



## Analyzing the Role of Utilitarian and Hedonic Values on Customer's Repeat Purchase Intention in Online Shopping

Dr. Lata<sup>1\*</sup>, Dr. Muhammad Hassan<sup>2</sup>, Prof. Dr. Gobind M. Herani<sup>3</sup>, Mujahid Kamal<sup>4</sup>

### Abstract

Consumer buying behavior has recently become a topic of discussion in both developing countries and under developing. Marketers, researchers, supply chain analyst, and policy maker everyone is paying special attention on this. Due to complex nature of human and decision making process many countries are still working to understand this phenomenon. Using Mean End Chain (MEC) theory, the goal of this study is to examine how hedonic and utilitarian values, as well as issues with e-service and product quality, affect customers' intentions to make more purchases when they buy online. Data were gathered from 209 universities students through online Google survey form. SPSS and smart PLS were used to analyze the collected data. The finding of this research demonstrated that hedonic value and utilitarian value both have a significant impact on repeat purchase intention. An e-service quality is contributing in different ways. Lastly the quality of a product is influencing the customer to repeat customer i.e. if the product is according to the demand of customer so they will rebuy the product. The findings of this paper will help marketers and supply chain experts in their fields specially the one who owns a retail store. This paper will guide them to develop and implement such practices that would force the customer to retained customer/ repeat customer.

**Keywords:** Repeat Purchase Intention, Utilitarian and Hedonic Values, Online Shopping

### 1. Introduction

Internet has turned out to be the most important innovation of 21<sup>st</sup> century making our lives changed upside down. Specially after covid-19 people have started purchasing products online but before that many people were not sure whether to go for online shopping or not as many people have faced difficulties and faced frauds. Covid-19 motivates the online shopping (Koch et al., 2020). Internet has not just changed our way of thinking but modernized our work life, defined our relationships and become the eminent element of our day to day activities. It has been revolutionized but change the perspective. (Escobar-Rodríguez & Bonsón-Fernández, 2017), suggested that internet has not only removed barriers from communication but it has started a new trend of online shopping throughout the world, and this new trend is strategically using by number of companies. According to Ur Rahman et al. (2018), online retailer is very wide term which includes variety of internet businesses like, online shopping, payment via an internet, mobile banking, online ticketing and so on. We could say that in today's time online retailer turn out to be the most successful implementation of internet. E-commerce sales was about \$994.5 billion in 2015 worldwide and it is expected that it will go up to \$1,506 billion in 2018 (Ur Rahman et al., 2018). China Internet Network Information Center (Cnnic, 2015) wrote that the internet users has grown in China up to 0.688 billion in 2015 and 60% were doing shopping online. On the other hand, according to China E-Commerce Research Center (CECRC, 2016), E-retail business reached 3.82 trillion RMB in 2015, out of which 12.7% was contributed by consumer goods sales. Pakistan is the second largest E-Commerce Market in South Asia with \$75 million to \$100 million and E-Commerce industry is expected to grow in a double digit which could reach up to \$1 billion till 2020 in Pakistan (Pakistan Today, 2018). Furthermore, Kesari and Atulkar (2016) explain that these different trends and figures show that e-commerce is growing day by day and customers are accepting this new trend. In the same context, Ramanathan et al. (2017) added that these changes has changed the whole spectrum for retailers, manufacturers, distribution planners and logistics and the unexpected buying behaviors of online customers are affecting retailers in terms of excess or shortage of inventories, therefore it is very important that marketing and operations functions should work together in the retail network. Better collaboration of marketing and operations will help the online store to deliver high quality services which will help them in future product and service development (Lamberton & Stephen, 2016).

Furthermore, Arruda Filho, Simões, and De Muylder (2020) proposed that an online consumer might be persuaded to purchase online because of website utilitarian benefits. Like huge variety of products, money saving, convenience and price comparison, or they can be motivated by hedonic benefits like pleasure, adventure and enjoyment. Utilitarian values like information, convenience, and customization are the primary motivation for online shopping (To et al., 2007), similarly time saving and comfort are the primary factors that motivates for online shopping (Morganosky & Cude, 2000). Online shopping in Pakistan is a topic of discussion as a lot of people avoid online shopping because of trust issues, frauds and many other factors that a retailer need to consider to curb this issue. As Pakistan is a huge market and has a lot of potential in grabbing the market. The online buying behavior is the topic of discussion for many years (Ramanathan et al., 2017). Why customers go for online

<sup>1\*</sup> Human Resource Management, Assistant Professor, Indus University Karachi, Pakistan, [lata.lohana@indus.edu.pk](mailto:lata.lohana@indus.edu.pk)

