AN ENHANCED UTILITARIAN AND HEDONIC MODEL FOR SELECTING OPTIMAL E-COMMERCE PLATFORM

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MTECH/SICT/2018/9197

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ABSTRACT

In recent time, e-commerce provides customers with a wide range of choices and convenience, it equally provides flexibility in terms of items, services, and delivery time. With technical innovation, the use of the digital platforms continues to expand. However, it has certain drawbacks, such as lack of technical understanding of the functions that add value to a platform when choosing a business online. As a result, this study conducted a survey in order to improve user privacy, security, experience, brand image, customer service, product variety, and motivations. The study is aimed to develop a mathematical model for selecting an online platform for an e-commerce enterprise. In order to define and recommend the best approach for selecting e-commerce platforms based on the utilitarian and hedonic motivations of customers when shopping online, questionnaires were sent out to potential e-commerce users. The responses of the respondents were evaluated using the mathematical model to obtain the optimal selection. The regression analysis on factors affecting utilitarian motivation of customers measured 0.262, 0.306, 0.535, and 0.509 when compared with the regression analysis on factors affecting hedonic motivation of customers measured 0.399, 0.306, 0.338, and 0.512. The results were compared with the existing model to obtain Attitude with performance evaluation of 0.001 and 0.500. The proposed model shows cost-saving as 0.535 and monetary value of 0.512, which indicates the best motivation when selecting an optimal e-commerce platform. In conclusion, this model would be the possible best method for selecting e-commerce platforms.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the Study

The complete globe wide web inexorable spread and the quick improvement of technology have given rise to online buying and selling through websites. Over the last decade, Internet-based technology has grown in popularity, changing the way businesses market and sell their products and services (Sahel *et al*., 2020). The growth of virtual shops, sometimes known as e-commerce, has been the most momentous event for marketers.

In today's world, e-commerce provides customers with a wide range of choices and convenience, providing flexibility in terms of items, services, and delivery time. This saves money for both the buyer and the seller while also creating opportunities for significant earnings. A basic issue that consumers must face when making a choice and where to buy products or brands is a purchasing decision. Many products are available through multiple channels, including physical stores, catalogs, television, and online purchase. These new purchasing possibilities provide significant opportunities for firms with a competitive advantage. Businesses review and modify their marketing methods to target customers (Falode *et al.* 2016).

In the consuming culture, pleasure anticipation from consumption is typically associated with hedonism. Hedonism has had a significant impact on today's consumer society. Hedonic items are in high demand due to their ability to supply consumers with both hedonic and symbolic utility. Travel, shopping, entertainment, and the internet use all to provide opportunities for a hedonic experience. The hedonistic concept that may be

confronted in every part of daily life may be the outcome of tens of distinct cause and effect relationships that cannot be predicted. Ordinary people, it is widely assumed, are willing to act in their own best interests. Self-love is the term used to describe this condition. Hedonists believe that the concept of "the best" may be expressed in terms of pleasure and misery. Nonetheless, it is insufficient to explain hedonism over self-love.

Hedonism and intrinsic happiness appear to compete with one other in the true description of "the item in a person's best interest". Whereas utilitarian motivation is concerned with the utility of purchasing, hedonic motivation is concerned with the enjoyment of the shopping experience. The majority of consumers, particularly those in the lower-income bracket, are pleased with retailers' efforts to develop experimental pleasure. However, efforts to facilitate the purchasing process, on the other hand, are considered as a Utilitarian shopping value that may be required. However, this is insufficient to foster loyalty. Customers' pleasurable buying experiences and hedonic shopping incentives may differ from one culture to the next. All shopping motivations are relevant for hedonic experience, and the fundamental distinction is evaluated with pleasure and collective cultures against individual shopping (Atahan & Koçoğlu, 2018).

Reaching out to new clients is the most effective strategy for small businesses to expand. As a result, the Internet provides you with a remarkable opportunity (Atahan & Koçoğlu, 2018). It can not only increase your sales reach to a whole new universe of customers in previously unimaginable ways, however, it can also be regarded as a great equalizer because it levels the playing field when compared to the larger competition.

However, due to cost and technology concerns, many small business owners are hesitant to begin selling on the Internet. The expenses of launching a website are substantially lower than you may believe. Inexpensive technological solutions and specialists are

readily accessible to assist you in swiftly getting online and increasing your sales (Google, 2020).

According to Google (2020), e-commerce is fast expanding due to advancements in technologies of information and communication E-commerce, for example, has grown in Nigeria. Grown to 12 billion dollars and is expected to reach 75 billion in revenue per year by 2025. The e-commerce industry is made up of huge open-market companies. Until recently, several platforms were classed as search operators; however, the majority of them have been extending since 2014, they have exerted influence on shopping services by offering open market-type shopping services coupled with searches

The majority of Platform strategies based on Internet infrastructure have been created by e-commerce enterprises to support their business models (Google, 2020). A platform's primary concept is to promote interactions between various parties, most notably sellers and buyers. Between small and mid-size businesses. There are various options to consider when selecting an e-commerce platform. The most significant decisions are possibly the most important, as they will eventually define the company model and much of the future business.

There are a million different kinds of e-commerce stores, each with subtle nuances and contrasts. How the products are sourced, what types of products are available, where the products are sourced, and if they are a curated assortment. This takes a look at two of the most common forms of e-commerce enterprises and then delves deeper into them.

Small and medium-sized firms have an essential role in both developed and developing countries, including job creation, income distribution through entrepreneurial

opportunities, and rural development, as well as increased investment and entrepreneurship growth (Herri & Syed, 2003).

The following are the primary categories of e-commerce businesses: (Wall, 2015):

(i) Business to business (B2B)

(ii) Business to consumer (B2C)

Business-to-Business (B2B)

The term "business-to-business" refers to transactions between businesses. Transactions between businesses model in which one company sells to another. Selling to other businesses has advantages and disadvantages as compared to selling to end-users. The benefits of selling to other businesses include higher order volumes and more frequent repeat orders; nevertheless, there are fewer businesses than consumers, and sales cycles are often longer, with pricing being a major factor in buying decisions (Wall, 2015).

Business to Consumer (B2C)

The term "Business to Consumer" refers to sales made directly to consumers, the end-user of a product. This is the most prevalent kind of business model, and it is what most people think of when considering how to develop e-commerce businesses.

1.2 Statement of the Research Problem

Based on the review of the literature, Kim *et al.* (2018) presented that selecting e-commerce for small and midsize businesses has been a challenge to many online businesses as many tend to consider the cost of selecting an online model that will maximize profit and minimize risk. Most models adopted so far, have not offered all the benefit of online businesses and has not been able to secure business owner from fraudulent activities from third parties (Osho *et al.*, 2016). Therefore, this research is to

address this problem by developing a model. This model is to be able to identify what motivates customers when purchasing small businesses from mid-sized businesses and provide an adequate secure environment for selecting e-commerce transactions.

1.3 Aim and Objectives of the Study

This study aims to enhance the Utilitarian and Hedonic Model for Selecting an Optimal e-commerce platform for customers in small and midsize businesses.

The objectives of this study are to:

i. Develop a mathematical model for e-commerce platforms using The utilitarian and hedonic motivation of customers.

ii. Implement the model in (i) using optimization parameters from Utilitarian and the hedonic motivation of customers

iii. Evaluate the performance of the developed mathematical Model and compare with existing models. Analytical model

1.4 Scope and Limitation of the Study

With the emergence of e-commerce, the quality model will be an edge in the business of e-commerce. This research is focused on providing a more efficient and effective model for the selection of an optimal platform for sustained utilitarian and hedonic motivation of customers in the e-commerce system for small and medium businesses. The model will be evaluated on only three (3) e-commerce platforms namely Konga, Jiji, and Jumia. This model will be evaluated using a questionnaire to access what motivates them when making choices on goods and services in an e-commerce platform.

1.5 Significance of the Study

This research is geared toward providing proficiency and benefits of e-commerce platforms for small and midsize e-commerce system selection capable of offering solutions to the challenges faced by e-commerce platform users.

(i) Benefit of the study: this study is focused on providing an effective, proficient process in selecting an e-commerce platform that will maximize profit and minimize risk because they find it convenient or easy when purchasing goods online.

(ii) Beneficiaries of the study: the business owner can benefit from e-commerce transactions in numerous ways: it gives the customer the ability to purchase items online and to be delivered at their desired location applicable to Konga, and Jumia platform in Nigeria. E-commerce platform provides users the benefit to select their own business or transactions choice and what motivate them either small or medium sizes without any difficulties because it is safe and reliable when using a platform to buy or do businesses online.

(iii) Styles of benefit: for a transaction to be made online most customers prefer to make use of the credit/debit card payment option; customers are choosing the most common and convenient mode of payment is payable on delivery.

1.6 Organizations of the Thesis

This chapter detailed the background of the study, problem statement, goal, objectives the scope, and significance of the research. The remaining section of this work is structured as follows: chapter two presents a comprehensive literature review on utilization and hedonic motivation of customers in E-commerce platforms for selecting

small and mid-size businesses and lastly review summary, which presents how this research is going to improve the gap observed from related works reviewed. Chapter 3 states materials and tools that will be used for this work, the research framework, and the design and evaluation matrix. Chapter 4 presents the comparative analysis of this study and previous works using R-code in python for evaluation. Chapter 5 also presents the summary of the result analyzed in chapter 4 and finally conclude by stating findings, Limitations, and future research directions

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Electronic Commerce

Electronic Commerce (E-commerce) is a modern commercial technique that discusses the need for cost-cutting among organizations, vendors, and customers to improve the quality of goods and services and improve delivery (Vadwala *et al.*, 2017). The purchase and sale of goods and shopping online are referred to as e-commerce. E-commerce is a platform that comprises more than just activities, that revolves around the Transactions that assist revenue production including the acquisition and sale of commodities and services to create money. These operations involve creating demand for goods and services, selling and providing customer service, and allowing communication among business partners are all examples of activities that fall under this category, are all examples of responsibilities.

2.2 Types of E-commerce

Various types of e-commerce are currently in use are classified according to the nature of the transactions, (Wall, 2015), these are B2C (business-to-customer), B2B (business-to-business), C2C (consumer-to-consumer), C2B (consumer-to-business), C2C (consumer-to-business), and non-business, government, and organizational intra-business

2.3 Merit and Demerit of E-commerce

Customers and businesses use e-commerce to buy and sell items online. The business to business, with computers performing as transaction middlemen.

2.3.1 Merit of e-commerce

Some of the merits of e-commerce are enumerated below:

i. E-commerce systems enable customers to purchase and sell products and services over the internet. E-commerce has several advantages, including cost savings, convenience, and time savings:

ii. The benefit of embracing E-Commerce includes the ability for businesses to invest, they can grow their market to national and global markets. A company may simply find new consumers, the best suppliers, and dependable business partners all around the world. Second, information can be digitized, E-Commerce assists firms in lowering the costs of developing, processing, distributing, retrieving, and managing paper-based information. (Vadwala *et al*., 2017), and E-Commerce also improves the company's brand image. It is concluded that E-commerce enables organizations to give better customer service while also simplifying and speeding up business processes. E-commerce decreases paperwork while increasing organizational productivity. It allows for "pull" supply management. A business process in "pull" supply management begins when a client requests it, and it utilizes just-in-time manufacturing (Vadwala *et al.*, 2017).

iii. It provides customers with 24x7 client transactions for products or questions about any product/service given by a firm at any time and from wherever you are E-commerce applications also give customers greater options and faster product delivery. Second, E-commerce applications provide the customer with more options for comparing and selecting the best and most inexpensive products. The alternative before making a final purchase, a consumer can post

product reviews, observe what other customers are buying, and read other customers' review comments. Virtual auctions and simple access to information are made possible by e-commerce. A customer can obtain detailed information in seconds as compared to days or weeks Finally, E-Commerce encourages company competition. Which results in businesses offering significant discounts to clients (Vadwala *et al.*, 2017).

iv. Benefits to Society Customers no longer need to drive to a shop to purchase anything, resulting in less traffic on the road and less pollution. Ecommerce also helps to lower product costs, allowing less affluent people to buy the things. Rural areas now have access to services and products that they would not have been able to obtain otherwise. E-commerce also assists the government in health care, education, and social services may all be delivered more effectively and easily. The software development business is still growing and changing rapidly in many nations; network bandwidth may be a worry due to a lack of communications bandwidth. The vendor may require updated web servers or other tools to differentiate the e-commerce environment from network servers. It might be challenging at times to combine E-Commerce software or websites with current programs or databases. Some E-Commerce software may be incompatible with specific operating systems or other components, causing a software/hardware compatibility issue.

2.3.2 Demerit of e-commerce

E-commerce limitation is classified into two broad categories:

(i) Technical drawbacks: Because of inadequate During There may be a lack of system security, stability, or standards as e-commerce develops.

(ii) Non-technical disadvantages: The initial investment is Creating a development through an e-commerce application may be too costly. Because of inconsistencies or miscommunication, the e-commerce application may not be activated immediately. Users are doubtful: The user may be reluctant to trust the site because the seller is an unknown faceless organization. Customers are hesitant to switch from physical to online/virtual merchants because of this mistrust. Security/Privacy: It is difficult to ensure the security and privacy of customers' transactions. When purchasing online, there is a lack of product touch or feel. E-commerce applications are always growing and evolving. For many potential clients, such as those living in distant places, Internet connectivity remains difficult and expensive.

2.4 Application Areas of E-Commerce

The healthcare industry. The healthcare industry has its method of performance evaluation. The key challenge in this industry is the customer's opinion of the quality of service delivered. As a result, performance is measured using indicators that focus on this component.

