2000□	49	12.2
Retired	8	2.0	2001□-3000□	109	27.2
Tradesman	20	5.0	3001□-4000□	80	20.0
Self-employed	48	12.0	4001□-5000□	44	11.0
Housewife	15	3.7	5001□-6000□	42	10.5
Student	56	14.0	Over 6001□	23	5.8
Unemployed	16	4.0	The Frequency of online shopping within six months	Frequency	Percent
Other	5	1.3	Everyday	15	3.7
Internet experience (in years)	Frequency	Percent	Once per week	51	12.8
Less than 1 year	8	2.0	Once per month	181	45.2
1-3 year	51	12.7	Once every three months	87	21.8
4-6 year	86	21.5	Once every six months	66	16.5
7-9 year	110	27.5	Average time spent on Online shopping	Frequency	Percent
More than 10 year	145	36.3	Less than 15 minutes	54	13.5
Average daily time spent on the Internet (hour)	Frequency	Percent	16-30 minutes	91	22.7
Less than 1 hour	74	18.5	31-45 minutes	131	32.8
1-2 hours	120	30.0	46-60 minutes	64	16.0
3-4 hours	113	28.2	More than 61 minutes	60	15.0
5-6 hours	51	12.8	Online shopping experience level	Frequency	Percent
More than 7 hours	42	10.5	Very bad	25	6.2
Favorite online shopping site	Frequency	Percent	Bad	88	22.0
limango.com	38	9.5	Average	150	37.5
hepsiburada.com	71	17.7	Good	94	23.5
gittigidiyor.com	53	13.3	Very good	43	10.8
teknosa.com	65	16.2	Most frequently bought items from the online	Frequency	Percent
idefix.com	15	3.7	Consumer electronics, mobiles, and accessories	140	35.0
biletix.com	12	3.0	Apparel, accessories, and footwear	112	28.0
sahibinden.com	58	14.5	Computer hardware and software	55	13.8
markafoni.com	17	4.3	Food, beverages and groceries	37	9.3
trendyol.com	37	9.3	Books, movie tickets and music	32	7.7
morhipo.com	34	8.5	Others	25	6.2

The measurement model for constructs with reflective measures is assessed by looking at individual item reliability. The individual item reliability is evaluated by examining the loadings of the measures with the construct they intend to measure. High indicator's outer loading on constructs represents how much of the variation in an item is explained by the construct and is described as the variance extracted from the item. Using the rule of thumbs of accepting items with loadings of 0.708 or more, this implies that the variance shared between the construct and its indicator is larger than the measurement error variance (Hair et al., 2014, p. 103). As shown in Table 3, the standardized outer loadings of the reflective constructs are large (>0.70) and statistically significant (all the outer loadings t-values >2.58 ; significance level 1%) on their respective constructs. PLS-PM analysis results reveal that within-method convergent validity is evidenced by the large (>0.708) and statistically significant item loadings on their respective constructs. Furthermore, construct convergent validity assessment build on the AVE value as the evaluation criterion. In the measurement model, as shown Table 3, the AVE values of 0.670 (perceived ease of use), 0.653 (perceived usefulness), 0.703 (online shopping attitude), 0.676 (online shopping satisfaction), 0.702 (hedonic online shopping value), 0.682 (utilitarian online shopping value), and 0.843 (online shopping intentions) are above the required minimum level of 0.50 (Hair et al., 2014, p. 103).

Thus, PLS-PM analysis results reveal that the measure of the seven reflective constructs have high levels of convergent validity.

5. Conclusion and Implications

In today's digital economy, the Internet has become an important tool for online shopping. Online store We want to influence shopping attitudes and consumer behavior by creating a more comfortable shopping experience. You can shop without time and space constraints. Therefore, the current study Regarding online shopping, this study is expanding to clarify consumer intentions for online shopping Technology Adoption Model (TAM) and customer value theory Measures of utilitarian and hedonistic value, and online satisfaction to determine impact Consumer beliefs about online shopping, attitudes toward online shopping, perceived pragmatic and hedonistic values, Satisfaction with consumers' online shopping intentions.

The results of the analysis convincingly confirm the proposed model to review online purchase intent. On Current research suggests that consumers'friendship and perceived belief in the usefulness of online shopping websites are important factors in consumers' attitudes toward online shopping. Also, the analysis result is the impact of perceived usefulness is relatively higher than perceived consumer affinity for online shopping activities. The results show that the usability of an online shopping site is an important determinant.

Consumer attitudes toward online shopping. These results are consistent with previous studies based on TAM.Exploring new technologies using shoppers' intentions and intentions when shopping online (eg Davis et al., 1989;Adams et al. 1992; Theo et al. 1999; Childers et al., 2001; Pavlov, 2003; Lin, 2007). Hence this studyIf consumers think online shopping will improve productivity and productivityConsumers can be positive about online shopping.

In addition, the analysis shows perceived usefulness, attitude to online shopping, and perceived user friendliness.Consumption is an important deciding factor for consumers' perceived use and hedonistic value. Interesting discoveryIn this study, the perceived consumption effect is relatively high compared to perceived user-friendliness and online.The buyer's attitude to the perceived utility value of an online purchase. Another important point-onlineBuying attitudes have a greater impact on hedonistic value than other variables. This result is consistent with the results.Previous studies of online purchase or repurchase intentions (e.g. Childers et al., 2001; OverbyAnd Lee, 2006; Theo et al., 2007). Therefore, this study aims to increase consumer awareness.Value in use, online shopping should provide consumers with a wider variety of products at lower prices,Quick access to additional information on low-quality products, products and services of the same qualityIt provides a more comfortable and convenient trading environment. Also, consumers are now asking for more.Online store fun and entertainment beyond utility value. Therefore, this studyIn order to improve consumers' perceptions of hedonistic value, online shopping must offer more to consumers.In addition, the analysis shows that there is a perception of hedonistic values, attitudes toward online and experiential shopping.Utility value is an important factor for customer satisfaction. Interesting results of this study:The effectiveness of the hedonistic value measurement is relatively higher than the attitude toward online shopping and the perceived utility value.Customer's intention to shop online or buy again (e.g.Wolfinbarger&

Gilly, 2001; Anderson aSrinivasan, 2003; Ha and Perks, 2005; Seock& Bailey, 2008; Chang and Chen 2008). Hence this study

We suggest that your online store will create a better shopping experience and increase the number of customers.Satisfaction with online purchases, Finally, the analysis shows satisfaction with online shopping, that is, empirical and perceived hedonistic value.Pragmatic value is an important factor in determining your online shopping intent.

The interesting findings of this study are the impact of a satisfactory online shopping measure is relatively higher than the estimated pleasure and perceived estimates.Pragmatic intentions, perceived usefulness and hedonistic value for online shoppingIt also affects consumers' intentions to shop online. This result is consistent with the previous results.Study of online purchase or repurchase intentions (e.g. Anderson and Srinivasan, 2003; Shankaret al., 2002; Devaraj et al., 2003; Reynalds and Arnold, 2006). Therefore, this study is for online creation to ensure the purchase intent and consumers continue to shop online, it must meet the needs of the buyer.We expect and produce high usability and pleasure value.In summary, this study has been extended to TAM (Technology Acceptance Model) and Customer Value Theory. OnThe results of the analysis convincingly confirm the proposed model to review online purchase intent. As the results of the analysis are consumer beliefs, attitudes toward online shopping, hedonism and perceived utilitarianism.The value and satisfaction of online shopping explains the consumer's intentions for online shopping.

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