<sup>2</sup> Dadabhoy Institute of Higher Education, Karachi

<sup>3</sup> Denning Institute of Technology and Entrepreneurship, Karachi

<sup>4</sup> MBA, Indus University Karachi, Pakistan

shopping and why against it. It is still uncertain to retailers and marketers, this is why it is compulsory to have an estimated and expected influence of e-commerce, it is very important to investigate consumer's buying habits and behavior (Abu Bakar & Ahmed, 2015). Many researchers and practitioners are working on consumer buying behavior preference and attitudes. The researcher has cover and highlighted many factors of online buyers like, motivation, safe and sound financial transaction processes, and consumer perception about risk and uncertainty on online retailer while purchasing (Rahman, Khan, & Iqbal, 2017). However, according to Pappas (2016) element like motivations that encourage people to shop online and elements like trust and privacy issues restrict people from online shopping, there should be more research to find out about the elements causing consumers to avoid online shopping and negative outcome perception (Pappas, 2016). People of developing countries are still unaware about the features this new method of shopping is offering. Still very few people shop online and there are many reasons which are creating barriers for online shopping to become a trend (Lamberton & Stephen, 2016). According to Rahman, Khan and Iqbal (2017) the problems related to online shopping is under research in both developed and developing countries because there is a huge gap in the literature about consumer buying habits and consumption levels, which need to identify and rectify. History suggests that very few work is done on online retailer, therefore the main question is still not answered completely that what determinants makes an online buyer a repeat customer or influence their repeat purchase intentions (Pavur et al., 2016). Due to the invisibility of retailer this isn't uncommon that consumer concern about product quality and find it risky to do financial transaction and purchasing with e-retailer, not only new but even for experienced customers it remain a matter a concern (Liu et al., 2017).

### 1.1. Research Objectives

1. To investigate the effects of utilitarian values on repeat purchase intention.
2. To investigate the effects of hedonic values on repeat purchase intention.

## 2. Theoretical Background and Hypothesis Development

### 2.1. MEC Theory

To understand consumer behavior toward value and satisfaction which lead to repeat purchase intension we are using Mean End Chain (MEC) theory. The MEC theory was originally established to relating self-knowledge of consumer with product knowledge. According to Gutman (1982; 1997) the hierarchy of MEC is based on three levels namely attributes, consequences and values (Gutman, 1982).

The value-purpose relationship, then, conforms to MEC's view that values are the ultimate aspirations that drive action. Although the benefits-purpose relationship explains the significance of more specific objectives (benefits) in establishing behavioral intent, blessings serve as a way of acquiring values in MEC's purpose hierarchy. It is difficult to draw conclusive findings from desired benefits on recurrent purchase intentions without explicitly separating them from the underlying value. Whilst study in marketing sector has long acknowledged the wish to explore the hierarchical character of purchaser fantasies, this challenge has been mostly disregarded via the studies of online repeat buy behavior (Gutman, 1982). Simply explaining the connections, a significant number of the benefits, values, and intents have the potential to offer deeper insights into consumer behavior. Therefore, the MEC notion is useful for logically supporting the conviction in the benefit-value-intention correlation when examining on-line buy and repurchase intents (Chiu et al., 2014). The main idea of MEC model is consumer prefer those actions that will end up on favorable desire and reduce the unfavorable outcome (Gutman, 1997). The link between Benefit, value and intention in this theory we are using MEC theory in are framework development in this research model.

### 2.2. Utilitarian Values and Repeat Purchase Intention

The repeat purchase intention is something which force you to buy a product again (Chiu et al., 2012) .

According to Hsu, Chang, Chu, and Lee (2014) they believe that consumer or a customer would go for the repurchasing if the get satisfaction from that product (Hsu et al., 2014). Chin said that we can consider satisfaction as the main element that affects the consumer repeat purchase intention (Chin et al., 2003).

Customers who are satisfied from website service quality and product quality will have intentions to buy from site again, whereas dissatisfied consumers will discontinue (Santo & Marques, 2022). Trust is the most crucial element for provoking repurchase intentions (Pavur et al., 2016). Once trust is built by the seller up to a sufficient level, consumer will automatically revisit the website (Arnold & Reynolds, 2003). When buyer has low trust at online retailer he will discontinue to buy from that website (Escobar-Rodríguez & Bonsón-Fernández, 2017). Similarly, we argued previously based on MEC theory utilitarian and hedonic advantages can be consider as sub-goals which will lead to an end which is higher goals or utilitarian and hedonic values which motivate consumers to repurchase from the same site (Chiu, Wang, Fang, & Huang, 2012; Chiu et al., 2012).

Utilitarian value can be identified as reasonable, goal oriented, sound and decision effective shopping and it play an important role in customer satisfaction (Santo & Marques, 2022)

Utilitarian values and repeat purchase are interconnected as utilitarian values have a great impact on customers repeat purchase as most of the people go for repeat purchase because of monetary saving and convenience etc.