Reliability, tangibility, assurance, empathy, and responsiveness were chosen as indicators. Construction Industry (Vadwala *et al.,* 2017). According to their findings, the standard performance assessment approach, which focuses primarily on the evaluation usefulness of performance, is limited by reliance on economic factors they suggest that as the importance of non-financial criteria like internal company procedures, customer satisfaction, and innovation and learning grows, construction of businesses will become more sophisticated. The manufacturing industry, regardless of

its subjectivity, operational performance measurements such as cost, quality, efficiency dependability, adaptation, and speed are used to compare an organization's performance to that of competitors. (Vadwala *et al.,* 2017). These metrics, which are more often used in the literature to assess the performance of manufacturing firms, separate fundamental performance criteria into three types of economic, environmental, and societal factors.

In addition, each category contains several sub-indicators. Inventory cost, labor cost, material cost, and product delivery are examples of economic category indicators; environmental category indicators include air pollution, energy consumption, fuel consumption, material consumption, noise pollution, non-product output, water usage, and land use. Accident rates, employee involvement, workplace relationships, gender equity, occupational health and safety, training, and education are examples of social category indicators. The hospitality industry. Initially, while doing performance analysis, similar measurements Profit, costs, and market share are all factors that exist in every economic sector (Vadwala *et al*., 2017). Several studies, on the other hand, have emphasized that the approach to performance, particularly in the service industry, should not be one-sided. Furthermore, because human capital and customer satisfaction are the primary determinants of enterprise performance in the hospitality sector, utilizing these factors yields more efficient results, such as non-financial measures include internal company process efficiency, employee contentment, innovation, and customer satisfaction, to mention a few. Businesses can focus on long-term goals by using these indicators. "Big picture" knowledge.

2.5 Small and Medium Enterprises

SMEs continue to be a significant sub-sector of a country's economy. The role of SMEs in the growth of an economy has been acknowledged as vital since they have

considerable potential for job creation, advancement of local technology, output diversity, development of indigenous entrepreneurship, and forward integration with big scale enterprises CBN (2018)

2.6 Nature of Small and Medium Enterprises

SMEs are defined as businesses having a total employed capital of not less than one million five hundred thousand but not more than two hundred million, including working capital but excluding land expenses, and a payroll of not less than ten but not more than three hundred workers

2.6.1 Business to business (B2B)

The popular business-to-business model is one company selling to another. Selling to other businesses has advantages and disadvantages as compared to selling to end-users. The benefits of selling to other businesses include higher order volumes and more frequent repeat orders; nevertheless, there are fewer businesses than consumers, and sales cycles are often longer, with pricing being a major factor in buying decisions (Wall, 2015).

2.6.2 Business to consumer (B2C)

Sales from industry to consumer show that you are selling directly to the ultimate user of the product. This is the most prevalent sort of business model, and it is what most people think of when considering how to develop e-commerce enterprises.

2.7 The existing Model for e-commerce platform

The old model uses a block diagram that uses only one hypothesis to measure customer online purchase intention, which is the attitude. Below is the old model framework.

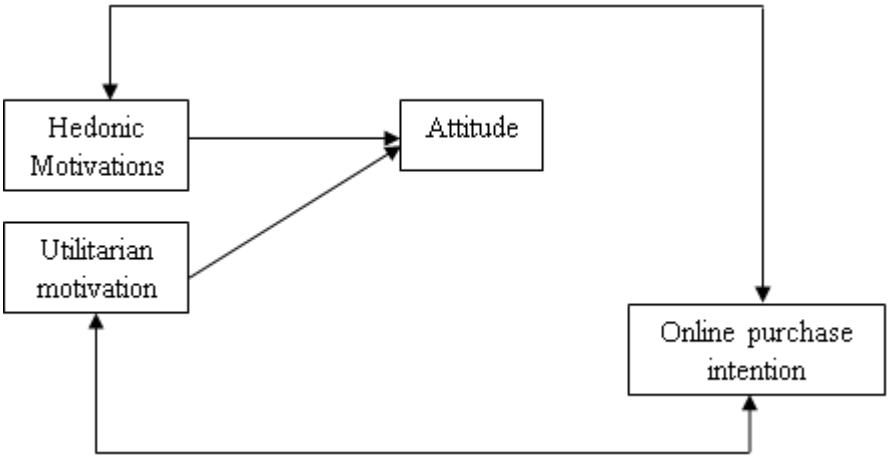

Figure 2.1: The Existing Model according to Bilgihan *et al.,* (2016)

2.8 Related Works

According to Novela *et al.,* (2020). Digital platforms, E-commerce, and online purchases, for instance, have recently increased and transformed customer behavior. The purpose of this research is to explain how hedonic motivation influences attitude, as well as how utilitarian motivation influences attitude and attitude toward online purchase intention. This study approach involves 298 questionnaires, and the analysis method is Structural Equation Modeling (SEM). According to the study's findings, hedonic incentives do not affect attitude, but online purchase intention increases. Utilitarian arguments influence attitudes but have no impact on platform purchasing intentions. In the meantime, there is no association between attitudes and online purchasing intent. There are some drawbacks to this study. It exclusively includes platform shopping respondents in the fashion sector, with a restricted coverage area

further research can be undertaken with larger sample size and in a greater geographic area for all sorts of online purchasing.

Fernandes *et al.*, (2020). Their research investigates if online advertising on Instagram affects purchase intention via shopping motivations. By surveying 110 people, the study used a causal quantitative research method. The findings indicate that Instagram, as a social media online advertising medium, has a beneficial effect on consumers' purchasing interest as well as both utilitarian and hedonic shopping motivations for beauty care items and services. While hedonic motivation increases customers' desire to purchase beauty care items and services, utilitarian motivation has little effect on customer interest in purchasing beauty care products and services. Products or services linked to beauty care necessitate a high level of consumer participation. Beauty items and services were acquired for social reasons for personal appearance, which are high-involvement products that are more correspond to hedonic criteria. Based on the findings of the data analysis, it is possible to conclude that Online Advertising on social media's favorite Beauty Care Surabaya influences client purchasing interest. Innovative and one-of-a-kind web advertising will impact purchasing motivation for beauty treatments to keep up with new fashion trends.

Performing beauty treatments to always look good in front of others influences the customer's desire to purchase products and services from Favorite Beauty Care. Discounts influence customers' desire to purchase items and services from Favorite Beauty Care. Innovative internet advertising encourages purchasing motives to stay up with new trends and fashion in beauty care, which in turn influences customers' willingness to purchase products and services from Favorite Beauty Care. Future

research should look into other variables that impact shopping motivation and purchase intention, such as brand personality, brand love, and consumer satisfaction.

According to Sahel *et al*., (2020). With the remarkable growth and rapid pervasiveness of E-commerce seen in recent years, it has become important for online merchants in Bangladesh to build an evaluation criteria system to compete fiercely and assure efficient resource allocation. As a result, the study attempted to investigate the elements that influence customers' selection of websites for completing online purchases. As a response, 11 consumer items e-tailers were evaluated, and the following parameters were determined: ease of use, privacy and security, prior experience, brand image, market growth, and customer support. The Analytical Hierarchical Process was used to prioritize the critical factors (AHP). According to the data, simplicity of use ranks first among the specified factors, accounting for 45 percent of the weight, followed by privacy and security, prior experience, customer service, product diversity, and brand image. In reaching this conclusion, the AHP synthesis produced an inconsistency level of 7%, which is less than the 10% threshold value, indicating that the solution is feasible. E-tailers have been presented with the implications and conclusions for them to make timely judgments about the features and operations of e-commerce websites. The first flaw in this analysis was that the multiple operation scopes of online retailers–wholesalers and retailers–were not thought to have separate best strategies.

The research can put scholars on the appropriate path for future studies. For starters, this study only looked at consumer items; future research could look at other product categories. Second, Future research could adopt the AHP technique and procedures used in this study to investigate the fundamental variables underlying Internet commerce because they have been widely validated as an effective technique for analyzing relative

weights among product features in a range of applications. Third, the study concentrated on six factors that have a significant impact on managerial decision-making. These aspects, however, can be investigated further by doing factor analysis, which takes into account elements that comprise the appropriate components. In addition, other factors such as visual appearance, cost, and return policy can be included in future studies. Finally, one of the key objectives of AHP is hierarchy development. This study, however, did not develop any sub-criteria or alternatives. Further research on the aforementioned topics can be undertaken to gain a deeper knowledge and contribute to the existing literature.

According to Atahan and Koçolu (2018), Consumption comprises very different notions than in the recent past. Traditional retailing has evolved into online shopping, which has surpassed time/placement constraints in the process. This shift requires traditional shops to provide more than just a shopping experience. The purpose of this study is to look into face-to-face buying from traditional businesses in hedonistic and implications of utilitarianism the survey was completed by 263 persons. As a result, in conventional retail, there was no visible difference between male and female customers. Buying in terms of utilitarianism, but there was a substantial difference in terms of hedonism.

Female shoppers are more likely to shop for hedonic reasons. The hedonic or utilitarian aspect is unaffected by marital status, however, there is a large difference between consumers who are employed and those who are unemployed Unemployment was found to be more hedonistic in their typical retail shopping patterns. According to the findings of the study, female consumers exhibit higher hedonic behavior during shopping than male consumers. This finding is consistent with recent research in the relevant literature. Female shoppers regard shopping as an exciting and enjoyable

pastime. When the utilitarian factor is taken into account, there is no substantial difference between the two genders. It is possible to conclude that marital status does not affect the hedonic and utilitarian views of shoppers. Unemployed people were shown to be more hedonic than employed participants. The difficulty employed participants had in making money could be regarded as harming their hedonic attitude. These findings represent a broad examination of consumer purchasing behavior. If the hedonic or utilitarian attitude of consumers is considered for distinct product groupings, the findings can be distinguished and more detailed results can be achieved. Marketing managers must investigate the products on which consumer's exhibit hedonic or utilitarian attitudes by taking demographic characteristics into account to build effective marketing elements.

Hudin *et al.* (2019) several studies have been conducted over the last decade to study the influence of hedonic and utilitarian purchasing decisions on customer behavioral intent. As a result, the current study was driven to achieve its goal of assessing the impact of Malaysian online consumers' behavioral intentions are influenced by hedonic and utilitarian purchasing values. In terms of quantitative technique, a survey of 469 university students enrolled in a mandatory university course is conducted. The findings indicate that hedonic and utilitarian purchase values had a positive influence on young buyers' behavioral intentions. This shows that while constructing a shopping mall, mall planners should consider hedonic and utilitarian preferences in terms of design, store selection, and functionality, especially when catering to the youth market segment. The research aims to look at the impact of hedonic and utilitarian shopping values on Malaysian consumer behavioral intentions, with a focus on the adolescent market. According to the findings, hedonic and utilitarian shopping values had a significant

influence on customer behavioral intention. The study's conclusions have practical implications for mall developers.

For today's youth, shopping should be a pleasurable experience rather than work. This might be accomplished by establishing a leisure mall atmosphere, bringing together a diverse range of retailers, constructing entertainment areas, and boosting dining options in shopping malls. Shopping mall layouts, on the other hand, should be effective for utilitarian shoppers, allowing them to complete their shopping expeditions with the least amount of time and effort. Another factor to consider is the shopping mall's location, which will attract utilitarian shoppers if it is close to residential areas or, in the case of the current study, the school. However, mall developers must keep in mind that it is nearly hard to create a shopping environment that caters to both hedonic and utilitarian shoppers. As a result, businesses should focus their efforts on the market's demographic and geographic segmentation. Because the data for this study were collected from university students, the proportion of male and female participants was less controlled. As a result, future research should employ stratified sampling to evaluate the effect of gender on consumer purchasing behavior, ensuring an equal representation of male and female participants in the sample. In reality, earlier research found that both female and male customers' loyalty was influenced by a variety of factors.

According to Falode *et al.* (2016) Shopping nowadays is more than simply a transaction; it is an experience in and of itself. Consumers today place a premium on Customers want ease and variety, as well as the best value for their money. The awareness of a need in the beginning in all consumption. Online shopping has shown to be more acceptable to modern clients seeking convenience and speed; but, in a country like Nigeria, consumers continue to buy a significant number of goods from stores and

malls, ensuring that offline shopping remains important. This study used intentional, simple random, and convenience sampling as multi-stage sample techniques. To investigate consumers' purchasing motivations and favorite shopping platforms, a four-point Likert Scale was applied. The great majority of internet purchasing research is geared toward clients in developed nations, with little or no consideration given to Nigerian consumers. As a result, this study gives information on the typical Nigerian clothing purchase motivations (utilitarian and hedonic); this knowledge is useful for both online and offline fashion merchants looking for customers. All of the utilitarian motivational factors studied, as well as most all of the hedonic purchasing motivations, affected the study's participants Respondents selected People According to data, people prefer to shop in stores rather than on online shopping platforms. Finally, the study's customers are fashion-conscious, utilitarian, and hedonic individuals who like to purchase in person.

Asare (2017.) In his research, he established a model for e-commerce business models based on twelve basic business components. The twelve components were used as determinants to collect data on 250 Fortune 500 companies. The data were statistically evaluated using K- clusters, hierarchical clusters, and hierarchical clusters, and discriminant analysis. The data analysis generated e-commerce business models in the form of clusters that were grouped based on the similarities of their components. E-commerce, storefront, image building, access charge, and third-party marketplace strategies were discovered. The findings validated the findings of certain researchers. Claims that combining the old brick-and-mortar approach with an online interface cuts costs and helps firms to give better value to customers.

This study was a point-in-time examination. As a result, one of the future study directions would be to research an extended length of time to observe the success or the breakdown of a particular company or its e-commerce business model this analysis took into account all Fortune 500 corporations in the United States. A future research study with firms from all around the world could provide further information about the global understanding of the concept of e-commerce business models. It would be fascinating to compare and contrast the business models of the companies analyzed in this study that functioned in both the physical and virtual domains with pure-play Internet businesses that only operate in the virtual domain.

