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Role of Media on Hedonic Shopping among Undergraduate Girls in Alphonso College: Pala, Kottayam District of Kerala

Deepa K Thomas

Guest Lecturer, Alphonso College, Pala, Kottayam, Kerala, India

P.P.Shajimon

Assistant Professor, St. Thomas College of Teacher Education, Pala, Kottayam, Kerala, India

Abstract

Changes within the structure of a dynamic market and competition influences purchasing preferences and behavior of customers. The consumption fact of today differs from traditional consumption perceptions. This difference is caused by the fact that the act of consumption is not only based on utilitarian but also hedonic instincts. The shopping experience can range from pleasing to terrible, that would be based on a variety of factors including how the customer is treated, convenience, the type of goods being purchased and mood of the customers. In hedonic oriented consumers derive satisfaction from the shopping activity itself on the other hand the task oriented consumer engages in shopping out of necessity. consumers choose the products with the help of media because media give the full detail about the products, offers and about discount etc. The present study attempts to examine the role of media on college going girls towards hedonic shopping. The study has been based on the primary data from 51 degree students from Alphonso College, Pala. The data are collected using Purposive Random Sampling Technique.

Keywords: Hedonic, Utilitarian, Entertainment.

Introduction

Today, changes within the structure of a dynamic market and competition influence purchasing preference, behaviour of consumers. Consumers realise their purchasing behaviour, preferences not only based on their lifestyles but also according to hedonic and utilitarian characteristics of products. The consumption fact of today differs from the traditional consumption perception. This difference is caused by the fact the act of eating is not only based on utilitarian but it also hedonic instincts (Westbrook and Black, 1985; Batra and Ahtola, 1990; Babin et al., 1994). Shopping is an activity in which a consumer browses the available goods presented by more retailers with the intent to purchase a suitable section of them. It may be considered a leisure activity as well as an economic one. Through which searching, selecting and ultimately purchasing services that fulfil the needs, wants and desires of customers. It involves acquiring the goods at the right quality, at the right quantity, at the right time from the right source and the right price.

The shopping experience can range from pleasing to terrible, that would be based on a variety of the factors including how the customer is treated, convenience, the type of goods being purchased and mood of the customers. In hedonic oriented consumers derive satisfaction from the shopping activity itself; on the other hand, the task-oriented consumer engages in shopping out of necessity. Both the consumer has his/her perception and will admit that each

shopping area has its characteristics and qualities. The shopping may be for home shopping, party shopping, social shopping, item shopping, recreational shopping etc. Here the researcher only focused on hedonic shopping. Hedonism, in word, is the view that “pleasure is good.” In its most general form, hedonism about the value holds that only thing that an ultimately ever makes that the world, or a life, better is it contains more pleasure or less pain. Consumers who act with the hedonic purchasing reasons realise that act not to satisfy a need but to enjoy and take pleasure by doing it without contemplating and planning.

Utilitarian and hedonic the motivations differ fundamentally. Useful motivation is defined as a rational and goal oriented. Applied to shop, it shows that the benefit depends on efficiency during the process of acquisition. The initiation of a shopping process for the practical shoppers is triggered by a mission that must be completed, and benefit, which is perceived by a shopper depends on the efficiency and completeness of the process. The Hedonic motivation contrarily refers to the search of emotions such as happiness, enjoyment and fantasy, experienced during the shopping procedure. Therefore, consumers with a robust hedonic motivation seek the fun of the process rather than the utility of the purchased product. Hence, hedonic shoppers receive satisfaction from the experience itself and the emotions which it creates. This is also the primary differentiation between utilitarian and hedonic consumers about their motives.

Statement of the Problem

One of the necessary parts of our daily life is Shopping. We are using different types of shops to buy a different kind of things every day. In material life, consumers are directly going to the market and purchase the products. In computer-generated animation, consumers are sitting on the bench or sitting inside the home to see all the verities and order the goods through digital technologies. The “Impact of T.V advertisements on buying pattern of adolescent girls” was published by Nidhi Kotwal, Neelima Gupta and Arjee Devithe. Results of the study revealed that advertisements played a vital role in introducing a new product in the family list and

making a better choice during shopping. Now a day’s social media is most prevalent among the educated and same time mass media is also known very well in the minds of the people equal to the social media, especially the youngsters are introduced by the social media compared to the mass media for their purchase whether the product is necessary or not necessary. Hedonic shopping is entertainment shopping. In addition to the above, people got refreshment and enjoyment through hedonic shopping. Therefore the current study concentrates on the role of media on hedonic shopping among college students.

Objectives of the Study

The essential objectives of the study are the following:

1. To understand the socio-economic profile of the hedonic shoppers
2. To know the main reasons for hedonic shopping
3. To identify the impact of media on hedonic shopping

Methodology

The present study attempts to examine the role of media on college going girls towards hedonic shopping. The study has been based on the primary data from 51 degree students from Alphonsa College, Pala. The data are collected using purposive random sampling technique. To collect primary data, a questionnaire was administered to the students. The analysis and interpretation are presented below.

Analysis and Interpretation

The analysis and interpretation of the data concerning age of respondents, parental occupation, area of specialisation, residential status, forms of advertisement, reasons for hedonic shopping, and impact of media on hedonic shopping are analysed.

Table 1: Age wise classification of the Respondents

Age	No. of respondents	%
17-19	18	35.29
19-21	32	62.74
21-23	1	1.96
Total	51	100

Source: Primary Data

Age is considered as an essential factor to study. This age wise classification provides information regarding the age of hedonic shoppers. From the table it can be seen that, of 51 respondents barely two-thirds (62.74%) of the respondents fall in the age group 19-21 years, one third (35.29%) of the respondents fall in the age group of 17-19 years only least per cent (1.96) of the respondents are in the age group of 21-23 years.