Bao (2015) examines the effects of design quality, information quality, customer service quality, product quality, prices advantage and order fulfillment on customer satisfaction which lead to repeat purchase intentions with the help of reasoned action theory. He concluded that customer satisfaction has a significant plus positive impact on repeat purchase intentions on the other hand product quality and price benefits are the constitutes of utilitarian values and they have a good effect on consumer satisfaction. Therefore, we hypothesized that:

H1: Utilitarian value has a positive association with buyers repeat purchase intentions.

### 2.3. Hedonic Values and Repeat Purchase Intention

Hedonic items are purchased/consumed for luxury purposes, which are desirable objects that permit the consumer to feel sense of pride and amusement from purchasing the product. Human wants have an idea, structure, information, views and knowledge as exterior guideline before making a decision (Rohm & Swaminathan, 2004). As per 93% people online stores are the sources that provide information new trends, products, pre product launches and brands (Parsons, 2002).

Chiu, Wang, Fang, and Huang (2014) tried to explore through a research that what makes an individual to continue shopping from an online retailer, to understand this they used MEC and Prospect theory. They come up with the result that utilitarian has more impact on repeat purchase than hedonic values. The effect of risk was very low but still had a negative impact on experienced online buyer. Convenience, money savings, product offering and information were element of utilitarian value. They suggested that online retailer should give assurance of safety and security to retain customers and it is important to give services of return and handling problems to make himself more reliable.

Hedonic values and repeat purchase are connected as most of the times customer are attracted to shop online to relief their stress or to follow trends that makes a customer a repeat customer. Some previous studies also support the statement such as;

Nguyen et al. (2007) indicate that how hedonic motivation and attributes of super store effects on a consumer loyalty towards a superstore in Vietnam. Hedonic values (idea, value, role, social, gratification, and adventure) and super market attributes (facilities, employee service, merchandise, and after sale service) were independent variables and shopper loyalty was dependent variable. They contribute with the conclusion that store attributes have more impact on shopper loyalty than hedonic motivation. Attributes have direct impact on loyalty and indirect on hedonic. They suggested that super store owners and managers should upgrade their facilities, employee service and merchandise to create most efficient environment for the customers to increase their visits. Managers should concern about hedonic motivation like fun, experience and entertainment to gain customer loyalty and maximum profit. Therefore, we hypothesized that:

H2: Hedonic Value has a positive association with buyers repeat purchase intentions.

### 2.4. Research Model

Consumer buying behavior has recently become a topic of discussion in both developing countries and under developing. Due to complex nature of human and decision making process many countries are still working to understand this phenomenon., the goal of this study is to examine how hedonic and utilitarian values affect customers' repeat purchase intentions.

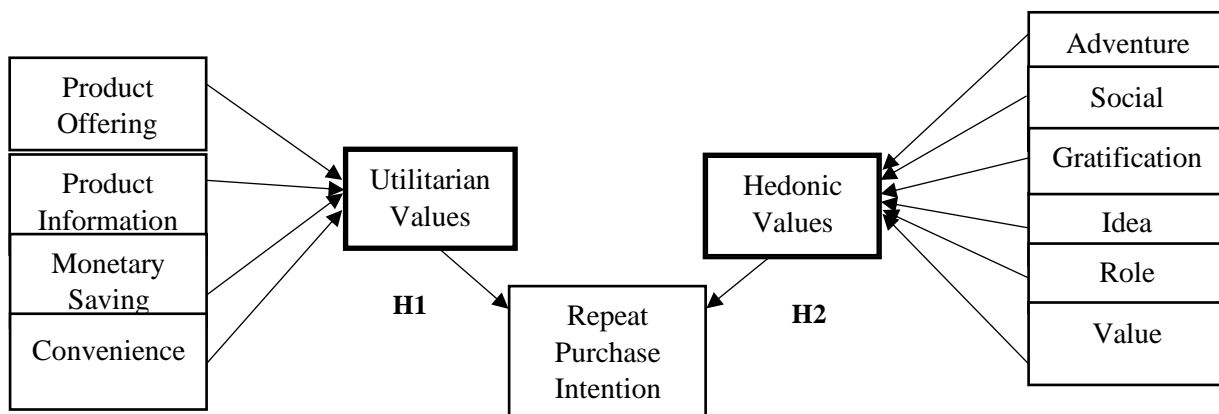


Figure 2.1: Research Framework

## 3. Methods

### 3.1. Sample and Data Collection

The hypotheses of the present study were tested using data collected from Students who are enrolled in universities in Karachi, Pakistan's Sindh province. The main reason of selecting the university student is because they are well aware about the technology and technology usage and they are updated in terms of technology so almost all student

has shopped online. The Non-probability judgmental sampling was used in the study to establish specific standards for respondents. The non-probability purposive selection method known as "judgmental sampling" enables researchers to specify specific criteria for respondents (Sekaran & Bougie, 2016). Hair, Black, Babin, Anderson, and Tatham (2006) contend that choosing an appropriate sample size for a study is crucial since it affects the suitability and statistical reliability of subsequent analyses. The sample sizes recommended by (Comrey & Lee, 2013) for factor analysis are as follows: 50 is extremely low, 100 is low, 300 is decent, 500 is excellent, and 1,000 is excellent. Total 300 Questionnaires were distributed among students through the Google form. Out of which 209 responded.