According to Svobodová and Rajchlová (2020), The challenges of as e-commerce grows in popularity, so also, does online purchasing behavior. E-commerce enterprises that want to be effective in long-term online marketing, companies must include elements of online purchasing behavior in their e-commerce strategy while creating and implementing their e-commerce strategy. This study examines e-commerce strategy from the standpoint of an online buyer. The goal of this research is to evaluate the strategic position of e-commerce firms that specialize in online electronics sales based on client perceptions of their strategic decisions. The major purpose is to identify current factors impacting online purchase behavior in the online electronics industry. The second purpose is to assess e-commerce operations' current economic performance and financial strategy, as well as their significance to e-commerce strategic behavior. The third objective is to uncover potential strategic differences between e-commerce SMEs and major e-commerce enterprises. Scenario analysis, benchmarking, quantitative research, and selected financial analysis techniques were used as the research methodology. The statistical induction processes for this study were designed to test the study hypotheses. For this study, 89 e-commerce businesses selling online gadgets were

chosen as a sample. The majority of e-commerce businesses use a balanced e-strategy based on researched components of online purchasing behavior, which does not correspond to the growth of e-progressive commerce. According to the study, fifteen factors influence users' platform purchases and decisions. It was also established that the factors influencing online purchasing behavior have an impact on e-commerce enterprises' strategic attitudes.

Although the factors influencing online shopping behavior are essential, they are not valued equally. Additional findings revealed the size of an e-commerce company and the quality of variables influencing online purchasing behavior have a connection, with the larger the business having a better quality of variables influencing online purchasing behavior. The elements that influence online purchase behavior are considered to be significant; although, these factors are not thought to be equally significant. Furthermore, a correlation was discovered the relationship between the size of an e-commerce firm and the quality of variables influencing online purchasing behavior shows that the larger the business, the higher the quality of variables influencing online purchasing behavior. There was no significant relationship between the economic performance of e-commerce enterprises and the quality of elements influencing online purchasing behavior, implying that the quality of materials influencing online purchasing behavior is not the only factor driving outstanding economic outcomes. It has not been established that e-commerce enterprises employ a progressive strategy, which should match the growth of e-constant commerce. Only 8.98% of e-commerce enterprises use the innovative method. In terms of online electronics sales, the balanced strategy (51.69 percent) is the market leader. This e-commerce strategy, on the other hand, differs from the cautious strategy (42.69 percent) employed by the e-commerce businesses chosen. There is a gap between e-commerce growth and an appropriate e-

commerce strategy or financial plan, as well as strategic management of e-commerce operations. One possible explanation is that the e-commerce company failed to consistently implement its e-commerce strategy. Although hypothesis verification meets the primary and secondary objectives of this investigation, substantial limitations must be addressed. The sample of the study is restricted to e-commerce enterprises in the online electronics sales industry.

As a result, further study in other areas of e-commerce should be conducted to confirm or reject this hypothesis. While analysing the quality of elements influencing online purchasing behavior, the study applied a novel approach in qualitative data analysis. Additional studies should be conducted to compare various evaluation approaches to the methodology used in this paper. Finally, this study focuses on the strategic behavior of e-commerce enterprises as perceived by their customers. Other studies will take a more business-like approach to this problem. The following are the paper's main theoretical and empirical benefits: Identification of current components of online shopping behavior in the industry of online electronics sales, the technique for their implementation, and identification of the relationship between the strategic conduct of e-commerce companies and the quality of characteristics of online shopping behavior.

According to Kim *et al*. (2018) Small businesses use a variety of platforms to reach out to potential customers as e-commerce increases. However, due to limits such as technical difficulties, business owners must develop an effective business plan. In this study, online commerce platforms are separated into three groups based on platform characteristics:

i. Provide information brokerage services.

ii. Omni channel platforms;

iii. Online shopping malls each group's efficiency is calculated using stochastic frontier analysis, and the efficiency of the groups is compared using meta-frontier analysis. According to the study's findings, as functional integration improves, so does small business owners' efficiency in achieving utilitarian goals. A platform with greater integration and a social presence that correspond to hedonic incentives, on the other hand, increases the productivity of all small businesses who utilize the platform, rather than just a few small business owners. According to the study's findings, the omnichannel platform appears to be the greatest long-term solution for small business owners dealing with technical and organizational changes finally, by combining utilitarian and hedonic motivation, they develop the dynamic capacities paradigm. To begin, small business owners can achieve competitive performance by selecting a platform with functional integration that relates to the utilitarian desires of their customers. This is because the platform already provides the information. Meeting utilitarian demands with technology is important to growing organizational performance. Furthermore, this study suggests that, in addition to utilitarian and hedonic online shopping motivations such as convenience, information availability, trend discovery, and socializing, social presence, which provides an experience similar to offline shopping, should be considered a hedonic motivation. Customers expect a similar online purchase experience to that of a physical store, as well as social commerce, which encourages customer participation. Small business owners can reduce investment risk in this setting by using an online platform that delivers a social presence that meets both hedonic and utilitarian value factors. According to the report, small business owners prefer an online mall if they anticipate great profitability, whereas an

omnichannel platform signals a lower investment risk. One limitation of the study is that it primarily focuses on small business owners that use the shopping platform of Korea's leading search provider. This data would be useful to investigate because many small businesses sell on many channels. Despite these limitations, a productivity analysis of small business owners in terms of platform integration reveals an efficient business model among the multiple platforms being developed, contributing to ongoing innovation and integration

According to Asraar., (2015). While numerous studies on Indian consumers' online shopping motives (OSM) have been undertaken in the past, only a few studies have focused on utilitarian (UM) and hedonic motivations (HM). Even that research included only a small percentage of the aforementioned consumer mentality driving elements. The purpose of this study is to look into gender differences in hedonic and utilitarian incentives for internet purchases among young Indian university students (YIUS). A survey was distributed to 260 college students from a private university in southern India. According to the data, there is a significant disparity in the kind of incentives that drive online purchasing among Indian customers, with gender having a big influence. This study also provides some implications and ideas for further research on internet selling. There are some drawbacks to this study, including very small sample size. To extract and characterize accurate data, future studies should increase the sample size and include a balanced sample of male and female individuals. Future research will address UM and HM differences based on product type, according to the suggestions. Longitudinal research should be undertaken in the future to acquire meaningful data because customer behavior is continually changing. Because this study's sample features are limited to college students, future research should be expanded to include other groups with diverse employment. As a result, further research should be carried out

across many cultures, nations, and genders. More research focusing solely on HM is required. Hedonic appeals in enterprises such as (videography) resulted in quick purchases of apparel and home decor items, which may be evaluated on an online channel to see if hedonic films have any effect on OPI. It will be interesting to see how these motivations change in the setting of mobile smartphone app shopping in the future.

According to López *et al*. (2016), The ability of Customers' propensity for hedonic benefits is widely recognized, as well as the ability of web and e-commerce systems to provide hedonic, non-functional value to online buying experiences, however, due to a lack of a complete strategy and plan, the hedonic features of online consumption (including its special component of shopping) are only partially addressed. The goal of this study is to investigate and describe the dimensional structure of hedonic incentives for online consumption. The concept of an aprioristic foundation structure was established after a thorough assessment of the literature. Finally, a combination of to clarify and finally validate a full structure and its related measuring scales, qualitative (focus groups and personal interviews) and quantitative (survey, exploratory, and comprehensive confirmatory factor analyses) methods were used (enduring involvement, visual appeal, sensation seeking, escape, intrinsic enjoyment, hang out, socialize, self-expression, and role shopping). These findings significantly contribute to earlier studies on web-based consumer behavior. Following a thorough review of the literature on consumer motives and behavior, a set of motivational variables was examined as hedonic drivers of online consumption processes. This investigation's purpose, as well as its main contribution, is similar to publications that call for the extension of the "typical" utilitarian, goal-oriented view of consumer behavior by performing an in-depth analysis of the hedonist, multisensory consumer. And emotional

aspects of consuming processes, all of which have the potential to activate a sequence of purchase decisions. This work has contributed to the development of analysis as well as a thorough, detailed prescription for the numerous hedonic motivations in online consumption, as well as the accompanying measuring scales.

To the best of knowledge, no previous study has done this. First, based on a thorough review of the literature, an early and complete proposal for hedonic incentives in online consumption was developed. This proposal, which was later refined through a two-phase qualitative investigation (two focus groups and several personal interviews with experts), represents a new contribution to the study of browsing and online consumption phenomena, and thus to the understanding of the internal trigger for online consumer behavior. Similarly, measuring scales have been designed for each of the hypothesized motivational dimensions. Finally, it is crucial to note that the focus of this study has been on hedonic online purchasing intentions this study goal was difficult enough given the scarcity of significant contributions in this field in the past. However, as mentioned in the introduction, hedonic motives are one of the two key motivational groups in online consumption; utilitarian motives are the other; for a more in-depth analysis,

Bilgihan *et al*. (2016), With recent advances, the development with the advancement of e-commerce and m-commerce technology, as well as the rising use of mobile devices and social media, businesses may improve their customers' purchase experiences and interactions with brands at any time and from any location. The goal of this research is to combine related material on online consumer behavior to establish a theoretical model for an integrated online consumer experience this research aims to improve understanding of online customer experience by connecting existing consumer behavior with e-commerce, and it includes solutions for e-commerce marketers and Website

designers. The antecedents of the unified online customer experience, according to the study's findings, are ease of discovering the Web site/app, ease of use, perceived usefulness, hedonic and utilitarian features, perceived enjoyment, personalization, social interactions, and multi-device compatibility. A positive online consumer experience encourages brand engagement, positive word-of-mouth (WOM), and repeat purchases.

Poor online customer experiences cost the world a considerable amount of potential money, causing e-commerce to fall short of its full potential. E-commerce enterprises that provide pleasant online experiences should "captivate" customers. Given that customer experience has become one of the most important and competitive result criteria for modern organizations, the findings will be useful to e-commerce marketers and web developers. The e-commerce business is being transformed by digital mobility and connectivity. Consumers own a wide range of devices; they carry their smartphones with them at all times and continuously check them. Many businesses and organizations struggle to meet the expectations of their clients by utilizing the digital ecosystem, mainly form-commerce.

Furthermore, many businesses do not combine e-commerce, social media, and e-commerce. Researchers and practitioners are eager to discover the customers who contribute to an engaging online user experience as a result of significant changes in online purchasing and consumers' interactions with e-vendors. Users anticipate a compelling experience after availability and basic support requirements are met. As a result, the present work will evaluate related literature on online consumer behavior to build a theory-based model of unified online customer experiences. Poor online consumer experiences cost a lot of money all around the world in terms of potential profits, causing e-commerce to fall short of its full potential. E-commerce enterprises

that provide exceptional online experiences should "connect" customers. Businesses can gain a competitive advantage by creating and maintaining online channels that generate positive emotions and deliver an engaging online experience.

E-commerce companies may be able to leverage game design ideas to create a positive user experience; that is, game dynamics influence the user, while aesthetics make the experience pleasant and engaging. The whole user experience should achieve a balance between functionality and delight According to the research, the antecedents of a unified online customer experience are ease of finding the Web site/app, ease of use, perceived usefulness, hedonic and utilitarian features, perceived enjoyment, personalization, social connections, and multi-device compatibility. An online and network customer experience increases consumer involvement, positive word of mouth, and repeat purchases. In today's online economy, customers connect with e-vendors via computers, tablets, and mobile devices. They also use social networking sites to communicate with other clients. These new behaviors present many learning opportunities. A little issue is also posed by the ecology of user participation channels. Future research should concentrate on the interaction of digital ecosystems.

Growth in the usage of Internet-accessing devices such as iPads and smartphones, future studies should investigate whether and how these platforms affect the online customer support experience. Experiments should be carried out in the future to better understand the variables and outcomes of a unified customer experience. To provide a favorable experience, future studies should focus on the social aspects of e-commerce. It is possible to conduct an additional study on how the leading e-commerce companies, such as Amazon and Zappos, manage multi-device, multi-channel interactions with their customers. Customers' demographics and personal innovativeness should be examined

as potential regulators of online experiences. Tablets, cellphones, and other forms of technology will collaborate to provide data on buyer behavior, buying trends, social habits, and training routines, among other things. The concept of big data has never been applied to consumer behavior before. Mobile security, gaming console commerce, social interaction designs, and generational and cultural diversity in e-commerce are all areas that should be researched further.

Kim & Boyoung (2020) Sought to conduct an empirical investigation into the effects of subscription service selection qualities on purchase and continuing Usage intentions are assessed based on consumers' perceived value of digital platform-based subscription service as a medium A review of 434 subscription service consumers in Korea was performed based on a literature review, with content superiority, system quality, and service difference recognized as major selection factors.

The statistics show that content superiority and service difference have a significant effect on perceived value, which in turn has a positive effect on purchase intentions and continuous usage intentions, which is why the hypothesis was adopted. Using perceived value as a medium, it was also proved that service difference had a favorable effect on purchase intentions and continuing usage intentions.

Using perceived value as a medium, however, it was discovered that system quality had no effect on perceived value, nor on a purchase or ongoing usage intentions, and so the hypothesis was rejected. Finally, it was discovered that among clients of modern digital platform-based subscription services, new, distinct, and notable content excellence has a bigger influence than system-related components based on technical usability this study investigates the important selection criteria and consumer behavior connected with

digital platform-based subscription service consumers' purchase intents and continuing usage intentions.

The following are suggested findings: First, subscribers' perceived value was positively influenced by improved content and service distinction but not by system quality. This finding is consistent with the literature study's findings, which show that the quality qualities of products or services encountered by customers demonstrate a relatedness that allows users to perceive distinct economic, social, emotional, and informational benefits.

Regardless of technological simplicity or usability, system quality was not recognized as a simple user benefit. Previous research discovered that system quality has a favorable impact on customers' perceived value when consuming digital content or using mobile applications; however, system quality is not connected to consumers' perceived value when selecting subscription services. It was revealed that superiority of service contents has a higher impact on customer value judgments than technical superiority when it comes to subscription services.