Table 2: Parental Occupational Status of Respondents

Occupation	No. of Respondents	%
Business	22	43.13
Government Employee	8	15.68
Coolies	6	11.76
Non-Government Organization	5	9.8
Agriculture	10	19.6
Total	51	100

Source: Primary Data

The above table reveals that out of 51 respondents, the majority of the respondent's parents (43.13%) are doing business, nearly one - fifths (19.6%) are engaged in agriculture activities, 15. Sixty-eight per cent are Government Employees, 11.76 per cent are daily wagers, and the remaining 9.8 per cent are working in various non- government organisations.

Table 3: Area of Specialization of the Respondents

Area of Specialization	No. of Respondents	%
Science	13	25.49
Arts	38	74.5
Total	51	100

Source: Primary Data

Area of specialisation of the respondents is displayed in the above table. More than half (74.5%) of the respondents are studying in Arts group, and one fourth (25.49%) of the respondents are studying in Science group.

Table 4: Residential Status of the Respondents

Residential Status	No. of Respondents	%
Day Scholars	43	84.31
Hostellers	8	15.68
Total	51	100

Source: Primary Data

Residential status of the respondents is another factor that affects the respondent's hedonic shopping. It is found that, in total, as high as (84.31%) respondents are day scholars and remaining least per cent (15.68) of the respondents are hostellers.

Table 5: Forms of Advertisement

Form of Advertisement	No. of Respondents	%
Words with visual	28	54.9
Words with sound	2	3.92
Just in printed words	18	35.29
Picture depicting a scene	3	5.88
Total	51	100

Source: Primary Data

Usually, the advertisement will be beautiful and which creates a purchase decision efficiently among the people. Now a day, the different forms of publication will be available in the market to capture the innovative products. Hence here, the researcher has analysed which type of advertisement will be more attractive. It shows in table 5 that, among 51 respondents more than one half (54.9%) of the respondents are attracted by way of words with visual advertisement, 18 (35.29%) respondents are invited throughout just in printed words, 3 (5.88%) respondents are involved during picture depicting a scene and the remaining 3.92 per cent of the respondents are attracted by the way of words with sound.

Table 6: Reasons for Hedonic Shopping

Reasons	No. of Respondents	%
Entertainment	40	78.43
Learning new trends	6	11.76
Communication	3	5.88
Attractiveness among the same group	1	1.96

Maintain status	1	1.96
Total	51	100

Source: Primary Data

Reasons for hedonic shopping are given in table6. Usually, hedonic consumers do shopping for various uneconomical reasons. As high as (78.43%), respondents prefer to purchase undesired things due to the impact of media for entertainment. Nearly one

fifth (11.76%) of the respondents prefer unwanted items for learning new trends in the market, just for communication with people 5.88 per cent of the respondents prefer the things in this shopping, 1.96 per cent purchase the items to get attraction among the same age group and remaining 1.96 per cent buying the stuff for maintaining status in society.

Table 7: Impact of Media on Hedonic Shopping

Sl. No	Media	Rank Scale	1 (75)	2 (60)	3 (50)	4 (40)	5 (25)	T. Score	Mean	Rank
1	Newspapers	F	21	8	6	9	7	51	56.66	2
		FX	1575	480	300	360	175	2890		
2	TV	F	10	23	8	8	2	51	56.86	1
		FX	750	1380	400	320	50	2900		
3	Facebook	F	7	4	20	3	17	51	45.29	4
		FX	525	240	1000	120	425	2310		
4	E-mail	F	9	5	8	11	18	51	44.41	5
		FX	675	300	400	440	450	2265		
5	Whatsapp	F	4	11	9	20	7	51	46.76	3
		FX	300	660	450	800	175	2385		

Table 7 shows the impact of media on hedonic shopping in surveyed respondents. Here to rank the impact of media for hedonic shopping, the researcher used the Garret ranking techniques. Here the first rank was given to TV with a mean score of 56.86, second rank was given to Newspapers with a mean score of 56.66, third rank was given to Wats App with a mean score of 46.76, fourth rank was given to FaceBook with a mean score of 45.29, fifth rank goes to E-Mail with a mean value of 44.41 respectively.

Findings

- Nearly two-thirds (62.74%) of the respondents fall in the age group 19-21 years,
- Majority of the respondent’s parents (43.13%) are doing business, nearly one - fifths (19.6%) are engaged in agriculture activities.
- More than half (74.5%) of the respondents are studying in art group.
- As high as (84.31%) respondents are day scholars and remaining least per cent (15.68) of the respondents are hostellers.
- Among 51 respondents more than one half (54.9%) of the respondents are attracted by way

of words with a visual advertisement.

- Hedonic consumers do shopping for various uneconomical reasons. As high as (78.43%) respondents prefer to purchase undesired things due to the impact of media for entertainment.
- The effect of media on hedonic shopping in surveyed respondents. Here to rank the impact of media for hedonic shopping, the researcher used the Garret ranking techniques. Here the first rank was given to TV with a mean score of 56.86.

Conclusion

Shopping is the activity of buying anything to satisfy the needs of the people. It is divided into various types, but here it focused on hedonic shopping. Hedonic shopping is seen to purchase products often. In it, consumers choose the products with the help of media because media give the full detail about the products, offers and discount etc.

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Author Details

Dr. Deepa K Thomas, Guest Lecturer, Alphonsa College, Pala, Kottayam, Kerala, India.

Email ID: sranmariam@gmail.com

Dr. P.P. Shajimon, Assistant Professor, St. Thomas College of Teacher Education, Pala, Kottayam, Kerala, India.