### **3.2. Measurements of Variables**

#### **3.2.1. Demographics**

In this study the control variables are the demographic factors like age, gender, online purchase experience.

#### **3.2.2. Independent Variables**

##### **3.2.2.1. Repeat purchase intention**

Four items were used to assist the repeat purchase intention adopted from (Chiu et al., 2014). Responses are given on a five-point Likert scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree". The coefficient alpha was 0.833.

### **3.3. Dependent variables**

#### **3.3.1. Hedonic values**

Five items were used to assist the Hedonic value adopted from (Chiu et al., 2014). Responses are given on a five-point Likert scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree.". The coefficient alpha was 0.867.

#### **3.3.2. Utilitarian values**

Five items were used to assist the Utilitarian value adopted from (Chiu et al., 2014). Responses are given on a five-point Likert scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree". The coefficient alpha was 0.871.

## **4. Results & Analysis**

### **4.1. Data Screening**

SPSS 23 was utilized for the data screening was completed after data collection and entering into statistical analysis software. To start, the data were thoroughly examined to find any inaccuracies or missing information. The data were coded appropriately prior to descriptive analysis, evaluation of the measurement model, and testing of hypotheses for in this study.

### **4.2. Common Method Variance (CMV)**

The next analysis that was performed in this case was to find Common Method Variance (CMV) in the data set. This was done using Harmon's Single Factor test. Harmon's Single Factor test was advised to find CMV in the data (Podsakoff et al., 2003). To see if a single factor explained the majority of the variation, all items were assessed using an unrotated factor solution. However, the presence of a significant CMV may be inferred if the analysis revealed a single component, that accounted for the bulk of the variation in the independent and dependent variables (Podsakoff et al., 2003). The results of Harman's single factor test indicated that the distinct factors accounted for 52.870% of the variance. Hence, it was considered that the present study was free from common method bias.

### **4.3. Profile of Respondents**

The respondents' demographic traits were determined by an examination of the data using descriptive statistics. Out of 209 respondents, males were 123, while females were 86. Age of females less than 19 are 26 while male of same age are 74. Female's age ranging 20-29 are 58 while male of the same age are 49. Online purchase experience 1 time of the females are 25 while males are 53 who have same 1-time experience. Females with more than 1-time experience are 59 while males with more than 1-time experience are 72.

### **4.4. Assessment of Measurement Model**

Prior to doing an analysis to evaluate the structural model, this study looked at the measurement model's quality. In order to assess the accuracy of the measurement model, the validity and reliability of all measurement items were compared. Henseler et al. (2014) proposed standardized outer loadings of each measurement item model, as well as composite reliability and discriminant validity of each concept, to evaluate the measurement model. The subsections that follow provide more information on the measurement model assessment.

#### **4.4.1. Construct Validity**

Construct validity was tested to see how well the instrument's results matched the theories for which the test was created (Sekaran & Bougie, 2016). Convergent validity and discriminant validity checks were used in this study to assess the concept validity (Henseler et al., 2014). The details of two concept validity checks are further described in the following subsections.

#### 4.4.2. Construct Validity- Convergent Validity

The degree to which two separate indicators assessing the same construct are strongly associated is known as convergent validity (Henseler et al., 2009). The evaluation of convergent validity was conducted based on the advice provided by (Henseler et al., 2014) with the assistance of factor loadings, composite reliability (CR), and average variance retrieved (AVE). For loadings, the 0.5 cut-off value advised by (Henseler et al., 2014) was adopted. Items having loadings of less than 0.5 were removed from the analysis.

Additionally, the composite reliability of all constructs was under the range from 0.851 to 0.875 and crossed the recommended value of 0.7. All constructions had AVE values that fell between the range of 0.653 and 0.666 and crossed the suggested threshold of 0.5. As a result, all constructs' convergent validity was confirmed, as shown in table 4.1.