This study had regional restrictions because it was conducted among customers to subscription services in South Korea. Because subscription service kinds and features vary by country and area, resulting in a diverse variety of consumer behaviors, empirical study in a global consumer group is required to assess the selection qualities for universal subscription services and associated customer behavior. Another drawback with this study is that it fails to address the major, general aspects impacting customers' purchase behavior as control variables, such as product tangibility and intangibility, utilization platforms, shopping time, lifestyle, and so on.

More research is needed to consider the various factors that can influence consumers' subscription service consumption patterns. Finally, while this study categorized subscription services as either unlimited access or regular delivery, subscription services can take several forms, such as random bundle deliveries, replenishment, duration packages, and so on. More research is needed to examine consumer behavior and purchasing intentions while taking into account the market features of each subscription service type to provide more precise and meaningful suggestions to subscription service providers.

Yin *et al*. (2021) conducted study in which artificial intelligence (AI) technology was heavily deployed on customers will benefit from a more accurate and targeted online buying platform. To improve the current application status of AI technology, it is critical to explore the various functional experiences of AI for clients. Method:

This study classified the AI technology utilized by online shopping platform users as accuracy, insight, and interaction experience using the "S-O-R" stimulus organism Response paradigm. Perceived value is the product of perceived utility value and perceived hedonic value. By evaluating the influence of three parts of the online shopping AI experience, this research uses an empirical research approach to analyze the internal effect mechanism of consumers' buy intentions.

Results AI marketing technologies' accuracy, comprehension, and engagement experience have a significant positive impact on consumers' perceived utility value and hedonic value, respectively. By obtaining perceived utility value and perceived hedonic value, AI technological experience can assist influence consumers' purchasing decisions. In promoting consumers' purchase intentions, perceived hedonic value outperformed perceived utility value; multi-group analysis results show that some

younger and less experienced consumer groups prefer pleasure experiences such as shopping desire stimulation, shopping process relaxation, and shopping process relaxation. Conclusions: Perceived utility and hedonic value can connect artificial intelligence technologies and customer purchase intent. Generally, an online shopping platform. AI marketing technology experience is advantageous to enhancing consumers' perceived value. The more targeted artificial intelligence marketing technology is, the more effective it will be in improving consumers' perceived utilitarian and hedonic value. Customers are most satisfied with the accuracy of text retrieval supplied by AI marketing technology when combined with survey data. The accuracy of picture identification and voice recognition technology, on the other hand, will have an impact on consumers' collection experiences.

The perceived utilitarian value of AI marketing technology increased by accuracy is greater than the perceived hedonic value, indicating that customers consider AI marketing technology to be more useful in terms of shopping convenience, time, and cost savings, whereas the perceived hedonic value is lower. Only consumers with a low level of education and income are restricted by a lack of discretionary income. When it comes to online purchases, people are more interested in the perceived utilitarian value provided by AI marketing technology, such as price savings and shopping efficiency, than in the perceived hedonic value.

As a result, as artificial intelligence marketing technology advances, we must pay attention to the characteristics of different income and cognitive groups, optimise recommendation methods for different product groups, and so on. To ensure that recommended items, in terms of price, performance, quality, and other factors, are more closely linked with the genuine wants of consumers with diverse income levels and

cultural backgrounds. To encourage the development of purchase habits there are several drawbacks to this study that should be addressed in future AI marketing research. To continue, to highlight the core influencing factors, this study only considers consumers' core perceived value as the intermediary influence, rather than other internal influencing factors such as perceived risk, flow experience, consumer attitude, and other mediating variables that influence consumer behavior. Secondly, while this study focuses on differences in impact based on demographic data, it ignores other factors such as client self-concept, preferred quality, experience, and cognitive style.

Finally, the empirical research depended on the questionnaire survey method was conducted online, making it unable to thoroughly examine customers' thought processes and identify errors caused by diverse goals. The above-mentioned directives and issues must be thoroughly investigated.

According to Wahab *et al*. (2018), The purpose of this research is to look at the direct and indirect effects of online shopping motivation and product browsing on impulsive purchasing, with product browsing providing a link between online shopping motivation and impulsive purchasing. This is a statistical analysis. Questionnaires were distributed to women who had purchased fashion products through social commerce platforms such as Instagram as the target responders. To collect a total of 300 respondents, a convenience sample approach was used. The Structural Equation Model was used to test hypotheses (SEM). According to the study, Hedonic motivation has a significant direct effect on both product browsing and impulsive purchasing, whereas utilitarian motivation has a significant direct effect on product browsing but not impulsive purchasing. Furthermore, product browsing has a direct and significant impact on impulsive purchasing, acting as a mediator between online shopping intention and

impulsive spending. The goal of this research is to study the direct and indirect impacts of online shopping motivation and product browsing on impulsive purchasing, with product browsing acting as a mediator between online shopping motivation and impulse purchasing. According to the study's findings, whereas hedonic motivation has a large direct influence on product browsing and impulsive purchase, utilitarian motivation has a direct effect on product browsing but not impulsive buying.

i. Consumer purchasing is directly influenced by product browsing. Furthermore, product browsing promotes impulse buying indirectly, implying that product browsing is the variable that mediates between online shopping motivation and impulsive buying. Based on the study's findings, several recommendations can be made, including, it is suggested that online retailers pay more focus on the most important Influencing factors in online Purchasing motivation and product searches influence the outcome of impulsive purchases. It serves as the foundation for online retailers to consider when establishing Marketing approaches that are important in increasing product sales volume Marketing techniques include promotional programs, competitive pricing, quick response in serving online consumers, complete information on fashion products available on Instagram, offering fashion products that are always in style, and creating a good communication relationship with consumers.

ii. With a growing community with an increased interest in online shopping and a goal to develop the micro, small, and medium-sized enterprise (MSME) industry, the government should actively socialize techniques of selling and marketing online items to MSMEs to improve its capability in the current globalization period. More research should be conducted on various types of

online media, not just Instagram, with multiple commodities, such as online food goods, which are currently in great demand by online clients, and fashion products. Other factors that may influence customers' impulsive shopping behavior, such as situational and cultural difficulties, should be investigated in future research.

iii. Given that many male consumers have purchased Future studies will almost likely focus on both female and male consumers who buy fashion products on the social commerce website Instagram.

Hudin *et al*. (2019), conduct research to compare the impacts that influence the impact of utilitarian and hedonistic values on young consumers' pleasure and behavioral intentions in the fast-food and fast-casual restaurant sectors This research also investigates which value component (utilitarian or hedonic) has the greatest influence on satisfaction and behavioral intentions.

According to the findings, utilitarian and hedonic values have a significant influence on satisfaction and behavioral intentions in both the fast-food and fast-casual restaurant sectors. Furthermore, in the fast-food restaurant market, satisfaction influences behavioral intentions, but not in the fast-casual restaurant industry. Furthermore, there was a significant difference between the fast-food and fast-casual restaurant sectors in the relationship between hedonic value, satisfaction, and behavioral intentions.

However, the relationships between utilitarian value, satisfaction, and behavioral intentions, as well as satisfaction and behavioral intentions, may not differ significantly between fast-food and fast-casual restaurant sectors. The purpose of this research is to investigate how utilitarian and hedonic values influence the pleasure and behavioral intentions of young consumers in the fast-food and fast-casual restaurant businesses.

In these organizations, it is also being explored if the value component (utilitarian or hedonic) has a stronger impact on satisfaction and behavioral intentions. As a conclusion, utilizing SEM analysis, the suggested model was evaluated on 431 students. The conclusions of the study have theoretical and practical significance. In essence, this study investigates the relationships between consumer value, satisfaction, and behavioral intentions in the service business. Customer value was divided into two distinct constructs based on a shopping value measure: hedonic value and utilitarian value.

As a result, the utility of these two types of shopping value has been established for the service industries. Similarly, by evaluating the interactions of components in two different restaurant sectors, fast-food and fast-casual, our research contributes to the collection of knowledge. Future research should involve personal values, client qualities, threats, and service quality that are related to hedonic and utilitarian values in the study model to expand the study field.

To strengthen the study's contribution to the field, it is also advised that the relationship between hedonic and utilitarian values and other behavioral intentions aspects such as switching, paying more, and complaining be investigated. The mediation impact of satisfaction will be carefully investigated in these interactions to analyze variables' direct and indirect effects. In terms of generalizability, the study's conclusions had severe limitations.

The study's fundamental disadvantage is that it was only conducted on younger clients. As a result, future research should include a wider range of individuals of multiple age groups to evaluate the relationship. Furthermore, for this study, the convenience sampling approach was used to collect data. This technology has severe limitations

despite its wide range of data collection applications. As a result, further research using random sample approaches will contribute to generalizing the findings and improving the research. This study investigates service relative value of both its hedonic and utilitarian components.

As a result, the implementation of the study concentrated on the fast-food and fast-casual restaurant segments. More research in different service or restaurant industries is needed to increase generalization and compare results.

Chakraborty and Soodan (2019) Investigated the links between utilitarian and hedonic incentives, which contribute to actual shopping intention. This study attempted to elucidate product browsing behavior's involvement as a mediator in the formation of online purchase intentions it investigated an immediate link between actual shopping intention and utilitarian motives, as well as a partial link between intention and hedonic motivations.

The findings show that consumer goods browsing activity has little effect on utilitarian intentions. Hedonic motives, on the other hand, have a moderating effect on product browsing behavior. Marketers, politicians, and academic researchers can use the study findings to acquire insights into unknown constructs connected to internet purchasing in the Indian setting.

The current study investigated the links between consumer motives (utilitarian and hedonic), product browsing behavior, and intention to shop online. According to the findings, utilitarian motives have a strong link with online shopping intentions, whereas Hedonic motives have a significant association with internet purchasing intentions. Furthermore, the findings reveal that product browsing behavior functions as a moderator in the association between hedonic motivation and online purchasing

intention However, it has no moderating influence on the connection between utilitarian motivation and intention to buy online According to the study's findings, perceived danger, and social connections had little effect on shoppers' hedonic drive. In online shopping, it is clear that customers with hedonic incentives place a higher value on risks than advantages.

As a result, these internet buyers dislike interacting with others. As a result, these clients are predicted to avoid online shopping because they do not have the opportunity to engage with salesmen or physically touch the product when purchasing online. Customers with strong hedonic shopping values want direct engagement with salespeople or the goods. As a result, it may be concluded that incentives play a significant influence in molding buyers' intentions to shop online. Product browsing activity, in addition to hedonic and utilitarian incentives, plays a larger role in modulating the link between hedonic motivations and intentions.

The outcomes of the study could assist web marketers in managing their business operations in the highly competitive and profitable Indian industry. The study identified some previously unknown characteristics of internet purchasing in India, although it has limitations, as do other studies. To begin with, the study was conducted in a short period and inside a specified geographical area (Punjab, India). Second, the study's sample size is insufficient to generalize its findings to Indian online customers. A larger sample size longitudinal study covering more than five Indian states could be conducted in the future to generalize its findings.

According to Lee *et al*. (2019), The marginal willingness to pay (WTP) After When six Naver Smart Store functionalities were separated, the willingness to pay ranged from 3.05 to 4.48 for the primary process-related functions and 2.61–5.3 for the component

associated functions for each function combination. Because Naver does not charge sellers any monetary fees, MWTP can be viewed as an advantage for them. This also demonstrates that the greater the technical understanding of the functionalities, the greater the value to the platform for sellers (Lee *et al.,* 2019). Strategically, small business owners must be visible on internet platforms to secure customers and meet client needs. Online buying is associated with utilitarian and hedonic reasons.

Kim *et al*. (2018a), From the standpoint of logical and purposeful utilitarian motivation, customer benefits are impacted by efficiency, whereas hedonic motivation refers to the consumer's feelings when shopping. According to much research, internet buying as utilitarian motivational elements engages consumers through the convenience of use, information accessibility, customizable trust, time efficiency, as well as product variety Activities such as socializing and trend spotting, on the other hand, are examples of hedonic motivation. Several types of e-commerce platforms attempt to address the needs of these customers, and small company owners should make use of these platforms. Small business owners, on the other hand, are unable due to a shortage of management resources, to use all platforms Furthermore, an organization may fail if it employs a platform without first understanding its clients' demands.

As a result, while corporations can achieve competitive performance by applying disruptive innovation methods, particularly through supporting local resources, small business owners find it challenging to choose which platform enables them to be competitive and large? As a result, small business owners are suffering. Must select for dynamic strategic platforms.

Susan *et al.* 2018, The most essential type of e-commerce the 'information brokerage' service is provided by the platform. A service provider who adds value to the huge

amount of information available on the Internet is described as an information broker. Price comparison services, such as Trivago, are examples of information brokerage service providers because they allow buyers to search individual websites. Sellers that are new to the platform can be exposed to more buyers without the support of the platform. Profit, on the other hand, is determined by the buyer's brand preference or loyalty; thus, an increase in a company's net profit may not be enough to cover the expense of bringing in new sellers. Rahayu and Day (2017) and Von Rosing *et al.* (2017) presented a new type of e-commerce platform referred to as the 'internet retail mall' (2014). The online mall is a collection of e-commerce platforms that improve the transaction function by providing a unified system for store design and payment. When a company with a bad reputation and a lack of trust uses an online shopping mall like Amazon, it is simpler to attract shoppers because the online shopping mall has already gained the buyer's trust. Buyers value the comfort and familiarity of previous interactions and experiences, and they prefer to buy through a mediator because they trust its reputation. As a result, by implementing the architecture of an online mall, a small business can benefit from the convenience of attracting buyers. The challenge is that online mall providers must pay larger costs than vendors to information brokerage firms.

(Tan *et al.*, 2009; Iddris, 2012). Furthermore, the Omni-channel strategy, which combines online and offline businesses, has recently received much attention. Unlike previous research, which concluded that removing offline businesses was better for cost reduction, there is a growing belief that combining online and offline merchants improve buyer satisfaction and, thus, profit. Other studies, such as those on omnichannel management, are available for sellers. When buyers visit a physical store after shopping online, they are more satisfied. As a result, a website linked to a physical

location may be more desirable to buyers since it offers a social presence that an online-only business cannot.