**Table 4.1: Convergent Validity: Loadings, Composite Reliability and Average Variance Extracted**

Construct	Type	Items	Loading	Deleted Items	CR	AVE
Repeat purchase intention	Reflective	RP1	0.745		0.851	0.666
		RP2	0.803			
		RP3	0.869			
		RP4	0.841			
Hedonic values	Reflective	HV1	0.789		0.868	0.653
		HV2	0.832			
		HV3	0.836			
		HV4	0.792			
		HV5	0.792			
Utilitarian values	Reflective	UV1	0.830		0.875	0.659
		UV2	0.808			
		UV3	0.840			
		UV4	0.821			
		UV5	0.759			

RP1 to RP4 = Repeat purchase intention, HV1 to HV5 = Hedonic values, UV1 to UV5 = Utilitarian values

#### 4.4.3. Construct Validity- Discriminant Validity

Following convergent validity, the present study evaluated the measurement model's discriminant validity. The degree to which a concept differs from other constructs, its association with other constructs, and how effectively a construct is represented by its own indicators are all considered to be aspects of discriminant validity. Cross loadings and the Fornell-Larcker criterion were recommended by (Henseler et al., 2014) for evaluating the discriminant validity. First, the discriminant validity of the constructs was assessed using the cross loading approach.

Cross loadings compare each indicator's outer loading to the outer loadings of all the indicators for other constructions. The outer loading of the entire indication on the relevant construct must be bigger than all of its other loadings (Henseler et al., 2014). All indicators' outer loadings in this study were higher on the associated construct than they were on any other construct combined. Additionally, the cut-off point difference between cross loadings was not less than 0.01. As a result, the cross loadings test of discriminant validity verified the measurement model's discriminant validity (refer figure 4.1).

The second assessment of discriminant validity is shown in Table 4.3, where the square root of each construct's AVE score was larger than its correlation with other constructs. In the current investigation, the constructs shared more variation with their related indicators than any other construct, according to the Fornell-Larcker criteria. So, the Fornell-Larcker criteria check also verifies the discriminant validity of the measurement model.

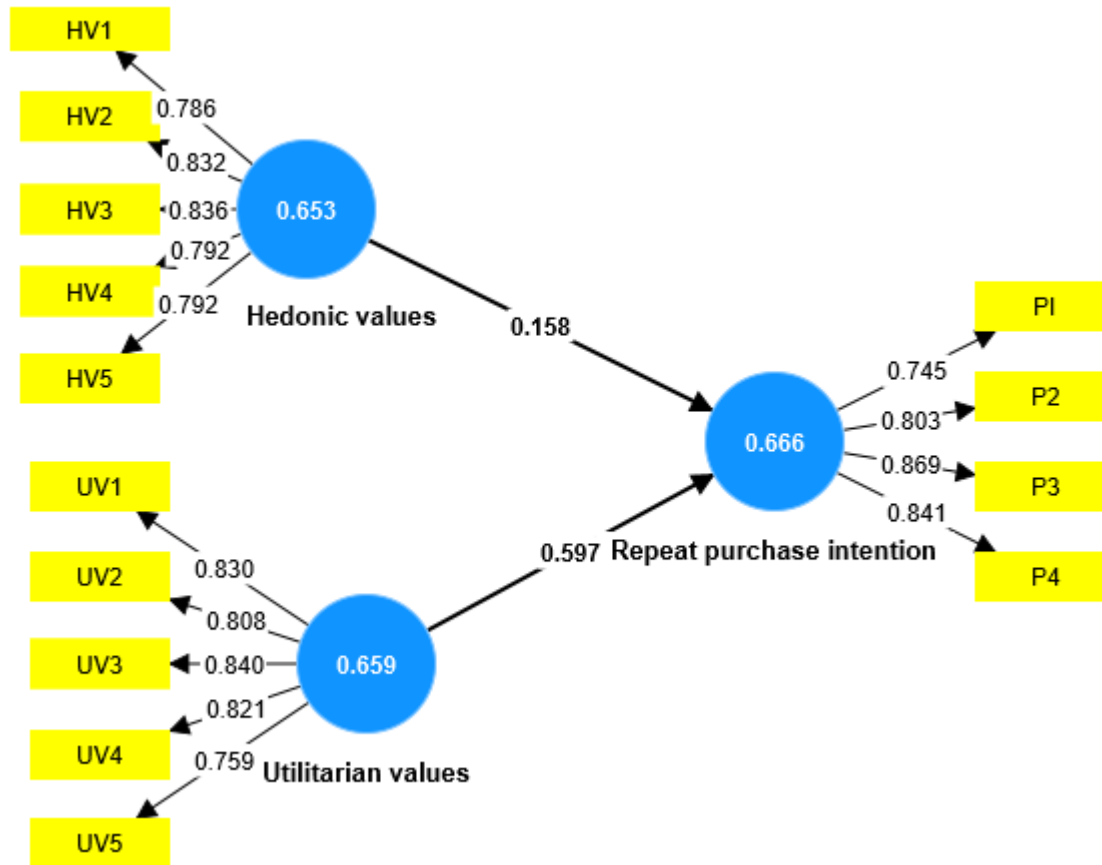
Cross loadings and the Fornell-Larcker criteria were once used to evaluate the discriminant validity of measurement models, however recent research has shown that they are ineffective at spotting discriminant validity in most research scenarios (Henseler et al., 2015). The Heterotrait-Monotrait (HTMT) criteria was thus used in this study to assess the discriminant validity of the measurement model (Henseler et al., 2015). Henseler et al. (2015) proposed two cut-off values of 0.85 and 0.90 for the HTMT criteria to evaluate discriminant validity. In this work, the discriminant validity was determined using the 0.90 level (HTMT.90). All HTMT.90 criterion values are below the crucial value of 0.90, as shown in Table 4.2. As a result, the HTMT criteria validated the measurement model's discriminant validity.

**Table 4.2: Discriminant Validity – Heterotrait-Monotrait (HTMT)**

Variables	Hedonic values	Repeat purchase intention	Utilitarian values
Hedonic values			
Repeat purchase intention	0.719		
Utilitarian values	0.881	0.821	

**Table 4.3: Discriminant Validity - Fornell-Larcker Criterion**

Variables	Hedonic values	Repeat purchase intention	Utilitarian values
Hedonic values	0.808		
Repeat purchase intention	0.615	0.816	
Utilitarian values	0.764	0.718	0.812

**Figure 4.1 Measurement Model Framework**

#### 4.5. Assessment of Structural Model

After evaluating the measurement model, the analysis moved on to look at the present study's structural model. The bootstrapping process should be used first, then hypotheses and their significance levels should be tested (Henseler et al., 2014). In this work, standard errors and significant parameters of predicted pathways were calculated using 1000 resampling. The study's constructs were all reflective in character.

##### 4.5.1. Path Coefficients and Hypotheses Testing

Path coefficients and direct association hypotheses were examined in this section. The following subsections provide more details.

##### 4.5.2. Path Coefficients and Hypotheses Testing of Direct Relationships

A structural model was used in this study to assist explain how the latent variables related to one another (Singh et al., 2017). There were created a total of two hypotheses between the constructions. The PLS route modelling was used to assess the direct relationships. To ascertain the impact of hedonic and utilitarian values on repeat purchase intention, regression analysis was carried out, as shown in table 4.4.

Additional analysis showed that there was a connection between hedonic and repeat purchase intention ( $\beta = 0.158$ ,  $t\text{-value} = 1.724$ ,  $p < 0.05$ ). Therefore, H1 supported.

Similarly, the relationship between hedonic and repeat purchase intention ( $\beta = 0.597$ ,  $t\text{-value} = 7.591$ ,  $p < 0.05$ ). Therefore, H2 supported.

**Table 4.4: Path Coefficient Hypothesis Testing**

Hypo.	Relationship	Original sample (O)	Sample mean (M)	SD	T statistics	P values
H1	Hedonic values-> Repeat purchase intention	0.158	0.160	0.092	1.724	0.000
H2	Utilitarian values-> Repeat purchase intention	0.597	0.599	0.079	7.591	0.000

### 4.5.3. Coefficient of Determination (R<sup>2</sup>)

R<sup>2</sup> coefficient of determination was used in this study to assess how well the structural model predicted future events. The endogenous latent variable is affected by exogenous latent variables collectively as indicated by the R<sup>2</sup> value (Hair et al., 2014). The ideal range for the R<sup>2</sup> value is 0 to 1. R<sup>2</sup> values of 0.26, 0.13–0.25, and 0.02–0.12 were, nevertheless, evaluated as significant, moderate, and weak, respectively (Cohen, 2013). R<sup>2</sup> values were therefore calculated for all endogenous latent variables in the current investigation (table 4.5). The repeat purchase intention R<sup>2</sup> value was 0.526, indicating that the Hedonic and Utilitarian values accounted for 52% of the variance in the physical involvement. Cohen (2013) characterized R<sup>2</sup> value repeat purchasing intention as Substantial level.

**Table 4.5: Coefficient of Determination (R<sup>2</sup>)**

Exogenous Variable	Endogenous Variable	R-square value	Variance Explained
Hedonic values	Repeat purchase intention	0.526	Substantial
Utilitarian values			

### 4.5.4 Effect Size (f<sup>2</sup>)

To evaluate how each external latent construct affected the endogenous latent construct in the model, the impact size (f<sup>2</sup>) value was calculated. This section looked at how each external latent construct affected the endogenous latent constructs. In this study, the effect magnitude was evaluated using a general rule of thumb (Cohen, 2013). The f<sup>2</sup> values of 0.022 and 0.314, respectively, reflected minor and medium impacts as shown in the table 4.6. The study found that utilitarian values had a moderate impact on repeat purchase intention whereas hedonic values had a minor impact.