Ryan *et al.* (2016) and Iddris (2012). However, small firms with low money are having trouble accessing the internet market due to challenges such as technological impediments and organizational transformation, even as sellers go above and beyond by diversifying channels and ways in dealing with the growth and evolution of e-commerce. Maintaining many channels incurs much more expenses and more effort than managing a single channel, therefore small business owners with limited cash and resources must choose the most efficient business model.

Lee *et al*. (2019); Kim *et al*. (2018a); Zeng *et al.* (2017); proposed an integrated model to select an Enterprise Resource Planning (ERP) system based on Chinese small- and medium-sized businesses in terms of uncertainty enterprise, as a result of the existing challenges in terms of determining the best ERP application capable of addressing both the qualitative and quantitative factors in an enterprise, thus they deployed methodology employed in this study while Additive Weighted Value (AWV) and Analysis Hierarchy Process (AHP) serve as the evaluation parameters, the study was limited to a certain industry as specified in the research.

Su and Gargeya (2016), Look into supplier selection in small and medium-sized firms in the textile and clothing industry one successful technique for small and medium-sized businesses to boost their competitiveness in an unstable business climate is to take a strategic approach to supplier selection that emphasizes suppliers' contributions to the complete product and overall customer happiness. Data were gathered through an empirical survey-based technique from small and medium-sized textile and apparel businesses in North Carolina, South Carolina, Georgia, and New York, the key regions

of the US textile and garment sector. The study investigates the supplier selection procedures of small and medium-sized firms in the textile and apparel industry in the United States, as well as their supply market perspectives and supplier assessment systems. Suppliers are chosen by small and medium-sized enterprises based on product quality, supplier responsiveness, and strategic factors, all of which promote total customer service and happiness. Furthermore, empirically examined textile and apparel SMEs have received little attention from the academic community since operations management research frequently believes that manufacturing practices apply equally to SMEs and large businesses Despite the benefits of technical and technological capabilities in the literature on SMEs, operational management is not viewed as a significant area for improvement. Given that the textile and apparel industry in the United States is dominated by SMEs, it is worthwhile to investigate SCM (especially supplier selection techniques) from SMEs in the hope of filling a gap in the industry.

According to Osho *et al*. (2016), The rise of business-to-consumer (B2C) E-commerce has had an impact on the shopping industry all over the world, including Nigeria. Despite the obstacles that it has faced since the first e-commerce platforms arrived in Nigeria more than a decade ago, its popularity has surged. The purpose of this study is to examine Nigerian e-commerce site customers' security knowledge and to discover factors that influence acceptance. While most customers are aware that e-commerce sites store their information and that it may be transferred to third parties without their knowledge or permission, only a small percentage always check the security and privacy policies of the sites before making purchases, and only a small percentage of users are familiar with security technologies for securing e-commerce platforms. Customers use e-commerce platforms because it is convenient or easy for them. The second reason for launching an e-commerce site was the option of free delivery of

purchased items to the customer's desired location. The great majority of people choose to pay their bills online. Most clients prefer or use credit or debit cards to pay for transactions, which is a good sign that the country is progressing. Is getting closer to achieving her goal of going cashless According to the poll, fewer customers prefer the 'pay on delivery option. This finding contradicts previous research, which found that 'pay on delivery' was the most favoured and reassuring method of payment for customers. This means that the majority of customers' core desire for security is essentially an expectation that a third party should provide. Customers expect web shops to assume primary responsibility for their security, while they just fold their hands. Because web organizations are limited in their ability to guarantee security on their platforms, individuals must take a more active part in safeguarding themselves when purchasing online.

According to Kim *et al*. (2018b) In their research work Using firm-level survey data from 2008 in a stochastic meta-frontier framework, he discovered that SMEs can increase their current outputs by 8% while using the same quality of inputs and that firms operating in major cities such as Hanoi and Ho Chi Minh City are more efficient and potentially more profitable. According to our research, the vast majority of Low-level technologies are used by SMEs in Vietnam. This is evidenced by the fact that the return on labour is greater than the return on capital. The research also looked at the elements that influence technical efficiency and the technological gaps that exist between SMEs in Vietnam's urban and rural areas. We discovered that urban businesses are more efficient and have greater access to manufacturing technology than rural businesses, which are less efficient and have less access to manufacturing technology. Because labour and raw materials are the most essential business inputs in both metropolitan and non-metropolitan areas, road and rail connection benefits SMEs.

However, the link is significant largely among non-metropolitan enterprises, internet access appears to have a counter-intuitive effect, while statistical evidence is limited (significant only at 10% for non-metropolitan firms), and better technological efficiency. Second, non-metropolitan infrastructure development, such as rail and road, is important for SME growth. In future research, different approaches, such as distance functions and shadow pricing, should be employed to explore the performance of various company categories.

2.9 Utilitarian and Hedonistic Ideals

Consumption possesses both utilitarian and hedonic characteristics. Some consumers, for example, are only concerned with the Consider purchase to be a function and consider consumption to be a functional part of purchasing. Some customers, desire to have pleasure when shopping, on the other hand as a result, these individuals are engaged they are interested they are concerned with the hedonic, symbolic, or emotional aspects of shopping, and they consider consumption as a necessity. Behaviour that is enjoyable as a result, purchasing decisions must be made on an individual basis utilizing utilitarian and hedonic factors. Utilitarian consumption is defined as "the purposes that the product or service satisfies." Convenience, variety, product or service quality, and a reasonable pricing rate are examples of utilitarian purchase motivations. According to utilitarian motivation, Shopping begins with a mission or task, and the benefit achieved is determined by whether or not the objective or task is completed during the purchasing process. The physical, creative, and emotional Hedonic consumption refer to features of one's interaction with items or services. Hedonic worth was considered by consumers as more subjective and personal than utilitarian value. Rather than task completion, value is typically generated through fun and playfulness. Hedonic value is a person's

evaluation of the enjoyment and experience value of a shopping trip, such as the enjoyable, experiential component of shopping (Wahab et al., 2018).

2.9.1 Satisfaction

According to a cognitive model of the reasons and effects of customer satisfaction, satisfaction is a function of anticipation and expectation disconfirmation. Consumer performance expectations, according to the paradigm, impact consumer attitudes toward a commodity or service after consuming the items or services, consumers evaluate their shopping experience or the performance of the product or service with their pre-purchase expectations. Consumer satisfaction is attained when the assessments confirm the consumers' pre-purchase expectations. This happiness increases one's emotions and may influence future shopping decisions. When the assessments contradict their pre-purchase perceptions, customers become dissatisfied. Dissatisfaction in this situation leads to a poor attitude toward the shopping experience and the product or service, which may have a significant impact on future purchase intentions. Pleasure is a result of the purchase and uses as a result of the customer evaluating the benefits and costs of the purchase in proportion to the expected outcomes (Wahab *et al*., 2018).

2.9.2 Behavioural intentions

Consumers give opinions about recent purchases based on their level of happiness or dissatisfaction The attitude is reported to be based on a variety of different product or service feature evaluations that are combined utilizing numerous heuristics This frame of mind has the potential to have a substantial impact on the consumer's future behavioural intentions. Behavioural intentions are the possibility of engaging in a specific behaviour. This study investigates behavioural objectives such as returning to the restaurant (repurchase intention) and referring the restaurant to family, friends, or

others (word of mouth). Choose to repurchase an intention to repurchase a product or service acquired by a consumer is described as an intention to utilize a product or service frequently in the future based on previous experiences and estimations. Client word-of-mouth transmissions are also informal communications directed towards other consumers on the purchase, use, or benefits of a given product or service and its distributor. (Wahab *et al*. 2018).

2.9.3 Wholesale

Purchasing in bulk is a relatively basic and straightforward process. You purchase your inventory (often other brands) directly from the manufacturer or a middleman supplier at a reduced wholesale rate, which you then resell at a higher price. For several reasons, buying wholesale is a lower-risk business approach than producing. For starters, because you are dealing with organizations that are already well-known and trusted in the market, you will not invest time and money in developing a product that no one wants. Furthermore, you do not need to purchase nearly as many units as you would if you were making your goods. Minimum orders vary depending on the company and product, however, they are normally quite reasonable and can be as little as one item. (Kim *et al.*, 2018a; Hayden & Webster, 2015; Lazazzera, 2015).

2.9.4 Deciding to compete

Deciding to compete is a crucial decision that can dramatically impact your company's destiny and determine key business decisions. In a competitive marketplace, there are various popular approaches to compete. Let's take a look at each of those possibilities:

2.9.5 Competitive Price

Competing on pricing is usually not the best option for smaller merchants because everyone bigger than you have better margins and can always go lower than you. This, in turn, leads to pricing wars, which chip away at everyone's margins.

2.9.6 Quality

Quality competition boils down to having a superior or better-made product. This can be an excellent way to compete, and there are indications that the market as a whole is changing toward higher-quality, longer-lasting items.

2.9.7 Selection

Competing on selection is a fantastic way to carve out your niche in the market, but it comes with the risk of increasing inventory and inventory storage if you use any other strategy.

2.9.8 Value add

One of the most effective methods to differentiate yourself in the market is to deliver additional value to your consumers, compelling them to buy from you. Content such as fantastic product descriptions, learning centers, installation guides, and so on is a perfect example of how to deliver additional value to your customers.

2.9.9 Service

As a new small business, competing on service might be difficult, but it can also be a winning strategy. Given that word-of-mouth marketing is the most potent type of marketing, it makes sense to compete by providing an exceptional customer experience that gets people talking (Mohamed *et al.*, 2018), (Ryan *et al.*, 2016), (Hayden & Webster, 2015).

As a result, this study evaluates and compares the performance of various types of e-commerce platforms and suggests which platform strategy is best for small business owners seeking to access the e-commerce market. To achieve this purpose, financial data from small company owners selling products through three types of shopping platforms (information brokerage services (NAVER Shopping), online malls (Store Farm), and omnichannel platforms) were analyzed (Shopping Window) The efficiencies of small businesses in terms of those three platforms are then reviewed and analyzed. The efficiency of the three groups of sellers is evaluated using meta-frontier analysis, and the seller's performance on each platform is evaluated using stochastic frontier analysis. (SFA). (MFA) (Lee *et al*., 2019; Rahayu & Day, 2017; Westerdal *et al*., 2002; Kim *et al*., 2018a; Daniel *et al*., 2002).

2.10 Summary of Review

This study offers and tests the use of the techniques stated in selecting an e-commerce platform, as well as how to progress to the online world and own an e-commerce platform. In contrast to a previous study on technology adoption, which was conducted from the consumer's perspective to determine the usefulness and convenience of use of the new technological system. This article focuses on the key factors driving the adoption of new e-commerce technologies, as well as tactics for selecting an e-commerce platform. This study also looks into the intangible value that an e-commerce platform provides. These values are classified as follows:

i. Small and medium-sized enterprises can now create their multi-channel strategy, which was previously regarded to be the domain of large organizations.

ii. It helps small and medium-sized enterprises establish brand awareness and trust. This research looked at the significance of e-commerce as well as platform

selection approaches. Furthermore, the need of teaching consumers to recognise the value of certain services is highlighted by research on the influence of technical skills on the usefulness of information and communication technologies. Finally, by focusing attention on e-commerce, this study increased the quantity of knowledge in the field of telecommunications. And giving customers' continuous use and hedonic desire when picking an e-commerce platform, their benefits and drawbacks, the issues with each strategy and potential solutions, and how e-commerce users should focus to manage platforms effectively and efficiently.

Table 2.10: Summary of the related work

S/No.	Author/Year	Objective	Methodology	Strength	Weakness
1.	Kim *et al*., (2018)	The need to identify and measure the perceived importance of driving forces and barriers in the adoption of e-Commerce solutions among SMEs.	A questionnaire based on the factors identified has been developed and face-to-face interviews	It provides a foundation for policy makers, business leaders and academicians to look further into factors that inhibit adoption of e-Commerce usage and applications by finding appropriate solutions to barriers, so as to create and encourage growth and expansion of sustainable businesses for socio-economic development	SMEs especially in developing countries have not fully adopted e-Commerce solutions. Lack of right technical skills, e-Commerce security, initial cost, resistance by people and culture, lack of interest by management, lack of developed legal and regulatory system.
2.	Lee *et al.*, (2019)	The study is focus on the ability to understand the knowledge regarding the SMEs' adoption of e-commerce in developing countries	The probability sampling method	E-commerce has many benefits for SMEs in terms of faster communication within the firm and more efficient for managing resources of the firm.	A model developed for an industry in a particular country may not be suitable for application in another country but provides a guideline for such a study and the model.
3.	Osho *et al.,* (2016)	A longitudinal study of a panel of small businesses to confirm the stage theory and to determine the time taken for firms to move from one stage to the next.	Mailed questionnaire	It was found that adoption of e-commerce was related to prior use of electronic trading and payment systems	Expected that in the near future additional clusters of adopters will be seen that have moved on from the current

4.	Hudin *et al*., (2019)	To proposes a strategic e-commerce management model to help small online retailers make a better-informed decision on how to deploy their resources to build a successful business online.	The questionnaire was the main survey instrument employed in this research	It offers multi-faceted Relationships among competitive profiles and critical success factors. The strategic e-commerce management model can potentially become a very useful tool in helping small online retailers manage those Resources effectively.	A large sample size is needed to verify this research's findings and perform those analyses that could not be implemented due to the small sample size. The following measures should be implemented to increase the chance of soliciting a large number of responses.
5.	Rita Rahayu & John Day (2017)	To provide an overview of e-commerce adoption by SMEs in developing countries and, in particular, the extent of the adoption of e-commerce.	An online questionnaire survey method	Provides empirical support that the e-commerce provides many benefits for SMEs: E-commerce Provides many benefits for SMEs. The top six benefits are extending their market reach, increased sales, improvements external communication, company image, speed of data processing, and employee productivity.	There is a limited studies related to e-commerce adoption by SMEs, especially in developing countries. In addition, it seems that most e-commerce studies are focused more on Upstream issues: to see the factors that facilitate, or barriers faced regarding e-commerce adoption, rather than downstream issues: to see post-adoption benefits.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

This study is aimed to enhance the Utilitarian and Hedonic Model for Selecting an Optimal E-Commerce Platform for customers in small and midsize businesses. This chapter is focused on the research framed work and methods that includes the research design, development mathematical model, as well as sample design, data gathering methodology, and data analysis techniques This study makes use of research tools such as R-Code in Python,

3.1 Research Design

Given the nature of the investigation, a descriptive research design was chosen as the best strategy. The study analyzes descriptive statistics that aid in describing the relationship that exists between the variables.