**Table 4.6: Effect Size**

Effect size (f <sup>2</sup> )	Exogenous Variable	Endogenous Variable	f <sup>2</sup> values	effect
	Hedonic values	Repeat purchase intention	0.022	Small
	Utilitarian values	Repeat purchase intention	0.314	Medium

## 5. Discussion

Findings of this study have revealed significant positive relationship between hedonic and repeat purchase intention, and utilitarian values and repeat purchase intention. The results correlates with previous researches (Chang Tseng Yan 2012; Chiu et al., 2014; Hsiao et al., 2010), they find out that how utilitarian values (cost savings, information availability, & customized product or service) and hedonic values (Social, idea, value, adventure/explore, authority, & status) affects consumers repeat purchase intentions and search intentions. They concluded that utilitarian values, convenience, low cost, information and selection have more influence on online shopping search intentions than hedonic values adventure, status and authority. On the other hand, social, idea, customized service or product and value has no influence on hedonic as well as on utilitarian values. They suggested that managers could use hedonic values to design their web page which could provoke customer's search intentions.

Online shopping has given a new opportunity to retailers to fulfill their prospects demand (Wen et al., 2014). Many companies like Amazon, Apple, and Dell are already using this opportunity to build a strong supply chain network to assist them in their businesses. Online shopping is still very new in Pakistan and other developing countries but people are accepting this new mode of shopping.

### 5.1. Theoretical Implication

In this study, MEC is used to add theoretical contribution in the existing body of Knowledge. To extend the literature, this study has investigated the influence of utilitarian and hedonic values on the repeat purchase intentions.

However, by highlighting the key connections between advantages, values, and intentions, this study elevates the MEC theory. We offer a hierarchical model of consumer objectives, in which lower-level objectives (utilitarian and hedonic Benefits) serve as a pathway to higher-level values (utilitarian and hedonistic values), which act as the primary drivers of repeat purchase intent. More specifically, this study offers reasons for the aspects (i.e. advantages) that underlie utilitarian and hedonic values in accordance with psychological motives and earlier empirical data (Cetto, Klier, & Klier, 2015). In summary, this work establishes the theoretical and empirical relationship between benefits and values.

### 5.2. Practical Implications

This study contributes to help retailers and marketers in many ways. This study implies that retailer should offer different advantages to customers like monetary savings, rich product information, competitive deals and convenience. Also retailer should provide good service quality by handling their problems, issues, worries and making their shopping easy. E-retailer could make their service quality better by keeping website functions simple and detailed. A retailer could provide easy accesses towards the desire product with minimizing the number of links and tabs.

Utilitarian and Hedonic values both are motivating buyers to shop online. But in developing countries a retailer could offer either utilitarian or hedonic values. Retailer has to trade off in one thing. As it is shown in the result the seller must focus hedonic values that will encourage customers to buy online. Shoppers who get their desire product with more hedonic feature will come back again to shop as it gives them a feeling of satisfaction. The positive feeling will bring back the customers to website again. According to Santo and Marques (2022) in utilitarian value convenience is one of the most important aspects for repeat purchase. It is also evidence here that people will appreciate convenient shopping when it will be associated with sound e-service quality.

### 5.3. Limitations of the Study

This work has some limitations, despite the fact that its findings offer insightful theoretical and practical contributions.

First, this study limited in its scope, because it only covers students in who are studying in Karachi universities. It was very hard for researcher to gather data from different cities and people. Second, the results are limited by the cross-sectional research methodology. Participants' attitudes, emotions, and thoughts are briefly expressed. Third, this study is limited to understand the role of utilitarian and hedonic values on repeat purchase intention. Last, some people were unable to understand the designed questionnaire due the language barrier as the questionnaire was only in English.

### 5.4. Future Recommendation

Although the current study has significant limitations, the research's conclusions can be developed in a variety of ways to better examine consumers repeat purchase intention

First, future research can be extended present study by covering country-wide level and getting data from different universities students, house wives, etc. Second, future research can also extend the study via adding some moderator in the study to better understand the repeat purchase intention in conceptual framework. Example buying habits. The new variables may provide interesting data for analyzing the level of repeat purchase intention. Third, future studies may focus on longitudinal analysis to forecast behaviors across time. This would make it easier to evaluate any interactions and discrepancies. Last, the future researcher can also design questionnaires to our national language (Urdu), to get more understanding regarding consumers repeat purchase intention.

### References

- Abu Bakar, A. R., & Ahmed, Z. U. (2015). Technology motivation in e-marketing adoption among Malaysian manufacturers. *Journal of Transnational Management*, 20(2), 126-152.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of retailing*, 79(2), 77-95.
- Arruda Filho, E. J. M., Simões, J. D. S., & De Muyllder, C. F. (2020). The low effect of perceived risk in the relation between hedonic values and purchase intention. *Journal of Marketing Management*, 36(1-2), 128-148.
- Bao, J. (2015). The impacts of e-service quality on customers' repurchase intention in platform online retailing: An empirical investigation. Wuhan International Conference on E-Business 2015 Proceedings,
- Cetto, A., Klier, J., & Klier, M. (2015). Why should I do it myself? Hedonic and utilitarian motivations of customers' intention to use self-service technologies. Twenty-Third European Conference on Information Systems (ECIS), Münster, Germani, 1-16
- Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A partial least squares latent variable modeling approach for measuring interaction effects: Results from a Monte Carlo simulation study and an electronic-mail emotion/adoption study. *Information Systems Research*, 14(2), 189-217.
- Chiu, C.-M., Hsu, M.-H., Lai, H., & Chang, C.-M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), 835-845.
- Chiu, C. M., Wang, E. T., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85-114.
- Cnnic, I. (2015). The 35th Statistical report on internet development in China. *China Internet Network Information Center (CNNIC), China*.
- Cohen, J. (2013). *Statistical power analysis for the behavioral sciences*. Routledge.
- Comrey, A. L., & Lee, H. B. (2013). *A first course in factor analysis*. Psychology press.
- Escobar-Rodríguez, T., & Bonsón-Fernández, R. (2017). Analysing online purchase intention in Spain: fashion e-commerce. *Information Systems and e-Business Management*, 15(3), 599-622.
- Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *Journal of marketing*, 46(2), 60-72.
- Gutman, J. (1997). Means–end chains as goal hierarchies. *Psychology & marketing*, 14(6), 545-560.



- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., Ketchen Jr, D. J., Hair, J. F., Hult, G. T. M., & Calantone, R. J. (2014). Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational research methods*, 17(2), 182-209.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43(1), 115-135.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *New challenges to international marketing*. Emerald Group Publishing Limited, 277-319
- Hsiao, K. L., Lin, J. C. C., Wang, X. Y., Lu, H. P., & Yu, H. (2010). Antecedents and consequences of trust in online product recommendations: An empirical study in social shopping. *Online Information Review*.
- Hsu, M.-H., Chang, C.-M., Chu, K.-K., & Lee, Y.-J. (2014). Determinants of repurchase intention in online group-buying: The perspectives of DeLone & McLean IS success model and trust. *Computers in Human Behavior*, 36, 234-245.
- Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services*, 31, 22-31.
- Koch, J., Frommeyer, B., & Schewe, G. (2020). Online shopping motives during the COVID-19 pandemic—lessons from the crisis. *Sustainability*, 12(24), 10247.
- Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of marketing*, 80(6), 146-172.
- Liu, F., Xiao, B., Lim, E. T., & Tan, C.-W. (2017). The art of appeal in electronic commerce: Understanding the impact of product and website quality on online purchases. *Internet Research*, 27(4), 752-771.
- McGuire, W. (1974). J.(1974). Psychological motives and communication gratification. *The uses of mass communication: Current perspectives on gratifications research*, 3, 167-196.
- Morganosky, M. A., & Cude, B. J. (2000). Consumer response to online grocery shopping. *International Journal of Retail & Distribution Management*, 28(1), 17-26.
- Nguyen, T. T., Nguyen, T. D., & Barrett, N. J. (2007). Hedonic shopping motivations, supermarket attributes, and shopper loyalty in transitional markets: evidence from Vietnam. *Asia Pacific Journal of Marketing and Logistics*, 19(3), 227-239.
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of retailing and consumer services*, 29, 92-103.
- Pavur, R., Abdullah, A., & Murad, M. W. (2016). Factors influencing web customers' willingness to engage in online shopping with an internet retailer. *Journal of Internet Commerce*, 15(3), 292-310.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, 88(5), 879.
- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*, 37(1), 105-123.
- Rohm, A. J., & Swaminathan, V. (2004). A typology of online shoppers based on shopping motivations. *Journal of business research*, 57(7), 748-757.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Santo, P. E., & Marques, A. M. A. (2022). Determinants of the online purchase intention: hedonic motivations, prices, information and trust. *Baltic Journal of Management*, 17(1), 56-71.
- Singh, H., Saufi, R. A., & Hassan, A. A. G. (2017). Export market orientation strategy, external environment, and export performance of SMEs in Malaysia. *Prabandhan: Indian Journal of Management*, 10(12), 32-49.
- Ur Rahman, S., Khan, M. A., & Iqbal, N. (2018). Motivations and barriers to purchasing online: understanding consumer responses. *South Asian Journal of Business Studies*, 7(1), 111-128
- Wen, C., Prybutok, V. R., Blankson, C., & Fang, J. (2014). The role of E-quality within the consumer decision making process. *International Journal of Operations & Production Management*, 34(12), 1506-1536.