3.2 Research Framework

The conceptual framework has illustrated the connection between the independent and dependent variables on the one hand, and the dependent variables on the other, a model for selecting an optimal platform for sustained utilitarian and hedonic motivation of customers in small and mid-size e-commerce business as represented in Figure 3.1

The motivations which will be used in formulating the model have entities and these entities will be critically considered in the design of the model.

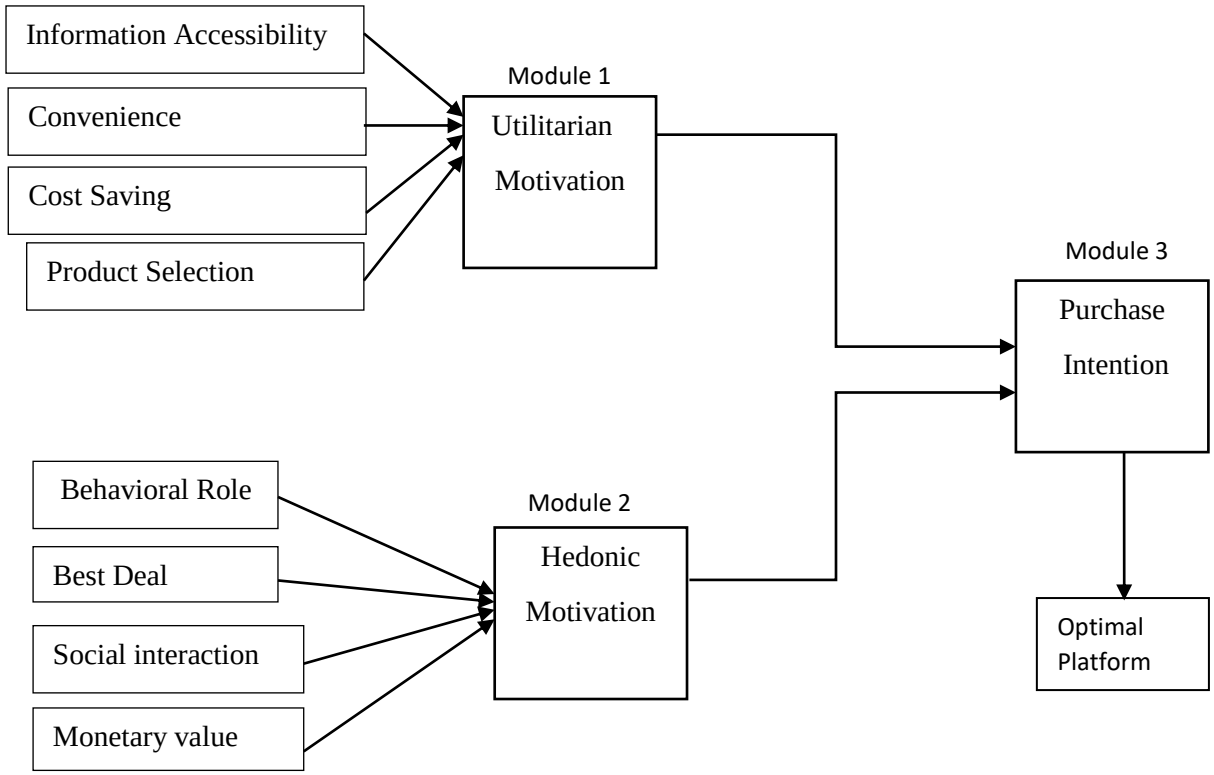

Figure 3.1: Block diagram for the Proposed Model.

The motivations which will be used in formulating the model have entities and these entities will be critically consider in the design of the model.

(I) Module 1

The utilitarian motivation represents module 1, which presents the elements of utilitarian motivation, this module, and its categories will be used to implement the purchase intention of users on the platform.

(ii) Module 2

The hedonic motivation also presents module 2, which presents the elements of hedonic motivation this module and its categories will be used together with the utilitarian motivation to implement the purchase intention of users on the platform.

(iii) Module 3

The purchase intention uses utilitarian and hedonic motivation to ascertain user intent towards online shopping platform at is the point, the user's intention is evaluated to select the optimal platform

3.3 Data Collection

The study's primary data was gathered, and the primary data was gained through questionnaires that were administered by selecting the suitable answer of your choosing. The questionnaire was aimed at persons who conduct business online and was divided into two sections: the first featured respondents' bio-data and the second contained questions about the benefits, problems, and determinants of e-commerce.

3.4 Data Analysis

The acquired data was sorted and analyzed using R-package statistical analysis; the study advocated employing the R-package code in a python programming language to assess the efficiency and effectiveness of the data in depth. For the objectives, Mean and standard deviation are elements of descriptive statistics were used, and the findings will be summarized in tables and charts-frequencies and percentages were used to analyze the utilitarian and hedonic motivation of customers when selecting a platform for small and mid-size e-commerce businesses.

3.5. Model Equation Formulation

The following is the model used to evaluate the utilitarian and hedonic motivations.

$$U = \beta_0 + \beta_1 x_1 \quad (3.1)$$

$\beta_0 = Constant \quad \beta_1 - parameter\ for\ estimation$

Where:

U denotes Utilitarian Motivation, $\mathbf{x_1}$ value,

$$H = \lambda_0 + \lambda_1 y_1 \quad (3.2)$$

$\lambda_0 = constant \;\; \lambda_1 - parameter\ for\ estimation$

Where: H represents Hedonic motivation, $\mathbf{y_1}$ Membership,

In figure 3.1 information accessibility is the freedom or ability to search, collect, and efficiently use a database or information to make it easier and more effective for human users to access and analyze massive and onerous volumes of data and information.

Also, convenience refers to practices, products, and services designed to improve accessibility and save resources such as time and energy. Convenience recognizes time as a major motivator for online purchasing it is one of the factors that has contributed to the rising use of online purchasing in recent years.

Furthermore, a cost-cutting strategy is a group of activities or policies that reduce the historical or predicted cost of a certain transaction; they are measures put in place to reduce the amount of money spent for a specific good or service. Furthermore, a product selection is an object or system made available for consumer use; it is anything that can be given to a market to satisfy a client's want or need the behavioral role is a thorough pattern of socially acknowledged conduct that serves as a means of identifying and putting an individual in a society. A collection of interconnected behavior, rights, obligations, beliefs, and standards as perceived by people in a social environment.

Best Deal refers to anything better than a regular deal, an acknowledgment that a situation or proposal is acceptable, pleasing, or a very favorable agreement, cost, or situation

Furthermore, social interaction refers to the growth in recent years, the emergence of social networks has contributed to the emergence concept of socialized e-commerce, which maintains that social connections are made accessible and easy after purchase, and individuals feel happy when they socialize, buy, and bond with friends and family. For monetary value, Customers benefit from the improved utility when they search for excellent products at generally competitive and discounted costs. Spending less money to save for a future period is referred to as monetary savings. Many customers consider monetary savings to be a direct and effective benefit that can increase their pleasure.

The enhancement made on the proposed model in figure 3.6 is that it has four hypotheses each on the utilitarian motivation and hedonic motivation for selecting optimal platform in online purchase intention. On the utilitarian motivation module, the features are information accessibility, convenience, cost savings, product selection, while on the hedonic motivation module the features are behavioral role, best deal, social interaction, monetary value, which are not in the existing model. The proposed model uses mathematical equations as in the algorithmic procedure in the block diagram figure 3.1 as the enhanced system.

The following equations were formulated as the enhanced model used to evaluate the utilitarian and hedonic motivations.

$$U = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_n x_n + e \quad (3.3)$$

$\beta_0 = Constant$

$\beta_1, \beta_2, \beta_3, \beta_4, and\ \beta_n\ are\ parameters\ for\ estimation$

Where: U denotes Utilitarian Motivation, $\mathbf{x_1}$ data/internet, $\mathbf{x_2}$ Time, $\mathbf{x_3}$ Price,

$\mathbf{x_4}$ Choice, $\boldsymbol{n}$ is the total number of the motivation and $\boldsymbol{e}\ is\ the$ Error term.

$$H = \lambda_0 + \lambda_1 y_1 + \lambda_2 y_2 + \lambda_3 y_3 + \lambda_4 y_4 + \lambda_n y_n + e \quad (3.4)$$

$\lambda_0 = constant$

$\lambda_1, \lambda_2, \lambda_3, \lambda_4, and\ \lambda_n\ are\ parameters\ for\ estimation$

H represents Hedonic motivation, $\mathbf{y_1}$ Membership, $\mathbf{y_2}$ Alternative, $\mathbf{y_3}$ People, $\mathbf{y_4}$ is Money, where N is the total number of motivation and Error terms.

In figure 3.3 information accessibility is the freedom or ability to efficiently search, collect, and use a database or information to simplify and make it more effective for human users to access and handle massive and onerous volumes of data and information.

Also, convenience refers to practices, products, and services designed to improve accessibility and save resources such as time and energy. Convenience recognizes time as a major reason for online shopping it is one of the components that influence the huge increase in online purchasing.

Furthermore, Cost saving is a series of activities or policies that reduce the historical or predicted cost of a certain transaction; they are steps implemented to reduce the amount of money spent for a specific good or service.

In addition, product selection is a product or system made available for client usage; anything that can be provided to a market to satisfy a customer's desire or demand.

The behavioral role is a systematic pattern of socially acceptable conduct that serves as a means of identifying and situating an individual in a culture. A collection of interconnected behavior, rights, obligations, beliefs, and standards as perceived by people in a social environment.

Best Deal refers to anything better than a regular deal, an acknowledgment that a situation or proposal is acceptable, pleasing, or a very favorable agreement, cost, or situation

Furthermore, social interaction refers to the growth in recent years, the emergence of social networks has driven the growth of socialized e-commerce, which indicates that social connection is made convenient and easy while purchasing and individuals feel happy when they communicate, purchase, and bond with friends and family. In terms of monetary worth Customers benefit from the improved utility when they browse for excellent products at comparably competitive and discounted costs. Spending less money to save for a future period is referred to as monetary savings. Many customers consider monetary savings to be a direct and effective benefit that can increase their pleasure.

3.6 Algorithms for the Model

The workflow below shows the algorithms for the model developed in these studies.

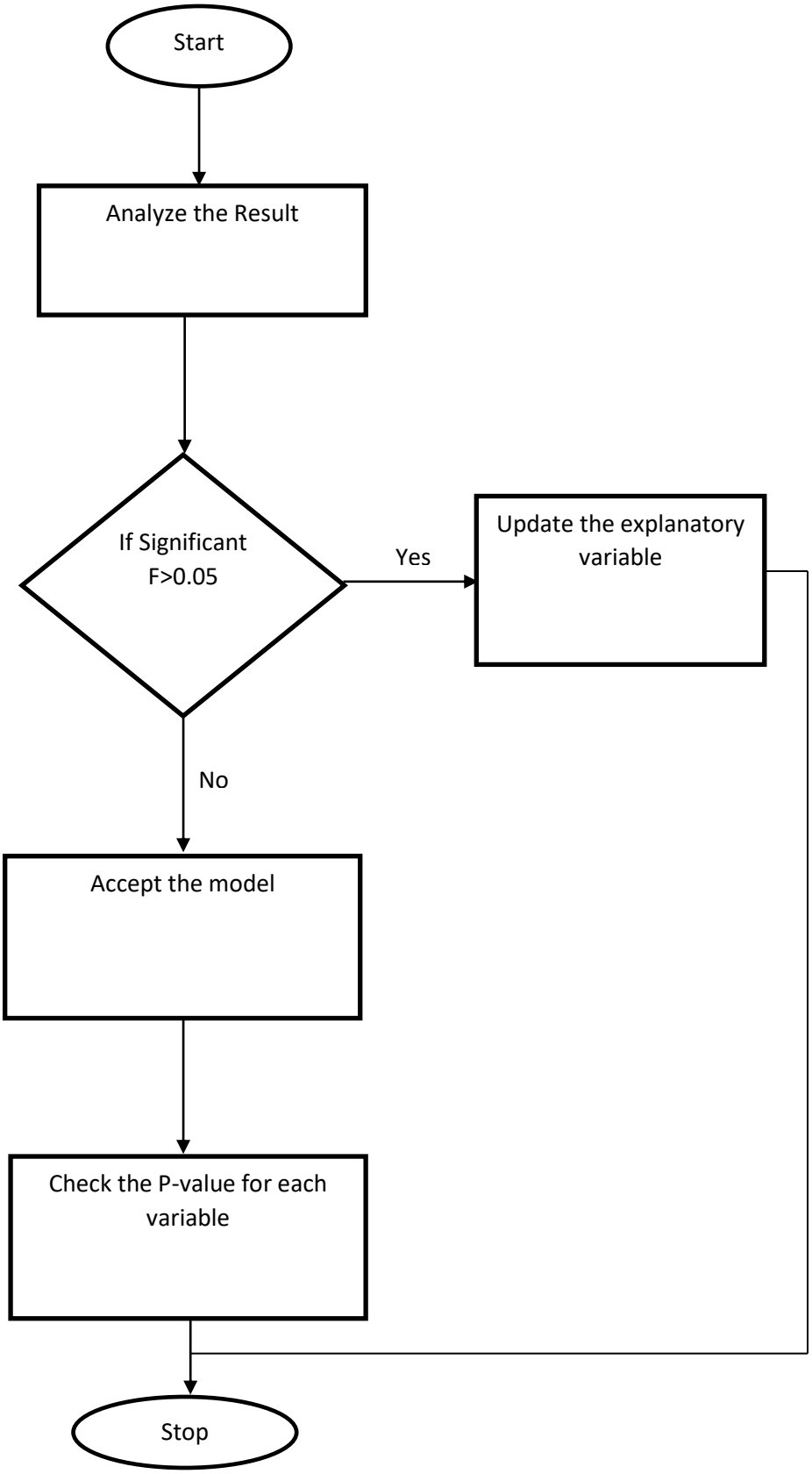

Figure 3.2: Flow chart for the model.

(i) **Analyze the result**

The result was analyzed in the program and the data was carefully selected in the programming language to give out the best result in the model Also

(ii) **If significant F>0.05**

The overall significance of the F-test indicates if the linear regression model indicates better than the model without an independent variable.

(iii) **Update explanatory variable**

Is the independent variable used interchangeably between the variable that is not affected by any other variables is plotted the response variable is always represented in the x-axis, and the y-axis (the horizontal axis) (the vertical axis) which is the contribution to the framework architecture in figure 3.6.

(iv) **Accept the model**

Acceptance is the key variable to track the independent variables plotted on the x and y-axis and the strength of the relationship in the model.

(v) **Examine the p-values for each variable.**

The significance level (p-value) is the probability associated with the vertical value; the value depends on the probability that allows it to measure the chance of getting results

3.6.1 Performance Evaluation

β_0 Is the constant or intercept if the slopes if the intercept is not zero, it is equal to the mean of the dependent variable minus the slope x is the mean of the independent variable.

$$\beta_0 = y - \beta_1 x \tag{3.5}$$

β_1 is the slope in a linear model, the slope is not equivalent to elasticity in a linear model since elasticity is a percentage in the dependent variable that results in one percentage in the independent variable.

$$\beta_1 = \frac{n\sum xy - \sum x \sum y}{n\sum x^2 - (\sum x)^2} \tag{3.6}$$

R-square (R2, also known as the coefficient of determination), is a statistical metric in a regression model that evaluates the percentage of variation in the dependent variable which can be explained by the independent variable.

$$R^2 = 1\ \frac{RSS}{TSS}\ \frac{regression\ sum\ square}{total\ sum\ of\ square} \tag{3.7}$$

F- Is used to determine if there is multiple linear regression analysis, it assesses the overall validity of the model or determines whether any of the independent variables have a linear connection with the dependent variable.

$$Fvalue = \frac{large\ sample\ variance}{smalle\ sample\ variance} = \frac{\sigma_1^2}{\sigma_1^2} \tag{3.8}$$

CHAPTER FOUR

4.0 IMPLEMENTATION, RESULTS AND DISCUSSIONS

4.1 Model Implementation

R-code in Python, the Statisticians and data miners utilize the R programming language and free software environment for statistical computation to construct statistical applications and data analysis. It is used in computing and graphics that can use to clean, analyze, and graph your data to estimate and display results they are easy to recognize, it is actively maintained, it has good connectivity to various types of data.

4.2 Model Testing

The model was tested using the evaluation matrix formulas and the parameters from the mathematical equation in R-code it ensures that the variable was developed in HTML because of the various advantages HTML has for reporting, such as the ability to color and link test results to test cases, as well as include picture images. Quality plotting of graphs, R-package will contain the main differences for reporting in HTML functions classes and procedure in the programming language that will give the output result of all the variables input in the HTML.

Table 4.1: Impact of Information Accessibility on Utilitarian Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
A	53	61.6	61.6	61.6
SA	33	38.4	38.4	100.0
Total	**86**	**100.0**	**100.0**	

Where D denotes disagree, A denotes agree, SA denotes strongly agree, and SD denotes severely disagree.

According to Table 4.1, information accessibility has a considerable beneficial impact on the utilitarian reason for online purchase. It was discovered that 53 (61.6 percent) of respondents agreed and 33 (38.4%) strongly agreed that information accessibility has a considerable beneficial impact on the utilitarian reason for online shopping.

Table 4.2: Impact of Convenience on Utilitarian Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
D	1	1.2	1.2	1.2
A	54	62.8	62.8	64.0
SA	31	36.0	36.0	100.0
Total	**86**	**100.0**	**100.0**	

Where D denotes disagreement, A denotes agreement, SA denotes strong agreement, and SD denotes strong disagreement.

According to Table 4.2, convenience has a considerable beneficial impact on the utilitarian motivation of online shopping. It was discovered that 54 (62.8%) of respondents agreed and 31 (36.0%) strongly agreed that convenience has a considerable favorable impact on utilitarian incentives for online purchase.

Table 4.3: Positive Impact of Cost saving on Utilitarian Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
D	18	20.9	20.9	20.9
A	44	51.2	51.2	72.1
SA	24	27.9	27.9	100.0
Total	**86**	**100.0**	**100.0**	

Table 4.3 demonstrates that cost savings have a considerable beneficial impact on the utilitarian motive of online shopping. It was discovered that 44 (51.2 percent) of respondents agreed and 24 (27.9%) strongly agreed that information accessibility has a considerable favorable impact on the utilitarian motive of online purchase.

Table 4.4: Positive Impact of Product Selection on Utilitarian Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
SD	3	3.5	3.5	3.5
D	9	10.5	10.5	14.0
A	50	58.1	58.1	72.1
SA	24	27.9	27.9	100.0
Total	**86**	**100.0**	**100.0**	

Table 4.4 shows that product selection has a considerable favorable impact on the utilitarian motive of online shopping It was discovered that 50 (58.1 percent) of respondents agreed and 24 (27.9%) strongly agreed that product selection has a considerable beneficial impact on utilitarian motivation for online purchasing.

Table 4.5: Positive Impact of Role on Utilitarian Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
SD	1	1.2	1.2	1.2
D	22	25.6	25.6	26.7
A	48	55.8	55.8	82.6
SA	15	17.4	17.4	100.0
Total	**86**	**100.0**	**100.0**	

Table 4.5 shows that Cost savings have a major positive impact on the utilitarian motive of internet purchase. It was discovered that 22 (25.6 percent) of respondents agreed and 48 (55.8%) strongly agreed that behavioral role had a considerable favorable impact on utilitarian incentive for online purchase.

Table 4.6: Positive Impact of Best Deal on Hedonic Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
D	7	8.1	8.1	8.1
A	55	64.0	64.0	72.1
SA	24	27.9	27.9	100.0
Total	**86**	**100.0**	**100.0**	

Table 4.6 shows that the best deal has a considerable favorable impact on the utilitarian desire to shop online. It was discovered that 55 (64.0 percent) of respondents agreed and 24 (279.9%) strongly agreed that the best offer has a considerable beneficial impact on the utilitarian motivation of online shopping.

Table 4.7: Positive Impact of Social Interaction on Hedonic Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
SD	1	1.2	1.2	1.2
D	8	9.3	9.3	10.5
A	49	57.0	57.0	67.4
SA	28	32.6	32.6	100.0
Total	**86**	**100.0**	**100.0**	

Table 4.7 shows that social engagement has a considerable favorable impact on the utilitarian desire to shop online. It was discovered that 49 (57.0%) of respondents agreed and 28 (32.6%) strongly agreed that information accessibility has a considerable beneficial impact on the utilitarian motive of online purchase.

Table 4.8: Impact of Value on Hedonic Motivation of Online Shopping

Valid Information	Frequency	Percent	Valid Percent	Cumulative Percent
SD	1	1.2	1.2	1.2
D	8	9.3	9.3	10.5
A	54	62.8	62.8	73.3
SA	23	26.7	26.7	100.0
Total	**86**	**100.0**	**100.0**	

The result from table 4.8 the utilitarian motivation to shop online is significantly influenced by value. It was discovered that 54 (62.8%) of respondents agreed and 23 (26.7%) strongly agreed that information accessibility has a considerable beneficial impact on the utilitarian motive of online purchase.

Table 4.9: Regression Analysis on factors affecting Utilitarian Motivation of customers

VARIABLES	B0	B1	R-Square	F
Information accessibility	1.851(7.274) (P-value=0.000)	0.407(5.461) (P-value=0.000)	0.262	29.819 (P-value=0.000)
Convenience	1.796(7.564) (P-value=0.000)	0.427(6.089) (P-value=0.000)	0.306	37.076 (P-value=0.000)
Cost-saving	1.98(15.27) (P-value=0.000)	0.406(9.816) (P-value=0.000)	0.535	96.553 (P-value=0.000)
Product Selection	2.032(15.217) (P-value=0.000)	0.385(9.329) (P-value=0.000)	0.509	87.037 (P-value=0.000)

The result from this table shows the result of the analysis of variance. From the table values in the pretenses are the statistical t-value and the p-values. It was observed that based on B_0 and B_1 that, 26% of Information accessibility is explained by data internet. While 30% of Convenience is explained by Period. 53% of Cost saving was explained by price. 50% of Product Selection is explained by choice. The result shows that with P-value=0.000 at all levels that there is significant influence (relationship) of data internet, Period, price, and choice on the dependent variables.

Table 4.10: Regression Analysis on factors affecting hedonic motivation of customers

VARIABLES	B0	B1	R-Square	F
Role	2.064(14.279) (P-value=0.000)	(0.362) (7.460)) (P-value=0.000)	0.399	55.657) (P-value=0.000)
Best deal	1.890(9.265) (P-value=0.000)	0.383(6.089) (P-value=0.000)	0.306	37.076 (P-value=0.000)
Social interaction	1.988(11.322) (P-value=0.000)	0.351(6.542) (P-value=0.000)	0.338	42.80.2) (P-value=0.000)
Value	1.680(10.917)) (P-value=0.000)	0.455(9.492) (P-value=0.000)	0.512	90.095) (P-value=0.000)

The result from this table shows the result of the analysis of variance. From the table values in the pretenses are the statistical t-value and the p-values. It was observed that

based on B_0 and B_1 that, 40% of the Role is explained by the membership. While 30% of the best deal is explained by Alternative. 33% of social interaction was explained by people. 51% of Value is explained by money. The result shows that with P-value=0.000 at all levels that there is significant influence (relationship) of membership, Alternatives, people, and money on the dependent variables.

4.3 Discussion of Results

One of the most crucial reasons for introducing regression analysis and matrices in this model is to analyze results and justify the coefficient of determinant R-square in tables 4.9 and 4.10, it is observed that cost-saving has the best coefficient of determinant in the regression table with 0.535, product selection has an average determinant of 0.262, followed by the convenience with 0.306, and product selection with 0.509 respectively.

According to this analysis, cost production has a substantial positive influence on utilitarian motivation. When selecting an e-commerce platform, it is also observed that monetary value has the best coefficient of determinant in the regression table with 0.12, the best deal has an average determinant of 0.306, followed by social interaction with 0.338, and role with 0.399 respectively.

This analysis shows that monetary value has a significant positive impact on hedonic motivations when selecting an E-commerce platform.

Finally, the analysis of results for the determinant of coefficient R-square used in the model (scheme) for selecting, the utilitarian and hedonic motivations in E-commerce platform shows that cost savings and monetary value are most paramount for selection of product in E-commerce platform and it is recommended as the best determinant in the model.

Table 4.11: Comparison of results for the evaluation performances of the utilitarian and hedonic motivations.

VARIABLES	B0	B1	R-Square	F
Attitude	2.00(472) (P-value=0.000)	(0.00) (070)) (P-value=0.000)	0.001	(0.121) (P-value=0.000)
Attitude	0.803(301) (P-value=0.000)	0.20(1.063) (P-value=0.000)	0.500	(0.000) (P-value=0.000)
Cost saving	1.98(15.27) (P-value=0.000)	0.406(9.816) (P-value=0.000)	0.535	(96.553) (P-value=0.000)
Monetary value	1.680(10.917)) (P-value=0.000)	0.455(9.492) (P-value=0.000)	0.512	(90.095) (P-value=0.000)

It is observed from the table that the performance of the Cost savings and monetary value are the best determinant in the model for utilitarian and hedonic motivation for the selection of E-commerce platforms.

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study presented an enhanced model for selecting an E-commerce platform for sustained utilitarian and hedonic motivation of customers in an online store platform.

The goal of this research was to develop a mathematical model in selecting utilitarian and hedonic motivations of customers, this was achieved by using a questionnaire to access people that use E-commerce platforms.

The model techniques were implemented using R-code a python interactive computing environment and other libraries which include pandas, seaborn.

The evaluation matrixes were also implemented in python using standard parameters such as $\beta_0,\ \beta_1, R^2\ Fvalue$ selecting the optimal platform when shopping online.

Finally, the model was compared with the old one to give the enhanced model and the result was achieved in the regression table.

5.2 Recommendations

From this study, selecting an optimal platform for sustained utilitarian and hedonic motivations of customers for small and midsize businesses has been a challenge to many online businesses as many tend to consider the cost of selecting an online model that will maximize profit and minimize risk. This study also looks into the intangible value that an e-commerce platform provides. These ideals can be classified as Small and medium-sized businesses can develop their multi-channel strategy, which was previously thought to be reserved for huge corporations. It assists small and medium-sized businesses in increasing brand awareness and reputation. It also covered the

benefits of e-commerce and how to choose a platform. Furthermore, the analysis of the effect of technological expertise on the importance of information and communication Technology emphasizes the importance of user education in helping people comprehend the value of specific services. In contrast to prior research on technology adoption that was undertaken from the perspective of the consumer to determine the usefulness and ease of use of the new technological system. Most models adopted so far has not offered all the benefit of online businesses and has not been able to secure business owner from fraudulent activities from third parties. These need to be put into consideration. Therefore, the following are recommended:

i. Provide an adequate secure environment for selecting e-commerce transactions.
ii. In addition to social commerce, which emphasizes Consumers desire an online purchase experience that is similar to that of traditional shopping, which includes interaction with other customers. If small and medium business owners expect high profits, research should be directed toward encouraging them to use an online mall.

5.3 Contributions to Knowledge

This study has achieved a three-fold contribution to knowledge as follows:

i. The proposed model was tested which effectively minimizes profit and maximizes risk for selecting an optimal platform for sustained utilitarian and hedonic of customers in small and mid-size businesses in an online environment.
ii. The Proposed model was used to analyze the effect of technical knowledge on the value of information and communication technology for user training. It equally assists customers in recognizing the value of

functionalities when selecting a platform or an online transaction for utilitarian and hedonic motivation of customer when selecting a platform in small and mid-size E-commerce business.

iii. The proposed mathematical model was enhanced and compared with the old model; this was as a result of the performance evaluation which made it possible when selecting an optimal E-commerce platform.

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APPENDIX: A

```
Mydata<-read.table(file.choose(),header = T)

Mydata

attach(Mydata)

plot(information.x.,utilitarian.y.,main="scatter plot of hardness data")

sxx<-sum((information.x.-mean(information.x.))^2)

sxx

sxy<-sum(utilitarian.y.*(carbon.x.-mean(information.x.)))

sxy

beta1<-sxy/sxx

beta1

beta0<-mean(utilitarian.y.)-beta1*mean(information.x.)

beta0

fit<-lm(utilitarian.y.~ information.x.)

summary(fit)
```

```
> x<-read.table(file.choose(),header = T)
> x
   Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8   Q9  Q10
1   3  3  3  4  3  2  3  3 3.25 2.75
2   4  4  4  4  4  4  4  4 4.00 4.00
3   4  3  2  3  3  4  4  4 3.00 3.75
4   4  4  3  2  3  4  4  4 3.25 3.75
5   3  3  3  3  3  3  4  3 3.00 3.25
6   4  3  4  3  3  2  3  4 3.50 3.00
7   3  4  2  4  2  3  3  3 3.25 2.75
8   4  3  3  3  3  3  4  3 3.25 3.25
9   3  3  2  3  2  3  4  2 2.75 2.75
10  3  3  2  3  2  3  4  2 2.75 2.75
11  3  4  2  3  3  4  3  3 3.00 3.25
12  3  4  3  3  2  3  3  3 3.25 2.75
13  4  3  4  3  2  3  4  4 3.50 3.25
14  3  3  3  3  3  3  3  4 3.00 3.25
15  4  3  3  3  2  3  4  3 3.25 3.00
16  3  3  3  3  3  3  3  3 3.00 3.00
17  3  4  2  4  2  2  3  3 3.25 2.50
18  3  3  4  4  3  4  3  4 3.50 3.50
19  3  4  4  4  2  2  4  3 3.75 2.75
20  3  3  3  4  4  3  4  4 3.25 3.75
21  4  3  3  3  3  3  3  3 3.25 3.00
22  4  3  3  3  3  3  3  3 3.25 3.00
23  3  3  3  3  3  3  4  3 3.00 3.25
24  4  3  3  4  3  3  3  3 3.50 3.00
25  3  3  2  2  3  3  3  2 2.50 2.75
26  3  3  2  4  2  3  3  2 3.00 2.50
27  4  4  4  3  4  4  4  4 3.75 4.00
28  3  3  4  4  3  4  4  2 3.50 3.25
29  3  3  4  3  3  3  3  3 3.25 3.00
30  3  4  3  3  3  2  4  3 3.25 3.00
31  4  4  3  2  4  3  2  2 3.25 2.75
32  4  3  3  3  2  3  3  4 3.25 3.00
```

```
33  4  3  3  3  3  3  3  3 3.25 3.00
34  3  3  4  3  2  2  3  4 3.25 2.75
35  3  3  4  3  2  3  3  2 3.25 2.50
36  3  3  3  3  3  3  3  3 3.00 3.00
37  3  3  3  4  3  3  2  3 3.25 2.75
38  4  4  4  3  3  3  3  3 3.75 3.00
39  4  4  3  4  3  4  4  4 3.75 3.75
40  3  3  3  3  3  3  3  3 3.00 3.00
41  4  4  3  4  2  3  4  3 3.75 3.00
42  3  4  3  3  3  4  3  3 3.25 3.25
43  4  3  3  3  3  3  3  3 3.25 3.00
44  3  3  3  1  3  4  2  2 2.50 2.75
45  3  3  3  3  3  3  3  3 3.00 3.00
46  3  3  4  4  3  2  3  3 3.50 2.75
47  3  3  2  3  2  3  3  3 2.75 2.75
48  3  3  2  3  3  3  3  3 2.75 3.00
49  3  4  4  3  3  4  2  4 3.50 3.25
50  3  3  2  1  2  4  4  3 2.25 3.25
51  4  4  4  4  4  4  4  4 4.00 4.00
52  4  3  3  4  2  4  3  3 3.50 3.00
53  3  4  3  3  2  3  3  3 3.25 2.75
54  4  4  4  4  3  4  4  3 4.00 3.50
55  4  4  3  4  3  4  3  4 3.75 3.50
56  4  3  2  3  3  3  2  3 3.00 2.75
57  3  4  4  3  4  4  3  3 3.50 3.50
58  3  4  3  2  2  4  4  3 3.00 3.25
59  3  2  2  3  4  3  3  3 2.50 3.25
60  3  4  4  3  3  4  3  4 3.50 3.50
61  3  4  2  3  3  3  4  3 3.00 3.25
62  3  3  3  2  3  3  3  3 2.75 3.00
63  4  4  4  4  4  4  4  4 4.00 4.00
64  3  3  4  3  2  3  3  3 3.25 2.75
65  3  3  2  1  1  3  3  3 2.25 2.50
66  4  3  4  4  3  4  1  1 3.75 2.25
67  4  4  4  4  4  4  4  4 4.00 4.00
68  4  4  4  4  2  3  3  3 4.00 2.75
69  3  3  2  3  3  3  2  3 2.75 2.75
70  3  3  4  3  4  3  2  3 3.25 3.00
71  4  4  3  3  2  4  2  3 3.50 2.75
72  3  3  3  3  3  3  3  3 3.00 3.00
73  3  3  3  3  3  3  3  3 3.00 3.00
74  3  3  3  3  3  3  3  3 3.00 3.00
75  3  4  3  2  3  3  3  3 3.00 3.00
76  3  3  3  3  3  3  3  3 3.00 3.00
77  3  4  2  3  2  3  4  4 3.00 3.25
78  3  3  3  3  3  3  3  3 3.00 3.00
79  3  4  3  4  4  3  3  3 3.50 3.25
80  4  4  3  3  4  3  4  4 3.50 3.75
81  3  3  4  4  3  3  3  3 3.50 3.00
82  3  3  3  3  4  4  4  4 3.00 4.00
83  4  3  3  3  3  3  4  3 3.25 3.25
84  4  3  3  2  4  3  3  4 3.00 3.50
85  4  3  3  2  4  3  3  4 3.00 3.50
86  4  3  2  2  3  3  3  3 2.75 3.00
> attach(x)
> fit1<-lm(Q9~Q1)
> summary(fit1)

Call:
lm(formula = Q9 ~ Q1)

Residuals:
     Min       1Q   Median       3Q      Max
-0.82075 -0.22727 -0.07075  0.17925  0.67925

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
```

```
(Intercept)  1.85120    0.25449   7.274 1.68e-10 ***
Q1           0.40652    0.07444   5.461 4.73e-07 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.3357 on 84 degrees of freedom
Multiple R-squared:  0.262,    Adjusted R-squared:  0.2532
F-statistic: 29.82 on 1 and 84 DF,  p-value: 4.73e-07

> fitQ2<-lm(Q9~Q2)
> summary(fitQ2)

Call:
lm(formula = Q9 ~ Q2)

Residuals:
     Min       1Q   Median       3Q      Max
-0.82775 -0.25486 -0.04131  0.17225  0.67225

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.79644    0.23751   7.564 4.50e-11 ***
Q2           0.42711    0.07014   6.089 3.28e-08 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.3255 on 84 degrees of freedom
Multiple R-squared:  0.3062,   Adjusted R-squared:  0.298
F-statistic: 37.08 on 1 and 84 DF,  p-value: 3.28e-08

> fit3<-lm(Q9~Q3)
> summary(fit3)

Call:
lm(formula = Q9 ~ Q3)

Residuals:
     Min       1Q   Median       3Q      Max
-0.69841 -0.19841  0.00468  0.19218  0.55159

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.97987    0.13011  15.217  < 2e-16 ***
Q3           0.40618    0.04134   9.826  1.3e-15 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.2666 on 84 degrees of freedom
Multiple R-squared:  0.5348,   Adjusted R-squared:  0.5292
F-statistic: 96.55 on 1 and 84 DF,  p-value: 1.296e-15

> fit4<-lm(Q9~Q4)
> summary(fit4)

Call:
lm(formula = Q9 ~ Q4)

Residuals:
     Min       1Q   Median       3Q      Max
-0.68646 -0.18646  0.06354  0.17861  0.56354

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.03167    0.13146  15.455  < 2e-16 ***
Q4           0.38493    0.04126   9.329 1.29e-14 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1
```

```
Residual standard error: 0.2739 on 84 degrees of freedom
Multiple R-squared:  0.5089,   Adjusted R-squared:  0.503
F-statistic: 87.04 on 1 and 84 DF,  p-value: 1.289e-14

> fit5<-lm(Q10~Q5)
> summary(fit5)

Call:
lm(formula = Q10 ~ Q5)

Residuals:
     Min       1Q   Median       3Q      Max
-0.90131 -0.15131 -0.03882  0.21118  0.59869

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.06386    0.14453   14.28  < 2e-16 ***
Q5           0.36248    0.04859    7.46 7.21e-11 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.3075 on 84 degrees of freedom
Multiple R-squared:  0.3985,   Adjusted R-squared:  0.3914
F-statistic: 55.66 on 1 and 84 DF,  p-value: 7.213e-11

> fit6<-lm(Q10~Q6)
> summary(fit6)

Call:
lm(formula = Q10 ~ Q6)

Residuals:
     Min       1Q   Median       3Q      Max
-1.17028 -0.17028 -0.03776  0.21224  0.71224

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.89020    0.20402   9.265 1.74e-14 ***
Q6           0.38252    0.06282   6.089 3.28e-08 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.3303 on 84 degrees of freedom
Multiple R-squared:  0.3062,   Adjusted R-squared:  0.298
F-statistic: 37.08 on 1 and 84 DF,  p-value: 3.281e-08

> fit7<-lm(Q10~Q7)
> summary(Q7)
   Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
  1.000   3.000   3.000   3.209   4.000   4.000
> summary(fit7)

Call:
lm(formula = Q10 ~ Q7)

Residuals:
     Min       1Q   Median       3Q      Max
-0.64073 -0.14073 -0.03996  0.21004  0.60927

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.98764    0.17555  11.322  < 2e-16 ***
Q7           0.35077    0.05362   6.542  4.5e-09 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.3227 on 84 degrees of freedom
Multiple R-squared:  0.3375,   Adjusted R-squared:  0.3297
```

```
F-statistic:  42.8 on 1 and 84 DF,  p-value: 4.502e-09

> fit8<-lm(Q10~Q8)
> summary(fit8)

Call:
lm(formula = Q10 ~ Q8)

Residuals:
     Min       1Q   Median       3Q      Max
-0.74947 -0.20954 -0.04461  0.20539  0.66024

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.68004    0.15390  10.917  < 2e-16 ***
Q8           0.45486    0.04792   9.492 6.08e-15 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.2754 on 84 degrees of freedom
Multiple R-squared:  0.5175,   Adjusted R-squared:  0.5118
F-statistic:  90.1 on 1 and 84 DF,  p-value: 6.076e-15

> summary(x)
       Q1              Q2              Q3              Q4
Q5
 Min.   :3.000   Min.   :2.000   Min.   :2.00   Min.   :1.000   Min.
:1.000
 1st Qu.:3.000   1st Qu.:3.000   1st Qu.:3.00   1st Qu.:3.000   1st
Qu.:2.000
 Median :3.000   Median :3.000   Median :3.00   Median :3.000   Median
:3.000
 Mean   :3.384   Mean   :3.349   Mean   :3.07   Mean   :3.105   Mean
:2.895
 3rd Qu.:4.000   3rd Qu.:4.000   3rd Qu.:4.00   3rd Qu.:4.000   3rd
Qu.:3.000
 Max.   :4.000   Max.   :4.000   Max.   :4.00   Max.   :4.000   Max.
:4.000
       Q6              Q7              Q8              Q9
Q10
 Min.   :2.000   Min.   :1.000   Min.   :1.000   Min.   :2.250   Min.
:2.250
 1st Qu.:3.000   1st Qu.:3.000   1st Qu.:3.000   1st Qu.:3.000   1st
Qu.:2.750
 Median :3.000   Median :3.000   Median :3.000   Median :3.250
Median :3.000
 Mean   :3.198   Mean   :3.209   Mean   :3.151   Mean   :3.227   Mean
:3.113
 3rd Qu.:4.000   3rd Qu.:4.000   3rd Qu.:4.000   3rd Qu.:3.500   3rd
Qu.:3.250
 Max.   :4.000   Max.   :4.000   Max.   :4.000   Max.   :4.000   Max.
   :4.000
```

APENDIX B: SAMPLE QUESTIONNAIRES

"Timestamp","Information accessibility has a significant positive impact on utilitarian motivation of online shopping","Convenience has a significant positive impact on utilitarian motivation of online shopping","Cost saving has a significant positive impact on utilitarian motivation of online shopping ","Product selection has a significant positive impact on utilitarian motivation of online shopping","Role has a significant positive impact on hedonic motivation of online shopping","Best deal has a significant

positive impact on hedonic motivation of online shopping ","Social interaction has a significant impact on hedonic motivation of online shopping","Value has a significant impact on hedonic motivation of online shopping"

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